

# MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 18, 1931

Number 2478

## PROMISE

Oh, I shall walk these streets when you are dust!  
And I shall still be ore when you are rust!  
For only he who breaks the faith shall die  
And moulder with his body bye and bye.  
While he who keeps the faith shall come again,  
And tread the earth among the sons of men:  
Shall see old faces in new walks and say,  
"I knew him somewhere, in some other day."  
Shall see old walls, old marbles, standing yet—  
And think, "I knew these things, but I forget."  
Shall do some penance for a worn-out sin,  
And know that once more clean he can begin:  
Shall reap some fine reward for some old deed,  
And go with steady feet to sow good seed:  
Shall know with every life a clearer light,  
And shape his Destiny beyond the night.  
It is the law. And all the laws are just.  
Oh—I shall walk these streets when you are dust!

Joseph Andrew Galahad.

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WHOLESALE FIELD

# SEEDS

*Distributors of PINE TREE Brand*

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Sudan Grass  
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INOCULATION FOR LEGUMES

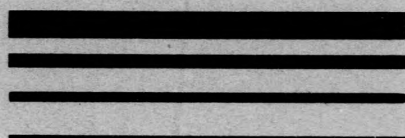
**ALFRED J. BROWN SEED COMPANY**

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GRAND RAPIDS, MICHIGAN

# A

## Profitable Service . .



Through

Fleischmann's national advertising, the world's famous physicians are telling millions of

### 5 Big reasons why you should push STANDARD BRANDS PRODUCTS

- 1—Prompt service and frequent deliveries.
- 2—Small stocks properly regulated require small investments.
- 3—Quick turnover and quick profits.
- 4—A reputation for freshness with every product.
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Americans that fresh Yeast is helpful in the prevention of colds. Pass on this good news to your customers. Urge them to eat three cakes of Fleischmann's Yeast every day. They'll appreciate this Service and will become better customers. Tie up with the Fleischmann advertising. It means more sales to you.

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# K C Baking Powder

Same Price  
for over **40** years

25 ounces for 25c

A fair price to the consumer and good profit for you. Why ask your customers to pay War Prices!

It will pay you to feature K C

Millions of Pounds Used by Our  
Government





# MICHIGAN TRADESMAN

GRAND RAPIDS  
PUBLIC LIBRARY

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, MARCH 18, 1931

Number 2478

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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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.

### OLD AGE PENSION SYSTEMS.

#### Michigan's New Governor Discusses Welfare Measure.

In my message to the Legislature on the occasion of its convening for the regular 1931 session, I said:

"The physical and social welfare of our people is more and more becoming a matter of State concern. Without objectionable paternalism, the State has gradually thrown safeguards around its afflicted, its indigent and its underprivileged. The security against want of its aged, who have been rendered dependent upon others in their nonproductive years, now claims our attention.

"It seems to me that any argument against the principle of old age pension must fail of logical support. The principle has, in fact, been practiced in modified form in our own State in the past. Penury in advanced age is a misfortune which may beset us all. It is therefore our common obligation to assist those who are stricken in old age.

"Bills with this in view will be offered you by those interested. These should be analyzed carefully and the best features accepted. Special attention should be devoted to the revenue provisions, for an unwise step in this regard may serve to defeat the very purpose of the bill. Certain it is that the general property tax cannot stand addition of the burden which this measure would impose. Any measure which you adopt must carry its own revenue-raising provisions."

Since then, the Old Age Pension Commission, appointed by the former Governor for the purpose of studying the matter and reporting on its advisability and feasibility, has filed a report endorsing the principle of the old age pension and suggesting means of carrying it into effect. The report indicated that study of the subject had been attended by thoroughness and painstaking effort, dispassionately and without bias. The report, together with a suggested form of legislation, has been transmitted to the present

Legislature for study and for such action as it considers wise.

While committed to the principle of the old age pension, I am, nevertheless, unalterably opposed to any method of financing the plan which will add to our general property tax. The amount necessary to effectuate an old age pension project has been variously estimated at from \$2,000,000 to \$15,000,000. The real property of this State, both in the industrial and the agricultural areas, is to-day taxed to the point of saturation. Our efforts are therefore being concentrated toward an alleviation of this burden by a program of general economy. It would certainly defeat this program to add any such figures to the tax rolls.

Some means other than the general property tax must be contrived for the purpose of financing any old age pension law which will be enacted. Moreover, the practicability of old age pensions is still being seriously debated in many jurisdictions notwithstanding the virtues of the principle. Any steps which the State of Michigan might take toward initiating the plan here must therefore be considered to be of an experimental nature, enough to give the plan a fair test, yet without involving the State so deeply that retrenchment becomes impossible.

Any movement as noble in principle as the old age pension should be encouraged and fairly tested. If found desirable it should become a permanent institution, otherwise it must be rejected.

Wilber M. Brucker,  
Governor of Michigan.

#### Expects Real Gain For Retail Trade.

Current seasonal improvement in retail trade should be the forerunner of sustained gains in merchandising later in the year, according to Victor Sincere, president of the National Department Stores. While these gains hinge on more definite pick-up in industrial operations and employment of labor, the time lag involved in the needed increase of consumer purchasing power should not prove abnormal, he said yesterday. He expected the veterans' bonus payments to have an indirect effect in benefiting retail trade, although direct benefits may be hard to trace.

"The present status of retail trade and conditions in the wholesale markets justify a fair amount of optimism," Mr. Sincere said. "A seasonal tendency toward improvement is being felt and this tendency should grow stronger, making allowance for the usual dull Summer period. For one thing, both retailers and manufacturers are proceeding into the year with their eyes fully open and the delusive potentialities which marked last year at this time are now flattened out.

"Generally speaking, retailers now have their merchandise inventories in good shape, although in some cases stocks are still higher than they should

be. Most stores, however, are in such shape as to be 'open to buy' as the season advances and consumer demand shapes itself. Conditions in the wholesale markets are also notably improved. Producers of ready-to-wear, accessories and department store merchandise generally have produced more merchandise on order rather than for stock than has been the case in many years.

"The effects of this situation are evident now in healthy market conditions, despite the depression, and will unquestionably exert a growing influence as the year gets older. With stocks clean, there is very apt to be a leveling of the former peaks and valleys, with continuous production and demand serving as a stabilizer. Prices are showing a greater degree of firmness, reflecting the reduction of distress merchandise."

"Thus far," Mr. Sincere continued, "pre-Easter business has been gaining only slightly, having been impeded by weather conditions in a number of centers. He expressed the view that the stores during the last half of this month will do a large Easter business, which should equal that of last year, provided weather conditions are favorable.

"Post-Easter business," he went on, "is always more or less of a problem. This year the difficulties of the problem are emphasized. Retailers, however, plan more active promotions than usual, and there is no reason why results in April and May should not at least prove satisfactory. The coming of warmer weather should make more employment and consequent increase in purchasing power as compared with the Winter months.

"It is reasonable to anticipate that as consumer purchasing power grows store sales will grow proportionately. The covering of a wide variety of needs has been held in check by the average consumer and this dammed-up buying power will be released without any great time lag once confidence is restored in general industry.

"From the standpoint of the year as a whole, the chances favor an improvement in retail profits as compared with last year. Markdowns, which showed a heavy percentage last year and reflected drastic inventory losses for many stores because of the readjustment in wholesale prices promise to be less this year. Most stores by now have taken their inventory loss and are operating on a replacement basis, with the current level of wholesale prices affording a safe basis on which to buy.

"It is also indicated that many stores this year will make considerable headway in reducing consumer returns, which have proved very costly to handle. More careful selling and co-operative action by stores to lower re-

turns are likely to meet with an increasing measure of success.

"The bonus payments being made to veterans will ultimately help increase retail sales volume. It seems to me that the gains will be indirect and possibly not from purchases made by the veterans themselves. Many veterans apparently will use their funds to pay off rents, doctor bills and other debts. This liquidation of debts will put the people receiving the payments in better position to buy at the stores, thus putting more money into circulation."

—N. Y. Times.

#### Late Indiana News Items.

Marion—Three creditors of Sam Levy Shoe Co. have filed a petition of involuntary bankruptcy against him, alleging bankruptcy and that he committed an act of bankruptcy by a general assignment to J. F. Mooney, of Marion. The creditors are: Endicott-Johnson Corp., Endicott, N. Y., \$693; Shu-Stiles, Inc., St. Louis, \$428; Ideal Shoe Mfg. Co., Milwaukee, \$214.

Shelbyville—A suit asking that a receiver be appointed for the National Five & Ten Cent Stores, operating in Indiana and Illinois, was filed in Shelby Circuit Court by Russell D. Stevens, Shelbyville, a director, vice-president, district manager and stockholder in the organization. Stevens alleges that the company was losing money and that a loss of \$13,000 was suffered in 1930. He said that five of the six stores were operating at a loss, and that, only recently, one store was closed at Washington, Ind., because of financial conditions. Liabilities were listed at \$33,000, but assets were not given, although Stevens said they constantly were decreasing. Stevens said the management of the company could not agree upon operating policies. The National stores are at Auburn, Huntington, Decatur, Wabash and Shelbyville, Ind., and Hoopston, Ill.

#### Gabby Gleanings From Grand Rapids.

Because of the retirement of P. C. Payette from the management of the Woodhouse Co., Charles A. Stellmann has been made Treasurer and Manager of the corporation, with E. A. Chene, of Detroit, as Assistant Manager and O. L. Heath as Secretary. Mr. Stellmann has been traveling salesman for the house thirty years and Vice-President and director ever since the organization.

A special committee of the Grand Rapids Market Association, composed of Hollis Baker, of the Baker Furniture Factories of Allegan; Henry Maston, manager of the Waters-Klingman Furniture Exhibition building, and C. B. Hamilton, secretary of the Grand Rapids Market Association has been named by the association to work out details for the next furniture show which will be held in Grand Rapids from June 1 to 13.



## HIGHLANDS HAMMOCK.

### Primeval Jungle Entirely Surrounded By Water.

Reading half a dozen letters from Michigan, written on Sunday and Monday, is probably responsible for slight colds contracted by the writer and his better half. The storm which swept the North and East visited the Southern peninsular state with a slight drop of temperature and a tremendous downpour of rain, which was not needed for fruits and vegetables now being harvested and added but another apologetic quotation mark, prefix and affix, to that much used and abused word "unusual". But we have witnessed nothing of stalled cars, highway tie-ups or delayed trains and the whole atmospheric tendency seems to be a return to normalcy, with the natural difference in temperature in keeping with points of latitude. In other words, the comparative distances between the equator and the arctic circle should be an indication of degrees of temperature. Possibly this normalcy of atmospheric conditions may presage a return to normalcy in the business barometer of the Nation and the world.

My own notion is that we are suffering a long drawn out financial depression induced by a disturbance of mind from a longer term of psychopathic business practices. Recognition of true values as a basis for business activities might help; an abandoning iridescent dreams and the promotion of sound industry might well be the purpose of our financial forces. Occupying America's money and men to hold fast American standards and promote their continuance for our future welfare would seem to be an essential of early prosperity and a better testimony of patriotism than their occupation in alien lands and calculated to be a future menace. We may truly be "our brother's keeper," but even the Golden Rule does not contemplate the enemies of our institutions and scoffers of our ideals.

Our family has enjoyed a visit this week from Mrs. E. S. Waterbury, of Clarksville, Michigan, accompanied by a party of five, including her son, who attended Olivet College, with several West Michigan boys and girls of his time, but who is now a shell-shock victim of the war to make the world safe for democracy. Mrs. Waterbury was formerly Miss Belle Gardner, who lived with her parents for some years on the farm later owned by C. E. Adams, of Grand Rapids, and now by J. H. Billings, halfway between Shelby and Hart. None of the party had ever previously visited the Singing Tower at Lake Wales and they were prompted to do so and to continue their drive forty miles, they said, by the articles which they have been reading about it.

Other Michigan visitors have been Mr. and Mrs. C. A. French, of Holland, where Mr. French, with his son, publishes the Daily Sentinel. The newspaper experience of Mr. French has been extensive and profitable, including the business management of the old Grand Rapids Democrat, of the Muskegon Chronicle and more recently publishing newspapers in

Monroe and Holland. He has a wide acquaintance throughout the State and was one of those in happy attendance at the editorial dinner given in Grand Rapids, Dec. 4 last by Mr. and Mrs. E. A. Stowe, mentioned in last week's communication. Mr. French was equally shocked with the other friends of John Fitzgibbon here upon learning of his death. Mr. and Mrs. French are in Florida by train and were making an "around the loop" bus trip from Tampa down to Miami, back along the ridge through Lake Placid, Sebring and Lake Wales. On account of overcrowded bus conditions—March 10—they were delayed and missed the carillon concert at the famous Tower.

On Sunday the big event for all Florida will be the dedication of Highlands Hammock, the primeval jungle to which I have frequently referred. It is located not more than six miles from where I am now seated in my auto-office and shaded by the camphor trees of Nan-ces-o-wee park. That is to say, the office is, not the Hammock. As I have previously remarked, it is said to include within its 2,000 acres a greater variety of tropical jungle, jumbled with trees of normal Northern habit, than any other similar area in the country.

According to Mr. C. E. Donaldson, the scientist in charge of marking the many scores of varied tree and plant growth with their proper botanical names, and also with those of an intelligible nature to the ordinary individual, this paradox of plant life is an accomplishment of the ice age. The trees and plants native to the North were brought down and deposited at that prehistoric time, when an exceedingly unusual weather condition prevailed. And here they have been protected by an unusual condition. A "hammock, locally, is a hummock of ground somewhat above its nearby area and largely covered, or surrounded, by water. That describes the topography of this Hammock. This water has for centuries protected the Hammock as the moat of an ancient castle was purposed to protect its inhabitants.

Fortunately, this jungle did not lie in the path of progress, was never developed by the town-boomer; is a single spot among thousands to escape the ravages of civilization. And here, on Sunday, March 15, will be dedicated an unspoiled spot of nature's amazing bounty through the interest and generosity of a noble woman, Margaret Shippen Roebeling, of Barnardsville, N. J., less than a year ago bought the place for a public sanctuary and has since that time passed on to that especial haven provided for those who serve. On the bronze tablet which will be unveiled Sunday is thus described her purpose, "To make accessible and to conserve in their natural state the vegetation and all forms of animal life herein." As a sanctuary for bird and animal life it offers much more than the environs of the Singing Tower, which is, first of all, a human sanctuary. At the Tower men and women pre-empt its grounds, made accessible to and for their use, but here the very bogs which have protected the plant life from time immemorial will con-

tinue to aid in the effort of nature to conserve its own.

Just the other day I found a kindred spirit in the person of George Lee Dally, District Forester. It was through him that I learned with delight that fire-swept Florida is not so far behind other states in its sense of fire damage and danger and its need for protection. I engaged in an interview with him and he gave some interesting data very encouraging as to what has been accomplished in the State in the three years of the Forestry Department's activities and the more promising for its future welfare. It has already taken under protection from fire several hundred thousands of acres and is taking on more units as rapidly as public sentiment can be aroused and the owners interested. A considerable portion of the uncultivated land of Florida—much of it timber land—is said to be owned by "cattle barons" who have had the notion that fire is the most desirable way to clear away dead grasses and other vegetable growth to enable new grass to start. The Forest Department and the Agricultural instructors in schools are leading the drive to change the habit of thought and practice. I had intended to quote more from Mr. Dally's interview, but find the following homily from his pen in the last issue of Beautiful Florida, and prefer it to the words of his interview, as he has further delightfully developed a simile which he then but incompletely used:

Wild fire produces ashes and there are no assets in ashes. Wild fire each year sweeps the counties from end to end. It destroys baby trees by millions, it retards sapling growth and reduces the value of mature timber. It robs the soil of fertility and turns the soil to barrenness. This unchecked burning results in idle lands, idle industries and idle hands. Idle lands produce no revenue, pay no taxes and employ no labor. Idle lands build no homes, construct no churches and support no schools.

The writer was drafted as a participant in the Tourist Club program for this week and though very long out of practice for such an effort he attempted a recital from the writings of a poetical favorite, Douglas Malloch, who will be personally remembered by some readers of this article. He began his muse at Muskegon, where he was able to find melody in the whir of a circular saw; served as city editor of the Chronicle and Muskegon correspondent of the Tradesman; went to Chicago and made the American Lumberman a journal of harmony. Now, widely syndicated, he brings joy to thousands. Unhappy is the man whose heart is without melody and I am glad that melody does not necessarily mean music. One of the disappointments of my dear little mother's life was that I was not musical and she strived mightily to promote that talent, finally concluding that whatever were the gifts of both my parents that I could not carry a tune if she handed it to me in a basket. And if I should strike one, even now, I should just be another hit and run driver. But not all melody is set to music and most people, I think, are happier for going to work in the morning with melody in their hearts. The person who cannot so

much as whistle a tune is all the more in need of the tuneful verse of Doug. Malloch. Harry M. Royal.

**When On Your Way. See Onaway.** Onaway, March 17—Jake Hitzert, of Saginaw, has purchased the twenty acre fruit and poultry farm adjoining that of his son, on U S 23, near Rainy river, and is making improvements preparatory for the Spring opening. It would do you good to see the big baskets of fresh eggs Jake markets daily.

The 9 o'clock curfew whistle is doing its work nicely. The young folks respect it to the fullest extent and the results are very satisfactory. Liberty and freedom are fine things for the young generation, but law and order should be considered first and proper regulation will injure none.

During the mild winter weather the Evening Grosbeaks have had an easy time securing their food and have not depended upon charity, but the recent cold weather and severe storms have driven the birds to apply for help and a flock of about forty Grosbeaks and other birds included have consumed quite a large quantity of sunflower seeds. Kodak fans have been enjoying photographing the big drifts of snow and getting snaps of the rotary plows in action, throwing the fountains of snow thirty feet into the air, making a beautiful sight. U S 23 is again open for traffic and the big cuts cleared. Not a severe winter, but a very interesting one.

George Aubrey, the independent grocer who occupies the Steele building, used formerly for a grocery by W. B. Haskin, reports doing a very nice business since engaging in trade. His store indicates it, everything being new and fresh, and courtesy and hospitality being a big part of his stock in trade.

Ray Young has purchased the building and entire oil and gas station business of Herbert Leffer, situated on the corner of State and second streets, and how everything is beginning to shine on that corner. There is no question as to results. Ray is so well known by his former acts and deeds, his location so good and the attractiveness of his building and premises, both interior and exterior that tourists are going to appreciate the difference between ordinary and special service.

Squire Signal.

### Phoenix Allows Rebate on Old Hose.

Under the title of a National Hosiery Relief Week, the Phoenix Hosiery Co. has instituted a plan by which customers purchasing a pair of \$1 to \$1.50 Phoenix full-fashioned hose will be allowed 10 cents on an old pair of stockings and 15 cents on purchases of \$1.65 to \$1.95. The old hosiery thus accumulated will be distributed to the needy through local relief organizations. The plan is expected to stimulate sales in the usual dull period preceding Spring and Easter. Replacements of such goods sold with the credit allowance will be made by the company to the retailers at prices \$1 to \$1.50 a dozen under regular quotations.

### New Low-Priced Hose Offered.

A fancy half-hose of silk and rayon mixture, to retail at 20 cents by the large chain organizations and independent stores, has been introduced by one hosiery mill. A substantial order from one of the leading syndicates has already been placed. It is believed in the New York market that this mill is the first to offer goods of this quality at such a low price.



## DETROIT DOINGS.

## Late Business News From Michigan's Metropolis.

The Hamilton Carhartt Manufacturing Co., which for many years has operated a large overall factory on Michigan avenue, across from Navin Field, has decided to move its plant from Detroit to Irvine, Ky. The Board of Commerce of the latter city has raised \$200,000 as a guarantee to the Carhartt company. The Hamilton Co. is one of the oldest manufacturers of overalls in the United States, having been continuously in business for nearly half a century. Plants are operated by the company at Detroit, Atlanta, Ga., and Dallas, Tex. It is the intention of the company to move its Detroit plant to Irvine and later to make that city its general headquarters. If labor is available the other plants will also be removed to Irvine.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against State Cut Rate Stores, Inc., by John McNeill Burns and Irwin I. Cohn, attorneys representing Lewis M. Falk, \$856; Rice & Ash, \$313; Reliable Cap Co., \$83.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Alex Marx, shoe dealer, by Lawhead & Kenney, attorneys, representing Sherman Bros. Shoe Co. \$118; Weiss Bros. & Co., \$145; Diamond Shoe Co., \$173.

Likelihood of a production that will reach at least 300,000 cars in March, with a continued proportionate increase in sales, is the heartening sign on the automobile industry's horizon this week. Such an output will be a gain of from 80,000 to 90,000 units over February's estimated total.

Production of 300,000 cars this month will give a first-quarter total of approximately 675,000 units. This will be considerably below the level for the first three months of 1930, but the industry is now on the way back to normalcy whereas last year it was beginning to drop after a brief psychology boom.

Despite the increase in March output, production lines are still geared to dealer demand for cars. Retailers' inventories in all parts of the country are in splendid condition, and this is one of the most wholesome factors in the industry's emergence from last year's reversal. The general pick-up in February buying, with the limitations which were imposed upon factory output, is regarded as having stabilized conditions. The same condition and the same policy are counted upon to leave the industry in a still stronger position at the end of this month.

Henceforth, Plymouth dealers will enjoy a larger discount rate. A standard scale at a higher level has gone into effect, displacing the sliding system previously used. Ford dealers were given an advanced rate several weeks ago, indicating a trend toward equalizing discounts in the popular-priced car field.

The prospect of still lower delivered prices on motor cars is seen in Detroit. It will come, if present signs do not fail, not as a result of another list price reduction, but as the product of lower freight rates. If the railroads reduce

tariffs on passenger automobiles to compete with truck transportation factory executives feel that the benefit should be passed along to the car buyer.

Motor company engineering staffs have recently been witnessing demonstrations of "Parcar," a device to simplify entrance into a short parking space. A hydraulically-operated jack lifts the rear of the car, drops a special auxiliary running gear, and permits the back of the automobile to slip laterally into the parking space. Weight of the device is 200 pounds. It is said to have been adopted as optional equipment by two factory branches.

## Recent Business News From Ohio.

Dayton—Morris Pereles, 69, proprietor of the London Hat Store, 29 East Third street, died. He was a pioneer business man of Dayton. In 1895, he opened a men's hat store at Fourth and Jefferson streets, and eight years later moved to his present location. He is survived by the widow and two daughters.

Cincinnati—Seven local retailers co-operated to stage a "Spring Hat Day" last Saturday. Special advertising and window displays were used, and stores called attention to the day through their mailing lists. The stores included the Burkhardt Bros. Co., the Big Store Co., Pogue's Men's Shop, the Bott Hat Co., the Smith-Kasson Co., the Babley & Carew Co., and C. Rielag.

Van Wert—David R. Myers has been named manager of the draperies, floor covering and interior decorating departments of the Bonnewitz Dry Goods Store. He had been with the store twenty-one years.

Cincinnati—Officials of the A. Nash Co. could not be reached for comment on a report that the firm contemplates opening retail stores in Omaha, Detroit and Cincinnati, that the Nash fac-

tories now are making up stock garments and that W. H. Albers, chairman of the Nash board, is negotiating for or has secured a lease on part of the former Mabley & Carew Co. store building in the heart of Cincinnati's retail district. Both Mr. Albers and A. P. Harmon, president of the company, are out of town as is C. W. Chestnut recently appointed advertising manager. Mr. Chestnut formerly was with Richman Bros.

Cleveland—Harry Gross, trading as H. Gross, dry goods, has filed a voluntary petition in bankruptcy in the U. S. District Court here listing liabilities of \$2,907 and assets of \$500.

Cincinnati—Ben Poley, trading as Ben's Clothes Shop, 148 Fifth street, has filed a voluntary petition in bankruptcy, listing assets of \$2,350 and liabilities of \$4,944.

Columbus—The second retail store here of Two Legs, Inc., which operates a chain of pants stores throughout the country, was opened recently at 136 East Main street. The company opened its first store at 17 East Gay street about a year ago. R. A. Wise is manager of both stores.

Columbus—On the application of Joseph Rosenberg & Co., New York, Attorney A. A. Bunner, 9 East Long street, was named receiver of Tolly's, Inc., operating a ready-to-wear store at 1012 Mount Vernon avenue, Columbus, by Judge Ranall in the Court of Common Pleas.

Piqua—E. A. Hilleary, trading as the Vogue Boot Shop, has filed a voluntary petition in bankruptcy in the U. S. District Court at Dayton, listing liabilities of \$15,016 and assets of \$8,226, with \$700 claimed exempt. Unsecured claims total \$12,391; secured claims, \$2,526; wages, \$73; taxes, \$25.

Youngstown—Sweet Sixteen Shop, Inc., women's wear, file schedules in U. S. District Court at Cleveland list-

ing assets of \$6,331. There are eight creditors with unsecured claims. Those of \$500 or more are: Renner Realty Corp., \$4,125; Zimmet-Rafelson Corp., New York, \$1,404.

Akron—An involuntary petition in bankruptcy has been filed in the U. S. District Court at Cleveland against Henry Shaw Co., clothing and jewelry, by attorneys Berk & Harvey, representing Becker Cloak Co., \$330; Character Dress Co., \$995; Louis Posses & Co., \$429.

## Strictly Honorable.

A shoe store advertised in its windows with a sign stating "Shoes Sold on Poker Terms," and below the sign was a plate containing three silver dollars with the sign, "Three of a kind take any pair."

A customer asked for a pair of shoes, size 9, and, after being fitted, told the clerk to wrap up two pair, and then tendered him three silver dollars in payment for same. The clerk informed him very politely that the charge would be \$6 for the two pair.

The customer called for the owner of the store and demanded, "Are you going to live up to your terms as stated in the window?"

"Certainly," said the owner.

"Well," said the customer, "any poker player knows that three of a kind always takes two pair."

"Yes," said the owner, "but not four nines!"

## Contains Latest News in Merchandising.

Petoskey, March 9—Enclosed please find our check for three dollars for renewal of the Tradesman.

Allow us to compliment you upon the interesting, as well as the educational articles, we always find in your trade paper. There isn't any retail merchant who can afford to be without this paper because it always contains the latest news in merchandising.

Bathke Brothers.

## Announcing

the new location of our general offices and warehouse, in the Worden Bldg., Weston at Ottawa, providing modern facilities for serving you better in the distribution of:

LILY WHITE FLOUR

"The flour the best cooks use"

ROWENA FLOUR SPECIALTIES  
ROWENA POULTRY AND STOCK  
FEEDS

In this new location we can be of greater service than ever.

Phone 4252

VALLEY CITY MILLING COMPANY

OTTAWA AT WESTON

GRAND RAPIDS, MICHIGAN



**MOVEMENTS OF MERCHANTS.**

White Cloud—Clyde Bowman has engaged in the boot and shoe business in the Gust block.

Grand Rapids—The B. F. Krasper Co. has been incorporated to deal in jewelry with a capitalization of \$3,000.

Muskegon—Fire damaged the remodeled W. D. Hardy Co. department store to the extent of \$50,000, March 11.

Mt. Pleasant—The Mayfair Stores Co. has been incorporated with a capital stock of \$25,000 and 25,000 shares no par value.

Muskegon—Adolph Arntz, dealer in sporting goods, died March 14, of self-administered poison. Mr. Arntz was 88 years of age.

Portland—The Portland Co-operative Co. has been incorporated to deal in grain and other farm products with a capital stock of \$60,000.

Pontiac—The Dun-Mar Pharmacy, 386 North Saginaw street, has been incorporated with a capital stock of \$6,000, all subscribed and paid in.

Paw Paw—The Paw Paw Drug Co., Inc., has merged its business into a stock company under the same style with a capital stock of \$4,000, all subscribed and paid in.

Detroit—The Norge Distributing Corporation, Wyoming and Brandt avenue, electric refrigeration, has changed its name to the Heating & Refrigerating Corporation.

Detroit—The Eastern Provision Co., 2442 Riopelle street, has merged its business into a stock company under the same style with a capital stock of \$50,000, all subscribed and paid in.

Holland—The Oakwood Mushroom Farms, R. F. D. 6, has been organized to raise and sell mushrooms with a capital stock of \$25,000, \$6,000 being subscribed and \$5,000 paid in in cash.

Niles—The Britton Coal Co., 509 Wayne street, has been incorporated to deal in fuel, ice, gasoline and oils with a capital stock of \$10,000, \$8,000 of which has been subscribed and paid in.

Mt. Clemens—Brown & Brown have merged their general mercantile business into a stock company under the same style with a capital stock of \$25,000, \$15,000 being subscribed and paid in.

Detroit—Selbro Shoes, Inc., 6514 Woodward avenue, has been incorporated to deal in shoes and hosiery at wholesale and retail, with a capital stock of \$50,000, \$5,500 being subscribed and paid in.

Detroit—The Hickey Realty Co., 8461 Grand River avenue, has been incorporated to deal in real estate, autos, office furniture, etc., with a capital stock of \$118,000, \$5,000 being subscribed and paid in.

Detroit—The DeNilo Ring Corporation, 702 Metropolitan building, has been incorporated to manufacture and deal in jewelry at wholesale and retail with a capital stock of \$10,000, all subscribed and paid in.

Battle Creek—Estill's Good Health Cafeterias, Inc., Elk's Temple, has been incorporated with a capital stock of 7,500 shares at \$10 a share and 7,500 shares at \$5.55 a share, \$66,625 being subscribed and paid in.

Lansing—James C. Jennings, for-

merly proprietor of the Wolverine Cafe, has leased the store building at 231 South Washington avenue and is remodeling it preparatory to opening a high grade restaurant.

Detroit—The New Baltimore Department Stores, 158 East Jefferson avenue, has been incorporated with a capital stock of \$30,000 preferred and 999 shares no par value, \$1,000 being subscribed and paid in.

Detroit—Damascus Oils Laboratory, 9047 Woodward avenue, has been incorporated to compound, export and deal in drugs, sundries and supplies, with a capital stock of \$10,000, all subscribed and \$2,000 paid in in cash.

Detroit—Charles H. Gantz, 7314 Firwood avenue, has merged his heating and plumbing business into a stock company under the style of the Charles H. Gantz Co., with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Sam Mazzola Fruit Co., 2628 Eighteenth street, has been incorporated to deal in produce, fruit and vegetables at wholesale and retail with a capital stock of \$5,000, \$2,500 being subscribed and \$1,500 paid in.

Wells—The I. Stephenson Co., dealer in lands, timber products, etc., has merged the business into a stock company under the same style with a capital stock of 80,000 shares no par value, \$8,000 being subscribed and paid in in cash.

Escanaba—Paul D. Wells, connected with the Chicago office of Butler Bros., is joining the Fair here in charge of piece goods and small-ware, he announces. Mr. Wells was formerly vice-president of the John Lersch Co., Elyria, Ohio.

Detroit—The American Cash Markets, 2442 Riopelle street, dealer in meat and dairy products, groceries, etc., has merged the business into a stock company under the same style with a capital stock of \$25,000, all subscribed and paid in.

Detroit—Sam Ozeran, 7709 Twelfth street, dealer in builders supplies, hardware, etc., has merged the business into a stock company under the style of Sam Ozeran & Co., with a capital stock of \$25,000, \$6,600 being subscribed and paid in.

Saginaw—The Eddy Paint & Wall Paper Co. has engaged in the wholesale and retail business at 121 South Baum street. A. Warren Eddy, formerly president and treasurer of the Wise & Eddy Paint & Wall Paper Co. is head of the new company.

Detroit—Dudley & Voss have merged their furniture and house furnishings business into a stock company under the style of Dudley-Voss-Miller, Inc., 8341 West Vernor Highway, with a capital stock of \$30,000, all subscribed and paid in in property.

Traverse City—The Northern Parts Auto Co., Inc., 324 East Front street, new and used autos, parts and accessories, also raw furs, has merged the business into a stock company under the same style with a capital stock of \$35,000, \$25,000 being subscribed and paid in.

North Branch—J. H. Vandecar, who has conducted a drug store here for the last 44 years, has sold his stock and fixtures to C. B. Sherman, who will consolidate it with his own drug stock.

Mr. Vandecar will retire from trade, having leased the first floor of his store building to R. L. Sherman, for the Sherman cafe.

Grand Haven—Louis Fortino, who has conducted a fresh vegetables and fruit store here for over 18 years and lost his entire stock by fire last November, has remodeled his store building on Washington street, formerly occupied by the Fidelity Stores and installed a complete stock of groceries in connection with his fruit and vegetable stock.

Lakeview—L. S. Ward has sold a controlling interest in his stock of dry goods, shoes and women's ready to wear to A. Diehm & Son, general dealers at Remus. The business will be continued under the style of Diehm & Ward. Mrs. Ward will continue in charge of the ready to wear department. Mr. Ward will engage in the restaurant business. The elder Diehm will manage the business. Before engaging in business at Remus twenty-nine years ago, Mr. Diehm clerked in the Ward store for seven years. The occupants were then Hemiston & Carleton, dealers in general merchandise. The junior Diehm will hereafter manage the Remus store.

Ann Arbor—The Wm. Goodyear & Co., department store will acquire the second and third floors of the North store of F. W. Woolworth & Co. and the second and third floors of the \$12,000 addition to the rear of the South store of Woolworth's. The entire space has been obtained on a long term lease. The Goodyear drapery store, which has been located in a separate building on South Fourth avenue for four and a half years, will be moved to the main store and will occupy the third floor of the new North building. In conjunction with the drapery shop, the oil cloth, bedding and blanket divisions will be moved from the basement to the third floor location. A linen shop will be arranged in the new part of the Goodyear firm space on the second floor and the children's department will be located in the rear end of the North building.

**Manufacturing Matters.**

Detroit—The Davis Tool & Engineering Co., 6481 Epworth Blvd., has increased its capital stock from \$10,000 to \$250,000.

Coldwater—M. T. Shaw, Inc., has opened its shoe factory, which has been closed since Jan. 15. The full force of men has been recalled.

Saginaw—The Saginaw Paint & Varnish Co., Inc., Stanley and Palmerston avenue, has been incorporated with a capital stock of \$100,000, \$5,000 being subscribed and paid in.

Lansing—The Pierson Abrasive Disc Co., 415 Capital National Bank Co., has been incorporated with a capital stock of 20,000 shares at \$1 a share, \$20,000 being subscribed and \$10,200 paid in.

Grand Rapids—The Non-Skid Sanding Equipment Co., 301 Scribner avenue, N. W., has been incorporated with a capital stock of 5,000 shares no par value, \$1,000 being subscribed and paid in.

Detroit—The Columbus Metal Tire Cover Co., 11111 French Road, has been incorporated with a capital stock

of 3,000 shares at \$15 a share and 1,000 shares at \$10 a share, \$19,020 being subscribed and paid in.

Detroit—The Standard Building Products Co., 14250 Cloverdale avenue, has merged its business into a stock company under the same style with a capital stock of \$150,000, \$1,000 being subscribed and paid in in cash.

Grand Rapids—The National Specialty Sales & Manufacturing Corporation, 917 Michigan Trust building, has been incorporated to manufacture and deal in vending machines, etc., with a capital stock of \$25,000, all subscribed and paid in.

Lansing—Plans are being worked out by the Hill-Diesel Engine Co. for occupying the Ryan-Bohn foundry in the West side industrial district. The unused foundry building and land along the Manufacturers Belt Line was recently purchased by R. E. Olds for the Hill-Diesel firm. The foundry was built during war times to make castings. The plant will be completely remodeled, according to Mr. Hill.

Adrian—The American Show Case & Manufacturing Co., Detroit and Muskegon, is preparing to re-open its Adrian plant which has been rebuilt since it was gutted by fire during the first part of 1929. The plant represents an investment of \$250,000. The company is now negotiating orders that would keep the plant in operation with a force of nearly 100 men most of the year. The Muskegon plant is operating at 50 per cent. and is giving work to 125 men. The company does not intend, however, to wait for the Muskegon plant to reach capacity before opening the Adrian plant. The Muskegon plant, regarded as one of the finest wood-working factories in the State, was purchased by the American Show Case Co. from Sears, Roebuck & Co., after the Adrian fire. The plant formerly was operated by the Superior Cabinet Co., subsidiary of Sears, Roebuck.

Kalamazoo—Karl W. Lambooy, well-known local manufacturer, has been appointed general manager of the Kalamazoo Bread Co., the local plant of the Muller Bakeries, Inc. Ennis L. Schafer, former manager, has been advanced to the post of general manager of the Muller chain, which includes plants in Grand Rapids, Muskegon, Battle Creek, and Jackson, in addition to the one in Kalamazoo. Schafer will move to Grand Rapids. Mr. Lambooy founded the Lambooy Label and Wrapper Co. He came here from Albion, started his local plant in a very small way and developed his industry into one of the first importance. Three years ago he sold out to Terre Haute, Ind., interests. During his career as head of the label industry, about 75 per cent. of the Lambooy product went to bakers. During his three years vacation, Lambooy has been able to extend his civic activities, which are numerous. For the last four years he has been general chairman of the Exchange Club's Kiddies Christmas tree. He was also chairman of the committee to raise funds for the Kalamazoo Home for the Aged and has been treasurer of the institution since its erection. He is also a director of the People's Savings Association and a member of the Chamber of Commerce.



### Essential Features of the Grocery Staples.

**Sugar**—No change from a week ago. Jobbers hold cane granulated at 5.10c and beet granulated at 4.90c.

**Tea**—Fermented teas, meaning especially Ceylons, Indias and Javas, are at the present ruling on a low basis and the demand has shown some little improvement on that account. News comes from abroad during the week that the plans for restricting tea production have to some extent been abandoned. This undoubtedly had an effect on the market. Most operators believe that the market is at present fairly steady and will not change materially for some time. Consumptive demand for tea shows no particular change.

**Coffee**—Situation in Rio and Santos coffee is still soft, sluggish and irregular. The price for No. 7 Rio coffee, green and in a large way, which is the standard grade of Rio, has now gotten below 6 cents. Santos has declined with it. Milds have also sunk a small fraction since the last report. Everybody agrees that this is not the time to buy coffee except for immediate wants. Jobbing market on roasted coffee is feeling to some extent the slump in greens, but any change in this part of the market is always very gradual.

**Canned Fruits**—California fruits are working into a better position. Low prices have stimulated consumption. A survey of canned peaches shows the technical position of this fruit as favorable. Pears, pineapple and other items are well maintained at their present levels.

**Canned Vegetables**—Peas are spotty and buying attention is still focused largely on low priced lots. Standard 5 sieve sweets are still available at Wisconsin factories. Occasional concessions are offered on other grades and varieties. Corn is unchanged. Standard white corn is in shorter supply. Maine and New York varieties are moving in fair volume, particularly Golden Bantam.

**Dried Fruits**—California prunes are still reported as moving out in good shape. The smaller sizes still unsold on the Coast are relatively light, and packers show little hesitancy in replacing their stocks at higher prices to the growers, who, have firmer price ideas. All sizes larger than 40s are pretty closely sold up, and the bulk of remaining stocks is of medium sizes. Thompson raisins in first hands are firmer, and another advance of 1/4c per pound is anticipated as the raisin pool has announced its latest offering to commercial packers at higher prices. While buying on the whole is moderate, many sellers here report more frequent sizable orders. Trading has been on a small lot basis for some months back, but the increased confidence of the Coast in cleaning up remaining stocks on a slightly advancing market has been realized to the point where buyers are anticipating their requirements farther ahead.

**Canned Fish**—Reports from the Northwest say that pink salmon is in good statistical position, due to the great amount of merchandising attention given this item in past months. With the favorable months for consumption ahead, the packers apparent-

ly have weathered the worst and present unsold stocks are not excessive. Sockeye salmon is moving satisfactorily, with only occasional small lots being offered at concessions due to pressure.

**Salt Fish**—There is a very steady demand for mackerel, due mostly to Lent, but assisted by the comparatively small stocks. Prices are moving upward on varieties which show a shortage and further advances are expected. This particularly refers to large size mackerel.

**Beans and Peas**—No change can be reported in dried beans or peas. Demand is poor and the market weak.

**Cheese**—Cheese is in fair supply and fair demand. Market is therefore about steady.

**Nuts**—Trading in the nut market holds few features except for continued bullish enthusiasm in the new crop shelled Brazils on the spot. Importers look for higher prices as more Brazilian shippers are withdrawing. Otherwise the shelled nut situation remains unchanged. All primary walnuts are firm and offer only occasional small lots. Shelled filberts are firmer and both Italian and Spanish almond markets show continued strength. California walnuts and almonds are progressing to a clean-up.

**Rice**—There was little change in the local rice situation. Distributors are taking only what they need, and prices are unchanged. The situation in the South is still what it has been since the growers decided to hold their stocks for higher prices. The mills are running on a reduced schedule and some have closed entirely, the millers declaring they could not make any margin of profit under present conditions.

**Sauerkraut**—Cheap bulk kraut is still available in such quantities that prices have little chance to firm up. Unquestionably a lot of kraut is being pressed into consumption by chain store merchandising. Canned kraut is inactive and low priced.

**Syrup and Molasses**—Sugar syrup is moving but slowly. Sales are made every day, but in small lots, smaller in fact than usual at this season. Prices are unchanged for the week. Some of the operators in compound syrup have cut prices further since the last report. Of course, the market since the first of the year has been steadily downward. Buying is fair for a declining market. Molasses shows no change anywhere. There is a fair demand for fine grocery grades.

**Vinegar**—Vinegar is far below the usual buying at this time, although trading has shown an increase in recent weeks. Enquiry is broader but sales are few and in small lots.

### Review of the Produce Market.

**Apples**—Current quotations are as follows:

Spies, A Grade	2.75
Spies, Commercial	1.65
Spies, Baking	2.50
Spies, Fancy	4.00
Baldwins, A Grade	2.25
Baldwins, Commercial	1.50
R. I. Greenings, A Grade	2.00
R. I. Greenings, Commercial	1.25
Grimes Golden, A Grade	1.50
Grimes Golden, Commercial	1.00

Jonathans, A Grade	2.25
Jonathans, Commercial	1.50
Talman Sweets, A Grade	1.75
Talman Sweets, Commercial	1.25
Hendricks Sweets, A Grade	1.50
Pewaukee, A Grade	1.75
Pewaukee, Commercial	1.25
Starks, A Grade	1.60
Starks, Commercial	1.25
Cooking Apples, all varieties	1.00

Bananas—5 1/2 @ 6c per lb.

Beets—65c per bu.; new from Texas 80c per doz. bunches.

**Butter**—The market has fluctuated within narrow lines during the week, advancing early in the week a very small fraction and later declining about the same. The demand for fine creamery is very fair, with the receipts about adequate to take care of it. There is no indication of any material fluctuation. Jobbers hold 1 lb. plain wrapped prints at 30c and 65 lb. tubs at 29c for extras and 28c for firsts.

Cabbage—75c per bu.; new from Texas, \$2.25 per crate of 80 lbs.

Carrots—65c per bu.; new from California, 75c per doz. bunches or \$3.25 per crate.

Cauliflower—\$2.25 per crate of 12 to 16 home grown.

Celery—Florida stock is \$1.75 for 2 doz. box and \$4.25 per crate.

Cocoanuts—80c per doz. or \$6 per bag.

Cucumbers—No. 1 hot house, \$1.50 per doz.

**Dried Beans**—Michigan jobbers are quoting as follows:

C. H. Pea Beans	4.25
Light Red Kidney	9.50
Dark Red Kidney	10.00

**Eggs**—The market has been more weak than strong since the last report. It is a day to day market and hard to predict. Naturally the time of greatest production is nearly at hand and the market will not advance in any important way. Fine fresh eggs are in good demand, with fair receipts. Jobbers pay 17@18c for strictly fresh, providing they are up to standard in size.

**Grapefruit**—March Seedless from Texas is sold as follows:

54	3.75
64	3.50
70	3.25
80	3.00

Extra fancy sell as follows:

54	3.00
64	2.75
70	2.75
80	2.75
96	2.75

Choice is held as follows:

54	2.75
64	2.75
70	2.75
80	2.75
96	2.75

Bulk, \$2.75 per 100 lbs.

Green Onions—60c for shalots.

**Lettuce**—In good demand on the following basis:

Imperial Valley, 4s, per crate	4.00
Imperial Valley, 5s, per crate	4.00
Hot house leaf, in 10 lb. baskets	75c

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

360 Sunkist	6.00
300 Sunkist	6.00
360 Red Ball	5.00
300 Red Ball	5.00

Limes—\$1.75 per box.

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

126	4.00
150	4.00
176	4.00
200	4.25
216	4.25
252	4.25
288	4.25
344	4.00

Floridas extra fancy are held as follows:

126	3.75
150	3.75
176	3.75
200	3.75
216	3.75
252	3.50
288	3.50

Florida fancy are held as follows:

126	3.50
150	3.50
176	3.50
200	3.50
216	3.50
252	3.25
288	3.25
324	3.25

Bulk, \$4 per 100 lbs.

**Onions**—Spanish from Arizona, \$2 per crate; home grown yellow in 100 lb. sacks, \$1.

Parsley—50c per doz. bunches.

Peppers—Green, 50c per doz. for California.

**Potatoes**—Home grown, \$1.10 per bu.; Wisconsin, \$2.25 per 100 lb. sack; Idaho, \$2.50 per 100 lb. sack; 75c per 25 lb. sack.

**Poultry**—Wilson & Company pay as follows:

Heavy fowls	20c
Light fowls	17c
Ducks	14c
Geese	12c

Strawberries—30c per pint for Florida fruit.

Sweet Potatoes—Indiana, \$3.50 per bu.; Tenn., \$2.75 per bu. Both are kiln dried.

Tomatoes—\$1.50 per 6 lb. container, Southern grown.

**Veal Calves**—Wilson & Company pay as follows:

Fancy	12c
Good	9c
Medium	8c
Poor	8c

### See Percal Prices Maintained.

Although one of the important houses has advanced the price of its prints a half cent a yard, little possibility of the corporation printers or the leading converters taking similar action on percales in the immediate future was seen yesterday in the trade. The volume of business done in percales, which has been the most active wash goods number in recent weeks, has been very large, it was said, and would seem to warrant higher prices, as only a negligible profit is permitted on present quotations. The initiative to raise prices by any one factor seems to be lacking, however, and unless the market shows further decided strengthening no immediate action is expected to be taken.

**Battle Creek**—The Tri-Service Interior Trim, Inc., woodworking, has changed its name to Uldricks Interior Trim, Inc.



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

Several recent advertisements have given rise to enquiries about the word "Angora."

Angora or Mohair is the hair of the Angora goat. "Kid Angora" is the hair of the young goat. When Angora is mixed with other fibres, the names of all the fibres should be mentioned.

The generic name "Roxon" was adopted by the Association of Pyroxylin Coated Fabric Manufacturers at a recent meeting to cover the products made by them. Fifteen of the seventeen manufacturers of these goods in the United States were represented at the meeting. One of the principal products of the trade was formerly described as artificial or imitation leather. Among the many articles now manufactured are window shades and drapes, card table covers, furniture coverings, picnic napkins and tablecloths.

Truck drivers and shabby-looking individuals frequently approach persons and offer to sell them presumed stolen goods, such as pelts of furs and watches, at prices much lower than their supposed values. These articles usually turn out to be really worth much less than the price paid for them, and the buyers frequently complain to the Bureau. Persons who purchase merchandise which they believe to be stolen are themselves aiding the traffic in stolen goods, if their assumption is correct. One way of stopping the traffic is for citizens to avoid such offers and report them to the nearest policeman.

The Better Business Bureau has checked a considerable number of coats described as camel hair so far this year, and with very few exceptions has found them as advertised. There are still some coats on the market, however, which look like camel hair, but actually are not. Advertisers should therefore be careful in describing such garments, and when there is doubt, the material should be tested. In one recent case, coats advertised as camel hair were found to contain only 10 per cent. of camel hair, the balance being rayon mixed with wool. Another store advertised Worumbo camel hair coats, whereas they were of another Worumbo fabric containing the hair of a number of South American animals, but no camel's hair. This store promptly and willingly published a correction of its mistake, when the Bureau called the facts to its attention.

A company producing film trailers for advertising purposes recently refunded the money paid to it by several merchants who had signed contracts with the company for the purchase of trailers as a result of certain oral representations claimed to have been made to them by the company's salesman. The company also cancelled the merchants' contracts. The company's contract calls for the payment of an initial deposit as well as a weekly sum, in return for supplying an advertising

trailer each week. Although a statement at the top of the contract reads: "This Agreement and the price stipulated herein is not contingent on any exhibition agreement with any theater, and advertiser fully understands and agrees he is to pay exhibitor separately for display of film at theater," nevertheless the company's salesman in inducing the merchants to purchase the film, are alleged to have assured them that the price they were paying included the showing of the trailers at a local picture house. No arrangement had actually been made between the film company and the theater, so the merchants were left with advertising films on their hands which they had no way of using. They complained therefore to their local Chamber of Commerce, which in turn took the matter up with the producing company in New York with the result first above outlined. This is a most forceful illustration of what happens to those individuals who make purchases based upon written contracts or written orders, but, either do not read what they are signing or take the word of an over-enthusiastic salesman who orally promises to deliver more than the contract calls for.

### Retailers Lose on Baking Powder, Soda and Salt.

Although there were individual exceptions among the units surveyed, the twenty-six retail grocery stores analyzed in connection with the Louisville Grocery Survey as a group showed net losses on salt, baking powder and soda, says a report issued last week by the Department of Commerce. The report is one of a series of commodity studies being issued by the department on the basis of the data collected in Louisville.

On the salt, the twenty-six stores averaged a loss of 1.9 per cent. of sales. Nine of the twenty-six stores, however, earned a net profit ranging from 20.7 per cent. to .4 per cent. and the fact that the average is a loss is a result largely of heavy losses by four stores which returned a net loss on total store operations. The low average value of individual sales was the chief factor accounting for the poor showing of the commodity.

On baking powder and soda the chief reasons for an average net loss were low turnover, low average order value and low gross margin. For the twenty-six stores as a group, these two products resulted in an average net loss of 5.7 per cent. Seven stores, however, were able to earn net profits on them.

The profitability of salt was found to have no relation to the type of community served, net profit being found in stores in all types. Store size also seemed to have no effect on the net profit ratios.

Stores with lower general operating expense had an advantage as to profit, only one store making a net profit on salt being above average in this respect, the disadvantage in that case being offset by a high gross margin and a high turnover.

Although higher rates of turnover offered some advantage to stores,

profits did not follow this factor, owing to the importance of other considerations. Gross margin proved an important factor, although not the governing one, six of the nine stores making a net profit on salt showing a gross margin on the product higher than the group average.

The predominant factor, however, was the average order value, which was very low. For the group on the average, the survey showed nearly three times as much handling is required for a dollar's worth of salt sales as for the average commodity. The resultant high movement charges against salt made it impossible for high turnover and high gross margin to put salt in the profit column.

Package salt accounted for 80.5 per cent. of the total sales and bulk salt for the remaining 19.5 per cent. About one-third of the sales was accounted for by two Nationally advertised brands. The iodized salt of these two brands made a net profit, but the plain salt of both failed to earn a standard return. Bulk salt gave the commodity more opportunity for net profit than is usual with the packaged items, chiefly because of a high gross margin.

As to baking powder and soda, the report indicates that net profit is not easily obtainable because the commodities have a low turnover rate, low gross margin ratio and small average order. Stores with low general operating expenses, indicating low unit handling cost, enjoyed a definite advantage as to profit, six of the seven stores making net profits on the commodities have such low general operating expenses, the exception having an offset to its disadvantage in a high gross margin and the highest turnover in the twenty-six stores.

Turnover played an important part in the results, only one of the seven making a profit below average in this respect and that one having an offsetting advantage in a high average order value and low general operating expense ratio. Gross margin also played an important part, an instance being one store with low general operating expense and better than average turnover and order value which took a net loss on the commodities because it had an inadequate gross margin ratio.

Average value of individual sales, while important, was not a dominant factor in determining profit or loss ratios for baking powder and soda, being outweighed by turnover, gross margin and general store expenses.

Ten different brands of baking powder were handled in the twenty-six stores covered, two being Nationally advertised. These two led in sales, together accounting for 78.9 per cent. of total baking powder and soda sales. Only one of the two, however, succeeded in making a net profit, the other showing a net loss despite large sales because of a low gross margin and a low turnover rate.

The single item of baking powder carried in the stores, although above the average in turnover and gross margin ratio, returned a net loss because of an extremely low average order value.

### Frankfurter Sales Increase.

Frankfurter consumption has trebled in the last five years in the United States. Greater public knowledge of methods of preparation and increased advertising have been important factors in bringing about this increased popularity of frankfurters. The frankfurter is now a major food item and has grown into a real industry, whereas once it was so small as to be more or less of a by-product of meat establishments. There has been Federal inspection of sausage for many years, but consumers generally have only just become aware of the fact that ground-meat preparations are as wholesome as other food. Other factors in increased consumption are advertising and pushing of the products and the general distribution to all stores regardless of size. It is impossible to get trachina from frankfurters, because cooking is an essential step in their preparation and removes any danger from trachina. The Government stamp insures proper preparation. Frankfurters are one of the few types of sausages which can be eaten "raw," or as they are sold. Government specifications require that "sausage, frankfurters style," be made from fresh (uncured) beef and fresh (uncured) pork, in the following proportions: Beef, 60 to 80 per cent., and pork 40 to 60 per cent. The demand for all sausages, as well as frankfurters, is seasonal. Frankfurters are eaten the year round, but especially in summer, when tourists demand prepared food. Since they are a cooked product, they keep well in summer, are easily available and easily distributed.

### Gold Fever.

Gold fever is a strange malady, more contagious than smallpox, often as fatal. A little valley high in the Canadian Rockies southwest of Calgary, Alberta, is now experiencing a run of the disease which is typical of many long-forgotten camps, and in its brief story are all the elements of gold fever in its most virulent form.

For years old prospectors and Indians in that region have been seeking the site of a lost mine. Last fall an old Indian in the search picked up a lump of quartz in the mountains, showed it to two prospectors. They all agreed that it looked good, went to the spot where it was found and staked out claims. Others heard the news. More claims were staked out. A tent town arose. The men are still there, roaming the hills or pecking away in their hopeful burrows. Nobody has found any gold yet; nobody has even found what is certain gold-bearing rock.

A gold camp has risen on a vague rumor. There may be gold there, so these men, about a hundred of them, are sticking to it. Meanwhile the weather is none too kind and the spring blizzards are coming. There is only one way out—the way they came in, over an 8,000-foot pass. And the original discovery, the lump of quartz the old Indian found, has not yet been essayed.

Some people live on credit, but the Scotchman pays as he goes. That is, unless he goes with somebody.



### *All on Account of the Baby*

An ache in the back and an ache in the arms,  
All on account of the baby.  
A fear and a fright and a thousand alarms,  
All on account of the baby.  
And bottles and rattles and whistles and rings,  
From cellar to attic a clutter of things,  
From morning to night and to morning again,  
More fuss and more fume than an army of men,  
And a head that is stupid for lack of its sleep,  
And a heart where a flood of anxieties leap—  
All on account of the baby.

A joy to the heart and a light in the eyes,  
All on account of the baby.  
A growing content and a growing surprise,  
All on account of the baby.  
And patience that conquers a myriad frets,  
And a sunshiny song that another begets,  
And pureness of soul as a baby is pure,  
And sureness of faith as the children are sure,  
And a glory of love between husband and wife,  
And a saner and happier outlook on life,  
All on account of the baby.



### ONLY MODERATE PROGRESS.

Although improved sentiment is a feature of the present business situation, the actual gains being made by industry and trade are still quite moderate. An increase in employment for February over January was seized on at Washington as a highly promising development, but the gain of 1.4 per cent. was somewhat under the usual advance between the two months. The payroll data were better, since the increase of 7.5 per cent. was much better than the normal upturn. It would seem to indicate that part-time work was reduced a little.

The weekly business index moved up slightly and the increase would have been more apparent except for the drop in the steel series. Operations for this industry as a whole, however, advanced. The loss in unfilled orders by the leading producer proved larger than expected and thus qualifies the progress that has been recently reported.

While the figures on building contract awards for February indicated a reduction of 25½ per cent. under the dollar total for the same month last year, there was a small gain over the January awards and the residential group shot upward 43 per cent. Utility construction declined. Building figures still fail to show evidence of a real advance, though the residential movement will bear watching.

In the automobile field small gains continue to be made and sales prospects are reported as improving. However, there are no signs yet of a widespread buying boom, which must wait, no doubt, on the general recovery of purchasing power.

Wholesale commodity prices averaged upward last week but only because of sharp advances in live stock and meats. There were numerous other declines. The *Annalist* weekly index stands at 110.7, as against 109.9 in the preceding week and 134.3 a year ago.

### PROBLEM OF THE FARMER.

Until the time of the World War the American farmers were exporting only a relatively small amount of wheat. Prior to 1914 the largest annual export of raw wheat was only about 47,000,000 bushels—less than half the amount the Farm Board now holds. And the greatest annual export of wheat and wheat flour combined prior to that year was only 89,000,000 bushels. With the outbreak of the war, however, the European wheat fields were largely deserted. American wheat brought a premium. Prices soared. And in 1914 the total wheat exports from this country rose to 145,000,000 bushels, or nearly twice the figure for 1913. The following year this total wheat export from America rose to 148,000,000 bushels, and in 1916 it climbed to more than 246,000,000 bushels—three times the grain figure for 1913, the last pre-war year.

Then the war ended and Europe's farming countries began to resume their old burdens; wheat began to glut the markets. Germany, Poland, Austria, the Balkans all began growing wheat once more. And, of course, the Argentine, Canada and Australia were in the same fix as the United States.

That is the condition the American wheat farmer faces to-day. He and his fellows have been producing wheat on a war-time scale, while the world is buying and consuming wheat on a peace-time scale.

Ten years ago the big organized industries of America faced the same situation. They met it by reorganizing, by turning to new products, by converting war-time surpluses into peace-time necessities or by junking them. The same process is open to the American farmer. He can reorganize his business, cut down production of wheat to domestic demands grow other products, let his marginal land go back to pasturage, diversify his output—and he, too, will find, if not prosperity, at least relief from wheat-ridden poverty.

### RADICAL REFORMS ENJOYED.

As a well-known political writer had occasion to mention during the week in speaking of the bipartisan conference of Progressives at Washington, "the so-called radical leaders propose many reforms which, after a fine frenzy of opposition, the conservatives are well satisfied to enjoy." He cited the Federal Reserve act as a case in point, since this legislation was called some very harsh names, but afterward praised in the highest terms.

The unbiased observer, therefore, of what the Progressive conference discussed and decided could scarcely reach any conclusion but that finally a real move had been launched to deal with our serious business and legislative problems. Temporizing has been the order of the day since the war and is held responsible in large degree for our present emergency.

While most of the conservative elements in business were more than satisfied no doubt with temporizing policies as long as we enjoyed our periods of rather spotty prosperity, they must recognize now what a host of problems afflict the country—problems which have become seriously aggravated by putting off consideration and decision. Agriculture, unemployment, foreign trade, banking, utility regulation and a score of other questions press for positive and effective action.

The program drawn up by the Progressive conference, therefore, is scarcely to be waved aside as "radical." It is the accumulation of work which should have been undertaken since the kaiser's war.

### THREE MAIN REMEDIES.

As a summary of political thought on our economic problems, it is possible to divide remedies into three main groups. They comprise unregulated industry and improvement of consumer conditions. Even upon casual examination it is found that these are also the three leading divisions not only of political but of business thought regarding the procedure necessary to preserve our economic welfare.

The first method, unregulated industry, has received a long trial and has been found wanting in many respects, though no doubt it has spurred the initiative which has meant so much in building up our huge system. Whether it built more than might have been obtained in other ways, however, must remain open to question.

It is true, nevertheless, that the evils of unregulated industry have provoked a cry even within its own ranks for co-operation instead of unrestrained competition. As a consequence of this agitation means are sought to make possible agreements within industry that will reduce the pressure.

Just what such agreements will mean apparently has not been studied by many of their advocates. To scale down production to demand and at the same time meet the higher costs of only partial operation must result in higher prices and, therefore, a restricted market. A vicious circle of constantly mounting prices and costs is encountered.

The third remedy, improvement of consumer demand, seems to lack those difficulties found in the other two measures. With adequate wage levels and shorter working schedules, it is entirely possible to conceive that the problems of excessive plant capacity and overproduction might be taken care of. And such a policy is in entire accord with the principle of modern industrial management that higher wages usually mean lower costs.

### BROADER KNOWLEDGE.

The lack of economic thought in this country is a failing which has been remarked on many occasions. The average business man is giving more attention to his affairs at present than for some time past, but, so far as business knowledge beyond his own restricted field is concerned, little improvement has been noted. Even association officials, whose vision should be broader, are frequently found lacking not only in a real understanding of the economic problems of the country but also of real conditions within the narrow scope of their own fields.

The call, then, seems to be for much more interest in our economic affairs, particularly by the rank and file in business. As an evidence of this interest perhaps some measures for dealing with our business problems might come from the ranks of business instead of originating, as so many do, from those legislative representatives who are constantly cried down but who are undertaking to do for business what business should do for itself.

In the retail field, the need of this wider interest has always been strikingly manifest. Up to a few years ago store owners and executives appeared to occupy a water-tight compartment so far as the rest of the business world was concerned. With the importance now thrust upon distribution, this condition has changed somewhat, but it might change considerably more with benefit to all interests, since the retailer is the point of contact with the all-important consumer, who is the crux of most problems.

### GENERAL TRADE CONDITIONS.

Retail trade moved to a higher level of activity during the week under the stimulation of Easter offerings. More favorable weather was also a helpful influence and if it continues may push sales for the month ahead of the same period last year, due to the early holiday. Good results have also attended some of the large special sales which have been launched and which have

emphasized price comparisons with the pre-war period.

The Federal Reserve Board report on department store sales last month was issued during the week and disclosed a drop of 9 per cent. for the country as a whole. All the Reserve districts showed decreases, which ranged from 4 per cent. in the Minneapolis area to 18 per cent. in the St. Louis territory. This was about in line with expectations.

Evidence that the declines in trade are restricted to dollar volume has been furnished by the report of the Great Atlantic & Pacific Tea Co. The sales of this organization were 4.34 per cent. lower for February than a year ago, but actual tonnage of goods moved increased 10 per cent. While this compilation is for food products, it applies in probably larger degree to the merchandise lines, since the reduction in food prices has been less on the average than in merchandise.

Later reports on chain store sales for the month brought the average decline to about 4 per cent.

### A STUDENT OF ANTS.

A distinction granted only twice before is to be awarded by the Academy of Natural Sciences of Philadelphia to Dr. William Morton Wheeler of Boston. He will receive in April the Leidy Memorial Award in honor of distinguished scholarship in entomology.

The most numerous of living creatures are the insects, and their variety in genera and species is nearly inconceivable. One familiar insect can keep a scholar busy a lifetime, and Dr. Wheeler has selected for his studies the ant, whose family is said to be the largest of all the inhabitants of the earth. Even the suburbanite spading in his garden is vaguely aware of the complex civilization contained in an anthill and may have wondered at the instinctive intelligence apparent in the ant's behavior. There are familiar stories from afar of man-eating ants, and the mistress of the kitchen is often in long conflict with little red ants and big black ones which impudently invade her sanctuary. And Solomon himself spoke respectfully of the ant's industry and offered it as an example to lazy mankind.

### A GIGANTIC PYGMY.

Gigantic searchlights of unbelievably high candle power have become something of a commonplace in the aerial commerce of this country, but a new type of light utilizing an incandescent bulb only five times as large as the household variety and encased in a drum no bigger than a dishpan, which was recently demonstrated in Cleveland, is an interesting departure. This pygmy light throws a concentrated beam visible, it is said, 125 miles away under favorable conditions. Further, its rapier of light can pierce mists, clouds and smoke, and because its spread is only about twelve feet to the mile it can also be used for determining the height of cloud banks at night, which will add to its usefulness to aviators. This is another example of what engineers can do to meet unusual conditions and of the extent to which aviation and its needs have eliminated unnecessary bulk and weight in equipment.



## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

The snow storm of last week left the country roads in such shape that we decided to confine our calls to towns on cement highways last Saturday. We were fortunate in selecting M 21, because it was not only free from snow, but presented the anomaly of snow on the North side of the pavement and green grass on the South side. Some of the swales on the river side were gorgeous in their accompaniment of red bushes which brightened the landscape and gave promise of the near approach of spring.

As we passed the Rix Robinson memorial on the approach to Ada I was reminded of the pleasure I used to experience in looking over the account books of the American Fur Co. in the John Jacob Astor House at Mackinac Island, particularly the account with "Rix Robinson of Grand River Valley," as it was designated in the books. I hope those almost priceless records are preserved in a fire-proof building, because it would be a great loss to Michigan to have them destroyed.

The memorial to Madame LaFramboise, just West of Lowell, reminds me that too little attention, in my opinion, has been given to unearthing the life history of this most remarkable woman who had both French and Chippewa Indian blood in her veins. She conducted the business established by her husband for several years after his death, finally selling her home and furnishings to Rix Robinson. As near as I can learn she died near Mackinaw City in April, 1846, at the age of 66 years.

On approaching Lowell we had our attention called to the big dairy farm Frank Madigan has recently taken over and is undertaking to develop to a 100 per cent. production basis. It is quite a jump from the sale of gasoline and lubricating oil at wholesale and retail to the production of milk and its by-products and their distribution to the dairy products consumers of Lowell, but Madigan is a versatile and resolute chap and usually makes a success of anything he undertakes.

M. N. Henry, the long-time druggist, has been nominated for mayor of Lowell, which is the seventh time he has been drafted for municipal service. Mr. Henry is one of the very few men in this world who can listen to a story he has heard before without betraying his lack of interest in the recital. I think he would make a good poker player. Perhaps he is one already. Anyway, he is a good fellow, a long-time reader of the Tradesman an astute politician and a dependable pharmacist. What more can be expected of any man?

Clint D. Hodges claims to be the oldest grocer in point of service in Lowell. He has been an important factor in the same store for twenty-nine years—twenty-one years with Messrs. VanDyke and Anderson, the

previous owners, and eight years as sole owner. He wears his honors with becoming dignity and discretion.

A former resident of Lowell by the name of Charles Barnes played havoc recently by soliciting orders for specially printed sales books from the merchants of Lowell, obtaining checks in advance and then failing to function. I was told that this is the second time he has played this trick on his former friends in Lowell, which leads me to conclude the men who stand behind the counter in our neighboring city are just as "easy" as the merchants of some other towns I have in mind.

As usual on Saturday afternoons the main street of Ionia was so crowded with automobiles closely parked on both sides of the street for three or four blocks that I had to park two blocks from the location of my nearest customer.

I take my hat off to F. S. Gazella for being located next door to a chain store and maintaining a happy disposition and a smiling countenance. Thirty or forty years ago the A. & P. stores sold sugar at cost and gave tickets with tea and coffee sales which could be redeemed for crockery and glassware of a nondescript character. Their stores were gloomy and unattractive and frequently untidy and dirty. They never discharged an employe on account of age and some of their managers were upwards of 70 years old before they were retired. I do not know the exact date when they began to rejuvenate their establishments and add fruits and other attractive lines of foods to their stocks in trade, but they certainly have developed into pretty good merchandisers.

I failed to find Harvey E. Kidder, manager of the Ionia Pottery Co., at his long-time office at 220 Rich street, where I was informed he now has an office of his own near his factory. I located him in the new building, which is one of the most complete small office buildings I have ever had the pleasure of inspecting. Mr. Kidder had a caller in the person of Rev. Kendrick, pastor of the Methodist church, who formerly acted in the same capacity for the Second street Methodist church in Grand Rapids. Mr. Kendrick reminded me that he once read a paper at a horticultural meeting at the Wilde farm, Northeast of Grand Rapids, which was published in the Tradesman on the recommendation of Charles W. Garfield. I recall the meeting because I had a little something to say on that occasion which was commended by Fred. Schneider, who acted as chairman of the meeting. Since the Methodist church at Ionia burned, a few months ago, Rev. Kendrick has been holding Sunday services in the county court house.

Speaking of Mr. Garfield reminds me that he was 83 years old last Saturday. He is the youngest man I know who has been living on time borrowed from Eternity for thirteen years. He is still in DeLand, Florida, where he and his estimable wife have spent the winter season for several years. I owe a great

debt of gratitude to Mr. Garfield. It is due to him, more than to any other man, that I have settled ideas of life and the hereafter. It was not the result of anything he said to me, but on account of what he was. It was in a time of inner storm and stress that I came under the influence of his radiant personality. It was he who opened the door which made clear to me the consciousness of the all-prevailing presence of God. He made me realize that the supreme adventure of life is the search for the discovery of God in terms of personal experience and ideal values. He based his belief on the validity of his own experience as he advanced toward the goal of life, which is the union of the personality of man with the spirit of the Almighty. As a result of the varied experiences of life he has attained certainty in regard to the presence of God in human life and the universe. This knowledge of the Creator as the supreme certainty of life is to Mr. Garfield not a supernatural experience, but an experience as natural as the awakening of love in the lives of young people. His belief in God is vitally related to life. He is conscious of the presence of a divine quality in the grasp of the hand of a true friend, the look of joy in the face of a child and the chastened expression of a person who has suffered greatly and yet is possessed with hope. Mr. Garfield not only taught me that God is love, but also that love is of God, and that whoever truly loves expresses the spirit of God. There is not one kind of love for man and another kind for God. The light of the sun is the same, whether it veils with silver the Eastern horizon in the morning, touches with gold the mountain peaks at sunset, shines through a shower and makes a rainbow or fills the aisles of a cathedral with an atmosphere of worship. I have never known a man who is a better example of the highest standards of moral integrity in thought, speech and conduct than Mr. Garfield.

Stoddard & Buxton, who conduct a grocery store and meat market at 428 North Jackson street, showed me the plans they have had prepared for a one-story building at their present location. It will have 45 feet frontage on North Jackson street and 50 feet on Lincoln street and include room for a restaurant and garage. If the financial situation becomes easier, they hope to be able to erect the building this year.

I ought to be a pretty good judge of grocery stores after three years behind the counter and forty-seven years as a constant visitor to grocery stores all over the country. I naturally see many good stores and more poor ones. I can pretty nearly tell at a glance whether a grocery store is fulfilling its mission or not; whether it is too good for the neighborhood in which it is located or too poor. A well-balanced grocery store always gladdens my heart. That is why I always enjoy a visit to the establishment of J. H. Shoemaker, 302 East Main street. Mr. Shoemaker takes to groceries as naturally as a duck takes to water. He knows what his customers want and he aims to supply their requirements. In most stores I inwardly protest against being

compelled to wait an unreasonable time to see the head of the house, but Mr. Shoemaker can keep me waiting on hour and I am still ahead of the game, because of the information I can acquire by a careful study of his stock and business methods.

Since I was in Ionia last fall, Chase & McCarry have removed their grocery stock two doors West, which gives them about three times the floor space they formerly occupied. The meat market and bakery are leased to very capable men who have succeeded in building up a good patronage in those lines already. Chase & McCarry take the entire output of the bakery and find themselves sold out nearly every day.

I called one day last week at the old church on Commerce avenue which is being utilized as a headquarters for those who are now unemployed and have to be assisted by the city. I was not favorably impressed with what I saw and heard. I fully appreciate the difficulty in creating a temporary barracks to furnish shelter and food to those who would not be objects of charity if they could obtain remunerative employment, but it strikes me that the matter could be handled along more cleanly and sanitary lines if experienced help was employed. The bunks are constructed in the crudest manner possible, the bedding is far from inviting in appearance and the method of feeding the men is far from satisfactory. From 700 to 1,000 meals are served daily and sleeping accommodations are given 200 men each night. Hot coffee is served morning and evening and sweet milk at the noonday meal.

Hon. William Alden Smith will be 72 years old on May 12. From the time he started on a long and successful political and business career he has always had Grand Rapids in his mind's eye. Every thought and every act has been worked out to the advantage of the city of his adoption. Because of his loyalty to the Second City I think it would be an excellent idea for the citizens of Grand Rapids to tender Mr. Smith a complimentary banquet on his birthday. It should not be a \$5 affair which would preclude the attendance of the wage worker and man of small means. The cost should be held down to \$2 per plate, thus making good fellowship and the hearty expression of gratitude more prominent than the viands prepared for the occasion. If the men do not move in this matter, I think it would be a fine idea for the ladies of the Women's City Club to show what they could do along that line. Mr. Smith will probably not be with us more than thirty years longer and every passing year removes from our midst countless men who appreciated and profited by the herculean service Mr. Smith rendered this community and the country at large over a long period of time.

Few legislators have had such a long, continuous term of service for their country as has Mr. Smith. For twenty-seven years he was a representative in the House and Senate from Michigan, representing the Grand



Rapids district in the house for seven terms. He then was elected by the Legislature to succeed Russell A. Alger to the Senate for a full term and upon the death of General Alger was elected for his unexpired term and was re-elected seven years later for another full term, which took him through the administrations of Presidents Grover Cleveland, William McKinley, Theodore Roosevelt, William H. Taft and Woodrow Wilson.

During his term, ex-Senator Smith was a member of the Ways and Means Committee of the House, which formulated the Dingley tariff bill, and also was a member of the Foreign Affairs Committee and was Chairman of the Committee of Territories of the Senate and drafted and introduced the bill admitting Oregon and New Mexico to statehood. He was a member of the Committee on Commerce of the Senate, introducing the resolution of enquiry into the cause of the sinking of the British steamship, Titanic, and it was due to his vigorous and persistent efforts that the investigation took place and that results were adopted unanimously in a formal report made by him to the Senate. This enquiry, in all probability, furnished one of the most challenging, interesting and widely-read stories in the history of American journalism at that time. It was also due to his demands that the British crew of the vessel were held in the United States until the enquiry was completed. Later, the Senate appointed him chairman of the committee to investigate the causes of Mexican revolutions, during which time many incidents of interest developed on both sides of the Rio Grande. He also was ranking Republican member of the Committee on Foreign Affairs during the kaiser's war and participated in many actions incident to the conflict. Ex-Senator Smith served as a member of a congressional committee appointed by President Roosevelt to re-organize the Red Cross, the two other members being Richard Olney, of Massachusetts, Secretary of State in the cabinet of President Cleveland, and Redfield Proctor of Vermont, Secretary of War in the cabinet of President Harrison.

Mr. Smith left the Senate of his own volition after a continuous service of more than a quarter of a century and still is a young man in appearance, although he smilingly admits that "the clock ticks rapidly for me." He is a lawyer by profession and a newspaperman and engaged in other a newspaperman and banker and engaged in other large enterprises.

An inspection of the new quarters of the Valley City Milling Co. on the first floor of the Worden Grocer Co. building on the corner of Ottawa avenue and Weston street discloses that this organization is now better equipped to handle both its local and outside customers than ever before. Manufactured products are shipped from the mill at Portland and delivered to the warehouse from the side track in the rear of the store. The warehouse has a capacity of ten carloads. The office arrangement is more con-

venient than the company has ever had before and the combination of office and warehouse on one floor will enable the organization to fill orders with greater rapidity and accuracy than it ever has been able to do in the past.

It must be more than forty years ago that William N. Rowe, who had learned the details of the milling business under the late C. G. A. Voigt, induced the late C. G. Swensberg to join him in purchasing the Valley City Mills at the corner of Bridge and Mill streets. The mill had survived several ownerships, none of which had been very successful. Mr. Rowe put in long hours and built up the business to large proportions. Mr. Voigt was somewhat dubious over the success of the new undertaking, but finally had to admit that his fears were groundless. "It was a great loss to me," remarked Mr. Voigt, "when I had to part company with Mr. Rowe. He knew all my tricks—and, by golly, he's got some tricks of his own." The death of Mr. Rowe threw the management on the shoulders of his two sons, William and Fred, who worked like Trojans to maintain the good name created by their lamented father. The subsequent death of the older brother threw the sole management on the surviving brother, Fred, who found a capable assistant and co-worker in Frank E. Martin, who has devoted the best years of his life to the upbuilding of the business. He has recently brought his son into the office, after an apprenticeship at the mill at Portland, with a view to acquainting him with the details of the sales and shipping departments, as well as the production department. Fred Rowe has a bright and promising little son who will probably be given an opportunity to acquire the rudiments of the business in due time.

John W. Fitzgerald, the life-long banker of St. Johns, is in the city with his wife this week, the guest of his son, H. H. Fitzgerald and wife on Cambridge boulevard. Mr. Fitzgerald was 86 years old Monday and the event was celebrated in due and proper form at the Fitzgerald mansion. Mr. Fitzgerald is one of the youngest men for his age I have ever had the pleasure of knowing. He is full of vim and action and has all the enthusiasm of youth. He is evidently destined to round out a century of usefulness before he goes to meet his Maker.

E. A. Stowe.

#### See Single Unit Hose Unprofitable.

After exhaustive tests with various types of single unit full-fashioned hose-making machines and surveys among selling agents, buyers and consumers, the Textile Machine Works, the largest full-fashioned machine manufacturers in the country, has decided that the single unit stocking cannot be marketed profitably at the present time. The general opinion is, the company said, that because of its construction the single unit stocking cannot command the same price as the regular full fashioned product and that any possible saving in production costs would be more than absorbed by the conces-

sions which buyers would ask. The company will, however, furnish machines to those manufacturers wishing to carry on their own experiments.

#### Glove Business Improving.

Business in women's gloves this Spring has shown improvement from the standpoint of larger sales and profits for a good many retailers, it was reported here yesterday. Style trends have favored increased use of this accessory, particularly long gloves, which are now receiving extensive promotion. Slip-ons have also done well from a volume selling standpoint. While popular price items have proved dominant in retail price lines, slightly higher import prices on some lines have tended to cause the lower retail ranges

to move higher. Color trends have largely followed those of coats and dresses, with blacks, browns and blues doing well.

#### Cheap Goods Cut Pewter Sales.

Better grade pewter suffered in sales during the last ten days, due to the new low levels at which cheaper pewter is being featured in department stores. With hollow ware prices retailing around 80 cents, the stores are limiting their purchases of merchandise in the retail ranges of \$3.50 and \$5. To compensate for the loss of pewter orders many of the selling agents are pushing new lines of chromium and silver-plated hollow ware which are priced to retail between \$5 and \$10.

## Rademaker-Dooge Grocer Co.

Distributors

Peter Pan

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## COYE AWNINGS

for

YOUR STORE

YOUR HOME — YOUR OFFICE

CHAS. A. COYE, Inc.

Grand Rapids, Mich.

ORDER  
NOW

## 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 unfailing 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.

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## PRESS FOR SALE

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



### Libeling Competitors Is Now a Risky Business.

In spite of all the welter of impracticable and often inconsistent laws under which business men have to do business, there is one settled advantage which modern law has given us out of which I get a good deal of satisfaction.

I refer to the fact that under present law your competitor can no longer slander and libel you through his salesmen, his advertising and his correspondence, as he used to do, and get away with it even though he cause you great damage or even destroy you. The minute he starts you can get after him and make him pay richly for all the damage he has done.

That at least is a modern legal development for which we should all be thankful.

I have before me a case in which that happened, in which the court awarded damages of \$500,000 against a manufacturer who had systematically defamed his competitor. On appeal that was cut to \$250,000, but even \$250,000, so far as my recollection goes, is the largest sum ever given in such a case.

The parties in this case were manufacturers of washing machines. The Meadows Manufacturing Co. was the injured plaintiff bringing the suit, and the Maytag Co. was the accused defendant who did the defaming.

What the Maytag Co. did against the Meadows Co. is revealed from the following extract from the Appeal Court's decision:

The Maytag Co., appellant, maintained a sales organization of some 8,000 persons linked together, wherein salesmen, subject to the control and policy of the various managers under whom they worked, devoted their time exclusively to the promotion of sales of appellant's product, calling upon thousands of dealers and prospective customers each day. Appellant, through such organization, caused to be circulated generally many false statements concerning Meadows Co., appellee, and its product and business. Sales representatives, district and divisional managers and other representatives of appellant, in meetings, house organs and letters, made statements that appellant was about to sue appellee for patent infringement though appellant's product was unpatented; that appellee would not be in business long; that appellee was going to be in trouble; that its customers would be unable to get repair parts; that appellee was paying a royalty to appellant; that there was an injunction against appellee; that buyers would have orphan machines on their hands; that appellee's financial backing was weak; that its salesmen were here to-day and gone to-morrow; that appellee had a small factory, was inexperienced, and could not meet its notes, was in the hands of a receiver and had no credit rating; and that its factory had been closed. These statements quite readily found their way to the ears of dealers and prospective customers all over the country with damaging results.

The conclusion we arrived at was that appellant had grossly injured the appellee by its slanderous and libelous statements. We found that, as a result of this situation, prospective customers hesitated or refused to purchase appellee's machines. They became frightened and demanded security that appellee's machines, if purchased, would not be taken from them. They feared they might be involved in litigation and might not be able to procure parts. Dealers became uneasy and ceased handling appellee's machine because of the fear engendered in their

minds; prospective customers were frightened and lost, and complaints from dealers and distributors came to the office of the appellee. Appellee was put to great expense in counteracting this propaganda and reassuring dealers and customers of the exact status of the litigation and of the relationship between appellant and appellee.

How far the courts are going in these cases will be seen when I tell you that the Meadows Co. was unable to prove that it had lost any definite sales or any definite amount of business, through what the Maytag Co. did. Obviously, as the court said, it would be practically impossible to do that. Nevertheless, the court held that Meadows was entitled to damages, first fixed at half a million and finally at a quarter of a million dollars. The court said this:

The authorities fully sustain the conclusion that where a libel contains an imputation upon a corporation in respect to its business, its ability to do business, and its methods of doing business, the same becomes libelous per se, and that special damages need not be alleged. The management and credit of a corporation and its solvency are all most carefully guarded by the law, and imputations against the same, imputing lack of credit, insolvency or pecuniary difficulties are rightfully deemed of such injurious character as to be actionable per se without allegation of special damage. The legal principles constituting the law of libel and slander are the same, whether corporations or individuals are involved.

That used to be a favorite stunt—advertising to the trade that you were about to sue a competitor for patent infringement, or violation of trademark, or for unfair competition, getting all his customers afraid to handle his goods. I have no doubt many concerns have been destroyed in this way in the old days, but it cannot be done any more. In fact, most business men know this and go very slow in such matters. Not for a long while have I seen a case as flagrant as the one I have reported here. And may I throw a small bouquet at my own profession by observing that had the Maytag Co. first submitted its campaign of attack to a competent attorney, it would still have its quarter million.

Elton J. Buckley.

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### Why Independents Fail.

Brainardsville, New York, March 16—Although we are doing a general retail business in a little town of less than 100 population, practically a cross road, we find that an independent can still do business in this country at a profit. We did over \$50,000 last year on an overhead of 11 per cent., located within five miles of all kinds of chain stores.

The trouble with most independents is that they are afraid to buy what the people want—even the large stores last year lost business because they did not buy.

There is no need for the country stores to go out of business, if they go at it right.

H. D. Hoy.

### Advance Curtain Cloth Prices.

With desirable material for popular price curtains in short supply for immediate delivery, converters of curtain cloth have increased their prices an average of 5 per cent. over last month's quotations.

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## LEE & CADY



## FINANCIAL

### Credit by Small Firms Has Been Tightened.

Business will receive a boost when the debtors cease making excuses and decide to pay their bills more readily when due. At least, this is the cry of the small retailer, who has had rather a rough time of it since the market crash of 1929.

A slight improvement in collections has been noted so far this year, but the business machinery still is clogged with unpaid bills owed, in most instances, by persons who could pay if they so desired.

The chief sufferers in this respect are the small tradesmen, particularly those in the so-called high-class suburbs. It seems families with credit think of paying the grocer and the drug store last of all.

The large department stores have experienced a little trouble in collecting on charge accounts, but their customers are more likely to pay promptly for fear of losing their credit rating. Credit managers of the larger stores say that while their customers stave off payment until the last minute, they finally pay the bills.

It has been true during the last few years that many have used the stock market crash and the subsequent depression as an excuse to stop payment of bills. Men who never owned a share of stock and were unhurt in the crash blandly told their creditors that they could not pay because of their heavy losses.

Few small tradesmen are equipped to carry large amounts of credit and their hardships naturally were passed on to the jobber, the wholesaler and ultimately the manufacturer.

It cannot be denied that many persons were hurt in the crash, but the small retailer is correct in his assumption that the damage was more restricted than he is led to believe.

The evasion of payment has been more notable in the districts where unemployment has been the least. In the poorer districts where there has been real suffering through unemployment, families have scaled down their living expenses to bare necessities and usually buy only what they can pay for.

Here and there among the higher salaried classes there are real cases of suffering as a result of unemployment, but a check-up in most of the better suburbs would show that a large majority of the residents still have their jobs and their earning capacity has not been hurt.

But so widespread and fashionable became the talk of depression and unemployment that persons with money in the bank were afraid to take it out even to settle just claims. This timidity, fortunately, is gradually being lost.

To a certain extent the losses by small retailers could have been avoided if a safe and sound credit policy had been pursued. During the boom years it became unfashionable to be a cash-and-carry customer. As a matter of fact, the retailer himself paid you no respect unless you ran a charge account and cashed a check at his store once in a while.

The small retailer has learned his lesson, however, and he sniffs sus-

piciously nowadays at any but his oldest customers who ask for credit.  
[Copyrighted, 1931.]

### Appetite For Bonds Is Keen.

Evidently the good 1931 market for bonds is to make its presence manifest through expanding volume more than through bulging prices, but if we wind up the year with vastly more money in industry it will not very much matter.

Immediate success yesterday in the flotation of \$199,000,000 in new issues, the largest single day in corporate financing since 1921, makes it quite plain that investors in this country still possess an appetite for bonds in general and for railroad bonds in particular. That it took so huge an offering of bonds in new packages to excite the demand in a market where corporate prices had moved monotonously does not tell the full story.

Bond buyers interested in sizable purchases have not been able in recent weeks to fill their requirements on the open market without bidding prices up on themselves. Many banks that liquidated bond holdings early in December in anticipation of abnormal cash demands found it not so easy to buy their bonds back later on. They found rather that it took no very substantial bond order to run prices beyond levels they were willing to pay.

Institutional investors interested in large blocks find it advantageous often to wait for new offerings that meet their bond requirement. Our experience in the market for 1931 so far suggests the logic of the conclusion that we will evidence a growing demand for fixed-interest-bearing obligations this year through an increased supply rather than rising prices.

More particularly it is significant that this week's financing suggests that investors still have confidence in railroad bonds much as you might think to the contrary from current talk on railroads. It shows plainly enough that we must not confuse the attitude of speculators in this country toward rails with that of investors.

If railroad securities have lost much of their former flavor for men interested only in speculation they obviously still command in abundance the respect of a great body of individuals and institutions seeking an employment for their idle funds through the channels of sound investment.

Paul Willard Garrett.  
[Copyrighted, 1931.]

### Future Prospects Present a Factor in Stock Prices.

A common stock to be an attractive investment ordinarily should not sell above twelve times share earnings, in the opinion of Baker, Weeks & Harden, who have attempted to establish a logical price-earning ratio.

"Considering the yield obtainable from bonds and other competitive investments, domestic and foreign," says the firm, "we conclude that the current dividend return required to make common stock investments attractive for investment should be 5 per cent. per annum. To pay this 5 per cent. after the appropriation of 40 per cent. of current earnings to reserve (distribution of 60 per cent. is considered a

sound average rule) requires net earnings averaging 8 2/3 per cent. on the investment. This is equivalent to a market price twelve times net earnings.

"Obviously, this 'twelve times earnings' ratio cannot be blindly applied to all stocks," the firm continues. "There is, for example, the important question of the future prospects of a business to be considered.

"Equity stocks of a highly dynamic business, such as the electric manufacturing industry, are certainly more attractive at a given ratio to past earnings than are equity stocks of a more nearly static industry, such as the American railroads. How, then, shall we apply our 'twelve times earnings' yardstick to the various common stocks available in the market? We think this must be done by considering the 'twelve times earnings' basis as an average which must be obtainable to justify the conclusion that any given general market level is in an attractive buying range. Statistical results can never supersede individual discretion and judgment. Their role is rather to serve as an aid to the formation of a sound judgment.

"As the logic of the situation leads to the conclusion that a 'times earnings' yardstick has its essential validity as an average figure by which to meas-

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ure the general market level, so also it leads to the parallel conclusion that a worthwhile application of this yardstick can only be made to average earnings over a period of years."

The conclusion reached from application of the yardstick to a variety of stocks, says the firm, is that many of the better grade issues are selling well up to their indicated investment value, while other stocks of secondary grade are found well within an attractive buying range.

This view coincides with that of many observers who have selected less favored shares as the most likely to show the greatest percentage of appreciation in any general recovery in the market.

William Russell White.  
[Copyrighted, 1931.]

#### Artificially High Yields Become Relatively Unimportant.

Dividend reductions over the last few weeks, widely distributed over many groups of stocks, have removed artificially high yields and, with the rise in prices, have cut the average yield to the lowest level since last summer.

The average yield on 371 cash dividend-paying common stocks listed on the Stock Exchange declined sharply last month to 7.29 per cent. from 8.29 per cent. at the beginning of the month, according to a tabulation by Moody's Investors Service.

Twenty-six revisions were noted between February 2 and March 2, of which fourteen were decreases and five were omissions. The other seven were increases.

"Due to the extensive dividend cuts since the first of the year," says the service, "the artificially high yields are now a relatively unimportant factor in determining the average." The number of stocks yielding more than 13 per cent. was reduced from thirty-five in February to eighteen in March.

The decline in yields in the month was spread over most of the separate groups comprising the total, it was pointed out. For instance, yields declined in thirty-nine groups and advanced in only three. Decreases were most noticeable in stocks in the agricultural implement group, as well as in building, chemicals, copper, motor cars and accessories, oil, railroad equipment, steel, tires, miscellaneous mining and tobacco, other than cigarettes.

High yields in motor, oil and railroad equipment stocks were reduced by downward revisions in dividends.

In spite of the sharp recovery in stock prices from the low levels at the end of last year, when the average yield rose to 9½ per cent., Moody's considers current yields still attractive in comparison with those prevailing most of the time for the last twelve years.

The yield at the beginning of March on the Stock Exchange list was the lowest since August 29 last year, when the average stood at 7.14 per cent.

William Russell White.  
[Copyrighted, 1931.]

Saginaw—The Walton-Morse Sound Systems, Inc., 1044 East Genesee avenue, has changed its name to the Sound Systems, Inc.

#### Tax Payers Should Have Benefit of Installment Plan.

It is an appalling fact that each year there are thousands of parcels of land in nearly every county of our State advertised to be sold for unpaid taxes. It is some relief, however, to learn that a majority of the pieces of property are not homes or farms; but still, sad to realize, many such parcels of land represent disappointment and loss to those who have been led to invest in some subdivision scheme which never had any valid reason for existence. Lack of income or loss of faith in the project has resulted in the purchaser's giving up trying to make payments or maintain title.

But the farm which furnishes the owner a permanent job and the family a home is a different matter. We are informed that right now the taxes on one-tenth of the farms of Michigan are still unpaid. If a plan of paying taxes in installments had been in operation this would not be the case. The number would not have been so alarming.

Years ago, with the exception of butter, eggs and wool, farm produce became ready for market from August to November. Now it is distributed more through the year. Instead of grain being mostly depended on to meet debts, taxes and large expenditures for necessities, cream or milk, fat cattle, hogs, lambs and hay yield income at regular periods. Less wheat is produced and other grains are mostly fed on the farms, so there is no more a reserve of grain in bins to draw from for taxes. Not only are taxes four or five times as much on the same amount of property, but the farmer's expenses are constant in succession and embrace several times as many lines as formerly. The income is disbursed as fast as it arrives, so the farmer has become more and more like the city wage worker in this respect.

Taxes on farms should be due in September with the privilege of paying in three or four monthly installments, and a discount if paid all at once during the first month. E. E. Whitney.

#### Government Issues Pamphlet on "Small Store Arrangement."

"Small Store Arrangement," the second of a series of pamphlets on small stores, is ready for distribution by the Domestic Distribution Department, United States Chamber of Commerce. The first pamphlet issued, "Small Store Advertising," was published in 1930.

The vital importance of modernizing retail stores is set out in "Small Store Arrangement." Although it is prepared to give assistance to merchants of a number of lines it contains chapters dealing specifically with hardware, grocery, dry goods, and drug problems. Store modernization authorities have co-operated in preparation of material for the pamphlet which is of 112 pages and well illustrated.

Sources of assistance to the merchant in rearranging stock and equipment along modern lines and a number of reports of merchants who have remodeled, with resultant increases in volume and decreases in inventory and operating expense, are included in an appendix.

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## FOOTPRINTS OF LONGFELLOW

## Occupied the Room He Used Many Years Ago.

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We had heard so much of the Albergo Capuccini—ancient Capuchin monastery which clings to the face of the rocks back of Amalfi, several hundred feet up, famous locally as a shrine and otherwise—that we wanted to see it and drink an afternoon coffee therein. Looking up—continues our family letter—with heads tilted 'way back, Dad said: "We'll get a carriage" (I always call them chariots.)

These are queer little vehicles, as we see pictures which are only fair reflections of them, sort of double-enders in general design, about the size of a large baby wagon, to which are hitched little jack rabbit horses. When a corpulent driver mounts his seat forward, he so overshadows the horse that it should seem a proper adjustment would entail his hauling the horse. Any man of moderate physical development could pick up one of these vet-too-rahs and carry it.

Many of the drivers are plenty corpulent at that. They sit drowsing in the genial sunshine waiting for fares which, these days, are none too plentiful; so they doze and grow fatter. Dad approached one of this build, a jolly boy from whom emanated olfactory evidence of luncheon wine, and bargained. Man wanted the reasonable sum of 5 lire, to which Dad promptly agreed, having the steep climb in mind, but agreement included his waiting for us to look around and drink coffee as we visited the place. It was well that bargain was made or we should have been overcharged at 26¼c.

Up we started, and soon—right away in fact—the cabby said, or rather signed, "Get out here." Dad pointed to the hotel, still far above us. More signs of "Never drive up—can't—only steps." Ye gods! There was half a mile of stone steps ahead. Then immediately, out of nowhere apparently, came a bunch of vociferous brigands, solid bunches of muscle, who offered to carry us up, each in an individual modified sedan chair contraption, and they raced to fetch the chairs. "Eight lire per pair-so-nay," that is to say 42c each.

Our Schoonmaker never indicated any such extravagance and Dad found nothing doing in the way of curtailment of pret-za, so, not without many and diverse gesticulations and liberal use of bastas, we waved them aside and walked up; and as the comedian sayeth, it was Woolworth the effort. For every step of the way, which we took with becoming slowness, revealed new visions of loveliness as we ascended the cliff and gained ever increased vantage whence to view the widening land and seascape.

It is a huge monastery now owned and run as a hotel by the municipality of Amalfi which thus combines thrift with the preservation of a national monument—an idea which has lately taken hold on the impulse of El Duce who knows something of what value ancient things must be to Italy and who has the good sense to see that what are left are kept and even gradually restored.

No words of ours could describe this either. The church is there, the entire layout of buildings in their age-old perfection, the windows looking out over the sea at one's very feet, the surrounding hills against which the place clings to the rocks, the terraces cultivated to perfection by many successive generations, so that every square inch of soil yields its contribution to reward the labor and loving care bestowed, the long pergolas covered with wisteria so ancient their main trunks are like those of big trees, and the stately giant cypress forming a frame for distant vistas. Oh, it's all just a lovely vision of pure beauty, mellowed against a backdrop of creeping centuries.

Our inspection of the cloisters, the vaulted passages and refectory, while listening to the conventional patter about saints, brought one pleasant surprise, for we were shown into a handsome room, with two great windows facing the Mediterranean, in which Longfellow lived for several months. This was news to us but, as we looked about the place, half of us said to the other half: "Anyone who could certainly would want to write verses in such a room." So we sat right down where Longfellow might have set and had our black coffee, after which the walk down was not nearly so hard.

We had been gone more than an hour, yet our driver was waiting. We were certain he'd be there because he had not gotten his 26¼c and 5 lire are not picked up too often these days; besides which he might as well wait there as wait his turn at the next fare in the pee-at-za. But our stay had been so prolonged that we did think he might be a bit sore or at least strike for a little extra. Not a bit of that. He met us with a smile of broad good humor, took us back to Albergo Italia—a tiny distance down hill—and gratefully pocketed his two bits, mostly paid for waiting.

This condition of absolutely no business is now so prevalent hereabouts that whenever we take a vettura our driver passes through almost a procession of hand-waving gratulation. We feel like the lead feature of a parade. Next day we strolled into the Civic Center of Amalfi and met up with our cabby of the Vietri drive. Was he sore? Not any. He met Dad like a long lost brother, tickled to see him, shook hands cordially—and advanced the thought that perhaps we'd like to drive to Rah-vel-lo. We did not, but he shook again, nevertheless, on general principles or thanks-for-past-favors.

We decided, however, to visit Ravello via auto bus. Because this name lends itself readily to elucidate one peculiarity of Italian, let's study it for a minute. Italian pronunciation is not difficult once one gets the idea and it is governed by a few rules which are so simple, accurate and invariable as to make the acquirement of the articulation rather easy. This is particularly true if one knows English fairly well, and doubly true if the student has devoted some attention to the derivation of English words, for so many of our words come from the Latin, which was the historical forerunner of Italian, that there is great similarity therein.

Breakfast is col-lat-ze-ohnay, only another way of saying collation. Our regulation becomes ray-goo-lat-ohnay. School is es-coo-lay. Conductor is cohn-doot-toray. I give the pronunciation rather exactly. The spelling is so nearly identical as to reveal the meaning almost precisely.

Ravello, however, gives us one peculiarity which is both characteristic and the source of one of the musical qualities of the language. This is the practice of dwelling for the fraction of a second on a double consonant. So we have Rah-vel from which we take a sort of running jump over an interval, landing again on the second l which is articulated as if it stood alone, distinctly into another syllable, lo.

The famous name of a Florentine statesman of the fifteenth century furnishes another fine illustration. Spelled Machiavelli it is pronounced Mahk-ya-vel-lee. Here, then, endeth this first lesson.

We decided on this drive because there was fine sunshine, warm and balmy, and we wanted to see all we could lest rain interfere. Something made us so care free that we boarded the bus, which was large and comfortable, without enquiring as to cost—just asked for two tickets up and back. The cost was 14 lire, 73¼c for two, 36¾c each, for a drive of an hour up the steepest roadways and return.

Along this drive as well as in Amalfi we were hit almost literally between the eyes by one of the most striking features of Italy: the physical perfection, sturdiness and sheer beauty of the Italian race. Living in squalor so primitive as to make the hut of Robinson Crusoe seem a home of modern

(Continued on page 30)

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## MUTUAL FIRE INSURANCE

### Where Fire Insurance Ceases and Leaseholder Insurance Begins

There are many forms of allied fire insurance without which a property owner may go into bankruptcy: Business interruption insurance, for example—explosion, sprinkler leakage, earthquake, demolition, and so on.

Leasehold insurance is not in that class but nevertheless, it is an allied fire insurance coverage with which the credit manager can be familiar to practical advantage. If for no other reason, just to understand a policy which few insurance agents or brokers can explain.

A lessee not carrying leasehold insurance, and suffering the cancellation of his lease, due to fire, might not be forced into bankruptcy—but his overhead would be suddenly and unexpectedly increased, perhaps considerably. His credit is safeguarded if he carries leasehold insurance. In fact, all contractual obligations should be insured wherever possible if credit obligations are to be protected.

This is not intended as any advertisement for the insurance companies. In fact, many of the coverages necessary to insure contracts are difficult to buy. Leasehold insurance is in this class. You have never seen an insurance circular on leasehold insurance? It is not solicited and written only very selectively.

To get a practical insight into leasehold insurance, how it works, let's figure out a leasehold example. Leasehold insurance insures leasehold interest, leasehold profit, and also leasehold bonuses against loss by fire should the lease be cancelled by fire—or by earthquake, explosion or other catastrophes. As a credit manager you have a retailer in whose credit you are interested. He has leased space in a building at \$100 a month for five years and seven months. One-half of this space he has sub-leased for \$50 a month. In his lease there is a fire clause which gives the building owner right to cancel the lease in the event of a fire. So the retailer wants to insure his \$50 a month sub-leasing profit.

This \$50 a month is \$600 a year, or \$3,350 for five years and seven months. The lessee wants a policy for three years and six months. These broken terms are chosen in order to take the illustration out of the A. B. C. class.

First it is necessary to find out the average amount of liability at risk for the term of three years and six months. In arriving at the leasehold value on which the premium is charged, the rule is that you take the amount of leasehold profit, or leasehold interest, (whichever you are insuring) for the first month of the policy and add it to the amount showing for the last month and divide by two. For instance, if we were insuring for the full term of the lease (five years and seven months) we would take \$3,350, the value during the first month, and add to it the \$50, which would be the value the last month, divide it by two and arrive at \$1,700 as the average amount at risk during the five years and seven months. But, the lessee wants a policy for three years and six months, not for the full term of the lease. Secondly, leasehold

values are not figured on their actual figures but according to tables found on the reverse side of each leasehold policy form which provides "discounted" amounts to use in writing up the policy, and also a set of figures to use in adjusting losses under a leasehold policy.

Therefore, the policy is figured in this way; the term of the lease is reduced to months, and therefore, we start with the term of the lease which is five years and seven months, or sixty-seven months. Turning to the table, which is on the back of each leasehold policy form, we find that the figure by which sixty-seven months should be multiplied is 56.94 which produces an amount of \$2,847. Now the policy is for three years and six months, or forty-two months, which, when subtracted from sixty-seven months, the term of the lease, leaves twenty-five months which represents the amount of leasehold value which still would be unexpired after three years and six months. So we multiply twenty-five months by the given figure on the table, which is 23.47, and this gives \$1,173.50. As the picture now stands, the amount of \$2,847 in the full value of the lease and the amount of \$1,173.50 is the remaining value at the end of the policy term. Adding these two amounts together and dividing by two we get the average amount at risk during the term of the policy, or \$2,010.25. The rate is applied to this amount.

This looks complicated, but it is really a simple process and if we had used the actual rental amounts instead of the discounted amounts, the insurable average could have been reached quicker but it is not fair to write up a leasehold policy for the round figure, as I will explain.

Should the lessee have a loss after taking out the policy and he collected the amount of leasehold profit insured he would be receiving in a lump sum an amount far greater than would have developed had there been no fire and he had collected the \$50 each month. Therefore, discount tables are provided so that the lessee will be paid only what the \$50 collected monthly, would amount to in a given number of months compounded semi-annually at 6 per cent. On the back of every leasehold policy this table is stipulated and inasmuch as the assured can collect only on the basis of such a table, therefore, his policy should be written on such a plan, otherwise he will be paying for an average amount of insurance based on figures higher than those for which he could collect. Of course, if the policy paid him \$50 a month for the balance of the term of the lease and a check was sent to him for \$50 each month the discount tables would be unnecessary, but fire insurance losses are adjusted in a lump sum and if the lessee were paid the gross rent due following a fire he would be collecting a profit sooner than he would if there had been no fire. That would not be sound insurance, for the purpose of insurance is to reimburse a man as if there had been no fire—not to permit him a profit.

The rate is usually the building fire rate and the average leasehold sum arrived at as explained is multiplied by

the building rate for a one year policy, and for a three year policy two and one-half times the building rate, and for a five year policy four times the building rate. For the additional six months a pro rata additional charge is made. In the above example matters would have been simplified if we wrote the policy for the full term of the lease of five years and seven months, but the assured wanted a three years and six months contract. In other cases he might want a one year policy, or an even three year policy. No matter what the term, the sum to which the rate is applied, the average leasehold interest, is arrived at by taking the discounted leasehold value on the first month and adding to it the discounted value on the last month of the policy term, and then dividing by two. The amount collectible under the policy is the full value of the unexpired term of the lease, less discount, at the time of the fire. In other words your premium charge is based on an average liability but you collect the amount due less discount to allow for the fact that the monthly rental is spread out over several years.

In some sections the discount table is governed by 6 per cent. semi-annually compound interest and in others 4 per cent. In the example given a leasehold profit of \$50 a month was used, but in other cases it might be "leasehold interest."

To determine such leasehold interest it would be necessary for a reliable real estate man, or appraiser, to determine how much more a lessee would have to

pay for his rent without a lease than he does under a long term lease. For instance, he might be renting quarters for \$1,000 a month under a twenty year lease. If he were renting them without a lease, the same quarters might cost him \$1,200 a month. Then he would have a leasehold interest of \$200 a month to insure. Most leasehold policies are written to cover either leasehold interest or actual leasehold profit, the result of sub-leasing. It is also possible to insure leasehold bonuses where the lessee sells his lease to someone else for a bonus. Regardless of whether it is actual profit, or leasehold interest, or a bonus, the amount to be insured is figured in the same way as quoted.

Unless the fire clause in the lease is favorable it is impossible to get underwriters to consider such insurance. Usually at least 75 per cent. damage to the building before a lease can be cancelled is required as a lease condition before an underwriter will approve the insurance. In many leases there must be a total loss before the lessor can cancel. In other leases a 50 per cent. or 25 per cent. damage is sufficient and such lines are usually declined. The fire clause of the lease is copied and made a part of the policy.

C. T. Hubbard.

Ludington—The Ludington Merchants Service Bureau, 114 East Ludington avenue, has been incorporated with a capital stock of \$10,000, \$5,200 of which has been subscribed and paid in in property.

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## GROWING TUNG OIL.

### Progress and Status of the Industry in Florida.

About sixty years ago a boy was born on the campus of the Michigan Agricultural College, who has since become famous in connection with steps of progress in agriculture in the United States. His father was my teacher in English literature. His education was largely in agricultural colleges and his life work has accorded with genius of these institutions. He is now called Dr. David Fairchild. I always think of him in the terms of his given name, because I was intimate with his boyhood years.

There is a scientist connected with the plant division of the Department of Agriculture at Washington, a man whom I knew as a boy, and whose father was an inspiration to my early efforts in horticulture. He attended the Michigan Agricultural College and, following out the ideals inherited during the period of his college life, he became identified with the Department of Agriculture, and his life work has been attached to its objectives. His name is William A. Taylor, and I am very proud of the work accomplished by these two men, because they are both products of Michigan.

Now what has this to do with Tung Oil? It is the purpose of this brief article to expose the reason of these preliminary paragraphs. David Fairchild became a world explorer under the auspices of the Department of Agriculture, and his service had for its object the finding of new productions not indigenous to the United States which had promise of usefulness in the progressive measures initiated by the Department of Agriculture. In nosing about the different countries in the world, Dr. Fairchild learned that a considerable industry in China was built upon a product from the Tung Oil nut. He learned that a considerable amount of Tung Oil was exported to various countries of the world from China, and although the methods of producing the oil were primitive, it was a source of considerable income to Chinese producers.

From what he could learn of the climatic conditions under which the Tung Oil nut was successfully grown, it seemed to him that we had similar conditions in parts of our country, and the growth of the trees might find suitable conditions in our country for successful development. He secured the nuts and they came into the hands of the Department of Agriculture for experiment and distribution. The trees were grown and planted under favorable auspices in a number of the Southern states.

Among them was Florida. The adventure for that state was placed in the hands of the Experiment Station at Gainesville. This led Mr. Taylor, of the Department, to institute enquiries with reference to the growth of the Tung Oil nut in China, the value of its product, the importations into the United States, and the importance of promoting an industry based upon the successful culture of Tung Oil nut trees in our country. His findings were issued in a bulletin, the distribution of

which was attached to the adventure in growing the trees.

Among other things in Mr. Taylor's bulletin, I find that the sources of oil which is used in connection with the making of paints and varnishes are flax seed, cotton seed, oil from peanuts and oil from Tung Oil nuts. The quality of Tung Oil imported from China compares favorably with the other oils which compete with it. Mr. Taylor found that our importations from China

of this product amounted to millions of dollars, and he reasoned that if our climatic conditions were suitable to the growth of the trees, we could, under our American methods of cultivation and mechanical contrivances for expressing the oil, compete with China, where the trees are not cultivated but grow about as walnuts and butternuts have grown in our country, in the woods and openings. Their methods of expressing the oil and preparing it

for exportation are very primitive and Mr. Taylor, being acquainted with the progressive methods in our country for doing this kind of work, considered the adventure of making the growth of Tung Oil nut trees in our country a promising industry. He did not gush over it, but presented to the people carefully collated statistics which would be valuable in the steps of progress instituted in our own country.

One of the promising co-operative



*Something New in  
Soda Crackers? Impossible!  
yet . . . HERE IT IS*

New flakiness . . . more uniform crispy brittleness clear through. New foursome pack . . . that delightfully splits into twos or singles. Just the right smack o' salt. Dimpled and browned to a queen's taste. Say Hekmans to your grocer and he'll know you want the finest in crackerdom.

**HEKMAN'S**  
*Wolverine Soda Crackers*

*Baked  
in the  
Cracker  
Oven  
Nearest to  
your Table*



features in this movement was the interest manifested by the National Paint, Oil and Varnish Association, representing the largest importations of Tung Oil from China. There is no question about the quality of the product in the manufacture of paints and varnishes. The experimental tests are centered in the hope that the condition under which the trees can be grown in our country will develop an adventure into a pronounced success. The deep interest of the National Association is accounted for in the trouble they have with adulterations, and their thought is, if we develop the industry successfully in our country, this can be controlled to the benefit of their products and the elimination of the adulteration factor.

Comparative statistics concerning the amount of oil used in our country from the various sources of supply are very interesting, but I do not need to go into them in this article, for my object is only to awaken an interest in the development of the industry as an important factor in American agriculture.

Experiments thus far have indicated that the Tung Oil trees are mighty particular about climatic conditions, and these have not been found to be so favorable anywhere as between certain parallels in Florida. While the trees may grow successfully in a considerable range of our country, it is found that the blossoms are very sensitive to temperature. And thus far the indications are that no field of operations is so promising as the Florida area. The tests in this state have largely been under the control of the State Experiment Station and the largest plantations are near Gainesville, which is the location of the station.

For a period of possibly fifteen years the small plantations have been increased to larger ones, until now a considerable area is covered by plantations ten years old or more. Thus far the results are very favorable. Ten-year-old trees are at the age of full production and the industry has progressed far enough to warrant mechanical methods of expressing the oil so that the industry is at present ready for mass production, if the results continue to be as promising on a large scale as indicated by the experimental groves which have come into full bearing. There seems to be no question about the securing of capital to promote the industry if no unfavorable conditions develop in the groves now pretty thoroughly established.

The citrus industry of Florida is thoroughly established. The quality of products in this line is the very best. Methods of distribution are developing so that there is no question about the future of this industry. Florida has been found to be a very promising field for the production of Narcissus bulbs. This unquestionably will be a great industry in Florida. Anyone interested in a varied agriculture and visiting the Florida fairs will become at once interested in the poultry industry. Nowhere have I ever seen such wonderful poultry exhibitions as are found at the agricultural expositions of Florida. There is no question about the great value of this industry to the state. The apiary is becoming a great factor in Florida productions, and because it is

attached to the successful fertilization of citrus fruits, it has a double importance as an industry. And from present indications, I feel warranted in an optimistic outlook concerning the successful growth of Tung Oil trees as another great factor in diversified agriculture in the state.

I am perfectly aware, as expressed in a series of articles in the Tradesman preliminary to this one, that in any adventure of this kind in agriculture, the unexpected is liable to happen. There are many important things which will have to be tried out before the industry shall have the character and standing and promise of the other factors in Florida agriculture to which I just referred. We find in the development of varieties in horticulture and strains in the live stock industry, that a great deal depends upon the quality and productiveness of the strains which are produced. For instance, in Tung Oil trees, already growers have found there is a great difference in the productiveness of individual trees. The problem of the propagation of the most promising strains in a commercial way is a vital one as connected with a pronounced success. This is a field scarcely approached as yet.

Readers of the Tradesman may not know about the physical appearance of the nuts to which reference has been made. As I have seen them, the fruit of the Tung Oil nut tree is about the size of our black walnuts, which, of course, vary in size, and this same variation is true of the Tung Oil nuts. The fruit is different entirely from our commercial nuts. It has a hard cover or rind and within this are the nuts, varying in number from five to eight seeds. I notice, in opening some of them, that the size of the seeds depends upon the number of nuts within the receptacle. Those who have seen Brazil nuts in the original fruit which is gathered from the trees will understand the type of this fruit.

The question of the kind of soils suited to the growth of Tung Oil nuts has been pretty well established. The trees will not bear to have wet feet. The soil must be reasonably fertile and the type of cultivation and the method of fertilizing the soils to secure the best results will have to be reached by experimentation. My associate, Mr. O. C. Simonds, whose name is familiar to the readers of the Tradesman, took twenty-five acres of timbered openings, cleared the land and grew upon it one year a crop of cowpeas, thinking that perhaps the induction into the soil of the nitrogenous element would be helpful preparation for the planting of the trees. He secured the trees from a nursery near at hand, and invited me to go out during the process of planting. The trees were one year old—from the nut—and varied in height from eighteen inches to four feet. The complete root system of the plants was secured in digging them from the nursery and they were very quickly and carefully planted so that the roots were not exposed to the air and sun. The plantation, when finished, presented a very attractive appearance.

The wise ones say that too much must not be expected in the way of returns, and while the citrus industry

(Continued on page 31)

## MICHIGAN BELL TELEPHONE CO.

*Long Distance Rates are Surprisingly Low*

FOR INSTANCE:

for **95<sup>c</sup>** or less, between 4:30 a. m. and 7:00 p. m.

You can call the following points and talk for **THREE MINUTES** for the rates shown. Rates to other points are proportionately low.

Day Station-to-Station Rate	
from	DETROIT ----- \$ .95
Grand	LIMA, O. ----- .95
Rapids	MONROE ----- .95
to	ELK RAPIDS ----- .90
	FONTIAC ----- .85
	LAPEER ----- .85
	TRAVERSE CITY -- .80

The rates quoted are *Station-to-Station Day* rates, effective 4:30 a.m. to 7:00 p.m. :: *Evening Station-to-Station* rates are effective 7:00 p.m. to 8:30 p.m., and *Night Station-to-Station* rates, 8:30 p.m. to 4:30 a.m.

For fastest service, give the operator the telephone number of the person you are calling, which can be obtained from "Information"



# Old Master COFFEE

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

SOLD ONLY BY  
**The Blodgett-Beckley Co.**

Main Office Toledo  
Detroit Office and Warehouse  
517 East Larned Street



## DRY GOODS

**Michigan Retail Dry Goods Association.**  
 President—J. B. Mills, Detroit.  
 First Vice-President—Geo. E. Martin, Benton Harbor.  
 Second Vice-President—J. T. Milliken, Traverse City.  
 Secretary-Treasurer—Thomas Pitkethly, Flint.  
 Manager—Jason E. Hammond, Lansing.

### Separate Jackets and Coats Allow Many Combinations.

The old-time magicians, with all their silk hats and rabbits, could perform no trick quite so impressive as that modern miracle—dressing well on a tiny income. Countless women are doing this every day, stretching slim checks far beyond their obvious possibilities and bringing the thing off lightly and surely.

If there are more women to-day to whom the clothes budget is a worrisome question, it is also true that to-day there are more smart and thrifty answers to it. Prices in general are lower than they have been; and there are specific developments in the shops here and there that will provide aid and chic to a distracted woman, whether she is down to her last few dollars and out of a job, or is concerned merely with a reduction in her clothes allowance.

One is a growing tendency on the part of the exclusive shops to open new departments devoted to high fashions at low prices. These are generally given some innocuous name, such as the "debutante" shop, but the plain fact is that here are to be found lower-priced clothes that are nevertheless fashion-right and worthy of a label formerly associated with unlimited charge accounts.

Another is the alertness displayed by department stores in adapting their offerings to the psychology of the times. One, for example, plunged into the pressing problem of unemployment. It warned young women seeking executive positions that though they might be out of funds, their dress must not reveal the fact; it advised girls seeking clerical positions paying from \$15 to \$25 a week not to try to look like debutantes. Employment agencies were quoted as saying competition for jobs is so keen, that employers, unable to see all the applicants, select the most suitably dressed for interviews. Then the store assembled three complete outfits, at totals of \$35, \$55 and \$95 respectively, planned specifically to see the job-hunter through her interviews and the first month of a new position.

Many of the store shopping services are excellent, and the woman who is low in funds and uncertain of her ingenuity would do well to consult them. They will do the planning. She might keep in mind this general idea: to choose one dark, basic color for a coat and add only others that will go with it. If she can have only one coat, black is the safest bet for all-round wear, although brown, navy and dark green, in that order, offer numerous possibilities for the color contrast that is inescapable this Spring. It is a good idea to buy a skirt to match the coat, or to have one made. With a few blouses and perhaps one of the new sweaters that imitate blouses she has an immensely useful costume, particularly if she is a business woman. Later

on, she can substitute for the coat a separate jacket—say that very simple and very chic Vionnet in beige wool—and presto, she has the light-top, dark-skirt suit everybody is talking about.

A recent tour of the shops brought to light a number of helpful hints for the budgeteer. Some of the things we saw are frankly inexpensive. It is all very well to say that you should invest your all in one perfect costume rather than in three or four mistaken bargains, and that your hats, shoes and gloves should be the best money can buy. This is perfectly true, but supposing one cannot afford even one "perfect" costume, what then?

Why, then, you decide just how much you can spend, you plan an intelligent disposal on the basis of known Spring fashion facts, and you sally forth to the shops—preferably to ones that have accurate copies, hand-finished, and that are reasonable about alterations. If \$40 is your absolute top for a coat, you will be happily surprised to find that it will buy a very presentable one. Furless, of course, but furless coats are smart this season. An outstanding one comes in a dark gray or brown imported tweed, is nicely tailored and does not neglect such current details as sleeve interest.

Don't forget redingotes, just because there was so much furor about them in midwinter. The agitation about them was, to our mind, somewhat premature, for the season of their greatest usefulness lies ahead. With their ability to lead a double life, they are a boon to the budgeteer, and wearable examples may be found for \$30, or even less. We find one with a black canton crepe coat, a costume which quite changes its sober character when the coat is removed to reveal a short-sleeved frock in a gay red and white print. Also versatile is the brown and white print, which assumes a brown jacket for casual daytime wear.

We come next to an evening ensemble of many virtues, not the least of which is its price, under \$60. Vivid royal blue flat crepe makes the dress, which is quite capable of stepping out by itself under a wrap. When you want a change just wear the chartreuse jacket—it still looks like a dress, because the jacket is cut low in back. It fastens with two amusing flowers which tie the colors together. The daytime and evening accessories are simple enough to be in good taste although the total price of each group is only about \$20.

For about \$40 you can buy a copy of Chanel's twelve-button suit of tweed for town or country. It is double-breasted, has a group of three pleats in the skirt, and is a suit most women would dote on. Another suit that will see you through the day in town is a copy of a Goupy in colors and black (awfully good in black) that has three-quarter sleeves and a peplum-like flare at the hips. This is around \$35.

If you are the tailored type, and fussy about fit, you can have a real, bench-made suit for about \$65. Silk suits can be worn under a coat now, and will be even more useful in warm weather. One in gray flat crepe with an organdie blouse is amazing for less than \$30.—N. Y. Times.

### Outlet For Electrical Goods.

Retail radio shops offer a new and logical outlet for the manufacturers of electrical household equipment who are seeking additional markets, according to the sales executives of one of the largest producers of household electrical goods. The company recently completed an experiment in New Jersey, where they persuaded a radio jobber to take on their complete line. Using the sales argument that electrical equipment provides a logical sideline to be pushed when radio sales fall off, the company reports it built up a considerable volume of new business. Plans for extending the campaign to other states are now under way, this executive said.

### See Strike Threat To Hose Pact.

While there have been no definite indications that the strike of hosiery workers in Philadelphia will be a long-drawn-out affair it may be possibly extended into midsummer, at which time the agreement between mills employing union workers and the labor group is due for renewal. The present agreement expires in August and notice must be given sixty days beforehand that it will be renewed. What effect a continuance of the strike will have on the agreement cannot be forecast, but trade observers yesterday foresaw a threat to its renewal. In the event that the strike is extended, a definite shortage of goods in early Fall was predicted yesterday.

### Knit Goods Deliveries Uncertain.

Although orders for Spring sweaters and bathing suits continue to be placed rather cautiously by jobbers, mills started production on goods so late that definite delivery dates cannot be promised on recent purchases. Selling agents now feel that swim suit volume this season will not equal last year's tremendous business, even though favorable weather stimulates a last-minute rush for goods. The slight trend to women's jersey suits recently has created some comment, but it is regarded as definite that throughout the country ribbed worsted styles will be outstanding.

### Price Cuts in Blankets Continue.

While some slight improvement in blanket sales has taken place recently, mills have not abandoned their efforts to sell goods at almost any cost, and the tendency to offer merchandise under opening prices continues. Pressure from buyers continues strong, and concessions of 2½ to 3 per cent. are being made by most manufacturers. A few mills have steadily refused to shade opening prices, but these have been the exceptions to the rule. Some slight increase in the export of comfortables, staple cotton and part wool singles during the first two months of this year have been noted.

### Plate Glass Holds Recent Gains.

The movement of plate glass to the automobile factories continues in larger volume, with the demand from this source more than holding the gains made in recent weeks. Orders from other consumers of this product are well below normal for this season of the year, however. The jobbing trade is buying only in sufficient quantities

to supply early trade needs and mirror manufacturers are not showing a great deal of activity. Production of window glass is at a low figure. Conditions in the rough-rolled and wire glass branch have shown a little improvement.

### Off-Price Goods Slow Food Sales.

With the remaining stocks of distress merchandise in the packaged food trade moving into consumption, producers expect to be free to make intensive sales campaigns on regular goods by the end of another month. Price reductions on some nationally advertised products and on a wide range of private label goods, have slowed the demand for standard price merchandise to a considerable extent. Except for the heavy seasonal call for Lenten food items, the market shows little change from conditions of six weeks ago.

### Good Outlook For Fabric Bags.

An active demand is now beginning to shape up for fabric handbags and the indications are that these types of bags are due for strong popularity during the late Spring and Summer. In some quarters the belief is expressed that the fabric types will outstrip leathers for the coming season. Crepe styles are in most call at the moment, with attention also given moire types. Bags to retail from \$1.95 up are being sought. The color preference runs to light shades, with emphasis on white and tans, including sun tan, putty, beige and mustard.

### Mohair Plush Orders Up 10 Per Cent.

Yardage sales of mohair plush upholstery fabrics so far this season are from 8 to 10 per cent. above those of the corresponding period last year. Because of price reductions made late last year, however, the dollar return, it was said, is slightly below that of 1930. Rose taupe and light shades of green continue as the predominating color choices. Tapestry upholstery producers with plants not affected by the Philadelphia strike report a considerable growth in trade, but the demand is lower than was forecast.

### Clothing Leads in Men's Wear.

Orders for suits and topcoats furnish the bulk of activity in the men's wear wholesale markets and as a result sales are somewhat larger than those of the previous week. Purchases of furnishings continue on a par with the previous period. In furnishings, surplus stocks of desirable goods have been dwindling rapidly and some difficulty has been encountered in obtaining quick deliveries. As a consequence, prices on shirts and neckwear have been stiffening.

### Blanket Advance Now in Effect.

The price advance of 5 per cent. on part wool blankets, which the Pepperell Manufacturing Co. recently announced, is now in effect. The volume of blanket orders appearing since March 1 warrants such a step, the company said, and it will sell goods on the new basis regardless of competitive conditions in the market. Prices, even on the new scale, are still more than 15 per cent. below the trading figures of last season, it was pointed out.



## 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.

### "Dog-Eat-Dog" Retailing.

If we seem to be in the mood of a crusader (attacking with a sword dipped in ink) some of the habits and practices at retailing, it must be considered as something that might well be done vigorously right here and now.

For six months the mind of the trade has been in clearance. Everything to move the goods, and when we say "everything" we make general criticism to exaggeration through advertising.

Retailing as a process in business, leading to a livelihood plus a profit, has now got to step into the honest position of good shoes, good service and good prices therefor. A fair profit is every man's right.

Many stores are now going through the final stage of clearance, where it is cunning to substitute low quality and low standard footwear while the public is thinking of high quality at a bargain. But even that phase, before long, won't bring any business.

What then to do? Try some more stunts at advertising? Try more comparison prices? Try more funny merchandising practices? Not if you expect to be in business for some time to come.

But the majority of stores have been really honest in reducing prices right down to the profitless level in order to get business. The manufacturer and the entire service of supplies has done the same thing; but the bottom of that way of doing business is here.

Now what's to be done? You can't continue to sell at a lower mark-up than "regular" for regular mark-up was shown to be too low to produce any profit. So here's what must be done! Stop continuing to waste 1931 because you have the idea that the proper thing for competitors to do is fight each other all the year round with the same weapons.

Right now is an ideal time for shoe merchants in every town to get back to regular business at regular prices and with regular service. Right now is an ideal time for shoe merchants in every town to stop this "dog-eat-dog" competition that practically prohibits every merchant in town from making a penny. Right now is an ideal time for shoe merchants to get together in a little meeting and thrash it out.

A profit can only be made by asking the public to pay a fair price covering the cost of the goods, the cost of the service and a very small cost for the use of brains and capital.

For the past ten years the local associations have been jokes. They haven't functioned other than as gossip parties. They have passed out of the picture as being tools of the trade, leading to better service and better practice. Jealousies of competition have made men and merchants hate one another. Isn't it time to forget all this and get together—live and let live. Try a friendly, neighborly meeting this week to bring accord out of discord.

Here's a pretty strong statement—think it over—"go regular or perish." The "regular way" should be done collectively for one store alone is a lonesome upholder of the right.—Boot and Shoe Recorder.

### The Limit in Lawlessness.

The merchant and manufacturer have been easy marks for racketeering. If the gunman's assessment isn't paid, the merchant is likely to get a bomb in his window or machine gun bullets in his back. Lawlessness has been organized for profit. The threat of physical harm and property damage is back of this racketeering that preys on the manufacturer and the merchant.

We have now come to the absolute limit in criminal cunning. A merchant in Long Island City was recently forced to sign a blank note, under the threat of death. This note later was filled out for \$750 and was pre-dated so that it appeared to be overdue. He then received a summons and complaint for non-payment of the note and was warned not to appear to defend the action. Naturally the store had to be put up for sale and the racketeers bought the entire business, with its \$12,000 worth of merchandise and fixtures for the \$750 fraudulent note. Then the four gunmen took possession of the store and forced the owner and his wife to continue at work there.

Nothing so damnable has ever been tried before under the guise of regular legal proceedings. The absolute theft of a going business indicates to what extent criminal cunning may go in the future. What is there to prevent a gunman from entering your home, forcing you to sign a paper deeding everything there to him, and then giving you and the family a quick exit, while he remains in permanent possession of all that you have? Is there to be no limit to the lawlessness that functions under the gunman's rule?

### Goods Which Do Not Promote Public Interest.

Here is an old observation that might have modern application with good results: "Consumption is the sole end and purpose of production, and the interest of the producer ought to be attended to only so far as it may be necessary for promoting that of the consumer." It was made by Adam Smith more than a century and a half ago in a book called "Nature and Causes of the Wealth of Nations," which received more attention in an age that believed in economic laws than it has received since we began to believe that economic law is chiefly of academic interest. But now that we have begun to realize that merchandising of goods may be more important even than the production of goods there may be profit in considering some of the wisdom of the fathers, who, having less facility than we have in turning out supplies, had more leisure to study the wants of the people. If we do this we may learn that in promoting the interest of the consumer the producer can uncover an effective means of stabilizing supply and demand. At least, it is a promising way of discovering whether we are suffering from overproduction or underconsumption. In general terms, they mean the same thing. More

specifically what we need to know is how much of our surplus consists of undesired goods—goods that do not promote the public interest. Business success in any line depends on finding out what share this is.

### Hope Its Usefulness May Be Prolonged.

Battle Creek, March 16—I thank you for the complimentary copy of the Tradesman which you so kindly handed to me while I was in Grand Rapids last week. I have taken time to look it over, and more particularly to read its editorial columns. It is apparent after their perusal to understand how the Tradesman has stood the test of years. It surely must be gratifying to look at the growth and continued improvement of your paper, beginning with an appeal to the trade and later the enlargement of the fields of endeavor until the columns were sought as an advertising medium because of the large and virile circulation it had builded. I congratulate you upon the size, the character and the subject matter of the anniversary edition. It is worthy of the fine management you have put into it for the half century nearly of its existence, and it is my hope that its usefulness may be prolonged ever many years in the future and with your guiding hand at the helm.  
L. B. Anderson.

### Further Drop in Grocery Prices.

Declining prices last month carried the February wholesale grocery price index prepared by the bureau of business research of New York University for the National Wholesale Grocers' Association to 82.9 per cent. The figure is 1.67 per cent. below January and 16.9 per cent. under the level of February 1930. Based on a list of twenty-four representative grocery items, the index list showed price gains in only three products, lima beans, oats and cottonseed oil. Lower average prices were reported on macaroni, beans, peas, corn syrup, cornmeal, rice, prunes, sugar, coffee, tea, corn and lard.

### The March of March.

The march of March is quickened by The warmer tints of higher suns  
There comes a spirit through the sky  
With vividness which quickly runs  
In cloud at sunset and at dawn  
In winds forgetful of their chill  
In colorings across the lawn  
Where grasses lay in wait until  
At last their purposes are seen  
And prove beyond the slightest doubt  
The meaning of a touch of green  
Is that their blades are shooting out.  
And so we trust that March shall be  
Above all else a kindly day  
And shall not even thoughtlessly  
Warn vernal winds to keep away.  
But be throughout a friend of Spring  
And give to skies and meadows too

Those sunblest hours when birds shall wing  
Back North again to nest anew;  
To help each waiting anxious stem  
Obtain its sap and drink it till  
A wonderful green diadem  
Bedecks the woodland, dale and hill.

So March methinks is properly  
The major month of all we know.  
When such responsibility  
Keeps shuttling him from rain to snow  
From fair to frost, from cloud to haze  
And all the tactics which he solves  
Throughout his one and thirty days.  
Meanwhile our Mother Earth revolves  
From morn to morn, as she returns  
Her course again around the sun  
Disturbing weathers till he spurns  
The host of hazards he must run.  
Charles A. Heath.

Portage—The Hazen Fuel & Supply Corporation has been incorporated with a capital stock of \$10,000, all subscribed and paid in in cash. The business offices of the company are at 110 West Michigan avenue, Three Rivers.

## TORSON SHOES

Going Ahead  
in 1931

Creating Sales and Profits  
for Alert Merchants



\$4.00 - \$5.00 - \$6.00

### Torson Arch Shoes

For Men  
\$6.00 and \$7.00



Nationally Advertised—\$4.50

For complete information about our lines, advertising campaigns, dealer merchandising plans, write direct to:

### HEROLD BERTSCH SHOE CO.

Shoe Manufacturers since 1892  
11-15 Commerce Ave., S. W.  
GRAND RAPIDS, MICHIGAN.

## OUR AIM—

To provide correct insurance  
coverage for the Merchants of Michigan

We have done this since 1912  
at a 30% saving in cost

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

Phone 20741 — We will pay the charges



## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooing, Grand Rapids.

First Vice-President—William Schultz, Ann Arbor.

Second Vice-President—Paul Schmidt, Lansing.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

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

### Credit the Sheet Anchor of the Grocery Business.

Trade Information Bulletin No. 700 of the Department of Commerce, a most valuable document for every grocer, shows clearly how small a part credit losses play in retail grocer misfortunes. In the city studied, Philadelphia, even among the thirty-five who went through bankruptcy in 1925-29, credit losses were a major cause in only two cases and a contributing cause in three others.

These stores averaged 78 per cent. of their sales on credit against a general average of 4.9 per cent. among all the stores included in the survey. Credit losses in these stores ranged 4, 5.4, 8.5 and 10 per cent. Those figures remind me of one grocer whose store was included in the Louisville survey whose credit losses were 20 per cent. Asked why he persisted in selling on time in face of such a record of loss, he answered that this was "the only way he could get people's trade." Rather than not do business, he preferred to give his goods away.

The bulletin further shows that a mighty small percentage of grocers use credit bureaus. Out of the 1073 stores examined only sixty used such references. Yet, as every intelligent man would surmise, the average loss of those which used credit bureaus was far less than that of the others—.5 per cent. against 1.9 per cent.

Small as this percentage is, it is yet several times larger than what was typical twenty years ago. But there is room for improvement surely, and one of the most valuable possibilities of such documents as this one is that readers of it may have this fact forcibly impressed on them.

If I may be pardoned for a personal reference once again, I may say that credit losses in Findlay's store averaged slightly less than ½ per cent, yet we always estimated our losses on the outside, not on the inside of probabilities; and our shrinkage on our clean-up was slightly over 2 per cent. That is to say, we discontinued the business, selling the goods over the counter, collected outstanding accounts and wound up our grocer affairs. Here, then, was no inducement for any customer to pay his bill in the expectation of continuing his account. He was, as we might say, paying for a dead horse. Yet shrinkage was as stated.

This was the result of two major policies. First—and most important—we actively sought out and went after the best credit trade in Madison. We wanted such trade, made no bones about letting our wants be known and took every suitable opportunity to get it. Second, we used our local credit bureau in every case. We seconded that use by personal enquiries among

business men in the grocery and other lines, and we always invited similar enquiries from our neighbors. Then, as Andrew Carnegie might have said, having so many eggs in that basket we watched that basket.

Our credit was not only the best we could find. Not only did we take all pains to insure its high quality but we worked steadily on the idea that our credit should be kept good. For if there is one lesson to be learned from credit experience it is that a personal account may be fine to-day and not so fine to-morrow. We aimed not to get stuck and results showed that we did not.

There is no business that is so good, so dependable, so profitable as a well conducted credit business, but grocers and other retailers have to realize that retail credit handling is an exact, scientific business in itself and, as such, to be learned in detail and pursued as one would pursue a separate and distinct calling. Only on such a plan can one get the most out of it.

And the Philadelphia study reveals the familiar fact that abuse of credit is not confined to retailers.

Philadelphia, as this bulletin shows, is the home of some of the most skillfully organized and intelligently administered co-operative wholesale grocery houses. A prime element in the success of those organizations is the inexorable strictness of their credit terms. The plan is credit for seven days only, regardless of the financial standing of the customer, and such credit never exceeds the amount of the customer's cash investment in the stock of the organization. Delay beyond seven days is penalized 1 per cent. for one to seven days, 2 per cent. for seven to fourteen days, etc.

Most wholesale grocers in Philadelphia are likewise businesslike and strict, but there are a few who are lenient to positive laxity. Examination in this division reveals the familiar fact that laxity prevails most strikingly where it least belongs, for it occurs mostly among those who supply grocers with meats, fruits and vegetables, and butter and eggs. Thus perishables, such things as deteriorate rapidly and cannot be recovered, are the items sold on the loosest terms.

So here again we find evidence that the wholesaler who is strict in his collections is the grocer's best friend. This comes from every angle of the subject. For the effect of such performance is to force out of business the incapable retailer before he gets far. That relieves the solid grocer of improper, unscientific competition. It also gets the incapable's agony over quickly, undoubtedly saves him much loss and the community the economic burden which always results from any failure.

That policy serves to strengthen the man who is vacillating. He might be wrecked if permitted to stall his creditors because then he would permit his customers to stall him until he became hopelessly entangled. Because he has to pay his own bills promptly, he becomes such a diligent collector that he grows into a skillful credit administrator.

The worthy, well-posted, skillful grocer experiences benefits from this

because he, like the retail consumer, is kept good as a credit administrator. He therefore derives from his credit business what we all seek when we undertake any business—increased and accelerated profits. So the keen collector is a blessing all around the circle. The easy man, the good natur-

ed collector, is really a false friend to the retailer, although not intentionally so.

The picture of these who get mired is pitiful enough and their struggles such as to move one to sympathy. We find them trying to stave off the evil (Continued on page 31)



Leading Grocers always have a supply of

**POSTMA'S RUSK**

as they are in Demand in all Seasons

Fresh Daily

**POSTMA BISCUIT CO.**  
GRAND RAPIDS, MICHIGAN

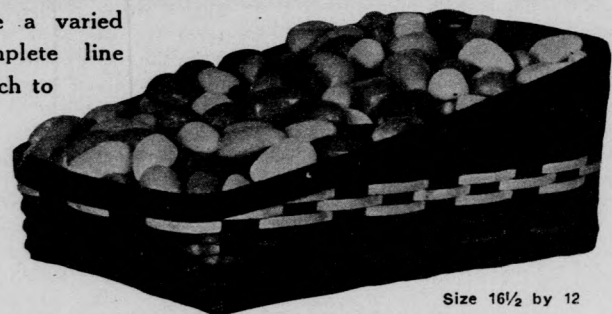
## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

## EASTER SUNDAY APRIL 5th

We have a varied and complete line from which to make your selections.



Size 16½ by 12

PERMIT OUR SALESMEN TO ASSIST YOU NOW.

**PUTNAM FACTORY**

NATIONAL CANDY CO., Inc.  
Grand Rapids, Mich.

## In More Homes Everyday

**HOLSUM**

*America's Finest Bread*

**SANCTUM BAKORIUM NEWS**

Such popularity can only be achieved by unchanging quality, efficient service, and fair prices — all of them typical Holsum sales arguments.

Always Sell

**LILY WHITE FLOUR**

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham      Rowena Pancake Flour  
Rowena Golden G. Meal      Rowena Buckwheat Compound  
Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

**VALLEY CITY MILLING CO.**

Grand Rapids, Mich.



## MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

### Hints About the Preparation of Ham.

Each year more and more meat retailers avail themselves of the opportunity which the "Ham for Easter" idea presents. For some time efforts have been made to direct the attention of consumers to ham as the meat around which to plan the Easter meal, and results would indicate that the idea is gaining popularity.

The Easter dinner is an important one from the point of view of the housewife. On Easter Day she usually serves her entire family and often entertains friends or relatives. She wishes to take no chances on the meal; it must be one that will be memorable.

A whole ham baked or boiled is an excellent dish for a dinner at which a relatively large number of guests are to be served. If there is meat left after dinner, it can be used in any number of delicious dishes. If the group is small, a half ham may be sufficient.

The sale of a whole ham or a half ham is very much worth while. Few individual sales in a retail meat store are as large as that of a ham, and a few sales offer the retailer greater opportunity to make a reasonable profit with such a minimum of effort.

Many retailers have found it to their advantage to make a special feature of the "Ham for Easter" idea. Some send letters to customers and prospective customers telling them of the merits of ham and urging them to come in and select one for Easter.

Cards around the store bearing such a statement as "Buy a Ham for your Easter Dinner," help to make the campaign stronger. Retailers who are interested in making as much as they can from the idea have found it to their advantage to feature hams in their window displays and newspaper advertisements.

Hams have shared in the general decline in meat prices and can be sold at prices which will make them exceptionally attractive to the housewife. The price appeal of ham will be an important asset to the retailer who wants to get the largest possible volume of Easter ham trade.

Since it is to the advantage of the retailer that the ham should appear on the table as attractive as possible, it may be well for him to be in a position to give a few hints about the preparation of the ham. Below are listed two recipes, one for baking a ham, and the other for finishing the ham by baking after it has been boiled. These recipes have been tested and found to be excellent.

#### Baked Ham.

Place the ham with the skin side up in a roasting pan. Set the pan in the oven and bake from 25 to 30 minutes per pound, using an oven temperature of 250 to 325 deg. F. or a slow oven. A cup of water or cider may be added at the beginning of the roasting period. Remove the ham from the oven three-quarters of an hour before it is done.

Remove the skin except for the part over the shank end. Score the fat top in crisscross fashion with diagonal gashes about one inch apart. Insert whole cloves at each cross section, rub the fat with two tablespoons prepared mustard, then cover with a half inch layer of brown sugar and very fine bread crumbs combined in equal amounts and moistened with vinegar. Set the ham back in the oven and bake at a moderate temperature (325 deg. F.) to brown the crumb mixture. In the case of hams which have received a strong cure, it may be advisable to soak the meat in water over night before baking, according to the University of Minnesota Experiment Station.

#### Boiled Ham.

Select a ham of the desired weight. Place the ham in boiling water, cover the kettle tightly and cook slowly until tender. Allow approximately 25 to 30 minutes per pound. Remove the ham from the pan and remove skin.

To finish a boiled ham by baking, remove it from the liquor three-quarters of an hour before it is done. Remove the skin, except for the part over the shank end. Rub the surface with prepared mustard. Score the fat top with diagonal gashes. Sections of stuffed olives may be placed in the gashes. Cover the surface with a thin layer of bread crumbs. Place the ham in an oven and bake at a moderate temperature (325 deg. F.) to brown the crumbs. ● John Meat Dealer.

### Luxurious Setting Transforms Meat Shop Into Salon.

That retailing is in a state of constant flux, often producing new and striking deviations from its former accepted customs and methods, is a fact well illustrated in the recent opening of a new meat shop by the General Market House Co., in Evanston, Ill., in which the housewife may choose her day's supply of meats in all the luxurious setting and refinement of a high grade women's apparel salon.

From sawdust to carpeting; from crude counters and ice trays to comfortable chairs and settees where the shopper may remain at ease while the salesperson selects suitable items to show. Such is the evolution which the opening of the new Evanston store marks in the retailing of meats.

On the idea of selling packaged goods the plan of the service and physical arrangement of the store is based. Every piece of meat is sealed in a package of transparent wrapper, so the customer may see the color, grain, etc., of her prospective purchase. Bones are removed before packaging and the weight of each package is plainly marked on it. Officials of the firm are developing this idea now to cover fish, having already met with success in selling the general lines of meat, poultry, butter and eggs pre-packed and ready for final wrapping and delivery to the customer before they enter stock.

The Evanston store consists of two major units, the customers' salon or salesroom and a chilling room located behind it. All the merchandise is stocked in the chilling room and brought out only upon request from the customer. Deliveries are made from the store or the customer may

take the purchase with her. Orange and yellow form the basis for the color scheme of the salesroom.

No knives, no scales, no cleavers, saws, chopping blocks nor other time honored equipment of the butcher shop are to be found in the establishment.

Instead of scuffing through shoe-soiling sawdust, customers of the General Market House Co., in Evanston, tread the soft pile of an up-to-date carpeting. Executives of the firm are pleased with the reception given the innovation by the public and announce they plan to pattern their new units after it.

The banquet was great. Two of the speakers got fishbones stuck in their throats and couldn't say a word.

### Liver Extract Keeps Plants Green.

Liver extract, successfully used to check the course of pernicious anemia in human beings, has been used to check the analogous yellowing of plants placed in the dark, by Prof. Oran Raber of Immaculata College, Pennsylvania. Prof. Raber reported this research in Cleveland before the American Society of Plant Physiologists.

This discovery raises again the question of the possible physiological relationship between chlorophyll, the substance that makes leaves green, and hemoglobin, the stuff that makes blood red. Liver extract keeps red blood in the veins of the anemic; it now appears to keep green chlorophyll in the leaves of plants.

## WHOLESALE GARDEN

# SEEDS

## TESTED

*Flower and Vegetable . . Lawn Grass*

IN BULK OR PACKETS AND CARTONS

We protect our Dealers by referring mail order inquiries back to them . . Distributors for VIGORO Plant Food.

## ALFRED J BROWN SEED COMPANY

25-29 Campau Avenue, N. W.

Grand Rapids, Michigan

### PARCEL FREIGHT SERVICE

Cheaper than Freight or Express on small parcels up to 20 lbs.  
4 Fast Services Daily To Big Rapids and North on U.S. 131. East to Belding, Greenville, Edmore, Alma, and Saginaw District.

### NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.

Crathmore Hotel Station,

Phone 81138

Grand Rapids, Michigan

## VINKEMULDER COMPANY

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

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

## EGGS - EGGS - EGGS

WE BUY — WE STORE — WE SELL

We are always in the market for strictly fresh current receipt Eggs, at full market prices.

We can supply Egg Cases and Egg Case Material of all kinds. Quotations mailed on request.

KENT STORAGE COMPANY

GRAND RAPIDS

GRIDDLES

BUN STEAMERS

URNS

Everything in Restaurant Equipment

Priced Right.

## Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.



## HARDWARE

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

### Plans For Catering To the Housecleaning Trade.

Housecleaning in some homes may very well continue until the end of June; but in most communities and in most homes it is well under way in March. The earlier the first touch of warm weather arrives, the earlier the housewife gets busy with broom and mop.

A mere man will usually regard housecleaning as a calamity, or a needless intrusion on his comfort. To the hardware dealer, however, it represents a very important source of business. His is the task of supplying the munitions required for the housewife's annual warfare against dust and dirt.

Most of the lines which come under the classification of "housecleaning lines" are saleable at all seasons of the year. In the early spring, however, the demand for these lines is heaviest; and the dealer who at this season features such lines strongly will find the trade both extensive and profitable.

The time to launch the selling campaign in housecleaning lines is early in March—as soon, in fact, as the first hint of spring appears. While the really active demand may not develop until the weather shows convincing proof that spring has come to stay, it is always good policy to start featuring seasonable lines a couple of weeks or even more ahead of the season. Whatever prominence you give these goods now will result in far larger sales once the demand actually gets under way.

Moreover, it is good policy to check over your stock and see that you are in a position to handle the trade properly when it does come.

Housecleaning lines are many and varied. Brooms, brushes, pails, mops, vacuum cleaners, carpet sweepers and beaters, tacks, screw drivers, hammers, step-ladders—these are only a few of the many articles that are helpful in spring housecleaning and that you can include in your spring housecleaning displays.

Any spring housecleaning display is pretty sure to intrigue the average woman customer; but some exceptionally effective displays of these lines can be devised.

One aggressive dealer set aside the front portion of one side of his store for a housecleaning department as soon as spring approached. The smaller articles were arranged on a table. This table was built with the top slanting slightly downward on both sides. Larger articles were arranged on the floor convenient to the table display. A large sign was suspended from the ceiling:

Let Us Help Make Your Housecleaning Easy

Practically every woman who entered that store stopped for a closer inspection of the display, looked over the goods shown; and most of the women made purchases. As an instance, in the one month this display was on, the dealer sold more brooms than in the previous four months.

A table of this sort can, if desired, be divided into sections, and articles arranged in these sections according to price. Pricing of all articles on display saves a good deal of time answering questions; and as a good many of the articles are low-priced, yielding small profits on individual sales, time-saving is an important item.

In conjunction with this interior display, the hardware dealer held a demonstration of vacuum cleaners. The first year he put on the housecleaning department display, the vacuum cleaner was still a new thing; and there was a constant succession of visitors to see the miraculous new device in action. The dealer sold a number of cleaners; while the demonstration served to draw people to the store, and most of these made purchases of regular lines.

One small city hardware firm in March featured a succession of "demonstration afternoons," as an opening to its spring drive on housecleaning lines. Demonstrations of washing machines, vacuum cleaners, interior finishes, polishes, kitchen ranges, and various other articles were held each afternoon at certain hour. Questions were answered, names of prospects noted, a few immediate sales were made, and the way was paved for a large number of additional sales later in the season.

In advertising demonstrations, newspaper space should, of course, be used; but this can be supplemented in various ways. It is a good stunt to post a bulletin in your window. A neat, easily legible showcard announcing the demonstration is good; but some dealers claim that a telegram stuck up just back of the plate glass is better.

"It appeals to human curiosity," said one dealer. "No passerby can read such a bulletin at a glance; and curiosity impels him to stop until he does read it."

A good stunt is to send out formal invitations to a selected mailing list; and to telephone invitations to individual customers and prospects. In every community there are "key" individuals and the dealer who knows and can get into touch with these will find that through them he can interest many other people.

The wide awake hardware dealer in his drive for added business will stress the fact that it is immensely easier to houseclean if one has proper equipment for the purpose. He will follow up this general idea by telling the housewife, in his newspaper advertising, his circular letters, his window display and from behind the counter, just what he has to offer that will make her work easier, and in just what way these articles will achieve such a result.

One dealer linked this idea up very successfully with his "demonstration week." He secured a woman expert, a good talker, to give talks to customers on "How to Make Housecleaning Easy." This expert in her talks to the women drove home the value of labor-saving devices to the busy housewife. Also, she deftly demonstrated how a number of the devices could be used in connection with housecleaning and regular housework.

Next to the idea of making housecleaning easier, the hardware dealer will do well to stress the idea of every

household having as complete equipment for housecleaning and household work as possible. "The completely equipped housewife," is the keynote to sound in this connection.

If you take complete equipment as an ideal, how many homes in your community measure up to that standard? How many of them are even 20 per cent. equipped for efficient housecleaning? Perhaps one in ten. At least nine wives out of ten are handicapped by a lack of proper devices. A leaky pail, a bald scrubbing brush, a broken mop, a rusty carpet-beater, a really dangerous step-ladder—these are the sort of things most housewives have to work with.

Understanding of this fact should give the hardware dealer a clearer comprehension of the huge opportunities awaiting him, not merely for doing business but for doing good. And this field he can cultivate by consistently driving home the idea of getting the household properly equipped with labor saving devices. Don't try or expect to sell everything at once to every customer; but get the idea implanted and be satisfied to sell one or two things at a time, and to keep on

selling until the equipment is at least reasonably complete.

In many cases, devices would be bought if housewives knew they existed. For instance, a window rubber for washing down windows is a handy thing. Yet how many women know such a thing can be bought? The remedy is, advertising—advertising, not merely through the newspapers, but through circularization, window and interior display and personal salesmanship.

Now, it would take a good many sales of window rubbers, more than the average dealer is likely to make, to pay for a big advertisement several times repeated or for postage and printing in connection with direct by mail advertising. But when you advertise through these and other media the big idea of "complete housecleaning equipment" and incidentally link up with it the window rubber, you'll sell a lot of window rubbers and a lot of other things.

One of the most efficient methods of increasing sales is by personal suggestion. This requires in the merchant or salesman a mingling of aggressiveness, tact and commonsense, plus a knowl-

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

Wholesale Only. We Protect our Dealers.

**THE BEHLER-YOUNG CO.**

342 Market St., S. W.

Grand Rapids, Mich.

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting  
Goods and

FISHING TACKLE

## BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN



edge of the goods. Say a woman purchases a can of stove polish—a commodity not as much used now as years ago. The ordinary clerk may be quite happy to make the sale, and send the woman on her way.

But the real salesman can tactfully suggest allied articles. Here are gloves that are very handy for applying the polish; they protect the hands better than the old stockings most housewives use. Is there any nickelwork on the stove? What about a good nickel polish—we have the very thing. Does any of the old stove pipe need replacing? Are there any stove lids dangerously cracked that should be replaced? Has the stove been long in use? Is it satisfactory? Well, it won't hurt to take a look at our new kitchen range.

It is by suggestions such as this—by following a certain lead—that the good salesman increases his sales. He must be tactful throughout; must avoid the appearance of inquisitiveness or impertinence. Many salesmen acquire the knack of imperceptibly leading the customer to impart the information which paves the way for a suggestion that may result in a sale.

Suggestion of this sort is very different from the familiar business of the high pressure selling of things people don't want to the people who obviously don't want them. Real suggestion, never pressed to the extreme, aims to uncover the customer's problems and suggest a solution. And it is good business. Victor Lauriston.

#### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 9.—In the matter of Robb C. Rynd, Bankrupt No. 4373, the first meeting of creditors was held Feb. 23. The bankrupt was present in person and represented by attorney William Holbrook. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Raymond L. Voltz, Bankrupt No. 4343. The funds have been received and the first meeting of creditors has been called for March 26.

In the matter of Master Modes Shop, Bankrupt No. 4395. The first meeting of creditors has been called for March 26.

In the matter of Ray Johnson, Bankrupt No. 4410. The first meeting of creditors has been called for March 25.

In the matter of Milton L. Jesselson, Bankrupt No. 4418. The first meeting of creditors has been called for March 25.

In the matter of Robert A. Denman, Bankrupt No. 4416. The first meeting of creditors has been called for March 24.

In the matter of William Otto Brandenburg, Bankrupt No. 4392. The funds have been received and the first meeting of creditors has been called for March 24.

In the matter of Bouwens-Chase Electric Co., Bankrupt No. 4411. The funds have been received and the first meeting of creditors has been called for March 24.

In the matter of Cornelius C. Bouwens, Bankrupt No. 4412. The funds have been received and the first meeting of creditors has been called for March 24.

In the matter of John F. Dall, doing business as Dall's Fashion Shop, Bankrupt No. 4387. The first meeting of creditors has been called for March 23.

In the matter of Jacob H. Sikkenga, Bankrupt No. 4406. The funds have been received and the first meeting of creditors has been called for March 23.

In the matter of John Spitters, Bankrupt No. 4405. The funds have been received and the first meeting of creditors has been called for March 23.

In the matter of Charles B. Mess, Bankrupt No. 4403. The funds have been received and the first meeting of creditors has been called for March 23.

In the matter of John H. Wyatt, Bankrupt No. 4404. The funds have been received and the first meeting of creditors has been called for March 23.

March 9. We have to-day received the schedules, reference and adjudication in the matter of Barney Melnick, trading as Bangor Barren Store, Bankrupt No. 4409. The bankrupt is located at Bangor. This is

an involuntary case and the schedules have been ordered filed, upon receipt of same the list of creditors, assets and liabilities will be made herein.

March 9. We have to-day received the schedules, reference and adjudication in the matter of Ralph Frazee, Bankrupt No. 4419. The bankrupt is a resident of Traverse City, and his occupation is that of a waiter. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$871.31. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

March 10. We have to-day received the schedules, reference and adjudication in the matter of Henry Wolkins, Bankrupt No. 4420. The bankrupt is a resident of Buchanan township, Berrien county, and his occupation is that of a farmer. The schedule shows assets of \$275 with liabilities of \$897. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of New Era Spring & Specialty Co. Bankrupt No. 3745, the adjourned final meeting of creditors was held March 6. At this time there were no appearances. The trustee's final report and account was approved and allowed. Claims were allowed. An order was issued for the payment of the balance of preferred claims and a first and final dividend to general creditors of 11.79 per cent. Preferred and secured claims have been all paid in full, and aggregated more than \$35,000. 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 Tony Collins, Bankrupt No. 4315, the first meeting of creditors was held Feb. 23. The bankrupt was present in person and represented by attorney Christian A. Broek. One creditor was present in person and represented by H. H. Smedley, attorney. Claims were filed only. The bankrupt was sworn and examined without a reporter. The referee appointed Russell Straley, of Muskegon, as trustee, and placed his bond at \$200. The first meeting then adjourned without date.

In the matter of Martin Epstein, sometimes known as A. M. Epstein, Bankrupt No. 4336, the first meeting of creditors was held Feb. 23. The bankrupt was present in person and represented by attorney S. H. Himmelstein. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm and Fred G. Stanley. Claims were filed only. The bankrupt was sworn and examined, with a reporter present. M. N. Kennedy, of Kalamazoo, was named as trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Hale Hat Stores, Inc., Bankrupt No. 4372, the first meeting of creditors was held Feb. 23. The bankrupt was present by its president and its secretary and represented by attorney Stephen H. Wattles. Creditors were represented by attorneys Mason & Sharpe and Fred G. Stanley. Claims were proved and allowed. The president and secretary of the corporation were each sworn and examined with a reporter present. M. N. Kennedy, was named trustee, and his bond placed at \$5,000. The matter then adjourned to March 9. At this adjourned meeting there were no appearances, and the matter, by agreement, was further adjourned to March 19.

March 10. We have to-day received the schedules, reference and adjudication in the matter of John A. Scott, doing business as J. A. Scott & Co., Bankrupt No. 4421. The bankrupt is a resident of Grand Rapids, and his occupation was that of a dealer in wholesale millinery. The schedule shows assets of \$7,221.36 of which \$850 is claimed as exempt, with liabilities of \$11,424.81. The first meeting of creditors will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$ 74.74
G. R. Savings Bank, Grand Rapids	3,800.00
Norman DeGulver, Grand Rapids	89.00
Adler-Richards Co., Boston	48.50
American Maid Hat Co., New York	135.00
I. Baeharach, Inc., Philadelphia	157.51
H. A. Baum Corp., Hoboken, N. Y.	26.00
Choice Hat Co., New York	202.50
Davis Hat Co., New York	66.00
Dixie Hat Co., New York	238.63
D. Faigen & Sons, New York	236.25
DeVan Hat Co., New York	483.75
Alfred Israel, Chicago	43.00
Sa-Ses Hat Co., New York	24.75
Kantar Hat Works, Chicago	98.00
Tenare Hat Co., Hartford	67.50
La-Vada Hat Mfg. Co., St. Louis	96.00
Lichtenstein & Lieberman, New York	53.50
Edwin Mitchell, Medfield, Mass.	751.50
Majestic Hat Co., New York	35.50
Max Mendheim, New York	831.00
Marcia Hat Co., New York	159.00
Mar-Le, Inc., Chicago	16.08
Herman H. Newberger, Chicago	68.75
Progress Hat Mfg. Co., Chicago	60.62
Rochester Textile Mills, Rochester	72.22
Supervalue Hat Co., New York	37.50
Saxon Disnay Mfg. Co., New York	26.50
S. Schneider & Co., Chicago	178.50
Service Hat Co., Chicago	175.00
S. Solomon, New York	24.00
S. Silberman, New York	33.60
Julius Tobias & Co., Boston	600.13
Tamara Hat Co., New York	71.00

Zelnickie Bros., New York	43.50
Western Union Tele. Co., Grand R.	10.69
Consumers Power Co., Grand Rap.	8.91
Mich. Bell Tel. Co., Grand Rapids	45.60
C. W. Mills Paper Co., Grand R.	4.75
Ass'n of Commerce, Grand Rapids	31.25
R. G. Dunn, Grand Rapids	62.50
Commercial Letter Co., Grand Rap.	48.37
Tandler Co., Grand Rapids	38.60
Quimby Cain Co., Grand Rapids	19.35
Wm. Alden Smith, Grand Rapids	700.00
Adah Canfield, Grand Rapids	250.00
Hammer & Cortenhorf, Grand Rap.	2.60
Dr. A. J. Baker, Grand Rapids	6.00
Dr. A. A. Hook, Grand Rapids	5.00
Franklin Fuel Co., Grand Rapids	22.00
Bell Morgan, Allegan	73.71
F. P. Ramsey, East Jordan	93.09
Mr. and Mrs. Wm. Barton, Fowler	136.20
W. J. Pallack, Cedar Springs	136.25
Eugene Fachman, Petoskey	325.97
Clara Bell Fleet, Grand Rapids	128.94
Jean Yack, Grand Haven	250.00

In the matter of Clarence I. Felt, Bankrupt No. 4386, the first meeting of creditors was held Feb. 26. The bankrupt was present in person and represented by attorneys Geoghan & Poppen. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

In the matter of Midwest Tire & Electric Co., a co-partnership, Bankrupt No. 4374, the first meeting was held Feb. 26. The partners were present in person and represented by attorneys Ward & Strawhecker. Creditors were represented by attorneys Hilding & Hilding and by Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt partners were each sworn and examined without a reporter. William Romkema, of Grand Rapids, was appointed trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Clarence C. Boone, Bankrupt No. 4377, the first meeting of creditors was held Feb. 26. The bankrupt was present in person and represented by attorney Jerrett N. Clark. No creditors were present or represented. No claims were allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Roy I. Walters, Bankrupt No. 4381, the first meeting of creditors was held Feb. 26. The bankrupt was present in person and represented by attorney R. J. Wade. One creditor was present in person. 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 \$100. The meeting then adjourned without date. Since the first meeting of the trustee has filed his bond and report of exemptions and petitioned that the case be closed as having no assets disclosed upon his investigation, over and above statutory exemptions under the laws of Michigan. The case has been closed and returned to the district court, as a case without assets.

March 5. On this day was held the first meeting of creditors in the matter of Arthur W. Kaufman, Bankrupt No. 4382. The bankrupt was present in person and represented by attorney Samuel H. Himmelstein. Creditors were represented by attorneys Hilding & Hilding and Grand Rapids Credit Men's Association. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The case then was closed and returned to the district court, as a case without assets.

March 5. On this day was held the first meeting of creditors in the matter of Harry E. Doney, Bankrupt No. 4380. The bankrupt was present in person and represented by attorney Irving H. Smith. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

March 12. We have to-day received the schedules, reference and adjudication in the matter of Isidor Fogelin, doing business as Fogelin's Cloak Store, Bankrupt No. 44233. The bankrupt is a resident of Grand Haven. The schedule shows assets of \$3,662.08 of which \$850 is claimed as exempt, with liabilities of \$11,417.99. The first meeting of creditors will be called very shortly and note of same made herein. The list of creditors of said bankrupt is as follows:

Mrs. I. Fogelin, Grand Haven	\$120.00
Faws Hat Shop, Grand Rapids	87.61
H. Saul & Co., Atlanta, Ga.	35.67
Wovenright Knitting Co., Cleveland	100.00
Peerless Dress Co., New York	44.77
Fred H. Samuels Co., New York	60.50
Rosinia Knitting Mills, Chicago	30.84
Hackley Hospital, Muskegon	3.00
Wolff Braziers Co., New York	115.10
Thomas Dalby Co., Watertown, Mass.	42.35
S. T. DeWitt, Grand Haven	4.00
Ladies Garment Mfg. Co., Minnea.	53.69

Kluga Novelty Co., Cleveland	51.60
Daily Tribune, Grand Haven	50.30
Carson, Pirie Scott Co., Chicago	380.49
Society-Maid Co., New York	28.64
Novelty Lingerie Co., Chicago	33.46
Berman Smith Co., New York	134.10
Marathon Dress Co., New York	130.10
Vanity Blouses, Inc., New York	43.39
Moe, Gsidstein & Co., Chicago	30.00
Walter A. Goldsmith Co., Cincinnati, Ohio	47.34
Mary Dean Mfg. Co., Kansas City, Mo.	20.00
J. L. Appelbawm, Chicago	22.55
Sable Bros., Inc., New York	15.00
Dresswell Hats, Inc., New York	37.00
Man-Well Hats Co., Chicago	10.00
Long & Schuman Co., Waukegan, Ill.	30.00
I. G. Heller & Sons, Chicago	40.00
Molter-Reinhard Co., Chicago	12.50
Puritan Knitting Mills, Philadelphia	5.00
Eula-Lee Garment Co., Hicksville, O.	35.00
American Paper Box Co., Grand R.	13.88
Selwell Hat Co., New York	15.00
Herro & Co., Chicago	20.50

(Continued on page 31)

#### Jennings' Pure Extracts

Vanilla, Lemon, Almond, Orange, Raspberry, Wintergreen.

Jennings Flavoring Extract Co.  
Grand Rapids, Mich.

#### The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY

Distributor

I. Van Westenbrugge  
Grand Rapids Muskegon  
(SERVICE DISTRIBUTOR)

## Nucoa

KRAFT CHEESE

All varieties, bulk and package cheese

#### "Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and MUSTARD

OTHER SPECIALTIES

## Sand Lime Brick

Nothing as Durable

Nothing as Fireproof

Makes Structure Beautiful

No Painting

No Cost for Repairs

Fire Proof Weather Proof  
Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO.

Grand Rapids.

SAGINAW BRICK CO.

Saginaw.



## HOTEL DEPARTMENT

### Late News About Hotels and Hotel Men.

Los Angeles, March 14—In his usual civil, graceful and, I would like to say, retiring manner, the Rev. Sunday announces that he will "run for President," if necessary, to save the Nation. It would hardly be permissible here to give his exact language. Perhaps it would be a good thing if he would run for the presidency. As long as he merely remains in the sidelines and throws garbage at everything and everybody, he probably labors under the delusion that a lot of people agree with him. If he ran for the big office he would have a very substantial way of discovering just how much of an appeal his muckraking has on the public at large.

They are still talking about building a new hotel at Ishpeming. It is the one instance I know of in Michigan where another hotel is really needed, and would undoubtedly prove a paying investment, but they are still talking about it. If it were some other city where they have several good hotels and another one would be decidedly superfluous, there would be no waste of time in raising the money and building it, followed by an era of headaches. But Ishpeming, a live city, needs a first-class hotel and I hope its institution will get beyond the conversation period. However, they are forming a stock company and promise there will be something doing during the coming summer. Pledge cards which are being secured, call for payments monthly, beginning with last October, but delays in preliminaries in connection with the project, did not given the committee authority to make collections, though many subscribers have been paying. It is expected that the plans and specifications will be in the hands of contractors shortly, and work will begin as early as April first. The old Nelson House, on the site of which the new establishment will be erected, was built nearly half a century ago, and in its day was easily one of the classiest institutions of its kind in the entire country. It was steam heated, had solid marble baths, many other conveniences, and was well operated, whether at a profit or not I never learned, but dry-rot finally set in, continuing for many years, so I presume there will be very little salvage in its destruction.

A. F. Bucher, proprietor of Parker Inn, at Albion, proposes a celebration on the anniversary of his first year as its manager. Mr. Bucher came to the Inn a year ago from Hotel Oliver, South Bend, Indiana. Up to the time of his accession as operator the institution was very far from being a success, but Bucher was a born and bred hotel man, proceeded at once to find out what the trouble was and to inject business methods where they were sorely needed. In the twelve months he has been in charge extensive improvements have been made. A number of the rooms, which were infrequently use, were transformed into attractive kitchenette apartments and they are now all occupied by permanent residents. Mr. Bucher has announced he will establish more of these apartments. In addition thereto the entire interior of the hotel has been re-decorated, and added features supplied. Mr. Bucher goes on record with the further statement that the citizens of Albion are squarely behind him in this enterprise, that local organizations are using its facilities to a very large extent, so, all in all I predict he will enjoy a happy birthday, which is certainly due him.

The old Tontine Hotel, at Marshall, operation of which began in the early 50's, after many years of inactivity, is to be reopened and will henceforth be

known as the Marshall Tavern, so christened by Mayor Harold C. Brooks, who is its present owner. He announces that it will be restored to its former splendor and position in the affairs of that progressive city. A replica of a Colonial tavern the hotel reflects the antique hobby of its owner. The open staircase with a solid black walnut rail and steps located to the right of the main entrance leads to the upper chambers which, with the several rooms below number 20. Ivory and green are the colors used in decorating. Early American period furniture in cherry and maple are used in furnishing the rooms, all of which have been modernized, several with private baths and showers. Mrs. Anna Swarner, former operator of the Adams House, Jackson, will have charge of the new hostelry.

The plan of the Governor of Oklahoma to protect the innocent and well-meaning legislators of that state from downtown night life and lobbying activities has been incorporated in a bill just introduced in Oklahoma City. It calls for the erection of a dormitory on the capitol grounds for members of the legislature and their families, if they are so encumbered. The idea ought to work out beautifully. The lobbyists certainly could never find that dormitory, nor could any of the other objectionable influences reach it, and with a 9 o'clock curfew whistle, what could be more ideally perfect. And think of the wealth of refreshed energy which would be broadcast the next day at the capitol, which the lobbyist would probably likewise overlook.

I have never been strong for many of the Government commissions whose principal function seemed to have culminated in calling out innocent people at unusual hours to admonish them of the near approach of All Fools' Day, but the long suffering residents of Chicago formed a sort of vigilance committee, known as a Crime Commission, and they have certainly been saving some wood. Of the twenty-eight Chicago underworld leaders listed as "public enemies" six months ago, nineteen are in their graves, in jails, in penitentiaries, awaiting trial or about to be deported, one has disappeared and eight are hiding out. It couldn't have been done by the regularly constituted authorities, but the citizenry finally awoke and applied the vacuum cleaner.

Michigan is about to vote on a bill for capital punishment, which may or may not work out. California has it. Last year there were 606 murders committed in the state, and just six executions. Before capital punishment will ever become effective anywhere, qualms of conscience on the part of jury servers must be abated. Even scriptural teachings do not accomplish it. Where the jury occasionally does its full duty, a week-kneed judge or jelly-fish governor can always be depended upon to clutter up further accomplishments.

Morris Feldman, part owner and manager of the Arethusa Hotel, at Mt. Clemens, narrowly escaped death in a battle with thugs in his hotel recently but he had presence of mind sufficient to get in communication with the police department through the dining room phone, after he had been fired upon, and as a result two of the four bandits were apprehended by the police, after a radio alarm had been broadcasted.

I notice the passing of the old St. James Hotel, at Rochester, by fire last week. The St. James was 81 years old and for a generation was operated by J. W. Smith and his estimable wife. It was my pleasure to call upon these people last summer, through the kindness of H. F. Helden-

### In Kalamazoo It's PARK-AMERICAN

George F. Chism, Manager



### Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable.

Free private parking space.

GEO. W. DAUCHY, Mgr.

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

### PANTLIND HOTEL

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



NEW

Decorating  
and  
Management

Facing  
Grand Circus Park. FAMOUS  
800 Rooms - Oyster Bar.  
800 Baths

Rates from \$2  
HOTEL TULLER  
HAROLD A. SAGE, Mgr.

### MORTON HOTEL

Grand Rapids' Newest  
Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

### 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.

### HOTEL OLDS

LANSING 300 Rooms 300 Baths  
Absolutely Fireproof  
Moderate Rates  
GEORGE L. CROCKER, Manager.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### HOTEL CHIPPEWA

HENRY M. NELSON, Manager  
European Plan  
MANISTEE, MICH.

Up-to-date Hotel with all Modern  
Conveniences—Elevator, Etc.

150 Outside Rooms

Dining Room Service

Hot and Cold Running Water and  
Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3

"We are always mindful of  
our responsibility to the pub-  
lic and are in full apprecia-  
tion of the esteem its generous  
patronage implies."

### HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

### Republican Hotel

MILWAUKEE, WIS.

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

### Park Place Hotel

Traverse City

Rates Reasonable—Service Superb  
—Location Admirable.

GEO. ANDERSON, Mgr.

ALBERT J. ROKOS, Ass't Mgr.

### HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor



brand, of Pontiac, a visit I very much appreciated. Mr. Smith, who bears a striking resemblance to ex-President Taft, lost one of his nether limbs some two years ago, through disease. He was always in attendance at meetings of the Michigan Hotel Association up to that time.

Paul Woodward, of Bad Axe, is the new proprietor of the Lakeside Inn, at Port Austin, having acquired the property through mortgage foreclosure. It was formerly conducted by Mrs. Agnes Hedrick.

Among Michigan delegates to the annual convention of the National Club Managers' Association, held at Pittsburg, last week were James W. Hill, Plum Hollow Golf Club, F. M. Roach and wife, University Club, and Walter S. Cummings, Detroit Athletic Club, Detroit; John R. Fritts, Masonic Country Club, Grand Rapids, and Arthur J. Hildebrandt, Lansing Country Club, Lansing.

Wolfgang Feller, probably better known to Detroit roadhouse patrons than any other individual in his line, operating a hotel on Detroit River, at Riverside Drive, passed on last week, at the age of 77.

Hotel Addison, Detroit, has finally been taken over by the Detroit and Security Trust Company, which has placed C. R. Taylor, general manager of hotels in charge of same. The Addison, with 400 rooms, built a decade ago, was at one time famous for its cuisine, and entertained on an extensive plan. Mr. Taylor expects to find a practical hotel man to see to the details of operation.

All officers of the Owosso Hotel Co., conducting the Hotel Owosso, in the city of that name, were re-elected at the annual meeting last week, and Ray Reynolds continues as manager. Mr. Reynolds managed Hotel Wildermuth, Owosso, for several years prior to the opening of the newer hotel in 1929. He enjoys a very extended acquaintance among the commercial trade and has been an active member of the Michigan Hotel Association for many years.

Frank A. Duggan, president and managing director of Hotel McAlpin properties, New York, accompanied by his wife, is taking an extensive trip throughout the West. Naturally he will visit Detroit, where he has an extensive acquaintance, having at one time been assistant manager of the Statler, in that city.

Joseph Brunette, who was for some time connected with Hotel Vincent, Benton Harbor, in a managerial capacity, afterward being transplanted to Hotel Morrison, Chicago, now holds a responsible position with Hotel Sherman, in the latter city.

Hotel Madrid, Detroit, for many years operated as the Stratford Arms by A. V. Lee, has been permanently closed, and the furniture sold and removed.

The old Tremont Hotel, Chicago, contemporaneous with the Palmer, Grand Pacific and Sherman, in the days immediately after the great fire of 1871, is to be razed. As a hotel, it practically gave up the ghost soon after the world's fair, in 1893. At various times it was the stopping place of all the presidents and many other prominent individuals. It has been the property of Northwestern University for some time.

The Congressional Record is said to have less than 1000 paid subscribers, but publishes 36,000 daily. This surplus is sent out at the expense of the Government, a burden on the postal department, and in turn promptly

reaches 35,000 waste baskets. And yet congressmen want to install microphones so that the people can have an opportunity of hearing them talk. The station that would exert itself to broadcast this stuff would certainly be bubbling over with optimism. It is the kind of speaker, however, which can be throttled at the receiving end.

The annual Sierra Madre Wistaria Fete, is on at the little city of that name, and for years has been proving how Southlanders and Southland visitors enjoy beauty, for each year from 5,000 to 20,000 persons daily visit this shrine, during the two or three weeks the fete lasts. Often as many as 1,000 persons at a time are strolling or seated under that canopy of scented bloom, all under one individual vine with a greater spread than any other in the known world. But this spring the Wistaria fete is demonstrating something new—the skill of Western men in the art of cooking. The male section of the community have built an outdoor grill in which, over charcoal, they grill chops and steaks, which in turn are passed on to visitors, at a reasonable consideration and the proceeds are helping increase the fund for unemployment relief. And they are getting a lot of fun out of it. It is a most remarkable community enterprise and is the one event each year to which one California city which still has rustic charm, invites the world, and everybody in town does something to make it a success. Many an Eastern visitor who looks at the outdoor grill is astonished to find out it was erected by laymen, without cost, in a community that still has enough of the pioneer spirit in it, with enough independence to do all sorts of things for themselves.

It is claimed that G. K. Chesterton, the author, committed lese majeste, or something like that, by tucking his napkin under his chin at a Los Angeles function. If it can be proven that he used his table cutlery in its formal order, with the accompaniment of an apology, international friction may be avoided.

Everybody familiar with the movies knows Belle Bennett, who easily ranks in popularity with "our" Mary, and over about the same period of years. Naturally she has made much wampum and some years ago she bought a farm out on Ventura Highway, to make a home for relatives. She had a flock of them back in the Middle West, the bunch being headed by an old grandmother, of whom the actress was exceedingly fond. She named it "Grandma's Farm" and brought them all out and like the unprosperous relatives we have all heard about they were "not backward in coming forward." But the grandmother died, others either married or got into the pictures and little of the original remained. So Belle turned the place into a wayside restaurant, where a lot of people get a kick out of the quaint, old-fashioned things in the farmhouse—the old melodeon, the family albums and the "what-nots"—things many of them grew up with, but have forgotten in the mad rush of to-day. To carry out the "motif," as it were, another white-haired grandmother was engaged, her place being to sit in an old-fashioned rocking chair and knit and smile welcome at anyone who entered. Miss Bennett, who is a trusting soul, had an idea that respect for silver hair would put everybody on good behavior. But on the opening night most of the things on the what-not were swiped for souvenirs and the next day the dear old grandma resigned, and now it is one of the night club places which does not begin to get good until the wee sma' hours. Belle has it recorded as an "experience."

One of the big recent smashups, in the long list of black eyes which have

been handed out to Southern California and Southern California "visitors," was the Momolo affair. It flunked for many millions and there will be no salvage. "Make your living off an acre of land," was their slogan, but didn't seem to work out to schedule. Making a living on land is like making a living in any other way; some can and some can't. The most successful small farmer out here is the Japanese. There are many reasons for this which have been explained to me: They study the markets and utilize every resource. One of them told me he makes his whole living out of things which American farmers ignore. Little things—cut flowers, for instance. Drive down through Coachella to Imperial Valley and you can see what the Japanese have taught farmers. Early vegetables, for instance, growing under paper tents. Success in small farming nowadays is to coax things to grow when they ought not to. These farms are really gigantic hot beds. The maturity of every species is so timed that a glut in the market is frequently avoided, hence greater profits. And don't think for a moment they are not workers. They thrive on it. But let me tell you that when the day's work is accomplished, the worker hies himself to a bath tub—primitive it may be—and comes to his evening meal in his Sunday-go-to-meeting attire, forgets all about the day's perplexities, and enjoys, in a moderate way, the gifts of the gods. Frank S. Verbeck.

#### Official Statement From Home Defense League.

Detroit, March 17—In your publication of February 25, I wonder if you would mind setting right an inaccuracy which is causing considerable comment throughout Michigan and which we are certain you would not have printed had you been in possession of the facts.

You state that the Dykstra sales tax bill, which you will understand is not the Home Defense League bill, but is very similar, has an exemption of \$100,000. We assume that you have not read the bill because there is no exemption in the Dykstra bill, it being an exact copy of the Kentucky bill. Inasmuch as your opposition to this bill is based upon this exemption feature, may we ask that you correct this article in some future issue, after you have had an opportunity of reading the bill?

In another statement in this same article you say that this measure would result in disaster to the merchants who undertake to enforce it. Evidently this is a misprint, as you must certainly know that the enforcement of legislation which has been passed, rests with the established agency for this purpose, the Attorney General, who represents all of the people in the State, and that the merchant would have nothing to do with the enforcement of any law.

We trust you will clearly inform your subscribers at your earliest convenience. C. S. Walter, Assistant Secretary Home Defense League.

#### Thirteen New Subscribers of the Tradesman.

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

I. G. Hill, Grand Marais.  
J. Ball, Grand Haven.  
J. M. Karbal, Utica.  
Tribune Printery, Ionia.  
Thomas A. Rogan, Indianapolis.  
W. C. Hartman, Lowell.  
John Young, Lowell.  
Wm. F. Hass, Ionia.  
Franklin Fuel Co., Grand Rapids.  
Numerick & Maron, Owosso.  
Thomas Wight, Ann Arbor.  
White Market, Ann Arbor.  
Strathmore Hotel, Detroit.

#### Summer Season Seen Helped.

With the indications being that ready-to-wear manufacturers will approach the end of the pre-Easter season with scanty stocks, special production will have to be resorted to in order to take care of retailers' post-Easter promotions. This situation will make for a greater degree of price stability at both wholesale and retail than has usually been the case after Easter. It will have the effect of centering a great deal more attention on the possibilities of exploiting new offerings, particularly for May selling. The chances for a profitable Summer season are much better than a year ago, it was held.

A man often stages a comeback, but it's different with a loaned book.

## HOTEL DETROITER

ROOMS 750 BATHS  
FREE GARAGE  
UNDER KNOTT MANAGEMENT

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



## DETROIT

#### FOR LEASE

Corner store in liveliest Michigan city 5000 pop. 40 x 60 feet. 100 feet store front window display. Lease, and modern fixtures for sale. Best spot in state for dry goods or department store. Exceptional lease terms. Box 1500, c/o Michigan Tradesman.

#### Hotel and Restaurant Equipment

H. Leonard & Sons  
38-44 Fulton St., W.  
GRAND RAPIDS, MICH.

#### New Hotel Elliott STURGIS, MICH.

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

#### CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley.  
Rumely Hotel and Annex, LaPorte, Ind.  
Edgewater Club Hotel, St. Joseph, Mich., open from May to October.  
All of these hotels are conducted on the high standard established and always maintained by Mr. Renner.



## DRUGS

Michigan Board of Pharmacy.

President—Orville Hoxie, Grand Rapids.

Vice-Pres.—Clare F. Allen, Wyandotte.

Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.

President—John J. Watters, Saginaw.

First Vice-President—Alexander Reid, Detroit.

Second Vice-President — F. H. Taft, Lansing.

Secretary—R. A. Turrell, Crosswell.

Treasurer—P. W. Harding, Yale.

### When an Engineer Runs a Drug Store.

Engineering principles are extensively employed by Bert Brinkley, proprietor of Brinkley's drug store, Estes Park, Colo. They serve to permit closer watch of stock, to allow quicker location of the merchandise by new clerks, to lessen waste and to make for a cleaner and more orderly establishment. Mr. Brinkley's primary training was along engineering lines, hence his adaptation of some of those principles to his present business.

Not all druggists are situated as he is—in a summer resort where three-fourths the annual volume of business is done in three months—but he does a few things that may be done in almost any drug store regardless of location.

In the dull season, Brinkley and one assistant, Bert McConnell, both registered pharmacists, handle the work. In summer it is necessary to augment the staff by three others, and while there is a possibility that the extra help will return summer after summer one cannot depend upon it, so provision must be made to accustom the new clerks to the location of the thousand-and-one different items. In two days, according to Mr. Brinkley, a new clerk may be broken in to handle customers as quickly and almost as well as an old hand.

Much of the stock on the shelves is alphabetically arranged, in the various sections devoted to the different classes of goods. For example, all of the face creams are in one section; all effervescent salts are together; all tooth pastes are carried in one section, and hand lotions in another.

Certain types of boxed proprietary medicines are kept in drawers below counter height. To facilitate the location of these, there is a little book suspended from a string near the section and everything that is in the drawers is listed alphabetically in the books. Thus, if the clerk seeks aspirin, he consults the book, looks it up under the "A's," and ascertains the drawer number.

In the prescription room, we find the alphabetical idea further carried out. In one section all of the chemicals are arranged alphabetically according to their U. S. P. names. In another section are all of the liquids, likewise arranged, and in another section all of the pills and tablets. Everything bears the U. S. P. name.

Some druggists would question the advisability of arranging things alphabetically when there are certain chem-

icals that are used more frequently than others and therefore rightfully belong closer at hand. Mr. Brinkley admits that there is a slight difference in the time required to fill a prescription when one has to reach over a few feet farther to obtain the bottle he needs, but the saving comes when a new pharmacist is accustoming himself to the work.

Before considering the arrangements in the stock room, let us consider the training of the clerk as facilitated by the arrangements already explained.

Two extra clerks are put on June 1. They handle the fountain among their other duties, but to permit them to wait upon customers desiring drug merchandise other than prescriptions filled they are registered apprentices. For a month these clerks include sweeping out, dusting and arranging stock in their tasks. In this month they have had an opportunity to familiarize themselves with the establishment and with Mr. Brinkley's methods of handling customers.

On July 1 another is employed. His duties consist of sweeping the store four times a day, mopping, mixing syrups and handling stock. The influx of tourists begins about that time. This frees the first two clerks and Mr. Brinkley and Mr. McConnell to handle the trade.

In the stock room everything is placed on racks after being removed from the original containers. All bottled goods are removed from their cases and placed in stationary cases that have been set up on edge, slightly tilted back and painted battleship gray. This includes bottles of grape juice, ginger ale and other beverages. The original containers are immediately destroyed. The advantage in this is that it is easy to count the number of bottles on hand at any time and govern the turnover accordingly. Nothing rests on the floor, hence it is easy to sweep and mop out.

Two interesting features are contained in the syrup room. One is a bin for the sugar and another is a bin for malted milk in bulk. These are constructed of wood and come down to a point at the bottom so that the material may be flowed out by pulling a slide. They are sufficiently high above the table portion of the sink to permit sliding a bottle under either chute. One chute will hold 150 pounds of sugar and the other holds more than fifty pounds of malted milk. The slide in the chute of the sugar bin is constructed in such a manner that a very small stream of sugar may be emitted and dropped into a syrup bottle without the use of a funnel, or the opening may be larger to permit a wider and heavier stream.

Near the bottom of the malted milk chute is a sort of agitator, built and operated like the turning wire in a flour sifter, to prevent the powdered product from settling in chunks and stopping the flow.

These two features make for a reduction of waste, according to Mr. Brinkley, and cleanliness. Previously the syrup boy, or whoever might fill up the bottles of malted milk, would spill a portion of the product while removing it from the twenty-five-pound

can to the smaller containers. He estimates that about half a pound of malted milk was wasted out of every twenty-five-pound can. Willis Parker.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 16—Last week was fire week here. Two of the largest fires in a number of years hit Ashmun street. On Sunday evening a fire was discovered in the rear of the Garry Press Co. The department responded promptly, but the flames spread so rapidly that it was not long before the entire store was in flames. The flames spread to the upper floors and on through the roof, then through the thick brick wall to the A. J. Jeans jewelry store next door, which was also consumed, as well as the entire Kellier block. The Hub, on the South of the Jean store, escaped with only a good smoking, but otherwise no damage. The barber shop on the North side also escaped with only smoke damage, the total loss of this fire was about \$150,000, which was mostly covered by insurance.

The next fire occurred on Thursday morning when the Price & Harrison block was badly damaged in the upper stories, while the only damage to the stores, one the Western Union Telegraph office, as well as the Bruin hardware store, was mostly by water. The telegraph office was cleaned and repaired, so that business was resumed the next evening. The Bruin hardware will not be ready for a few days. The second loss was \$15,000 fully covered by insurance.

John Engle has opened a new cigar store in the West end of the new Zellar block, on Arlington street. Mr. Engle is an old timer at the business, having been connected with the tobacco business here for many years. He had charge of the Ryan cigar store for a number of years and previous to that time conducted a small cigar store on Ashmun street, near the First National Bank. John has numerous friends who wish him every success in his latest venture.

Fred Shaw, the well-known manager for the Gamble-Robinson Co., celebrated another birthday last Saturday. He surprised his friends by not having the usual big blow out. Here's hoping, however, that you may enjoy many more, with party or no parties.

The many friends of A. H. Passmore, the well-known shoe dealer and agent for the Oldsmobile, who has been so seriously ill at the hospital for the past few months, where his case was pronounced hopeless, will be pleased to know that he has so far recovered that he is now home again and much stronger in health and may soon be back on the job again.

Even if the sun comes out again tomorrow, don't be fooled into thinking it is spring. It is too early to take 'em off yet.

Clarence Eby was the purchaser of Birchwood Arbor, at St. Ignace, last week which was sold under the court decree. The purchase price was \$4,000, but the purchase is subject to certain priority claims, though not to all the claims existing, some of which are said to be a complete loss to the holders.

M. A. Fair, the well-known meat merchant at St. Ignace, spent a few days at Chicago last week. He was accompanied by his wife.

S. D. Newton, editor of the Upper Peninsula Development Bureau, was a business caller last week. Stant, as he is known throughout the Upper Peninsula, has given us more history of the Upper Peninsula of Michigan than any other writer and takes due credit for introducing the Northland to the Northlanders. His Soo history is used as a text book in our public schools. He is called upon to deliver lectures at many of our civic meetings and his lecture delivered from the pulpit of the M. E. church a short time ago

about the early religion and the first various churches established at Mackinaw Island and other places was one of the most interesting talks on the subject we have had the pleasure of listening to. Last week we find that in the issue of the Development Bureau he tells us that the name of our home town is pronounced in many ways. While we say Sault Ste. Marie, it is most always shortened to "Soo." To go to the Soo is to go to the little falls or rapids, for that is what the word means. The accepted pronunciation is Soo Saint Mary. The French pronunciation is So Saint Maree, accent on the last syllable. The name as bestowed by Marquette was Le Saut de Sainte Marie, so it appears that So, Soo, Saut or Sault are all perfectly proper. Someone wrote a limerick about this name which is known to every Sault school kid: Said a youngster from Sault Sainte Marie, "To spell I shall never agree, till they learn to spell Sault without any u, or an a or an l or a t." Stant, accompanied by Clark A. Heckathorn, of Munising, will be in charge of the Upper Peninsula exhibit held at the third annual Detroit motor boat and sportman's show to be held in convention hall, Detroit, March 21 to 28.

Dr. C. B. McCandless, one of our popular dentists, will soon be occupying his new offices in the new Zeller block. He is at present located in the Gage block, which he has occupied for the past eight years. The suit of offices in the new building includes five rooms. There will be two operating rooms, a reception room, laboratory and rest room. The arrangement of utilities has been carefully planned. The rooms are in the front of the building facing on Ashmun street. All new furniture and modern equipment has been secured.

Hon. E. Sherwood, former resident of St. Ignace, died at his home in Bellingham, Washington, Jan. 29. Mr. Sherwood was mayor of St. Ignace in 1894-1895 and the builder and operator of the Sherwood Hotel, later known as the Cadillac, on State street.

The Crystal Inn, Crystal Falls, earned its dividend in 1930 and same was paid to stockholders in February. The Crystal Inn is one of the finest small town hotels in the country. Harry L. Bradley is manager.

The new Armour branch house at Marquette will be opened formally Wednesday March 18. A trade opening day will be observed. Souvenirs will be given and lunch served. Fred A. Johnson is the manager. The building is located at 657 West Washington street, on the main line of the South Shore Railway. Its size is 60 x 90 feet. Steam heat is used and commodious offices have been installed on the main floor front. The Vilter cooling system will be used.

Thomas Rothwell, the well known grocer at Sterlingville, is still confined to his bed by illness, and on account of his age, somewhat over 80 years, the chances for his recovery are slow. Mr. Rothwell has a cheerful disposition and is making a strong fight. He has many friends who will be pleased to see him spared and hope for his recovery.

Besides the wife's first biscuits we have the bridegroom's first batch of beer.

John Warra, who for a number of years has conducted a men's furnishing store on Ashmun street, has decided to discontinue business and is closing out his stock as fast as possible. Mr. Warra has not as yet decided what he will take up in the future.

The people at Gladstone are in high spirits since the report that the Ford Motor Co. had decided to acquire a water front site there, for use in a new industrial project. It is believed that the property might be used for an Upper Peninsula blast furnace and foundry.

I don't think animals are related to



man. They do not keep on grabbing for more when they have enough.

Things don't just happen. They are made to happen: planned, engineered, managed. Political parties, governments, wars, great discoveries, trans-oceanic flights—these things don't just happen any more than customers just happen into your store.

There is a practical necessity in business to-day of setting sales influences in motion if you expect to create and retain a demand for your merchandise.

William G. Tapert.

#### Kalamazoo Council Up and Doing.

Kalamazoo, March 16—Hello, everybody! This is radio station (K-A-Z-OO) and Television Station No. 156, U. C. T. Frank A. Saville announcing. Our wave length is variable and our frequency is on the second Saturday night of the month. "By special permission of the copyright owners" (the Supreme Council) we broadcasted a very delightful and interesting programme from the main dining room of the Odd Fellows temple on Cedar street Saturday afternoon and evening, March 14, at which time we held our annual election of officers for the ensuing year and enjoyed a fine chicken supper given by the Ladies Auxiliary and the assistance of the "Sisters of the Skillet"—brothers Hill, Bennett, Fleischer, Ranney, Bush and Hudson—whose wives composed the committee.

Wm. (Bill) E. Bennett was elected Senior Counsellor, H. L. Chivington, Junior, Maxwell Sargent, Conductor, Sid Fleischer, Page, and Lew Bush, Sentinel. Brothers Wildemuth, Hudson and Carter were elected to the executive committee and Cliff Sipley our secretary-treasurer. Delegates and alternates to the State convention at Owosso, June 4, 5 and 6, are B. E. Weirick (P. S. C.) D. L. Goodrich, E. A. Welsh, W. E. Bennett, Guy Kistler, G. W. Stannard, Harrison Bauer and J. A. Bimer.

Past Grand Counsellor George E. Kelly and wife were our out-of-town guests and George gave a few brief remarks on Council affairs and business topics of interest. Genial Gene Welsh delivered a few well directed puns at some of the ladies present, also made his usual complaint that he was not hungry and therefore unable to enjoy

the food like those seated around him. However, the usual assortment of empty dishes were found at Gene's place after the banquet.

After the supper a dancing party was enjoyed and everyone reported favorably.

We are also proud to announce that Roy DeLand, having served the Council for the required number of years on the executive committee, was given the degree of Past Counsellor—and that Brother J. F. Foley (our patriarch) of the Council, was renamed as Chaplain. Brother Foley holds certificate No. 1112, having joined the U. C. T. Council No. 1 at Columbus, Ohio, thirty-eight years ago, and it takes something of grave importance to keep Brother Foley from any activity held at the Council.

Plans are already under way to make this a very successful year in Kalamazoo Council and the Ladies Auxiliary under the new President, Mrs. J. J. Hudson, have expressed very optimistic views for the success of the ensuing year.

F. A. Saville,  
Vicksburg, R. F. D. 1.

#### Feature New "Cosmetic" Hues.

"Face powder" or cosmetic tints are outstanding in the supplementary Summer color, featuring sixteen new shades, which will be issued shortly by the Textile Color Card Association. The cosmetic hues include peachtint, a faint creamy pink; banane, a fashionable ochre tone; dragee pink, of mauve cast, and chalk blue. Also notable are opal green and opal yellow, which are expected to have a significant position in the Summer mode. A group of "fruit-flavored" tones comprise citrus yellow, a deep saffron; melon d'or, a melon shade of pink cast, and orangine, a radiant golden orange.

You can't expect much reform in a land where hatred of those who rob the public is seven parts envy.

"All fear is based on ignorance." That isn't what makes people fear a mule's hind legs.

## INSECTICIDES FOR 1931

PARIS GREEN  
LIME AND SULPHUR  
ARSENATE OF LEAD (Dry)

ARSENATE OF CALCIUM (Dry)  
BORDEAUX MIXTURE (Dry)

OXO - BORDEAUX DRY  
BLUE VITROL, Etc.

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

**Hazeltine & Perkins Drug Co.**

Grand Rapids

Michigan

Manistee

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>			<b>Cotton Seed</b>			<b>Benzoin Comp'd.</b>		
Boric (Powd.)	10 @	20	Cubebs	1 25@1 50		Buchu	@ 2 40	
Boric (Xtal)	10 @	20	Eigerson	5 00@5 25		Cantharides	@ 2 18	
Carbolic	38 @	44	Eucalyptus	1 25@1 50		Capsicum	@ 2 52	
Citric	46 @	60	Hemlock, pure	2 00@2 25		Catechu	@ 1 44	
Muriatic	3 1/2 @	8	Juniper Berries	4 50@4 75		Cinchona	@ 2 16	
Nitric	9 @	15	Juniper Wood	1 50@1 75		Colchicum	@ 1 30	
Oxalic	15 @	25	Lard, extra	1 55@1 65		Cubebs	@ 2 76	
Sulphuric	3 1/2 @	8	Lard, No. 1	1 25@1 40		Digitallis	@ 2 94	
Tartaric	43 @	55	Lavender Flow	6 00@6 25		Gentian	@ 1 35	
<b>Ammonia</b>			Lavender Gar'n	1 25@1 50		Gualiac	@ 2 28	
Water, 26 deg.	07 @	18	Lemon	3 00@3 25		Gualiac, Ammon.	@ 2 04	
Water, 18 deg.	06 @	15	Linseed, boiled, bbl.	@ 84		Iodine	@ 1 25	
Water, 14 deg.	5 1/2 @	13	Linseed, raw, bbl.	@ 81		Iodine, Colorless	@ 1 50	
Carbonate	20 @	25	Linseed, bld., less 91@1 04			Iron, Clo.	@ 1 56	
Chloride (Gran.)	08 @	18	Linseed, raw, less 88@1 01			Kino	@ 1 44	
<b>Balsams</b>			Mustard, artifi. oz.	@ 30		Myrrh	@ 2 52	
Copaiba	1 00@1 25		Neatsfoot	1 25@1 35		Nux Vomica	@ 1 80	
Pir (Canada)	2 75@3 00		Olive, pure	3 00@5 00		Opium	@ 6 40	
Pir (Oregon)	65@1 00		Olive, Malaga, yellow	2 50@3 00		Opium, Camp.	@ 1 44	
Peru	3 00@3 25		Olive, Malaga, green	2 85@3 25		Opium, Deodor'd	@ 5 40	
Tolu	2 00@2 25		Orange, Sweet	6 00@6 25		Rhubarb	@ 1 92	
<b>Barks</b>			Origanum, pure	@ 2 50		<b>Paints</b>		
Cassia (ordinary)	25 @	30	Pennyroyal	1 00@1 20		Lead, red dry	13 1/2 @13 1/2	
Cassia (Saigon)	40 @	60	Peppermint	3 25@3 50		Lead, white dry	13 1/2 @13 1/2	
Sassafras (pw. 60c)	@ 50		Rose, pure	4 50@4 75		Lead, white oil	13 1/2 @13 1/2	
Soap Cut (powd.)	20 @	30	Rosemary Flows	1 50@1 75		Ochre, yellow bbl.	@ 2 1/2	
<b>Berries</b>			Sandelwood, E.	12 50@12 75		Ochre, yellow less 3 @ 6		
Cubeb	@ 90		Sassafras, true	2 00@2 25		Red Venet'n Am. 3 1/2 @ 7		
Flash	@ 25		Sassafras, artifi	75 @1 00		Red Venet'n Eng. 4 @ 8		
Juniper	10 @	20	Spearment	5 00@5 25		Putty	5 @ 8	
Prickly Ash	@ 75		Sperm	1 50@1 75		Whiting, bbl.	@ 4 1/2	
<b>Extracts</b>			Tany	6 00@6 25		Whiting	5 1/2 @10	
Licorice	60 @	75	Tar USP	65 @ 75		Rogers Prep.	2 45@2 65	
Licorice, powd.	60 @	70	Turpentine, bbl.	@ 63		<b>Miscellaneous</b>		
<b>Flowers</b>			Turpentine, less	70 @ 83		Acetanadid	57 @ 75	
Arnica	75 @	80	Wintergreen, leaf	6 00@6 25		Alum	06 @ 12	
Chamomile Ged.	30 @	40	Wintergreen, sweet	3 00@3 25		Alum, powd. and ground	09 @ 15	
Chamomile Rom.	@ 90		Wintergreen, art	75 @1 00		Bismuth, Subnitrate	2 12@2 40	
<b>Gums</b>			Worm Seed	6 00@6 25		Borax xtal or powdered	06 @ 13	
Acacia, 1st	@ 60		Wormwood	10 00@10 25		Cantharides, po.	1 25@1 50	
Acacia, 2nd	@ 50		<b>Potassium</b>			Calomel	2 72@2 82	
Acacia, Sorts	25 @	40	Bicarbonate	35 @ 40		Capsicum, pow'd	42 @ 55	
Acacia, Powdered	40 @	50	Bichromate	15 @ 25		Carmine	8 00@9 00	
Aloes (Barb Pow)	35 @	45	Bromide	69 @ 85		Cassia Buds	30 @ 40	
Aloes (Cape Pow.)	25 @	35	Bromide	64 @ 71		Cloves	40 @ 50	
Aloes (Soc. Pow.)	75 @	80	Chlorate, gran'd	21 @ 23		Chalk Prepared	14 @ 16	
Asafoetida	50 @	60	Chlorate, powd.	16 @ 23		Chloroform	47 @ 50	
Pow.	@ 75		or Xtal	17 @ 24		Choral Hydrate 1 20 @ 50		
Camphor	@ 95		Cyanide	22 @ 90		Cocaine	12 85@13 50	
Gualiac	@ 60		Iodide	4 34@4 55		Cocoa Butter	50 @ 80	
Gualiac, pow'd	@ 70		Permanganate	22 1/2 @ 35		Corks, list, less 30@10 20		
Kino	@ 125		Prussiate, yellow	35 @ 45		Copperas	03 @ 10	
Kino, powdered	@ 120		Prussiate, red	70 @ 75		Copperas, Powd.	4 @ 10	
Myrrh	@ 125		Sulphate	35 @ 40		Corrosive Sublim	2 00@2 30	
Myrrh, powdered	@ 125		<b>Roots</b>			Cream Tartar	35 @ 45	
Opium, powd.	21 00@21 50		Alkanet	30 @ 40		Cuttle bone	40 @ 50	
Opium, gran.	21 00@21 50		Blood, powdered	40 @ 45		Dextrine	6 1/2 @ 15	
Shellac, Orange	40 @	50	Calamus	25 @ 65		Dover's Powder 4 00 @ 60		
Shellac, White	55 @	70	Elecampane, powd.	20 @ 30		Emery, All Nos.	10 @ 15	
Tragacanth, pow.	@ 175		Gentian, powd.	20 @ 30		Emery, Powdered	@ 15	
Tragacanth	2 00@2 35		Ginger, African, powdered	30 @ 35		Epsom Salts, bbls.	@ 03 1/2	
Turpentine	@ 30		Ginger, Jamaica	40 @ 50		Epsom Salts, less 3 1/2 @ 10		
<b>Insecticides</b>			Ginger, Jamaica, powdered	45 @ 60		Ergot, powdered	@ 4 00	
Arsenic	08 @	20	Golden seal, pow.	5 00@5 50		Flake, White	15 @ 20	
Blue Vitriol, bbl.	@ 07		Ipecac, powd.	4 00@4 60		Formaldehyde, lb.	09 @ 35	
Blue Vitriol, less	08 @	15	Licorice	35 @ 40		Gelatine	80 @ 90	
Bordea. Mix Dry 10 1/2 @ 21			Licorice, powd.	20 @ 30		Glassware, less 55 %		
Heliores, White powdered	15 @	25	Orris, powdered	35 @ 40		Glassware, full case 60 %		
Insect Powder	47 1/2 @	60	Poke, Powdered	25 @ 40		Glauber Salts, bbl.	@ 02 1/2	
Lead Arsenate, Po. 12 1/2 @ 26			Rhubarb, powd.	@ 1 00		Glauber Salts less 04 @ 10		
Lime and Sulphur Dry	09 @	23	Rosinwood, powd.	@ 50		Glue, Brown	20 @ 30	
Paris Green	25 @	45	Sarsaparilla, Hond. ground	@ 1 10		Glue, Brown Grd	16 @ 22	
<b>Leaves</b>			Sarsaparilla, Mexic.	@ 60		Glue, White	27 1/2 @ 35	
Buchu	@ 60		Squills	35 @ 40		Glue, white grd.	20 @ 35	
Buchu, powdered	@ 50		Squills, powdered	70 @ 80		Glycerine	17 1/2 @ 40	
Sage, Bulk	25 @	40	Tumeric, powd.	20 @ 25		Hops	75 @ 95	
Sage, 1/2 loose	@ 30		Valerian, powd.	@ 60		Iodine	6 45 @ 7 00	
Sage, powdered	@ 35		<b>Seeds</b>			Iodoform	8 00@8 30	
Senna, Alex.	50 @	75	Anise	20 @ 30		Lead Acetate	17 @ 25	
Senna, Tinn. pow.	30 @	35	Anise, powered	@ 35		Mace	@ 1 60	
Uva Ursi	20 @	25	Bird, ls	13 @ 17		Mace powdered	@ 1 60	
<b>Oils</b>			Canary	12 @ 13		Menthol	6 50 @ 7 20	
Almonds, Bitter, true	7 50 @ 7 75		Caraway, Po.	30 @ 35		Morphone	13 58 @ 14 33	
Almonds, Bitter, artificial	3 00 @ 3 25		Cardamon	2 25 @ 2 50		Nux Vomica	@ 30	
Almonds, Sweet, true	1 50 @ 1 80		Coriander pow.	30 @ 35		Nux Vomica, pow.	15 @ 25	
Almonds, Sweet, imitation	1 00 @ 1 25		Dill	15 @ 20		Pepper, Black, pw.	35 @ 45	
Amber, crude	75 @ 1 00		Fennel	35 @ 50		Pepper, White, p. 75 @ 85		
Amber, rectified	1 50 @ 1 75		Flax	6 1/2 @ 15		Pitch, Burgundy	10 @ 20	
Anise	2 00 @ 2 25		Flax, ground	6 1/2 @ 15		Quinine, 5 oz. cans	@ 60	
Bergamont	6 00 @ 6 25		Foenugreek, powd.	15 @ 25		Rochelle Salts	28 @ 35	
Cajaput	2 00 @ 2 25		Hemp	8 @ 15		Saccharine	2 00 @ 2 75	
Cassia	3 00 @ 3 25		Lobelia, powd.	@ 1 30		Salt Peter	11 @ 33	
Castor	1 55 @ 1 80		Mustard, yellow	17 @ 25		Selditz Mixture	80 @ 40	
Cedar Leaf	2 00 @ 2 25		Musard, black	20 @ 25		Soap, green	15 @ 30	
Citronella	1 00 @ 1 20		Poppy	15 @ 25		Soap, mott cast	@ 25	
Cloves	3 50 @ 3 75		Quince	2 25 @ 3 50		Soap, white Castile, case	@ 15 00	
Cocanut	22 1/2 @ 35		Sabadilla	45 @ 50		Soap, white Castile less, per bar	@ 1 60	
Cod Liver	1 40 @ 2 00		Sunflower	12 @ 18		Soda Ash	1 @ 10	
Croton	8 00 @ 8 25		Worm, American	25 @ 30		Soda Bicarbonate 3 1/2 @ 10		
<b>Tinctures</b>			Worm, Lavant	6 50 @ 7 00		Soda, Sal	03 1/2 @ 08	
Aconite	@ 1 80		<b>Webster Cigar Co. Brands</b>			Spirits Camphor	@ 1 20	
Aloes	@ 1 56		Websterettes	33 50		Sulphur, roll	4 @ 11	
Asafoetida	@ 2 28		Cincos	33 50		Sulphur, Subl.	4 1/2 @ 10	
Arnica	@ 1 50		Webster Cadillacs	75 00		Tamarinds	20 @ 25	
Belladonna	@ 2 44		Golden Wedding	75 00		Tartar Emetic	70 @ 75	
Benzoin	@ 2 28		Patatillas	75 00		Turpentine, Ven.	50 @ 75	
			Commodore	95 00		Vanilla Ex. pure 1 50 @ 2 00		
						Vanilla Ex. pure 2 25 @ 3 50		
						Zinc Sulphate	06 @ 11	



# 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

Lard

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



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

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

BAKING POWDERS	
Arctic, 7 oz. tumbler	1 35
Royal, 10c, doz.	9 93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 45
Royal, 12 oz., doz.	4 85
Royal, 5 lb.	24 50
KC, 10c size, 8 oz.	3 70
KC, 15c size, 12 oz.	5 50
KC, 20c size, full lb.	7 20
KC, 25c size, 25 oz.	9 20
KC, 50c size, 50 oz.	8 80
KC, 5 lb. size	6 85
KC, 10 lb. size	6 75

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

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

Perfumed Bluing	
Lizette, 4 oz., 12s	80
Lizette, 4 oz., 24s	1 50
Lizette, 10 oz., 12s	1 30
Lizette, 10 oz., 24s	2 50

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

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

BOTTLE CAPS	
Dbl. Lacquer, 1 gross	
pkg., per gross	16

BREAKFAST FOODS	
Kellogg's Brands.	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Brn Flakes, No. 624	2 45
Brn Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans	
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 6 oz.	2 00

## DECLINED

ROLLED OATS	
Purity Brand	
Instant Flake, sm., 24s	1 80
Instant Flake, sm., 48s	3 60
Instant Flake, lge., 18s	3 40
Regular Flake, sm., 24s	1 80
Regular Flake, sm., 48s	3 60
Regular Flake, lge., 18s	3 40
China, large, 12s	3 15
Chest-o-Silver, lge., 12s	3 25

Post Brands.	
Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

BROOMS	
Jewell, doz.	5 25
Standard Parlor, 23 lb.	8 25
Fancy Parlor, 23 lb.	9 25
Ex. Fancy Parlor 25 lb.	9 75
Ex. Fcy. Parlor 26 lb.	10 00
Toy	1 75
Whisk, No. 3	2 75

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

Shaker	
No. 50	1 80
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 7
Paraffine, 12s	14 7
Wicking	40
Tudor, 6s. per box	30

CANNED FRUITS	
Hart Brand	
Apples	
No. 10	5 75

Blackberries	
No. 2	3 35
Pride of Michigan	3 25
Cherries	
Mich. red, No. 10	11 75
Red, No. 10	12 25
Red, No. 2	4 15
Pride of Mich. No. 2	3 65
Marcellus Red	3 10
Special Pie	2 60
Whole White	3 25

Gooseberries	
No. 10	8 00

Pears	
19 oz. glass	
Pride of Mich. No. 2 1/2	4 20

Plums	
Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25

Black Raspberries	
No. 2	3 65
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35

Red Raspberries	
No. 2	4 60
No. 1	3 15
Marcellus, No. 2	3 75
Pride of Mich. No. 2	4 25

Strawberries	
No. 2	4 25
No. 1	3 00
Marcellus, No. 2	3 25
Pride of Mich. No. 2	3 75

CANNED FISH	
Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1	2 25
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 55
Cove Oysters, 5 oz.	1 60
Lobster, No. 1/2, star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, k'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, 1/4, ea. 10@22	
Sardines, 1/4, ea. 25	
Sardines, Cal. 1 35@25	
Tuna, 1/2 Curtis, doz.	2 50
Tuna, 1/4, Curtis, doz.	1 80
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	6 10

CANNED MEAT	
Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua, sil.	1 25
Beef, 3 1/2 oz., Qua, sil.	1 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 25
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/4	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans	
Campbells	80
Quaker, 16 oz.	75
Fremont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 45

CANNED VEGETABLES	
Hart Brand	
Baked Beans	
Medium, Plain or Sau.	75
No. 10, Sauce	5 60

Lima Beans	
Little Dot, No. 2	3 10
Little Quaker, No. 10-14	00
Little Quaker, No. 1	1 95
Baby, No. 2	2 75
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

Red Kidney Beans	
No. 10	6 50
No. 5	3 70
No. 2	1 30
No. 1	90

String Beans	
Little Dot, No. 2	3 30
Little Dot, No. 1	2 50
Little Quaker, No. 1	2 00
Little Quaker, No. 2	2 90
Choice Whole, No. 10-12	75
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 80
Cut, No. 10	10 50
Cut, No. 2	2 10
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 50
Marcellus, No. 10	8 25

Wax Beans	
Little Dot, No. 2	2 75
Little Dot, No. 1	2 00
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 90
Choice Whole, No. 10-12	50
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 75

Cut, No. 10	10 50
Cut, No. 2	2 15
Cut, No. 1	1 45
Pride of Michigan	1 75
Marcellus Cut, No. 10	8 25

Beets	
Small, No. 2 1/2	3 00
Extra Small, No. 2	3 00
Fancy Small No. 2	2 45
Pride of Michigan	2 20
Marcellus Cut, No. 10	6 50
Marcel. Whole, No. 2 1/2	1 85

Carrots	
Diced, No. 2	1 40
Diced, No. 10	7 00

Corn	
Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 00
Golden Ban., No. 10-10	75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Country, Gen. No. 1	1 45
Country Gen. No. 2	2 05
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas	
Little Dot, No. 2	2 60
Little Dot, No. 1	1 80
Little Quaker, No. 10	12 00
Little Quaker, No. 2	2 40
Little Quaker, No. 1	1 65
Sifted E. June, No. 10-10	00
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	1 90
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 90
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel, E. June, No. 2	1 40
Marcel, E. June, No. 5	4 50
Marcel, E. Ju., No. 10	7 50
Templar E. J., No. 2	1 32 1/2
Templar E. Ju., No. 10	7 00

Pumpkin	
No. 10	5 50
No. 2 1/2	1 80
No. 2	1 45
Marcellus, No. 10	4 50
Marcellus, No. 2 1/2	1 40
Marcellus, No. 2	1 15

Sauerkraut	
No. 10	5 00
No. 2 1/2	1 60
No. 2	1 25

Spinach	
No. 2 1/2	2 50
No. 2	1 90

Squash	
Boston, No. 3	1 80

Succotash	
Golden Bantam, No. 2	2 60
Little Dot, No. 2	2 55
Little Quaker	2 35
Pride of Michigan	2 15

Tomatoes	
No. 10	5 80
No. 2 1/2	2 25
No. 2	1 65
Pride of Mich., No. 2 1/2	2 10
Pride of Mich., No. 2	1 50

CATSUP.	
Beech-Nut, small	1 60
Beech-Nut, large	2 40
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 55
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 35
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

CHILI SAUCE	
Snider, 16 oz.	3 15
Snider, 8 oz.	2 20
Lilly Valley, 8 oz.	2 25
Lilly Valley, 14 oz.	3 25

OYSTER COCKTAIL	
Sniders, 16 oz.	3 15
Sniders, 8 oz.	2 20

OYSTER COCKTAIL			
Sniders,	16 oz.	-----	3 1
Sniders,	8 oz.	-----	2 2



<b>Hominy</b>	
Pearl, 100 lb. sacks	3 50
<b>Macaroni</b>	
Mueller's Brands	
9 oz. package, per doz.	1 20
9 oz. package, per case	2 20

<b>Bulk Goods</b>	
Elbow, 20 lb.	5 1/2 @ 7 1/2
Egg Noodle, 10 lbs.	14

<b>Pearl Barley</b>	
0000	7 00
Barley Grits	5 00
Chester	3 75

<b>Sage</b>	
East India	10

<b>Taploca</b>	
Pearl, 100 lb. sacks	09
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

<b>Jiffy Punch</b>	
3 doz. Carton	2 25
Assorted flavors	

<b>FLOUR</b>	
V. C. Milling Co. Brands	
Lily White	
Harvest Queen	
Yes Ma'am Graham	
50s	2 20

<b>Lee &amp; Cady Brands</b>	
American Eagle	
Home Baker	

<b>FRUIT CANS</b>	
Mason	
F. O. B. Grand Rapids	
Half pint	7 50
One pint	7 75
One quart	9 10
Half gallon	12 15

<b>Ideal Glass Top</b>	
Half pint	9 00
One pint	9 50
One quart	11 15
Half gallon	15 40

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

<b>JELLY AND PRESERVES</b>	
Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 85
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., dz.	2 40

<b>JELLY GLASSES</b>	
8 oz., per doz.	36

<b>OLEOMARGARINE</b>	
Van Westenbrugge Brands	
Carload Distributor	



Nucoa, 1 lb.	17
Holiday, 1 lb.	12 1/2

<b>Wilson &amp; Co.'s Brands</b>	
Certified	20
Nut	13
Special Roll	17

<b>MATCHES</b>	
Diamond, 144 box	4 25
Searchlight, 144 box	4 25
Ohio Red Label, 144 box	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Reliable, 144	3 15
*Federal, 144	3 95

<b>Safety Matches</b>	
Quaker, 5 gro. case	4 25

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

<b>NUTS—Whole</b>	
Almonds, Tarragona	19
Brail, Large	23
Fancy Mixed	22
Filberts, Virly	20
Peanuts, Virly Roasted	11
Peanuts, Jumbo, std.	13

Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	27 @ 29
Hickory	07

<b>Salted Peanuts</b>	
Fancy, No. 1	14

<b>Shelled</b>	
Almonds Salted	95
Peanuts, Spanish	
125 lb. bags	12
Filberts	32
Pecans Salted	87
Walnut Burdo	
Walnut, Manchurian	55

<b>MINCE MEAT</b>	
None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22

<b>OLIVES</b>	
4 oz. Jar, Plain, doz.	1 15
10 oz. Jar, Plain, doz.	2 25
14 oz. Jar, Plain, doz.	4 75
Pint Jars, Plain, doz.	2 75
Quart Jars, Plain, doz.	5 00
1 Gal. Glass Jugs, Pla.	1 80
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 70

<b>PARIS GREEN</b>	
1/2s	34
1s	32
2s and 5s	30

## PEANUT BUTTER



<b>Bel Car-Mo Brand</b>	
24 1 lb. Tins	4 35
8 oz., 2 doz. in case	2 65
15 lb. pails	
25 lb. pails	

<b>PETROLEUM PRODUCTS</b>	
Including State Tax	
From Tank Wagon	
Red Crown Gasoline	16.7
Red Crown Ethyl	19.7
Solite Gasoline	19.7

<b>In Iron Barrels</b>	
Perfection Kerosine	12.6
Gas Machine Gasoline	39.1
V. M. & P. Naphtha	20.3

<b>ISO-VIS MOTOR OILS</b>	
In Iron Barrels	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1

## Polarine

<b>Iron Barrels</b>	
Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	7.3
Parowax, 40, 1 lb.	7.55
Parowax, 20, 1 lb.	7.8



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

<b>PICKLES</b>	
Medium Sour	
5 gallon, 400 count	4 75

<b>Sweet Small</b>	
16 Gallon, 2250	27 00
5 Gallon, 750	9 75

<b>Dill Pickles</b>	
Gal. 40 to Tin, doz.	10 25
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 80
32 oz. Glass Thrown	2 40

<b>Dill Pickles Bulk</b>	
5 Gal., 200	5 25
16 Gal., 650	11 25
45 Gal., 1300	30 00

<b>PIPES</b>	
Cob, 3 doz. in bx. 1 00 @	1 20

<b>PLAYING CARDS</b>	
Battle Axe, per doz.	2 65
Torpedo, per doz.	2 50

<b>POTASH</b>	
Babbitt's, 2 doz.	2 75

<b>FRESH MEATS</b>	
Beef	
Top Steers & Heif.	13
Good Str's & H'f. 15 1/2 @	16
Med. Steers & Heif.	13
Com. Steers & Heif.	11

<b>Veal</b>	
Top	15
Good	13
Medium	11

<b>Lamb</b>	
Spring Lamb	18
Good	16
Medium	14
Poor	10

<b>Mutton</b>	
Good	12
Medium	11
Poor	10

<b>Pork</b>	
Loin, med.	19
Butts	15
Shoulders	13
Spareribs	12
Neck bones	06
Trimnings	10

<b>PROVISIONS</b>	
Barreled Pork	
Clear Back, 25 00 @	28 00
Short Cut Clear	26 00 @ 29 00

<b>Dry Salt Meats</b>	
D S Beilles	18-20 @ 18-17

<b>Lard</b>	
Pure in tierces	10 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 3/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	11 1/2
Compound, tubs	12

<b>Sausages</b>	
Bologna	16
Liver	18
Frankfort	20
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18

<b>Smoked Meats</b>	
Hams, Cer. 14-16 lb. @	21
Hams, Cert., Skinned	
16-18 lb.	@ 20
Ham, dried beef	@ 20
Knuckles	@ 33
California Hams	@ 33
Picnic Balled	@ 17 1/2
Hams	20 @ 25
Bolled Hams	@ 34
Mined Hams	@ 16
Bacon 4/6 Cert. 24	@ 28

<b>Beef</b>	
Boneless, rump 28 00 @	36 00
Rump, new	29 00 @ 35 00

<b>Liver</b>	
Beef	16
Calf	55
Pork	10

<b>RICE</b>	
Fancy Blue Rose	5 10
Fancy Head	07

<b>RUSKS</b>	
Dutch Tea Rusk Co. Brand.	
36 rolls, per case	4 25
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

<b>SALERATUS</b>	
Arm and Hammer	3 75

<b>SAL SODA</b>	
Granulated, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb. packages	1 00

<b>COD FISH</b>	
Middles	20
Tablets, 1/2 lb. Pure	19 1/2
doz.	1 40
Wood boxes, Pure	30
Whole Cod	11 1/2

<b>HERRING</b>	
Holland Herring	
Mixed, Kegs	95
Mixed, half bbls.	11 35
Mixed, bbls	
Milkers, Kegs	1 05
Milkers, half bbls.	12 50
Milkers, bbls.	22 25

<b>Lake Herring</b>	
1/2 Bbl., 100 lbs.	6 50

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

<b>White Fish</b>	
Med. Fancv. 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

<b>SHOE BLACKENING</b>	
2 in 1, Paste, doz.	1 35
B. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

<b>STOVE POLISH</b>	
Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 35
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 35
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

<b>SALT</b>	
F. O. G. Grand Rapids	
Colonial, 24, 2 lb.	85
Colonial, 30-1 1/2	1 10
Colonial, Iodized, 24-2	1 35
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	1 00
Packers Meat, 50 lb.	65
Crushed Rock for ice	
cream, 100 lb. each	85
Butter Salt, 280 lb. bbl.	24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
14, 10 lb. per bale	1 90
50, 3 lb., per bale	2 30
28 lb. bags, Table	37
Old Hickory, Smoked,	
6-10 lb.	4 50



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

<b>BORAX</b>	
Twenty Mule Team	
24, 1 lb. packages	3 35
48, 10 oz. packages	4 40
96, 1/2 oz. packages	4 00

<b>CLEANSERS</b>	
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80 can cases, \$4.80 per case	
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<b>WASHING POWDERS</b>	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climatline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00

Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandot Deterg's, 24s	2 75

20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandote Deterg's, 24s	2 75



## FOOTPRINTS OF LONGFELLOW

(Continued from page 14)

luxury by contrast, these people flourish apparently because they keep their doors open by day, abiding natural temperature, either hot or cold. Their habit of sealing their homes by night seems to be robbed of its perniciousness because of the general open-air living.

In one hovel by the roadside was a young woman handsome enough to fit into any palace, with a baby in her arms, her eyes dark and bright, her skin swarthy but transparent, her carriage that of a queen—and she was troling a few bars from such an opera as Carmen or Cavalleria Rusticana. Her notes were true, her voice beautiful and full. Somehow, the chickens, dogs, cats and children, mixed up indiscriminately about her feet as it seemed by the million, neither looked out of place nor repulsive where horses and beautiful little cherubs are intermingled in most pictures.

Labor, hard drudgery unrelieved by any contrivances to lighten the work, is the portion of these country people; and such labor goes for man, woman and beast much as in the days of Ruth. On this drive we saw a treadmill irrigation pump such as have always been used in the Nile country, unaltered since the dawn of historical tradition; and there was a circular horse-power irrigation pump.

But also as in the days of Ruth, women still bear the heaviest burdens, perform the most varied labors, work round the clock on duties which cease not with the coming of darkness.

Down the narrow ways of Amalfi come girls of 14 to 19 bearing bags of wood, potatoes or turnips, or great bundles of the prunings which are kitchen fuel in much of Italy, or the charcoal commonly used in towns and cities. These bags and bundles are so large as to cover the back from hips to above the head and they are held in place by the arms passed above the shoulders. Lighter burdens, such as washing, baskets of family vegetables and tailors' deliveries, are poised on the head while the bearer walks along, pauses to pass a few words with her neighbors, stands or sits, without evident care. It is a performance of marvelous skill.

My pictures show several girls bearing wine casks on their backs.

There are compensations. One of us remarked as we got a glance from a pair of lovely dark eyes, shadowed by a dingy headcovering: "My, if I could be as beautiful as that girl I should not mind trading places with her."

Truly, it was difficult to exaggerate the splendid proportions of those feminine bodies or their resilient carriage or the perfection of their close-knit torsos or their well developed calves and perfectly proportioned legs and arms, particularly of their trim ankles, pure bone and vigorous sinew, and their absolutely perfect feet, unhampered, untrammelled, unconfined by shoes of inadequate size or unhygienic shape. Not a poor, crippled, knee-sprung woman city dweller of New York, San Francisco, Rome or London, who totters with stiff awkwardness on the stilts called French heels, suffering

from her corn-tortured toes only measurably less than her Chinese sisters did up to the very last generation, but well might envy such grace of foot and limb; such splendid health; such majestic carriage; such perfect capacity for every function of life, including motherhood, as shines forth in these Italian peasant women.

For a just parallel glance at the young New Mexican Indian squaws of such villages as Tesuke near Santa Fe. Those women wear soft soled, heelless moccasins. They frankly accept the physical truth and fact that they are four to six inches shorter on the average than their men folks. They are, in truth, completely unconscious that herein is any fault in the handiwork of Old Mother Nature. Hence, they spring along with brisk, resilient footsteps, fresh and unwearied from miles of leg work such as would permanently disable any of our city bred girls.

Why, then, is it proverbial that women so well equipped physically, who start life with such promise, commonly are aged hags on their thirtieth birthday? We thought of that as we passed one exceptionally beautiful girl by the wayside. She had laid aside her burden for a minute of rest and was leaning back against the hillside plainly day-dreaming for she was almost if not quite oblivious to our passing.

She was of the more Northern type, with clear, light skin, a Roman profile, blue eyes and blonde hair. Her lips, perfectly molded over her beautiful mouth, had that slight pout which betokens sweetness of disposition, great patience and endurance for others sake—altogether an enchanting picture.

Well, regardless of her dream, there is no question what her future holds. She will marry a sturdy fellow who will be industrious or not so much so, but who, in any event, will drink his wine regularly. His hours of work will have a limit, but hers will not. In addition to fetching and carrying, performing all the labors of her household, she will bear children as fast as nature dictates, in strict conformity to what the Holy Father in Rome says is right and proper. Can it surprise anyone or lead to the slightest question that her youth and beauty, her strength and vitality, will be sapped and her fine body left a dried out husk within a few short years under such tremendous strain?

After a drive of many hairpin turns, each of which brought new visions of landscape loveliness, in some forty-five minutes we reached Ravello. This is a famous and weirdly lovely mountain resort since a date so ancient that whether B. C. or A. D. we know not. Nor can it matter much, for any span of years within the ken of man must be but as a heartbeat to the age of these eternal hills.

Expression fails or falls into repetition, for one must simply exclaim, as one of us did: "My God, it's beautiful; and its beauty has been there forever, for it is the beauty of rugged mountains sloping to the blue, blue sea, the tideless Mediterranean." Its lure so got us that we determined to gather our things from Amalfi and return here for a few days.

It was the location of the Albergo Palumbo that decided us, for that dates back to the 11th or 12th century and was evidently the castle of some opulent nobleman who could afford to build lavishly on the very brow of the rocks, looking almost sheer down to the sea, 1,200 feet below. The great, thick walls and vaulted ceilings remain mostly as originally constructed, only a small portion removed to open a suitable hall and passageway. Ravello is one of the places which never change essentially—as if any of those stony hillside places ever did change, or, indeed, could. What but an "act of God" could dislodge those hillside hovels—for that is truly what they are, regardless of size—with walls yards thick and windows so few that only by the Grace of God and the smiling, sunny expanse could the race have endured in them. One recalls the rural districts of Mexico as holding nothing worse than is hereabouts in this year—"Anno IX" of the Facist regime.

After a night in the Palumbo in a wonderful room with a cosy fireplace and views on all sides of which we may make some snap shots, we felt equal to what we imagined would be a quiet stroll down the hillsides to Minori the minor and Maiori the major.

"They said" it would take us half an hour, but it was at least two miles of winding switchbacks, few feet of it that was not over steps or slanting alleys of rough cobbles. Again and again we met women—old, so old, and young in the youth of striking beauty—carrying big bags and bundles of brush now gathering from the hillside terraces, planted to miles and miles of vineyards. On the way we got weary, desperately so, but to climb back was impossible so we went until finally we got down.

The town—village rather—was like others: charming from a distance; sordidly dirty on the close-up. We sought a taxi, but none was to be had. The horse vettura was our only hope and, though a dangerous breeze had sprung up, we had no other way. Bargaining did not go because this man had no competition. He held for 10 lire to Amalfi, our idea being to get there and stop for the night rather than try for the heights to Ravello.

But after we got along a ways we found the sun strong from the South and decided to risk the trip up. Now we could bargain because we had the choice between Amalfi for 10 or Ravello for, well, how much—quanto pretzo? He tried for 25, but came to our figure of 20. So we were driven five miles up those twisting mountain trails, plus a mile or two from Minori, for the total of \$1.05. He pleaded for a little more, and it took a real marble heart to refuse, but the bargainer seems to be getting that way and tutto compreso held good.

We arrived for dinner. Like other Palumbo meals, it was good, hot and wonderfully restoring. We were then ready for bed without further ceremony, and one of us said that for all that, the rest of the Italian hillsides could remain unexplored. The other half of us agreed, even if herein we fall short of another Schoonmaker travel feature. It's all right enough

for young folks of 40 or so, but for 60 and over, plans have to be revised.

Paul Findlay.

## Late Business Notes.

Gasoline was sold in Los Angeles last week at 5 cents per gallon. The large companies' price was 8½ to 10 cents. The low price was made by independent dealers on what is called bootleg gasoline. The drastic cut, although not important in itself, reflects the demoralized condition in the oil industry.

Offering last week of \$125,000,000 of bonds of the New York Central and Pennsylvania railroads and confident prediction in Wall Street that foreign financing will be resumed within two months are regarded as evidence that important bankers now take a confident view of the situation. Immediate sale of the bonds confirmed this impression.

The average of commodity prices advanced last week for the first time this year, the Irving Fisher index number going up from 75.8 to 76.

Employment is gaining in New England and the Southeast according to reports reaching Colonel Arthur Woods, chairman of the President's Emergency Committee.

The legality of discriminatory license fees designed to curb chains was argued last week in the case involving the Indiana law, a fair test. That law grades license fees as follows: One store, \$3; two to five stores, \$10; six to ten stores, \$15; eleven to twenty stores, \$20, and in excess of twenty stores, \$25. In response to a question by Justice Reynolds, the attorney for the plaintiff, Lafayette A. Jackson, with 223 stores in Indianapolis, said these stores would pay about \$600 under individual ownership and about \$6,000 as parts of a chain.

## Compulsory Training Along Thrift and Economic Lines.

Carson City, March 16—I trust that out of the large number of economic articles which are appearing in various publications, there may come some definite step upward to lessen economic depressions.

I have now been in banking for over fifteen years and during this time the country has had two upheavals, both of which set back business of every kind. It is clear in my mind there is a solution to this situation and I believe it rests in a better system of education.

As society and business become more thoroughly organized and population increases, we must have more discipline in the lives of the people, and the place to begin is at the school-room, where educational training is compulsory.

We have many citizens who object to any kind of restraint. They want "personal liberty" and a freedom to do as they please and they do not hesitate at law violation. This situation has been gradually growing worse for some time and the effects are shown in the increase in crime and lawlessness.

I am hoping to see the day when the good people of our State will go into conference on this subject, and out of it I hope to see our educational laws revised to include primary religious thrift and economic training made compulsory.

E. B. Stebbins.

There was a time when you had to read the fashion magazines to find out what women are wearing, instead of just sitting in the same room with them.



**GROWING TUNG OIL.**

(Continued from page 17)

may be successfully promoted on lands which are worth a hundred dollars or more per acre if the situation is right, Tung Oil nuts should not be planted for profit on lands which are too expensive. It is easy to use the multiplication table and figure out large profits from the growth of one tree, or a few trees, but these figures made upon paper may find great trials stand between the calculations and the fulfillment.

I recall figures that were made years ago upon the fig industry based upon the product of a few trees about home grounds. But when the industry was promoted in a large way, it was found that the conditions which contributed to success with a few trees next to the houses could not be multiplied on a large scale, and many of the large plantations proved to be disappointments.

This may be true in the Tung Oil nut industry, so that those who are promoting it are exceedingly cautious in their statements. I am very glad to see this wisdom shown in the promotion of the industry.

It is pretty difficult for us to think of the whole world in connection with promotions like this. We are apt to eliminate the poor Chinaman and his simple methods of getting a living out of this industry when we strive to promote in our own country that which will take this market away from him. But the spirit of commercialism looks toward the promotion of home industries for the benefit of our own people, and I will naturally expect as this industry develops, that its promoters will begin to seek the Government for some protective scheme which shall help a new home industry.

Considerable literature has been developed in connection with Tung Oil and its quality appeals to me. The bulletins issued have been wonderfully constructed and not misleading in the promises given in publicity. I have before me a copy of Tung Oil, a little magazine published at Orlando, Fla., and this is a second number. While there is enthusiasm emanating from its pages, I am quite pleased with the carefully collated information which is given in this type of publicity. And while from my various adventures in journalism, I would be very slow to predict a financial success of a journalistic venture of this kind, I am mighty glad to watch its development and know that its successful career will depend upon the success of this new venture in a promising feature of American agriculture.

Chas. W. Garfield.

**Proceedings of the Grand Rapids Bankruptcy Court.**

(Continued from page 23)

Freed & Co., Chicago	3.91
Knudson & Douglas, Chicago	45.42
Golden Rule Co., New York	86.52
Thelma Co., Cleveland, Ohio	18.75
Dorwin Ladies Hat Co., New York	15.00
Quintette Hat Co., New York	15.00
Seville Hat Co., New York	24.00
I. Fleischer & Sons, Cincinnati, O.	4.46
Fogel Cap Co., New York	2.25
Variety Hat Co., New York	12.00
Samuel Liebowitz, New York	261.50
Wilson Spec. Co., New York	61.00
Cohen, Friedlander Martin Co., Cleveland	313.40
Peter Van Zyl, Grand Haven	336.75
Mrs. I. Fogelin, Grand Haven	2,540.00
McClure-Frisher Parish Co., Columbus, Ohio	36.65

Elizabeth VanLopik, Detroit ----- 218.00  
March 12. We have to-day received the schedules, reference and adjudication in the matter of John A. Foreman, Bankrupt No. 4422. The bankrupt is a resident of Kalamazoo, and his occupation is that of a salesman. The schedule shows assets of \$2,790 of which \$640 is claimed as exempt, with liabilities of \$1,336.41. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of the Mamer Co., a corporation, Bankrupt No. 4341, the trustee has filed his first report and account, and an order for the payment of current expenses of administration has been made. In the matter of Alfred L. Hindenach, Bankrupt No. 4354, the trustee has filed his first report and account, and an order for the payment of expense of administration and preferred claims has been made.

In the matter of Automobile Tire Co., etc., Bankrupt No. 4358, the trustee has filed his first report and account, and an order has been made for the payment of expenses of administration and preferred claims.

In the matter of Automobile Tire Co., Bankrupt No. 4358, the first meeting of creditors was held on March 5. The bankrupts were present in person and represented by attorneys McAllister & McAllister. Creditors were represented by attorneys Cleland & Snyder; Seth R. Bidwell; Hilding & Hilding and by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were checked. The bankrupts were each sworn and examined, with a reporter present. William J. Romkema, of Grand Rapids, was named trustee, and his bond placed at \$3,000. The first meeting then adjourned without date.

In the matter of James B. O'Leary, Bankrupt No. 4394, the first meeting of creditors was held March 5. The bankrupt and his attorney only were present. The matter then adjourned to March 10. At the adjourned first meeting the bankrupt was present in person and represented by attorney John R. Dethmers. Creditors were represented by attorney Francis L. Williams. The bankrupt was sworn and examined before a reporter. J. C. Shinkman, of Grand Rapids, was named trustee, and his bond placed at \$100. The adjourned first meeting then adjourned without date.

In the matter of William J. Cooper, Bankrupt No. 4388, the first meeting of creditors was held March 5. The bankrupt was present in person and represented by attorney Robert S. Tubbs. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Chester J. Hulbert, Bankrupt No. 4417. The funds have been received and the first meeting of creditors has been called for April 1.

In the matter of Cornelius M. Waal, Bankrupt No. 4413. The funds have been received and the first meeting of creditors has been called for April 1.

In the matter of Edgar Hoose, Bankrupt No. 4414. The funds have been received and the first meeting of creditors has been called for April 1.

In the matter of Ultra-Nu Basket Co., Bankrupt No. 4383. The first meeting of creditors has been called for March 31.

In the matter of Isidor Fogelin, doing business as Fogelin's Cloak Store, Bankrupt No. 4423. The first meeting of creditors has been called for March 31.

In the matter of E. A. Godfrey, Inc., Bankrupt No. 4371. The first meeting of creditors has been called for March 30.

In the matter of John A. Scott, doing business as J. A. Scott & Co., Bankrupt No. 4421. The first meeting of creditors has been called for March 30.

March 14. We have to-day received the schedules, reference and adjudication in the matter of Lester H. Moore, Bankrupt No. 4427. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$110 with liabilities of \$936.20. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Clarence Smith, Bankrupt No. 4391, the first meeting of creditors was held March 6. The bankrupt was present in person and represented by attorney L. F. Sweet. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Harry O. Nelson, doing business as Nelson's Furniture Store, Bankrupt No. 4397. The bankrupt was present in person and represented by attorney I. C. Montague. Creditors were represented by Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date.

In the matter of Henry Witteveen, Bankrupt No. 4363, the trustee has filed his report showing no assets over liens and exemptions, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Albert L. Rouse, Bankrupt No. 4208. The funds have been received and the first meeting of creditors has been called for March 24.

**Credit the Sheet Anchor of the Grocery Business.**

(Continued from page 20)

day by borrowing money at 18 to 36 per cent. The bulletin remarks: "A business man paying 18 to 36 per cent. for his money obviously would be hard pressed to succeed in competition with one paying 6 per cent."

Do we get a valuable thought here? We should. For the man who does not discount his bills is paying just those rates more for his capital than the discounter, yet he is unconscious of the fact in ninety-nine times out of 100. So let us add this final thought to all the wonderful truths deducible from this study:

The only man who is strictly on the right road is the man who owes nobody. Do business small as needful ever, always, to keep out of anybody's debt.

Paul Findlay.

**Quit Playing Rip VanWinkle.**

Greenville, March 17—For a long time the people have mistrusted that conditions at Washington have been terribly misrepresented and now it has been proven by actual experience. While the soldiers bonus was being considered the Hoover & Mellon Co. asserted that there was no money in the treasury to loan the soldiers and that it would be necessary to raise it through taxation, and a banker from New York, whose testimony the defense depended on to defeat the bill, said that the greatest reason why the bill would not function if it became a law, was because there would not be sufficient available capital to purchase a sufficient amount of bonds to satisfy the law. Then the next day after the bill was passed over the veto by about ten to one, Hoover commenced immediately to prepare to make the loans and there was found in the treasury nearly enough money that had been deposited to pay the soldiers in 1945. Not because it was necessary, and contrary to the constitution, though sympathy for the capitalists they issued bonds which were all cashed and they grabbed for more, which is the best kind of proof that the banker from New York misrepresented in a very extravagant manner. Then the Hoover & Mellon Co. asserted in strong terms that this money would be a great damage to business, so it is for the people to watch and locate the damage and if we fail to find any we will have another misrepresentation charged up to the Hoover administration.

The facts are the people were at the mercy of the banks and they did not want them released by getting money at 4½ per cent. and take up notes in which they were in many cases paying 24 per cent.

I know of a banker who tried hard to persuade a soldier not to draw his money, but continue to pay the extravagant interest. This is a good sample of the advice given to the common people by the capitalist. Then

**Do You Wish To Sell Out!**  
**CASH FOR YOUR STOCK,**  
Fixtures or Plants of every description.

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how can you expect laws made by that class to oppose the makers' interest?

You can't raise oranges by planting acorns. Your product is governed by the seed you sow. If you want politics, elect politicians. If you want principle, elect statesmen. If you want laws favorable to nine-tenths of the people, elect for your representatives men of moderate means and no turn coats. Quit playing Rip Van Winkle. Wake up and get busy E. Reynolds.

If Jesus were made Mussolini of America, what would He do?

**Business Wants Department**

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

FOR RENT—Store building in Frankfort, Mich. Good opening for dry goods or men's furnishings. Location next door to A. & P. grocery store. F. D. Stelzer, Frankfort, Mich. 389

Drug Stock Wanted—Will trade my new modern home in Clarkston, Oakland county, for drug stock in good town. Edwin F. Steet, Clarkston, Mich. 390

Position Wanted—Married man 38 years old wants position as clerk in grocery or general store. Eight years' experience. Can furnish good references. Address Alva Seeley, Rockford, Mich. 391

FOR SALE—The Holley Gift Shop, Now operating, and is located on Bridge Street, in the center of the Charlevoix business district, opposite Charlevoix Hotel. The business has successfully operated for eight years and is offered for sale on account of the death of the owner. Will sell the stock, fixtures, and good will and lease the building, or will sell the building with the stock. If interested, communicate with Mrs. Louise Elston, Charlevoix, Mich. 392

TO EXCHANGE—For Merchandise or Topeka residence.—Western Kansas farm lands: 80 acres Northern Ohio; San Diego, California; residence; and Osborne properties. P. H. Paxton, Osborne, Kansas. 387

NEW REFRIGERATORS, 16 to 18 cubic feet capacity, equipped for either ice or electric refrigeration. Porcelain lined, cork insulated. 16 cubic foot box, \$60; 18 cubic foot box, \$70. We took over the entire stock of the Challenge Refrigerator Co. of Grand Haven and have only a few of these big boxes left for disposal. COLUMBIAN'S WAREHOUSE FURNITURE COMPANY, Logan Street and Ionia Avenue, Grand Rapids, Mich. Phone 94-278. 375

Hotel in Western Michigan resort city desires middle-aged clerk, good personality, able to invest about \$5,000. Moderate salary. Address No. 385, c/o Michigan Tradesman. 385

**FOR SALE**

NEW REFRIGERATORS, 16 to 18 cubic feet capacity, equipped for either ice or electric refrigeration. Porcelain lined, cork insulated. 16 cubic foot box, \$60. 18 cubic foot box, \$70. We took over the entire stock of the Challenge Refrigerator Co. of Grand Haven and have a few of these big boxes left for disposal. COLUMBIAN'S WAREHOUSE FURNITURE COMPANY, Logan Street and Ionia Avenue, Grand Rapids, Mich. Phone 94-278.

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## FEDERAL STANDARDS

## Established on Canned Tomatoes, Cherries and Apricots.

Tentative Federal standards for canned tomatoes, cherries and apricots were made public March 11 by the Federal Food and Drug Administration under the terms of the McNary-Mapes amendment to the Food and Drugs Act. The Administration announced that hearings would be held not later than April 15 at which the trade would be given opportunity to express its opinion on the proposed standards.

The color standard for tomatoes, it was stated, has not yet been worked out. The announcement follows in full text:

"The work on the formulation of tentative standards for canned apricots, canned cherries, and canned tomatoes, under the McNary-Mapes amendment to the Food and Drugs Act has progressed so far that we anticipate being able to hold hearings upon them not later than April 15, 1931. Our plan is to hold such hearings both in Washington and San Francisco. The exact date of the hearings has not been fixed because of a small amount of work that remains to be done, particularly on the color standard for canned tomatoes.

"It is felt that by issuing these tentative standards considerably in advance of the date of the actual hearing, an opportunity will be afforded interested parties to give the most thorough consideration to the proposals. They are being sent to the various trade journals and to others who will be in position to bring them to the attention of interested groups.

"The tentative standards need no explanation other than to point out that the standard for tomatoes is incomplete in that the color requirement has not yet been stated. This will be included in the standard at the time formal announcement of the hearing is made. The requirements for labeling products that fail to meet the standards are identical with those announced in connection with the standard for canned peaches, canned pears, and canned peas, issued Feb. 16, 1931.

"Written comments on the proposed standards will be accepted by the Administration at any time up to the date when the hearings are held. Suggestions which appear to offer material improvement may, at the discretion of the Administration, be accepted and incorporated in the tentative standards before the date of the formal hearing. Following the hearing standards will be put in final form as promptly as possible and promulgated in a formal way, to become effective 90 days from the date of promulgation."

The proposed standards follow in full text:

## Canned Tomatoes.

## 1. Standard.

Canned tomatoes are the normally flavored and normally colored canned food consisting of the peeled, cored and trimmed, whole or large pieces of the mature red fruit of the tomato vine (*Lycopersicon lycopersicum*), with or without the liquid which drains from an equivalent amount of the fruit during peeling, coring, trimming and pack-

ing, and with or without added seasoning (sugar, salt).

## 2. Meaning of Terms.

The term "normally colored" means a general effect of red, such that the homogeneous pulped and strained fruit shows a spectrophotometer reading of at least —.

The fruit shall be considered as peeled when there are not more than 1.5 square inches of peel per pound of net contents.

The fruit shall be considered as trimmed when there is not more than one scar, brown or black colored area, or other unsightly blemish, per 8 ounces of net contents.

The fruit shall be considered as whole or in large pieces when at least 40 per cent. of the total contents will be retained after draining for two minutes on a screen (wire of a uniform diameter, not less than 0.04 nor more than 0.07 inch), having two meshes to the inch. On containers of less than three pounds net weight sieves eight inches in diameter are used. On containers of three pounds net weight or more sieves twelve inches in diameter are used.

## 3. Substandard Designation.

Canned tomatoes which fail to meet the above standard shall, except as hereinafter provided, bear the legend for low quality promulgated by the Secretary of Agriculture.

## 4. Exceptions.

Canned tomatoes which fail to meet the above standard only in that they contain added pulped and strained tomatoes need not bear the low quality legend if labeled "tomatoes with added strained tomatoes."

## Canned Cherries.

## 1. Standard.

Canned cherries are the normally flavored and normally colored canned food consisting of (1) the normal and uniform-sized, fleshy, mature, unblemished, stemmed, whole fruit of the cherry tree and (2) sugar solution.

The weight of fruit in the container is not less than three-fifths the weight of water which the sealed container will hold at 68 degrees F., except that when necessary to prevent crushing of the fruit a tolerance not exceeding the combined weight of three average units is allowed. The liquid portion of the finished product reads not less than 16 degrees Brix (read at the proper temperature for the instrument used).

## 2. Tolerances and Meaning of Terms.

The fruit shall be considered normally colored if the general color of the flesh is yellowish white.

Units of one-tenth of an ounce or larger are considered of normal size.

The cherries shall be considered uniform in size if 80 per cent. of the units will pass through a circular opening 25 per cent. larger in diameter than that through which the smallest unit will pass.

The fruit shall be considered fleshy if the flesh of the drained cherries is 88 per cent. or more of their total weight.

The fruit shall be considered unblemished if 80 per cent. or more of the units in the container are free from scabs, bruises, excessive cracks, or other unsightly blemishes. Cracks are

considered excessive when their total combined length and width exceeds three-eighths inches, provided that checks in the stem depression and concentric with its sides shall not be considered excessive unless their maximum width exceeds one-eighth of an inch.

The weight of the fruit in the container is that of the fruit material in both the solid and liquid components and is thus equivalent to the "put-in-weight."

## 3. Substandard Designation.

Canned cherries which fail to meet the above standard shall, except as hereinafter provided, bear the legend for low quality promulgated by the Secretary of Agriculture.

## 4. Exceptions.

Canned cherries which fail to meet the above standard only in that they consist of cherries packed in water need not bear the low quality legend if labeled "water-pack cherries."

Canned cherries which fail to meet the above standard only in that they consist of pitted whole cherries, and the number of pits in the can does not exceed 1 per cent. of the total number of cherries present, need not bear the low quality legend if labeled "pitted cherries," even though the units may fail to meet the requirements for normal size and uniformity of size.

Canned cherries which fail to meet the above standard only in that the flesh is of some color other than yellowish white, as red sour cherries, Bing cherries, black cherries, et cetera, need not bear the low quality legend if labeled to show the type to which they belong.

## Canned Apricots.

## 1. Standard.

Canned apricots are the normally flavored and normally colored canned food consisting of (1) the normal—and uniform-sized, tender, unpeeled, mature, unblemished, pitted, unbroken halves of the fruit of the apricot tree, and (2) sugar solution.

The weight of fruit in the container is not less than two-thirds the weight of water which the sealed container will hold at 68 degrees Fahrenheit, except that when necessary to prevent crushing of the fruit, a tolerance not exceeding the weight of one average piece is allowed. The liquid portion of the finished product reads not less than 16 degrees Brix (read at the proper temperature for instrument used).

## 2. Meaning of Terms.

The term "normally colored," as it relates to the fruit, means a general effect of yellow.

Units of one-third of an ounce or larger are considered of normal size.

The units shall be considered uniform in size if the transverse diameter of any unit does not vary more than 25 per cent. from the corresponding average diameter of the pieces of fruit in the container.

The fruit shall be considered tender when the flesh of not less than 80 per cent. of the units by count is completely perforated by a cylindrical rod, three-sixteenths inch in diameter, under a load of 300 grams (approximately 10.6 ounces), applied vertically to the exposed, peeled surface of a test piece carefully placed on an appropriate sup-

port. In performing this test, the rod is placed on the exposed surface under an initial load of 100 grams and the load increased at a uniform, continuous rate of 12 grams per second until the piece is perforated. The test piece is conveniently supported on a rigid convex surface of such curvature as to fit into the seed cavity and permit it to maintain its normal shape. The peel is conveniently removed with pointed, sharp scissors.

The fruit shall be considered unblemished if 80 per cent. or more of the pieces in the container are free from scabs, bruises, frost bites, sunburn, hail injury, green or brown colorations, or other unsightly blemishes.

The fruit shall be considered as unbroken halves when 80 per cent. or more of the units are unbroken and not excessively trimmed. Excessive trimming is defined as that amount which destroys the normal shape of the half.

The weight of the fruit in the container means the fruit material in both the solid and liquid components. It is thus equivalent to the "put-in-weight."

## 3. Substandard Designation.

Canned apricots which fail to meet the above standard shall, except as hereinafter provided, bear the legend for low quality promulgated by the Secretary of Agriculture.

## 4. Exceptions.

Canned apricots which fail to meet the above standard only in that they consist of apricots packed in water, need not bear the low quality legend if labeled "water-pack apricots."

Canned apricots which fail to meet the above standard only in that the halves are peeled, need not bear the low quality legend if labeled "peeled apricots."

Canned apricots which fail to meet the above standard only in that they consist of unpeeled, whole apricots, need not bear the low quality legend if labeled "whole apricots," even though the units may fail to meet the requirement for normal size.

## The Royal Salesman.

A special dispatch to this country relates that when the Prince of Wales, "Britain's Super Salesman," opened the British Empire Trade Exposition, he found himself amidst a good many American products. The streets are paved by American machinery, buildings are built of American fiberboard, his speech was broadcast by an American company, and so on. This is not the first time this has happened to the royal salesman. A correspondent writes to say that when the Prince stopped at Lima, the newspaper *El Comercio* got out a large special edition to celebrate the coming of this advance agent of British trade. And practically every advertisement in the issue was for American-made goods, tractors, refrigerators, etc. We do not know, therefore, why this country should not rejoice in the Prince's salesmanship as much as does his own. It looks as if he were creating business for all of us.

Maybe you don't brag, but if you ever caught a large fish, you didn't go home through the alleys.