

CONCERNING ONE

Had she any dower
When she came?
Yes; her face was like a flower,
And her soul was free from blame.
On her cheeks a rose-leaf flame
Ever fluttered. When she spoke
Then for me the morning broke.

Wore she any crown
When she died?
All the earth seemed sodden brown
Though 'twas June; and children cried,
And placed flowers at her side;
And the paths that she once trod
Seemed the stepping-stones to God.

L. Frank Tooker.

This POPULAR ITEM MEANS MORE SALES

Thousands of housewives today are using ROYAL QUICK SETTING GELATIN DESSERT, because it offers them a delicious dessert in an interesting variety of 6 exquisite flavors.

Pushing this popular item will mean more sales for you. Delivered by Standard Brands famous twice-a-week system. You buy just enough QUICK SETTING GELATIN DESSERT for a short period. You have no large capital investment tied up and your stock is always fresh.

ROYAL Quick Setting GELATIN DESSERT

Distributed by
STANDARD BRANDS INCORPORATED

FIVE BIG REASONS Why you should push STANDARD BRANDS PRODUCTS

1. Prompt service and frequent deliveries.
2. Small stocks properly regulated and small investments.
3. Quick turnover and quick profits.
4. A reputation of freshness with every product.
5. Nation-wide advertising.

HEKMAN'S

At Every Meal
Eat
HEKMAN'S
Cookie-Cakes
and Crackers

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

Speed Up Sales by featuring properly advertised lines

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

K C Baking Powder

Same Price
for over **40** years

25 ounces for 25c

Your customers know it is a **quality** product . . . that the price is **right**. Why ask them to pay War Prices?

It's up to you to show them that you have it.

Millions of Pounds Used by Our
Government

MICHIGAN TRADESMAN

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, APRIL 15, 1931

Number 2482

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Questions and Answers of Interest To Grocers.

No. 1. Question: How many kinds of fish are there?

Answer: As far back as 1800, Dr. Gunther, of the British Museum, had listed about 3600 species of salt water fishes and about 2,300 species of fresh water fishes. Since then the number of known species has increased to several times these numbers, and new species are constantly being identified.

No. 2. Question: Should pears be left on the tree until ripe?

Answer: Unlike most other fruits, the pear develops much better quality when ripened off the tree. The larger varieties are usually picked when they attain a diameter of $2\frac{1}{4}$ to $2\frac{1}{2}$ inches.

No. 3. Question: What is a dill pickle?

Answer: A fresh or salted cucumber soaked in a brine solution to which has been added dill seed and "dill spice," which is made up of allspice, black pepper, coriander seed and bay leaves, develops into the dill pickle of the grocery store. Dill is a hardy, easily grown herb, similar to fennel and mint and whose chief value is in its aromatic, pungent seeds.

No. 4. Question: How many grocery deliveries should a delivery man make in an hour within a radius of three miles, assuming a fairly level town or country and good roads?

Answer: Many tests show that a delivery man with the proper equipment can deliver twenty orders per hour without undue strain counting the time from leaving the store until he returns.

No. 5. Question: Why do some peaches that have been canned lose the peach flavor?

Answer: The Canning Trade says that uncontrollable factors may be responsible for some small part of this loss of flavor, but several years of practical experiment and observation of modern canning methods has established the belief that there is but one canning practice responsible for this

loss of the true peach flavor, and that is lye peeling.

No. 6. Question: What foods do not contain acid?

Answer: The following foods contain no acid: Oatmeal, cream of wheat, potatoes, green vegetables, such as cauliflower, cabbage, onions, beets, carrots, spinach, asparagus, etc., white bread, butter, milk, and cream, eggs and simple puddings, such as rice pudding, chocolate pudding, bread and custard puddings.

No. 7. Question: What is scrapple?

Answer: Scrapple is a dish originating with the Pennsylvania Germans. A pig's head is boiled until the meat readily separates from the bones. The meat is then minced very fine and put back into the soup which is thickened with cornmeal, seasoned with spices, and when the consistency of thick mush is run into pans to be cooled and later sliced and fried for the table. It is now sold in many sections of the country.

No. 8. Question: What are capers?

Answer: Capers are unexpanded flower buds of a tropical plant, preserved in vinegar. They are imported, but are fairly common in shops and are most often used in a gravy to give relish to boiled mutton or to garnish salads.

No. 9. Question: Are condiments classed as foods?

Answer: They are known as food adjuncts. They are used to stimulate the appetite by adding flavor to food. Among the most important are salt, pepper, cayenne pepper, mustard, ginger, cinamon, cloves, pimento, nutmeg, mace, vinegar, capers, and horseradish.

No. 10. Question: Where does the guava grow and how is it eaten?

Answer: The guava grows in tropical America, Mexico and the West Indies, and as there are over 100 species, the fruit varies considerably as to color and shape. Propagation is nearly always by seed, but some vegetative method is generally used to perpetuate desirable varieties as the plants do not run true to seed. As a food it is used raw with cream and sugar and also made into shortcakes and pies, but its most common use is for jam, jelly, cheese and syrup.

Gabby Gleanings From Grand Rapids.

Lee M. Hutchins, President of the Hazeltine & Perkins Drug Co., has returned from a two weeks' vacation at Ashville, N. C.

Vannett Brothers are opening a new hardware store at New Era and expect to have their opening some time this week. The Michigan Hardware Co. furnished the stock.

"The doctor will see you inside," said the nurse to the patient as she helped him on to the operating table."

Grocery Store at the Chicago World's Fair.

One of the exhibits planned for the Century of Progress Fair in Chicago in 1933 is to show the development of the grocery store during the past hundred years. That project carries with it the possibilities of telling the story of foods in a more forceful manner than most of us realize. The younger people not engaged in handling foods, it can be made as dramatic as the story of transportation from the ox cart to the aeroplane. The developments in the preparation, preservation and marketing of foods have taken place so gradually and with such little publicity that we have scarcely any conception of the advancement that has been made. The enactment of the Federal pure food law is the only date to which we can refer as in any sense revolutionary and that was only in the direction of eliminating adulteration and fraudulent practices. It is one bright spot that stands out and yet the progressive improvements in the manufacture and handling of foods developed within the several lines of the industries due to the application of science, is of much more importance and striking in character. We can conceive of no better method of showing this progress than by taking a typical exhibit of the small grocery in Chicago or that vicinity in 1830. The day book records available indicate that there were from thirty to thirty-five articles carried in stock and all were in bulk. The sugar was of the moist brown variety for common use and a better grade for other occasions, but not equal to Coffee A. Dark, thick molasses also came in barrels. Maple sugar was common. There was little wheat flour and that was coarse; nor was it well bolted. It was handled exclusively in barrels. Corn flour and corn meal, which had to be sifted by hand at home, was the staple household article. There were dried and smoked meats, and salt pork and beef in barrels or kegs. Tallow was important but for making candles. Butter and eggs were articles of exchange. Green coffee came in bags but not any was roasted. Tea, pepper, ginger, cloves, cinnamon, and nutmeg were available and coarse salt in barrels was one of the very important items. The dried foods consisted of rounds of pumpkins, apples, and a delicacy, peaches. Beans were staple at all times. Tobacco and whiskey were the profitable adjuncts to the business. No canned foods, no packaged foods, nor protective measures were employed. The steelyard was the important weighing device. These conditions in the food industry are certainly primitive, but in complete harmony with the building equipment and the total lack of conveniences. Some may raise the

question that the foregoing represent the poorest condition which might be found, but on the contrary, it is equal to the average in the pioneer times of the section of the country.

Merchants Ask Ordinance To Stop Peddlers.

Raising of the present \$2 peddler license fee to \$4, adoption of an ordinance requiring house-to-house solicitors to wear badges and an ordinance that will do away with the present beggar nuisance, will be asked of the city commission to-day by the Better Business Bureau.

A conference between a special committee of the Chamber of Commerce and City Attorney John Walsh was held last week and the peddler and solicitor nuisance was discussed thoroughly. The committee, consisting of Harry Kelly, Lou Persitz, Henry Weisenberg, Andrew Peterson and J. P. Harrington, will appear before the commission to request the proposed legislation.

Mr. Walsh told the committee it was impossible for the city to enforce any measure that would legislate against interstate commerce.

Members of the committee cited instances where high-pressure salesmen literally forced themselves into Marquette homes and made themselves so obnoxious that people made purchases in order to get rid of them. It is this type of agent that Marquette business men want protection from, the committee declared.

The badge plan advocated by the business men has been in operation at the Soo and is reported to be working out successfully. The Chamber of Commerce will get samples of badges used at the Soo, also a description of the plan used there and these exhibits will be offered to the city commission in support of the request for similar legislation. At the Soo any person making house-to-house calls must procure a badge at the city hall. Operating without one results in arrest and a fine or jail sentence.

The suggestion for a plan to eliminate beggars from Marquette streets was endorsed by the city attorney. Investigation disclosed that a majority of the beggars who operate on the streets are professionals and travel over a regular route summer and winter. At one time last summer there were six beggars within a single block in Marquette. The Better Business Bureau believes that an ordinance should be passed that would permit police to order beggars to keep out of the city.—Marquette Mining Journal.

R. B. Carter & Son, dealers in groceries at Wheeler, renew their subscription to the Tradesman and write: "We find it a great help in our business and would not want to be without it."

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Under the leadership of Oscar Webber, vice-president and general manager of the J. L. Hudson Co., a group of Detroit's largest retail merchants went to Lansing last Tuesday to enter a formal protest against the McBride bill imposing a tax on retail sales in Michigan. After a conference with Governor Brucker, the merchants had luncheon with the Wayne county delegation in the State Legislature and appeared before the General Taxation Committee of the House of Representatives where a formal protest was registered.

At each of the three gatherings Mr. Webber made a thorough and well balanced statement, based on a comprehensive study of the proposed retail sales tax, and led the discussion of the bill. He described in full the objectionable and highly undesirable features of the McBride bill, as it would affect the retail merchant and declared in its application it would amount to confiscation.

The effect of the measure, Mr. Webber pointed out, would bear most heavily on the consumer and would increase the cost of living, because of the fact that, of necessity, the retailer would have to pass as much of the tax as possible on to the customer. It is essentially a consumption tax, and as such would burden the poor people more than the rich because a greater proportion of the income of the poorer people is devoted to consumption expenditures.

Mr. Webber pointed to the fact that the mortality among retailers runs over 75 per cent. A sales tax, he declared, would make this situation infinitely worse and would constitute an added drain on capital or an added deduction from creditors in case of failure.

The administrative difficulties that would be encountered, if the bill becomes a law, were described by the speaker and the constitutionality of the measure was seriously doubted.

On Thursday morning the General Taxation Committee, reported out a substitute bill, retaining all of the worst features of the McBride bill, and recommended its passage in the House.

E. A. (Tom) Elliott, former vice-president of the National Grocer Co., has been appointed division manager of the Northern division of the Kroger Grocery & Baking Co., it has been announced by Albert H. Morrill, president. Mr. Elliott has been associated with the grocery business in Detroit for twenty-eight years. He was first connected with the National Grocer Co. thirty years ago, held successive offices up to the vice-presidency, and resigned two years ago.

The Progressive Service Warehouse, Inc., has been appointed exclusive distributor for the Saginaw Match Co., according to James Haboush, buyer for the Progressive organization. The Saginaw Match Co. manufactures Comet matches.

Stanley D. Hunt has moved his drug business from 17242 John R street to a new location at 10219 Hamilton

avenue. The store will function as the Hunt Drug Co.

The second store of the Servwell Drug Co. was opened recently at 12007 Linwood avenue by George Nordman. The other store of this company is located on Warren avenue at Chalmers avenue.

M. R. Watson, sales manager of the Schust Company, 905 Hudson avenue, was elected to the post of sentinel of the Cadillac Council of the order of United Commercial Travelers of America at a recent meeting of the organization, according to Elmer L. Sick, editor of Council News. The post of sentinel is the first step in the climb towards executive positions in the council. Mr. Sick stated that on May 2 the Cadillac Council of United Commercial Travelers will hold a party and dance for all commercial and traveling men at the Fort Shelby Hotel. All those engaged in either of these lines are asked to attend.

Thomas Matthews has taken over the drug business of E. N. Winborn at 2800 St. Antoine street.

Application for confirmation of 20 per cent. cash composition offer has been filed with the U. S. Court here in involuntary bankruptcy proceedings against Burton M. Seitovitz, dry goods and shoes. Nominal assets are given as \$25,185 in schedules filed. There is a trust chattel mortgage covering stocks of the debtor in Detroit and Port Huron to James A. Muir, trustee for the benefit of creditors. Creditors with unsecured claims of \$500 or more are: Endicott Johnson Corp., Endicott, N. Y., \$1,687; Edson Moore & Co., Detroit, \$3,991; Mrs. Calla Miller, Port Huron, \$500; Peoples Wayne County Bank, Detroit, \$750; Sarah Seitovitz, Port Huron, \$2,100; U. S. Rubber Co., Detroit, \$680.

J. A. Seaman recently moved his drug business from 9867 Chalmers avenue to 9941 Chalmers avenue.

Optimistic news from many quarters is reaching the automobile industry's leaders these days. Dealers report that the break in the drought has increased confidence in the North and Middle West and that car sales are growing. Seasonal pick-up in business on both coasts is stimulating replacement buying, with a large number of cash sales reflecting willingness to withdraw savings. Washington reports that certain classes of American cars are selling well abroad despite generally unfavorable retail conditions. Another encouraging set of government figures reveals an increase in both new and used car financing in this country.

These heartening signs indicate a reasonable basis for an anticipated April production of 350,000 motor vehicles. Of this output, the five General Motors units are counted upon for 125,000 or 150,000; Ford from 100,000 to 125,000, and Chrysler from 35,000 to 40,000.

None of these represent unreasonable expectations in the light of the March figures. If the manufacturers mentioned achieve the maximum expected production, or even if they only slightly exceed the minimum indicated figure, the remainder of the industry is regarded as capable of raising the total to 350,000.

It is the over-running clutch that provides the principle of the free-wheeling device which Sears-Roebuck has just announced for the Model A Ford. The unit is to sell for \$15.45. The installation is declared to be simple involving no drilling or sawing. The unit is simply a replacement for the regular clutch plate. The Ford company, of course, has no connection with the development.

While the principle of the unit is the same as that involved in all free-wheeling developments, its design differs. That of the Studebaker, Hupmobile, Lincoln and Pierce-Arrow involves building the free-wheeling unit into the gear-set. The L. G. S. version used by Auburn locates the over-running member behind the transmission.

Decision of a Detroit group to go into the manufacture of five experimental model automobiles with the engine located above the rear axle will bring actuality to a fancy that many engineers here have lately entertained. The cars will be priced from \$700 to \$1,800, with the experiment designed to indicate what the possibilities of the design may be for products in various price classes.

While the design of the unusual models is the work of John Tjaarda, an engineer associated with General Motors, the corporation is not involved in the undertaking. Sponsors of the experiment have not determined whether they will produce the new-type cars themselves or sell the design to another manufacturer after perfecting it.

Items of Interest To Council No. 131.

To those who were fortunate enough to attend the memorial day services at the Moose Temple last Sunday the spirit of real U. C. Tism was kindled anew.

The rites commemorated the passing during the year of Brothers N. D. Brown, Wm. N. Corl, G. W. Ferguson, O. W. Stark, Charles F. Mason and Peter J. Hackett, and a more revered and loving tribute could not have been presented by any man. The six bouquets of flowers reminded us that those who have passed to the great unknown were still with us in spirit, immortal tributes to the ideals we strive to carry on.

In his eulogy W. H. Zylstra likened life to the seasons which come and go, first the spring with its flowers and birds, then summer with its youth budding into maturity, then the shorter days of the fall with its crisp cold nights and the harvest of spring and summer, then the final stage, winter with its blizzards and snow mantled cloak. Somehow his tribute made one

feel at peace with the world and an urge to attain the infinite. Each officer's station was surrounded by ferns in dignified array. Miss Charlotte Ghysels, daughter of Brother Sentinel Charles Ghysels, was flower girl, and a beautiful vocal solo was rendered by Lynn Clark, of Fountain Street Baptist church.

Due to tardiness in obtaining definite information as to where the services were to be held we did not get sufficient publicity to warrant a large attendance, but next year we hope to have a record attendance.

H. W. Carsten.

Horsemeat Output Gains.

Five hundred men are now employed in the twenty-three acre plant of Chappel Brothers, at Rockford, Ill., where 60,000 head of horses were butchered for meat last year. This meat is sold for export to Europe for human consumption and for a patented dog ration in the United States. The business was started in 1920 and the plant has been expanding each year. The company has spent more than \$60,000 in dog food research and P. M. Chappel recently announced the Chappel Kennel Foundation to advance "the welfare of the dog through better breeding, better feeding and more humane care."

Doing His Part.

A small boy started out one day to seek work. After calling at many places, he succeeded in securing a position with a blacksmith.

Proud with the conquest he had made, he returned home beaming with smiles. His parents noticed his happy expression, and asked him if he had succeeded in securing a position. When he told them he had secured a job at the blacksmith shop, they laughed, and said:

"You surely don't mean to tell us that a little fellow like you can shoe horses."

"No," said the boy, "but I can shoo the flies."

When the Times Are Hard.

When the times are hard and the people are not buying, is the very time that advertising should be the heaviest. You want to get people is to see what you have to sell, and you must advertise to do that.

When times are good they will come of their own accord. But I believe in advertising all the time. I never stop advertising.—John Wanamaker.

An apology may in a degree offset the effect of a loss of temper with customer or employe, but the best way is to keep your temper in the first place.

COLLECTIONS

We make collections in all cities. Bonded to the State of Michigan. Prompt remittance of all moneys collected is guaranteed. Write us for information regarding our system of making collections.

CREDITOR'S COLLECTION BUREAU

Telephone
Cadillac 1411-1412

7th Fl. Lafayette Bldg.,
Detroit, Michigan

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

A furniture store advertised davenport suites at \$59. The illustration appearing in the advertisement, however, was of a more desirable davenport than that which was actually on sale. The store acknowledged this and gave assurance that more care would be used in publishing illustrations in the future. Another furniture company advertised a radio set at \$49.50, less tubes, with a smoking cabinet-radio table for \$5—"total, \$54.50 complete." The Bureau pointed out to this store that the word "complete" in this instance was misleading, since the tubes for the radio set were not included at \$54.50. The store acknowledged this and promised that the word "complete" would not be used in future advertisements unless tubes were included. A newspaper turned over to the Bureau a complaint from a reader concerning one of its advertisers, to the effect that the reader had paid a \$10 deposit on some furniture, but the dealer failed to deliver the merchandise and likewise refused to return her deposit. The refund was made after the Bureau discussed the matter with the dealer.

Earle E. Liederman proprietor of a correspondence school of physical culture, was the subject of a cease and desist order of the Federal Trade Commission, in connection with alleged misrepresentations he made in advertising his course of instruction. The Bureau in the past received numerous enquiries concerning Liederman and his physical culture course.

Liederman advertised: "I formerly asked you \$37 for my complete muscle building course. Now I have arranged things so that for one-half of the price—\$19, you can obtain the same results—the same massive chest, the same broad shoulders, the same powerful legs, and the same vitality, health and strength as if you paid me my regular price of \$37."

The Federal Trade Commission found, however, that \$19 was the regular price, and that the course was offered for that sum equally to all prospective pupils who had not previously become enrolled at the price of \$37.

Liederman also represented that his course was open for enrollment for a limited time only, whereas the Commission found that such time limitations were fictitious and were not carried into effect by Liederman.

Another alleged misrepresentation was the statement that the instruction was adapted to the individual needs of the pupil, whereas the Federal Trade Commission found the course was a series of lessons printed and mimeographed for general and uniform use.

Eighteen cases involved eight different men's clothing companies concerning whom out-of-town people complained that they had ordered suits from door-to-door salesmen of the clothing house, and that the suits, when delivered, proved unsatisfactory for one reason or another. Most of these were adjusted satisfactorily

through the Bureau's efforts. A complaint was received from a woman who had purchased from a door-to-door canvasser of silk stockings which turned out to be undersized. The complainant was unable to obtain an exchange of the hosiery from the canvasser who was a young woman who had used the names of prominent persons without authorization to obtain entrance to the homes of wealthy people. She had been brought before a magistrate on a customer's complaint recently, the Bureau's files showed. At the Bureau's suggestion, the hosiery saleswoman called on the complainant and corrected the transaction. Another complaint against a door-to-door canvasser was received from a woman who declared she had paid \$4 deposit on a sauce pan but had not received it and was unable to obtain a refund of her money. The Bureau took the matter up with the firm employing the salesman and a satisfactory adjustment was made.

Information sought from the Bureau by its members and by others often saves them from money losses.

One out-of-town enquirer, for example, recently wrote asking about a private detective school. He thought that if he enrolled for the school's course, he would immediately be able to obtain a job afterwards. The Bureau gave him the facts about the school, and relieved him of his misimpression.

Probably fifty enquiries were answered during the month on so-called "song publishers." These individuals advertise that they will set to music the words of their clients and copy-right the resultant song for them. They give the impression that they will secure a publisher for the song and that the customer will then be able to make money, just as the writers of current popular song hits do. In fact, all they do is print, cheaply, a limited number of sheet copies of the words and music for which an excessive advance fee is charged.

In the field of charity, it came to the Bureau's attention that the names of several prominent persons were being used to further the sale of tickets for a theatrical performance for the benefit of a clinic in New York devoted to the free treatment of certain ailments. It was found that the clinic was reputable but that the methods of the professional promoter selling the tickets were not. The head of the clinic had been unaware of the methods used. When he learned of them through the Bureau, he severed connections with the promoter and wrote the Bureau a letter thanking it for helping to preserve the good name of his organization.

Not a Chance.

A commercial traveler calling upon a new customer produced by mistake a snapshot of his fiancé instead of his business card. "That's the firm I represent," he said. The customer examined the somewhat determined-looking features of the young woman and returned the photograph with the remark, "I'll bet you'll never be the manager of that firm!"

To Your Family

We Pledge:



Through All the Years

Unwavering Fidelity

To Their Interests In

♦ Caring for the ♦

Property You Leave to

Them, In Our Charge

♦ As Executor and ♦

Trustee Under Your

Will. ~ ~ ~

The MICHIGAN TRUST Co.

Grand Rapids

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Marne—E. F. Lardie has sold his grocery stock to Allen B. Ayers, formerly located at Holland.

Rothbury—James Coon, formerly engaged in business at Montague, has re-engaged in the grocery business at this place.

Grand Rapids — The Thompson-Lockerby Co., 1444 Lake Drive, has changed its name to the Grand Rapids Buick Co.

Detroit—Central Linen Service, Inc., 5517 Rivard street, has been incorporated with a capital stock of \$20,000, all subscribed and paid in.

Lansing—The Gordon Products Co., Lansing owned, has opened a bakery at 324 East St. Joseph street, under the management of C. A. Forman.

L'Anse—The Lake Superior Fur & Game Farms has been incorporated with a capital stock of \$30,000, \$16,000 being subscribed and \$6,000 paid in.

Detroit—The Wood Furniture Co., Inc., 1252 Michigan Theater building, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Zeeland—John Bouwens, formerly manager of the city market, has taken a partnership in the Peoples market with M. VandeVelde, former proprietor.

Detroit—Vi-Cris, Inc., 843 Holden avenue, has been incorporated to conduct a general pharmaceutical business with a capital stock of \$50,000, \$2,000 being subscribed and paid in.

Grand Rapids—Charles E. Fuson, Inc., 133 Fulton street, N. E., has been incorporated to do a wholesale and retail photographic business with a capital stock of \$2,000, all subscribed and paid in.

Cadillac—Hugh Anderson and Frank Erickson, former employees of J. D. Widgren, dealer in groceries and meats, have taken over the business and will conduct it under the style of the Widgren Market.

Detroit—Dairymens Dairy Products, 16925 Stoepel avenue, has been incorporated to manufacture and deal in dairy products with a capital stock of \$20,000, \$10,000 being subscribed and \$5,000 paid in.

Newport—McKenzie & Son have merged their lumber and fuel business into a stock company under the style of the Newport Lumber & Coal Co., with a capital stock of \$18,000, all subscribed and paid in.

Detroit—Igloe Cooler Distributors, Inc., 3240 Rochester, has been incorporated to deal in cooling and vending devices with a capital stock of 2,000 shares at \$1 a share, \$2,000 being subscribed and paid in.

Detroit—The Service Sales & Engineering Co., 2715 Webb avenue, has been incorporated to act as manufacturers' agent for foundry supplies with a capital stock of \$1,000, \$500 being subscribed and paid in.

Detroit—The Elias Nahhet Co., Inc., 3018 McDougall street, has been incorporated to deal in cheese, butter, dried fruits and nuts at wholesale, with a capital stock of \$10,000, \$3,000 being subscribed and paid in.

Flint—The Detroit Street Pharmacy, Inc., 1555 Detroit street, has merged

its business into a stock company under the same style with a capital stock of \$10,000, \$9,000 of which has been subscribed and paid in.

Lincoln Park — The Lincoln Park Dairy Co., 1330 Electric avenue, has merged its business into a stock company under the same style with a capital stock of \$5,000, \$2,500 being subscribed and paid in.

Lansing—At a meeting of the board of directors of the Michigan Retail Hardware Association, held here last Wednesday, the proposed tax bill which is now pending in the Legislature was unanimously condemned.

Birmingham—Formation of an organization of merchants that will operate as a chamber of commerce in the village will be discussed by local merchants attending a smoker arranged by a group of seven merchants.

Cassopolis — The First National Bank, of this village, celebrated its 60th anniversary April 10 and held open house April 11, in honor of the event. President Charles A. Ritter is grandson of the founder, Asa Kingsbury.

Grand Rapids—The National Hangerform Co., 522 Murray building, has been incorporated to manufacture and sell hangerforms and folding boxes with a capital stock of 200 shares at \$10 a share, \$2,000 being subscribed and paid in.

South Lyons—Clarence Harold, of Detroit, has purchased the interest of Mr. Schroeder, of Farmington, in the grocery business of Schroeder & Hamlin, 106 Lake street, East. The business will be conducted under the style of Harold & Hamlin.

Detroit—The Louis J. Kretschmar Est., 600 Chene street, dealer in meats and groceries, has merged the business into a stock company under the style of L. J. Kretschmar, Inc., with a capital stock of \$2,000, \$1,500 being subscribed and paid in.

Midland—L. T. Van Winkle, manufacturer of ice cream, candy, etc., of Grand Rapids, has leased the modern store building just erected on the site of one of the stores which burned some time ago and will occupy it with a stock of candy, ice cream parlor, etc.

Vassar—Earl H. Miller has removed his drug stock to the modern three story building he has erected on the site of the old opera house. Mr. Miller purchased the drug stock of the founder, Harry J. Miller, in 1924. The store has been in existence for over forty years.

Lansing — Henry Dietz, executive vice-president of the City National bank has announced the opening of its new branch at South Washington avenue and Elm street, April 15. The branch is the first to be opened by the City National Bank, Lansing's oldest banking institution.

Big Rapids—Harris Weling, dealer in second-hand furniture, hides, furs, etc., for the past thirty-five years, will conduct the business under a different system and open new furniture store in the building recently vacated by L. C. Sanford, owned by Mr. Weling, who expects to open his store May 1.

Manistique—A. B. Waters, who re-

cently sold his interest in the jewelry, silverware, etc., stock of Waters & Stamness, has engaged in business in the Sattler building under the style of Burt's Variety Store. The stock is composed of a wide assortment of goods ranging in price from five cents to five dollars.

Manistee — Sale of the plant and properties of the Michigan Tanning and Extract Co., to T. W. Hardy of the Hardy Salt Co., St. Louis, has been announced. Terms of the deal were not made public. Salt and its by-products are to be manufactured at the plant, which will employ approximately forty men.

Pottsville—The First National Bank of Charlotte has absorbed the Pottsville State Bank and every depositor will be paid in full. Cashier R. S. Preston says that the township funds will be reinstated at once and he hopes to liquidate sufficient of the bank's assets to return to each stockholder the amount of his special stock assessment.

Flint—Sale of merchandise in the Pearce Knitwear store, at 214 South Saginaw street, is forbidden in a temporary injunction issued in circuit court by Judge Paul V. Gadola until such time as a settlement shall be reached between Nathan Chimovitz, complainant in an action filed and Dan and Joseph Kablin, defendants. The store was formerly conducted by Erwin A. Raymond.

Saginaw—Charles H. Kretschmer, who recently completed a term as president of the Saginaw Grocers' and Meat Dealers' Association, was named president of the Retail Merchants' Credit Bureau at the annual meeting of the board of directors. Clarence P. Bauer, West Side clothing merchant, was chosen vice-president and William A. Rorke was re-elected secretary-manager.

Manufacturing Matters.

Grand Rapids—The Wolverine Motor Works, Inc., has increased its capital stock from \$100,000 to \$150,000.

Detroit—The Duwood Industries, Inc., of Detroit, 1910 Buhl building, has been incorporated with a capital stock of 87,500 shares at \$4 a share, \$1,000 being subscribed and paid in.

Sturgis—The Riess Efficiency Tool Co. has been incorporated to manufacture and deal in all kinds of tools and machinery with a capital stock of \$100,000, \$15,310 of which has been subscribed and \$1,600 paid in.

Adrian—H. E. Rose, for the past four years secretary of the Weaver Bros. Co., has now established himself in the same line of business, metal pickling equipment. Mr. Rose's office is at 11902 Phillips avenue, Cleveland.

Charlotte—The Battle Creek branch of the R. W. Carr Monument Co., has been sold to Frank Williams and Carl Warner, employees of the company. Since the death of Mr. Carr the business has been conducted by Mrs. Carr and James H. Bryan.

Holland—The Royal Casket Co., one of Holland's new industries, is now under production, employing a crew of ten men which will be increased

as equipment and plant are put in order to handle the required production of twenty-five caskets per day.

Owosso—John Spousta, owner of the Advance Castings & Manufacturing Co., of St. Louis, where its plant was destroyed by fire a few months ago, has purchased the rear building of the defunct Owosso Foundry Co. plant on So. Washington street and is moving the machinery and equipment into it from St. Louis. Two carloads of material have already arrived and when the plant is in operation twenty-five or thirty men will be employed.

Coldwater—Acceptance of a composition settlement as proposed by officials of Titus Iron Foundry at a meeting of the company's creditors held in Federal Court at Detroit. Confirmation of the settlement will not be given by the court for two weeks in order to allow other creditors sufficient time to enter objections to the proposed settlement. The foundry will continue to operate under the receivership of Dayton L. Prouty.

Saginaw—The Linde Air Products Co. and the Prest-O-Lite Co., both units of the Union Carbide and Carbon Corporation, have purchased sites on the West bank of the Saginaw river, on which two modern plants will be erected. The property formerly was owned by the Pere Marquette Railway and will be developed by the new owners with the advent of increased business. The entrance of the Union Carbide and Carbon Corporation into Saginaw's industrial group will give employment to a considerable number of men and also marks the first development of this type of industry in the city. The Linde plant in Saginaw will be the sixty-ninth of a chain established by the corporation throughout the United States, while the Prest-O-Lite plant will be the fifty-second. The business of the Linde Air Products Co., reputed the world's largest producer of oxygen, is unique inasmuch as air is the only raw material required. Like the Linde Co., the Prest-O-Lite Co. also is reputed to be the leader throughout the world as a producer of compressed acetylene, the chief raw material of which is calcium carbide.

Wages in Michigan Show 10 Per Cent. Gain.

An increase of nearly 10 per cent. in the total wages paid by Michigan industry in general for the period ending March 15, compared with the period ending Feb. 15, is shown in the monthly report issued April 13 by the State Department of Labor and Industry.

The combined weekly payrolls of the 440 "sample" concerns during the month ending March 15 was \$6,798,739, against \$6,221,525 the preceding month. An increase of 2.5 per cent. is shown in the number of men and women given employment.

The average weekly income of individual employees increased \$1.72 a week. The report for the last period shows a weekly income of \$27.73, compared with \$26.01 in February. The report showed improved conditions in the automotive industry.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.20c and bee granulated at 5c.

Tea—The feature of the market during the week has been the official announcement that the plan to reduce production in the various countries for the purpose of improving prices has been abandoned. The markets in this country have not yet been sharply affected by this. Business has been fair without change in price.

Coffee—Situation in Rio and Santos futures, green and in a large way, has gone from bad to worse during the week and conditions in Brazil affecting the coffee market seem pretty nearly hopeless for some time to come. Actual Rio and Santos on spot is a small fraction lower than last week. The jobbing market on roasted coffee seems about the same, but here and there there are declines which will meet the green price. The chains are selling coffee very cheaply. Milds remain unchanged for the week.

Canned Fruits—California fruits apparently are well maintained, in spite of some pessimistic reports of shading on the Coast.

Canned Vegetables — The tomato market appears to be stabilized at its present basis. Improved consumption is expected to maintain these quotations, and stocks generally are held more strongly. Peas continue irregular, with concessions reported in New York and Wisconsin on better grades. The demand for cheap peas has apparently depleted stocks in many hands, and there is an inclination to hold at somewhat firmer prices.

Dried Fruits—The shortage of some items, both in New York and on the Coast, would seem to make the early covering of needs advisable, not only from the standpoint of prices, but of available stocks, too. For instance, fancy and extra fancy Bienheim apricots are closely sold up, and it is only a matter of a short time before none can be had at any price. For prompt buyers, stocks on the spot offer an attractive investment, for in many instances they are selling below replacement costs. Top grades of dried peaches and pears are also in very short supply and are generally held for higher prices in the primary market than in New York. Small sized prunes are getting well cleaned up, particularly 70-80s. The heavy movement from California both for export and chain store outlets has left only a small amount still on the Coast, although medium sized prunes are in adequate supply. Oregon prunes can still be bought in New York at prices which compare very favorably with those asked in the Northwest. Raisins showed no particular activity at the present time. Despite the control exercised on stocks by the raisin pool, there is still much reluctance to stock up.

Canned Fish—Reports from Maine bear out the general belief that sardine factories will open unusually late this year. From present indications the season will not open until July, at any rate, for fish conditions will not permit it. As a result, another short pack would seem to be inevitable. The mark-

ed firmness in California sardines has been brought about by the failure of the March run, and the scarcity of large size fish now in the hands of Coast packers. In tuna fish, something of the same conditions exist. The spring run was also a failure, and canners look for advances all along the line, owing to depleted stocks. Shrimp, of course, has been scarce for some time back, and canners are forced to pay more for raw stock to build up their inventories.

Beans and Peas—Market on dried beans is very dull, weak and unsettled. From beginning to end it is a buyer's market with no buyers very keenly interested. Dried peas show no change for the week. They are also neglected.

Cheese—The demand for cheese is fair and the supply moderate. No change in price.

Nuts—The nut market continued to be a routine affair last week, without any definite feature. Buyers are having occasional difficulty in getting some varieties, owing to low stocks in the hands of importers and belated or insufficient replacements from abroad. French walnuts are in very low supply and Manchurians are well sold up against arrivals, and shippers in the Orient have practically withdrawn. The Italian almond market continues firm and little is heard from the principal Spanish exporters, which has led to the general belief that primary markets in that country are pretty well cleaned up. Levant shelled filberts have strengthened under the reported damage to the new crop in Turkey by the recent storm. There is a fair amount of activity in new crop shelled Brazils, and enquiry is promising, but buyers are reluctant to buy very far in advance of immediate needs. The uncertainty of future prices has led to caution by importers and trade alike. Shelled pecans are moving out in a routine way. California unshelled almonds and walnuts are cleaning up in an orderly way.

Pickles — This market continues much in the same condition as previously. Genuine dills are still difficult to obtain, much of the glass jar business being in imitations. Prices are at the same quotable levels as last week.

Rice—Continued movement of rice to distributors is reported, with buying still on a small lot basis and prices unchanged. There is no attempt being made to purchase far in advance of needs and stocks on the spot are moderate. Top grades of Blue Rose are reported as only moderate in the South. Growers are holding firmly for present prices and mill stocks also are steady, with the exception of Pro-lifics, which are pressing for sale in spots.

Salt Fish—Salt fish remains quiet. This is not unusual, however, dealers remarking that a dull season at this time of the year was quite normal. It is believed that the stocks to be carried over into the new season will not prove large, since the consuming interest has been sufficient to work them off.

Syrup and Molasses—A fair business is reported for sugar syrup at unchang-

ed prices. Compound syrup is selling in a small way at unchanged figures. Molasses is rather spotty as to demand, without any change in price.

Vinegar — Quotations are without change. The demand has failed to show any improvement, still being affected by the seasonal falling off.

Review of the Produce Market.

Apples—Current quotations are as follows:

Spies, A Grade	\$3.00
Spies, Commercial	1.85
Spies, Baking	2.50
Spies, Fancy	4.00
Baldwins, A Grade	2.50
Baldwins, Commercial	1.60
Starks, A Grade	2.00
Starks, Commercial	1.50
Western apples command \$3 for Delicious, \$2.75 for Winesaps and \$2.50 for Roman Beauties.	

Bananas—4½¢ per lb.

Beets—65c per bu.; new from Texas 75c per doz. bunches.

Butter—The market has ruled from steady to weak since the last report and the price is a small fraction lower than it was a week ago. Demand is rather poor and the situation somewhat soggy. Jobbers hold 1 lb. plain wrapped prints at 26c and 65 lb. tubs at 24½¢ for extras and 24c for firsts.

Cabbage—75c per bu.; new from Texas, \$2.50 per crate of 80 lbs.

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

Cauliflower—\$2.50 per crate of 12.

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, \$2 per doz.

Eggs—Receipts of eggs are perhaps not as heavy as one would expect at this season, but the demand is not more than fair and there were slight reductions in price during the week. Storage supplies are 15 per cent. less than they were a year ago to-day. Local jobbers pay 17c for strictly fresh sizable eggs.

Grapefruit — Marsh Seedless from Texas is sold as follows:

54	\$4.25
64	4.00
70	4.00
80	3.75

Extra fancy sell as follows:

54	\$3.75
64	3.50
70	3.50
80	3.50
96	3.50

Bulk, \$3.50 per 100 lbs.

Green Onions—60c for shalots.

Green Peas—\$3.25 per hamper for Southern.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate	\$4.50
Imperial Valley, 5s, per crate	4.50
Hot house leaf, in 10 lb. baskets	1.25

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

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

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	\$4.00
150	4.00
176	4.00
200	4.00
216	4.00
252	3.75
288	3.75

Bulk, \$4.50 per 100 lbs.

Onions—Spanish from Arizona, \$2.50 per crate; home grown yellow in 100 lb. sacks, \$1.20.

Parsley—50c per doz. bunches.

Peppers—Green, 65c per doz. for California.

Pieplant—\$3.25 for Southern in 40 lb. boxes.

Pineapple—Cuban 24s and 30s command \$4.50.

Potatoes—Home grown, \$1.10 per bu.; Wisconsin, \$2.25 per 100 lb. sack; Idaho, \$2.65 per 100 lb. sack; 75c per 25 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	22c
Light fowls	21c
Ducks	14c
Geese	12c

Strawberries—\$4.25 for 24 pint case for Louisiana fruit.

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

Tomatoes—\$1.35 per 6 lb. container, Southern grown.

Veal Calves—Wilson & Company pay as follows:

Fancy	10c
Good	8c
Medium	6c
Poor	6c

Wax Beans—\$5.25 per hamper for Southern stock.

Bay City Opposes Sales Tax.

Bay City, April 13—Bay county's representatives at the State capital received the following telegram to-day:

Bay City retail merchants are much against the retail tax bill. It is distinctly class legislation, and does not tax manufacturer, jobber, or professional services. Why not make a tax covering everyone, whether retailer, manufacturer, jobber or professional man, who sells merchandise, or service, and not put the burden on the retailer alone. Your support to our group to fight this bill will be appreciated.

H. R. Ford,

President Bay City Retailers.

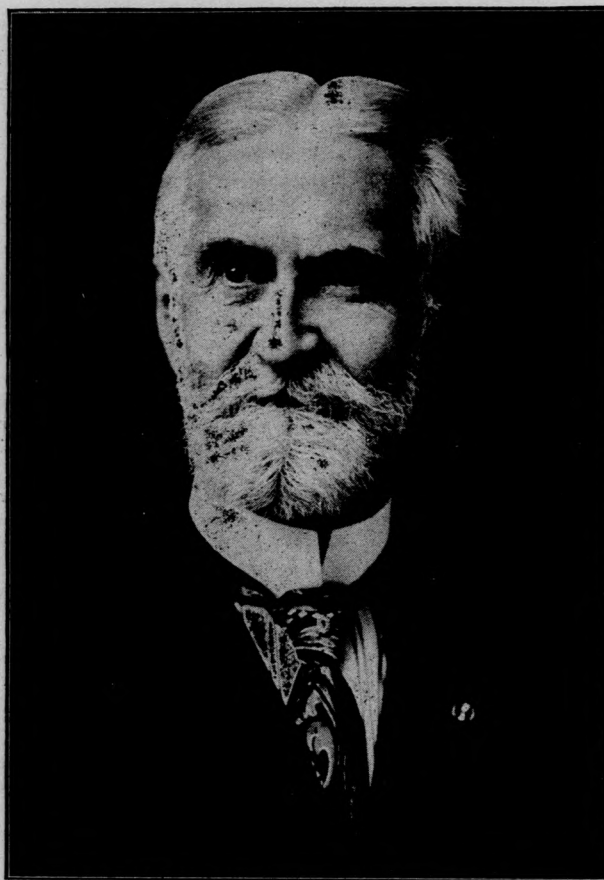
Nine New Readers of the Tradesman.

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

D. S. Blanding, Greenville.
Frank J. Bennett, Jackson.
Earl Rogers, Grand Rapids.
F. Dykhuis, Muskegon.
Stilson V. MacLeod, Grand Rapids.
James Meyers, Bishop.
Dennis Maghielse, Grand Rapids.
Leon V. Calvert, Detroit.
C. Van Malsen, Wyoming Park.

The success of opera singers is usually better pronounced than their names.

Worthy Tribute To Worthy Citizen



Colonel D. N. Foster.

Fort Wayne, Indiana, April 13—Individually and collectively we like to pay tribute to a “real citizen”, a man who has given many, many years of his long life to his community.

Both on that account and because we love him as a man, it is most fitting that we unite in expressing our warm appreciation to Colonel D. N. Foster, Chairman of the Park Board and life-long citizen of Fort Wayne, on the occasion of his 90th birthday which will occur on Friday, April 24, 1931.

You are cordially invited to be present on this occasion and join with your friends in honoring one who has done much for his city and country in a patriotic, business and civic way.

The dinner, starting at 6:15 p. m., will be informal and will be held in the Chamber of Commerce auditorium. The price will be \$1.50 per plate. The Pennsylvania quartet will sing several numbers.

Several short addresses by prominent business men and a talk by Colonel Foster will enliven the evening and we feel sure that we can give the Colonel a good start on his next 10 year lap.

J. B. WILES,
Manager Chamber of Commerce.

NEW COMMERCIAL LAW FIRM Warner, Norcross & Judd Join Hands May One.

David Warner, Vice-President in charge of the Chicago office of R. H. Rollins & Co. for the past two years, has resigned his position with that house to return to Grand Rapids and re-engage in the commercial law business with two Grand Rapids attorneys, Geo. L. Norcross and Siegel Judd. Mr. Norcross has been engaged in the practice of the law for several years. He is at present associated with others under the style of Corwin, Norcross & Cook. Mr. Judd succeeded Mr. Warner as corporation attorney for the former firm of Travis, Merrick, Warner & Johnson. Later he retired from the law firm to succeed Mr. Warner as local manager for R. H. Rollins & Co.

The three have had long and varied experience in the work they have conducted so successfully under former conditions and will undoubtedly achieve a still larger degree of prominence and success under the new regime.

It is a matter of congratulation that a man so thoroughly versed in the intricacies of commercial and corporation law is to return to Grand Rapids and that he will be associated with other men who have made their mark in their particular lines.



David Warner



Geo. L. Norcross



Siegel Judd

ECONOMIC BRASS TACKS.

Lack of leadership in the present business emergency has called forth a growing demand for the analysis of our principal problems and for the establishment of an economic "general staff," which would suggest the best ways of meeting those problems and of guiding future business progress. The Soviet five-year plan is usually the inspiration of these proposals, but what their proponents seek is a program that would combine the best features of the Soviet system and our own. This combination would probably embrace an agreement on fundamental principles of development and at the same time encouragement for the widest scope of individual initiative.

We properly credit individual initiative for some of the best progress we have made economically, and yet, of course, it can easily be demonstrated that the fruits of this initiative, so far as the great bulk of our citizenship is concerned, have been very meager. The value of our products has been running entirely too far ahead of the returns to the workers, a fact that is accepted by not a few authorities as the chief cause of our business crisis.

In the demand for study of our economic difficulties it seems to be overlooked that there is a great mass of data on all phases of the subject. Nevertheless, what this demand really means, no doubt, is that we should come to grips with some truths which are not relished in our capitalistic society. Many high industrial executives have private views which they would not for a moment think of publishing. Some economists and a sprinkling of association officials have similar views. For the time being, however, they all prefer with few exceptions, to keep these ideas to themselves. But if the demand for a real show-down grows, perhaps our next economic survey may prove quite sound, yet frank enough to do us real good.

COMMODITIES DECLINING.

A sharp rise in the weekly business index, with all but the steel series advancing, contrasted with another sinking spell in commodity prices during the week. The quarter begins, therefore, with a continuation of the rather spotty movements in industry and trade which have characterized the course of business since the beginning of the year. However, the net result is a slow trend upward.

Further weakness in wholesale commodity prices has brought the Annalist weekly index down to 107.7, with only the miscellaneous list showing an advance and the chemical group standing unchanged. Fuels, building materials and food products are showing decline but are still well out of line with the average. The so-called "sensitive prices" reacted last week after their former advance.

Failure to get the recent steel advance on bars, shapes and plates to hold may mean, it is said, a reduction in wages. Such action would probably be followed by a great many employers, who, if unconvinced themselves of its desirability, may give in to the strong banking pressure being exerted

to this end. The argument is being advanced that part-time work means a reduction, even though rates are maintained. At the same time no assurance can be given, of course, that part-time schedules will be replaced by full-time operations under lower scales.

In the key lines of industry, steel operations have receded, automobile manufacture continues cautious and building activity has expanded. Building contract awards last month on a daily basis ran 33 per cent. ahead of those in February, which exceeded by a large margin the usual seasonal increase. The total, however, was 19 per cent under a year ago.

HARSH CREDIT TREATMENT.

Besides the shuffling around of retail customers from one store to another, due to unusual circumstances, it seems worth while to call attention to the changes which may be wrought by crude collection methods. Instances have recently been heard of which indicate that many stores may regret their harsh treatment of those who were favored clients not so long ago.

Some accounts are "slow" just now because the debtors can find no possible way of making prompt payment. Perhaps a few are using the depression as an excuse and could meet their bills. Another small group may be holding up payments when by possible economies they could discharge their obligations.

It is evident, however, that the stores which intend to stay in business and promote trade when good times return might very well adapt their treatment of debtors to the circumstances indicated. When it is discovered that the customer cannot pay, possibly that fact should be accepted with good grace. Where it is shown that the customer might pay if reasonable economies were practiced, then something along the instalment plan might be tactfully suggested. If the depression is used merely as an excuse, then firmer tactics would be warranted.

Of course, the pressure on some stores from their own creditors is severe and this pressure is to be found in an exaggerated form right back through the manufacturing divisions. Credit was too "loose" once and there is little question but what it is too "tight" now, and for little reason in many cases. A little better judgment, and certainly a little better understanding all around, would do no harm.

WORKING WITHIN THE LAW.

A new trade institute was launched during the week and the announcement emphasized that all its activities would be in full accord with the legal decisions governing such co-operative enterprises. This organization apparently found plenty of scope within the law to carry out educational and other steps looking toward the welfare and improvement of the industry.

One might suppose that the same expression would cover all trade groups, and yet it is evident from the increasing number of organizations which are alleged to have run foul of the law that the memberships had other purposes in view and sought arbitrary controls instead of those which

very properly might be set up through education and the imparting of accurate information on market conditions and approved distributive, manufacturing and financial practice.

As even the technicians in anti-trust laws admit, industry is permitted and even encouraged to gather and distribute data on its operations. There is no law which stands in the way of discussion of costs and marketing procedure. On the other hand, many "experts" have proffered their services on the basis of being able to "get around the law" and set up those arbitrary controls which the law forbids.

It will therefore be interesting to watch how the newest institute development works out, but, even before the results are known, it can be accepted with full confidence that an organization which undertakes in every possible legal way to promote the efficiency of its industry will far exceed the accomplishments of a group which attempts artificial "stabilization."

SEEING BY TOUCH.

The extent to which a blind person of any age is able to make his or her other senses, especially those of touch and hearing, take the place of sight, is a never-ending marvel to persons who can see. But there are many objects which even a highly developed sense of touch cannot reveal to a blind person—skyscrapers, for instance. To overcome this obstacle toy models of such things have been provided, although in a limited way. It is now promised to enlarge this kind of assistance by "showing" objects of many sorts in miniature to children and adults throughout the country.

The plan is explained by Robert B. Irwin, executive director of the American Foundation for the Blind and chairman of the committee which is making arrangements for the world conference on work for the blind. Mr. Irwin himself has been blind ever since he was five years old.

As a result of the co-operation of several organizations small models of objects ranging from huge buildings and street cars to cows will be manufactured and exhibited, so that the blind will be enabled to "see" the world by touch. It is hoped to keep in museums permanent exhibits of such models which may be borrowed by schools for the blind.

In Vienna at the Jewish Institute for the Blind, of which Dr. Siegfried Altmann is director, there is a miniature ocean harbor, with lighthouse, fishing boats, cranes for unloading freight and replicas of other objects characteristic of the docks of a busy seaport. Even a person in full possession of his sight would enjoy an exhibit like this.

DRY GOODS CONDITIONS.

Following the holiday, retail trade fell back during the past week to a lower level, even in sections which were not disturbed by unusual weather conditions. The recession, however, was a little different from that expected, because sales of ready-to-wear and accessories brought fairly good response. Home furnishing lines were quieter, particularly in bulk goods. However,

store volume is still running ahead of a year ago, since the dollar volume has not dropped to the same extent as prices have been lowered.

The preliminary report on department store sales for March was about in line with expectations. The total reported by the Federal Reserve Board for the country as a whole declined 3 per cent. under sales for the same month last year. The comparisons were very spotty, ranging from an increase of 7 per cent. in the Richmond Reserve area to a reduction of 15 per cent. in the Dallas district. Only two other districts enjoyed increases, those of Boston and Minneapolis, both of which obtained gains of 5 per cent.

Additional effects from the distribution of loans to veterans on their insurance are reported, now that these payments are mounting. The men's wear retailers describe a more active demand for clothing and furnishings.

There was more activity in the wholesale merchandise markets during the week, but the level of operations left plenty of room for improvement. The number of buyers on hand is expected to increase materially this week.

DIAMONDS IN "THE ROUGH."

Word from London, Antwerp and South Africa indicates trouble in the ranks of the diamond dealers, cutters and miners, with Antwerp gem workers threatening to throw \$75,000,000 worth of diamonds on the market in answer to the recently raised South African bar against supplying the gems to European markets.

"Diamond wars" have not been unknown in the past, but in recent years the South African government, acting with the owners of the most important diamond fields, has kept the trade well stabilized. This has been possible because South Africa has a virtual monopoly on the world's diamond supplies and co-operative restriction of output has kept the price level within bounds. The present trouble arises from the failure of one mine to observe the restrictions, and apparently those handling the reins of the combine believe that the European merchants had some part in it.

The "war," however, even if it comes, will probably be of short duration. The producers' monopoly is nearly enough complete to choke off rebellion in short order. But meanwhile there would be fuss and flurry in many a Maiden Lane.

We have all the necessary factors for employment and prosperity, namely, materials, machinery, money and men—let us properly organize and distribute them. Those in possession of earth's goods must as a body shoulder the duty and responsibility of giving to non-owners access to their goods at such reasonable terms and through such accessible arrangements that they will have at their disposal at least the minimum of material goods to enable them to preserve their lives, to exercise their faculties and develop their persons.

The function of youth is to be young in fact, and the function of age is to be young in spirit.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last week's Out Around took me to Fremont, which it is-always a pleasure to visit. I found every merchant on whom I called in a pleasant frame of mind, due to the satisfactory patronage he had enjoyed during the winter months and the pleasing prospect which confronts the retail merchant for the coming summer. This condition is, of course, due largely to the superior market afforded the farmers for nearly everything they can grow by the Fremont Canning Co., which is one of the outstanding institutions of its kind in the State.

Dan Gerber, Vice-President of the above named company, has returned from a seven weeks trip to the Pacific coast and on Monday of this week Frank Gerber, President of the corporation, left for a two month's stay in Paris. He sailed from New York Tuesday on the Leviathan for Cherbourg.

Although Mr. Gerber was very busy getting ready to take his usual summer trip to Europe, he dropped his work for a few minutes to review the chief events of a trip he and his wife took to the canal zone nineteen years ago. I happened to be on the same boat, both going and coming, and we happened to stop at the same hotels at the same time, so we saw much of each other. We both recalled the papaya which was served as an appetizer at breakfast at the hotels on both sides of the isthmus. He said he did not meet the article again until he visited Honolulu a few years ago. Mr. Gerber has done so much traveling in foreign lands of late years that there are only about two places left which he has not visited—the North and South Poles. He has developed into a confirmed globe trotter. I presume his son will soon follow in the father's footsteps.

John Haveman, who has conducted a grocery store at Bishop for the past seventeen years, has sold his stock and store building to James Meyer, of Grand Rapids, who will continue the business. Mr. Haveman will remove to Grand Rapids and reside at 612 West Burton street. He will devote the summer to rest and recreation, both of which he deserves after so long a period behind the counter.

C. L. Turner, who conducts the grocery store on the hill at Newaygo, has been off the active list for about six months. His affliction is due to pain and swelling in the left arm, which has been almost unbearable at times. Medical doctors attributed his trouble to neuritis, but it is now evident that his trouble originated in the spine, for which he is receiving treatment and is gradually recovering. The store has been managed in the meantime by Mrs. Turner, who has kept everything in apple pie order. Not many grocers' wives could take up the duties of store manager and carry on as successfully as she has done.

As an instance of how the "co-op" plans put in force in some localities work to the loss and annoyance of the farmer I can point to the unfortunate experience those cherry growers of Oceana county are now confronted with who signed the ten year contract of the "co-op." The contract provided that the growers were to be paid for the fruit they furnished for canning when the canned cherries were sold. All canneries conducted under private ownership pay for the fruit they can the day it is delivered to the cannery, but in this case the canned cherries put up at Shelby under Government auspices are still in the warehouse, unsold, and apparently not likely to find a market for months to come. As a result, the growers who need the \$59,500 coming to them from last year's crop are now without funds to pay for fertilizer, spraying materials and to finance their pickers two or three months hence. The situation is deplorable, to say the least, and the depression of the farmers who are being victimized by Uncle Sam under the guise of exploiters of the nth degree is intensified by the realization that they are tied up to a ten year contract from which they cannot extricate themselves.

This appears to be the universal experience of farmers who listen to the siren voice of the exploiter who masquerades under the magic name of "co-op," which has come to be a pretty good synonym for disappointment and disaster. I am sorry I cannot get this message to the eyes and ears of more farmers who might otherwise sign the ten year contracts which prove disastrous to all growers who place any reliance on the plausible promises held out by the leaders of this unfortunate feature of Governmental merchandising.

I hold no brief for Kroger or any other chain institution, but I must certainly concede that the new management is going to pull that organization out of the mud in which it wallowed under the infamous regime of Kroger and Albers. When Mr. Morrill took hold of the filthy mess which confronted him he said he would work order out of chaos and he has already succeeded in accomplishing his undertaking to a marked degree. Short weight, short count, short measure and short change are things of the past and inferior food products have been relegated to the background. The common stock, which was marketed originally at 132, had dropped to 15½ when Mr. Morrill took hold. It has since advanced to 31½, with every prospect of further advances, which demonstrates how quickly decent merchandising methods find a ready response in the stock market, no matter whether the organization is independent or chain. I do not advise my friends to acquire stock in the Kroger company, because the Morrill regime has not been in the saddle long enough to demonstrate whether the present policy will prove to be profitable. The present policy is the antithesis of the wretchedly dishonest policies of Kroger and Albers which made them so obnoxious to all honest men. I have

positive assurance that word has gone to all the buyers of the corporation that they are absolutely forbidden to purchase culls, seconds, cracks and dirties hereafter. This is as it should be.

Mention was made two weeks ago of the serious illness of Mrs. L. J. Koster, wife of the veteran dry goods salesman, at Grand Haven. Mrs. Koster died suddenly Wednesday evening of last week. The funeral was held at the Presbyterian church Saturday afternoon. The following remarkable tribute to the deceased was published by the Grand Haven Daily Tribune:

It is given to some more than others in life to make their presence felt in their community. Their lives are linked inseparably with the lives of those among whom they dwell. Theirs is the labor of love which carries forward through the years with quickened interest and unflinching enthusiasm. It is their example, their leadership, sometimes, and at any rate, their zeal which inspires others to labor and which keeps burning the torch of light in all good things. And when they fold their hands, their labor done, the work to which they gave with unstinted measure, does not cease, but rather goes forward under the guidance of a noble spirit.

Grand Haven has lost much in the passing of Mrs. Louis J. Koster. But we who have known her in life have gained much through the memory she has left to us—a legacy to this, her community, which is far and above any attempt to estimate. Her place in our lives cannot be filled. There is to-day that void in our community life, our church life, our social life, which can be filled only by our memory of the brave and joyous soul who dwelt among us.

Many of us have known her always, it seems. She lived in Grand Haven practically all of her life and since girlhood she has been active in many phases of our lives. Some knew her best as a worker in her church—the historic old Presbyterian Church. There her labors never ceased. As a girl she began and through her life she continued unflinching, continually, zealously—chorister, organist, leader, social worker. No one was ever more faithful to a trust than she.

To some her memory as a musician will remain always. For years nothing of musical nature in this community has been without her interest, her support, her help. She loved music. She understood music. Her conception of the best in it was deep and true. It was her great love, the outlet for her inner being, the loosening of the thongs of emotion. Hers was a God-given gift. She played, she sang, she helped and inspired others. Of that gift she gave freely, cheerfully always, her only compensation being the joy of service. In the church, in the concert, in the homes of the people of this community she shared that divine blessing of harmony of sound—at weddings, among those she loved, she played often the majestic strains of festal music. In the happy gathering of old friends she played the old songs. In musical festivals she added her part always cheerfully and happily. And often, with heart-strings torn with grief in the loss of old friends, she played the music of mourning through her tears.

One cannot think of this woman who lived always among us, without the conviction that she was not of the ordinary. She had a place of her own among us, a place as distinctive as a lone tree upon a prairie. And now that she is gone we, who have always been among her friends, will realize, as time goes on, how much we miss her, how great is the void she left.

We will not, we cannot, we do not

wish to forget her. Hers is the kind of spirit which remains long among those she loved in life. And it is well, because hers is the firm, the shining spirit we must have always with us to make us useful and to keep us brave.

J. C. Beukema, Secretary-Manager of the Greater Muskegon Chamber of Commerce, writes me as follows regarding the gradual improvement in manufacturing conditions in our good neighbor on the lake shore:

"I note your reference to the Alaska Refrigerator Co. The company has made further increases in its force, so that at the present time it is employing over 700 men. The bulk of the production is cabinets for electric units, primarily Norge and Copeland units. Norge has also opened an assembly plant in the Alaska factory which is employing twenty-three men."

E. A. Stowe.

Corporations Wound Up.

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

C. W. Gill Lumber Co., Ann Arbor.
Good Health Restaurants, Inc., Battle Creek.
A. Farah & Co., Flint.
Cooper Bessemer Corp., Mt. Pleasant.
Black Monument Co., Grand Rapids.
William M. Perrett & Co., Detroit.
B. P. Van Court Co., Inc., Detroit.
Centerline Land Co., Hamtramck.
Cambridge Corp., Detroit.
Best Store Fixture Mfg. Co., Detroit.
Baxters Clothes Shop, Detroit.
Shur and Sons, Inc., Detroit.
Beacon Shoe Co., Grand Rapids.
South Perry Battery Shop, Pontiac.
Elliott-Bradley, Inc., Battle Creek.
Mitzi Frocks, Inc., Detroit.
S. R. Turner, Inc., Detroit.
Peter White Land Co., Ltd., Marquette.
Yellow and Black, Inc., Detroit.

Men's Wear Orders Gain Sharply.

A sharp increase in the number of orders for men's clothing and furnishings has taken pace. With favorable weather beginning to stimulate retail sales, resident offices expect a steady volume of orders for Spring merchandise. Topcoats and suits are now moving freely and purchases of furnishings continue at a steady pace, it was said. Pajamas, shirts and neckwear are being bought in liberal quantities with hosiery and novelties also receiving a fair share of attention.

A Working Basis.

Work when you work
With heart and soul;
Shirk? Then you shirk
If on parole;
Remember this:
Any game—
Work or play
Works the same
Any day.

Man be a man
And one beats none;
Eden began
With only one;
Remember this:
That meanwhile
You shall see
With a smile
Mastery

Live as you live
Yes! Day by day;
Get for you give
It works that way;
Remember this:
Then your books
Will show gain
Just like brooks
After rain.

Rise always rise
To tote your load;
Skies still are skies
On any road;
Remember this:

Not a star
Runs your train;
Milestones are
Where you gain.
Charles A. Heath.

HAVE YOU MUCH TO GAIN

By Incorporating Your Business at the Beginning?

The form of business ownership used may make a great deal of difference in regard to the methods that it is best to use in conducting a business. There are three general forms of ownership, the individual, the partnership and corporate. To illustrate the three let us assume an imaginary case.

A man starts a retail business. He is sole owner and is the only one who invests money. He has been drawing a salary of \$75 a week up to the time he starts in business, but he decides that it will be better to get along with \$40 a week now and leave the rest in the business that it may have more working capital. Being a good business man he keeps a record of this \$35 a week which he is virtually putting into the business in cash and charges it up to the capital account.

He has a couple of grown sons who have been working in the meat business and whom he persuades to come to work for him. They also agree to work for less money than they have been receiving, but the father wishes to protect them so he keeps a record of the difference between what he pays them and what they earn and every six months gives them his personal note at 6 per cent. interest for the difference that has accrued during the past six months. He still continues to hold the entire ownership and to assume all the responsibilities and liabilities but he holds the interest and loyalty of his sons through verbal agreements that as soon as the business shows the necessary profit and growth he will not only pay off the notes, but will lend each enough money so he can start a store of his own.

If the business grows and prospers the plan is carried out and though each of the three stores is individually owned there is a high degree of co-operation between them. But suppose the business does not grow and prosper as expected. Suppose it is forced into bankruptcy. In that case the sons hold notes which make them creditors.

Now suppose that instead of giving his sons notes, he gives them shares in the business. They are made partners. If the business grows and prospers and each son is made the manager of a branch store and these stores grow and prosper all goes well. Suppose, however, that one store fails and the assets of the other stores are not great enough to meet the liabilities of the store that failed. Then the father and both of his sons lose all that they have.

Let us suppose still further that one of the sons marries before the branch stores are opened. His father-in-law takes a great liking to him and remembers him in his will to the extent of \$10,000. With this capital, this son decides that he will not wait for his father's business to grow and prosper to the point where other stores can be opened, but will start a business of his own.

If he holds his father's notes, but cannot collect them at the time he need not worry. Suppose, however,

that he has been taken into partnership. Neither his brother nor his father can buy his interest and they do not want that interest in the business sold to anyone else, so the son decides to let things stand as they are. He does not even bother to sell his share and take notes for it.

He starts his business and pays practically no attention to his father's business. Now it happens that this son has more business ability than any other member of the family. His business grows and prospers, but his father and brother make a poorer and poorer showing and are finally forced into bankruptcy. Then the prosperous son learns to his sorrow that he is liable for all the obligations of his father's business even though he has not been taking an active part in its management. He may be able to pay all the creditors, but it strains his resources and for a number of years to come he does business under a serious handicap. He may not be able to pay the creditors or to satisfy them with notes and he finds that his business is thrown into bankruptcy.

It is just such cases as these that show the disadvantages of partnerships. It is easy to get in but it is often very hard to get out with a whole skin. More than one employee has been taken into partnership by an employer only to learn when it is too late that it has proved a disaster. Yet when these pitfalls are avoided individual ownership and even partnerships may prove advantageous in many ways.

At the very start, however, there should be written agreements drawn up that indicate the functions and activities of each partner and his share in the earnings of the business. Neither individual ownership nor partnerships serve satisfactorily when the business grows to great size. One of the handicaps to the individual ownership or partnership plan is the difficulty in financing when the business becomes large.

No wise investor is going to put his money into a partnership and become a partner unless he has an active part in the management. He may not be willing to lend his money on notes, because of the risk, and also because the returns are not sufficiently great. By sagaciously buying and selling absolutely sound bonds that have a ready market, he can make his money earn more for him and risk less.

Because of such facts as these the corporate form of business ownership developed. The individual owner is liable for all the obligations of the business. All his resources may be called upon to meet these obligations. Therefore, to guard against being left penniless, he places some of his property in his wife's name and some perhaps in the names of some of his children. If he continues on good terms with them and the business fails he may be taken care of. However, if his wife secures a divorce and his children are estranged just before his business fails he is certainly out of luck.

In a partnership, there may be three partners. One is skilled in building sales volume, the second is an expert accountant and financial man, the third is clever at organizing and getting the very best results from employees. As

long as these three partners are doing business together, the business grows and prospers. It grows to large size. One of the men die. The other two decide to buy his share in the business from his estate. They go on doing business but net profits fall off. Eventually there are no profits and in the end a receiver is placed in charge. The two remaining partners, never suspecting they would meet with business reverses, have not thought of concealing any of their personal assets and in order to pay the creditors all it is possible to pay them, these two men are left practically penniless. Perhaps they are too old and the shock too great for them to make a new start.

The corporate form of ownership is necessary where there are many owners of the business who do not desire to take an active part in its management. The corporation is chartered for certain definite purposes. People who invest money in the corporation know that the money cannot be legally used for any other purpose than that for which the corporation is chartered.

Suppose that the corporation is chartered to carry on a retail meat business and the management, seeing a good opportunity to buy some real estate that later may serve as excellent sites for future stores, decides to buy it for the corporation. It further decides to do some building and the like. Now the charter definitely states that the corporation is to engage in the business of buying and selling meat products at retail. When other enterprises are engaged in some of the stockholders get together and

protest. If it is found that any concerns have extended credit to the corporation to be used for purposes other than those provided for in the charter these concerns find that they cannot collect. At least they are going to experience a great deal of trouble in collecting.

A corporation is what is termed an artificial person created for certain definite and defined purposes. Those who invest money in a corporation are liable only to the extent of their investment. That is, if a corporation fails, the stockholders may lose that money they have invested but they do not lose any other money that they have. The stocks and bonds may be bought and sold without trouble. If the corporation is a large one and the stocks and bonds are listed on the stock exchanges there is constant trading in them, a market price is established and any owner can sell all or any part of his interest at the going price for the stocks or bonds at any time.

This last, however, is not true in the case of a small corporation and it may not be any easier to sell the stock of such a small corporation than it is a partnership in a business of equal size except that the stock has the advantage of carrying with it less liability than a partnership does. However, in the case of a small corporation the stockholders are necessarily few in number and often it is just as necessary to take an active and close interest in the business as it is when one is in partnership. The only possible advantage lies in the limited lia-

Build up your goodwill with the big red heart!

Buy Michigan-grown vegetables and fruits... packed in Michigan. Hart Brand has made money for Michigan grocers for 40 years.

W. R. Roach & Co.
Grand Rapids



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WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

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GRAND RAPIDS, MICHIGAN

bility of the owners and sometimes this proves a disadvantage rather than an advantage because it curtails the credit that the business enjoys.

The form of ownership adopted, therefore, requires very careful attention. In one case one form will prove the best and in another case another form. It depends largely upon conditions. Only when the business is large is it obvious that the corporate form is the only proper form to use and even then there is the problem of determining just what forms of stocks and bonds will be issued and what proportion of each. J. E. Bullard.

Food Consumption Per Capita Shows Decline For 1930.

Substantial changes in per capita food consumption, allegedly downward, have accompanied the business depression in the last year, but it is too early to estimate whether the reductions and shifts from one food to another will be permanent or temporary, according to an oral statement April 8 by Dr. O. E. Baker, of the Bureau of Agricultural Economics of the Department of Agriculture.

There were material declines in consumption of dairy products, meats, and certain fruits and vegetables. Increases in some fruits and vegetables, however, maintained the total for these products at about a stationary level.

The consumption of flour, a comparatively cheap food, which might have been expected to increase in view of conditions, was stationary, Dr. Baker added.

There is no evidence, except in the cases of meat and dairy products, of a trend toward a cheaper diet, Dr. Baker said.

Dr. Baker also gave the following information:

There appeared to have been a decline of a few per cent. in the total energy value, or calories, of food consumed per capita last year, below the level of 1929. The four chief food groups are flours, sugars, dairy products and meats, which constitute roughly three-fourths of the diet of the American people. Flour consumption in the fiscal year 1930 was eighty-eight one-hundredths of a barrel per capita. In the fiscal year 1929, it was eighty-nine one-hundredths.

The decline in butter consumption, according to a preliminary figures, is estimated at 2 per cent. per capita; cheese declined about 3 per cent. and condensed and evaporated milk about 6 per cent. Considered in terms of milk, these declines would constitute about a 2½ per cent. reduction in milk used.

Fluid milk consumption ordinarily followed about the same trend as other dairy products and the probabilities are that it also declined about 2½ per cent.

Meat consumption in 1929 was 136.8 pounds per capita. The preliminary figures for 1930 is 131.7 pounds. This reduction took place mostly in pork and pork products and probably is ascribed to a considerable extent to supply factors.

Per capita consumption of potatoes also declined slightly.

In the case of a previous sharp shift in the diet of the American people, which took place during the World War, flour consumption dropped very sharply and it never has regained its previous level, indicating that a change in food habits at times may become permanent, although caused by factors not associated with the food itself.

In previous business depressions of serious proportions, there have been sharp declines in meat consumption, but the consumption ordinarily has risen again after the depressions ended. Among fruits and vegetables, there were varied trends of consumption last year. Carlot shipments, which are believed to be indicative of consumption, moved up sharply for some products and down for others.

Substantial increases were observed in shipments of tomatoes, green peas, onions and lettuce. Potato shipments were about stationary, sweet potato shipments declined, and cabbage shipments were smaller.

There was a very sharp drop in shipments of oranges but most of the other major fruits including pears, peaches and apples increased.

Changes in dietary habits have a marked effect on the agricultural system and the food industry. It is estimated that a diet high in meat requires a very large acreage in farm land, whereas one consisting mostly of vegetables and plant products requires a small acreage.

It now requires more than two acres of crops to feed the average American one year but only one acre to feed an average German, one-half an acre to feed a Chinese and one-fourth of an acre to feed a Japanese. The differences are due largely to the difference in diet, except that the difference between China and Japan is caused by higher crop yields in Japan.

We Must Deal With Things As They Are.

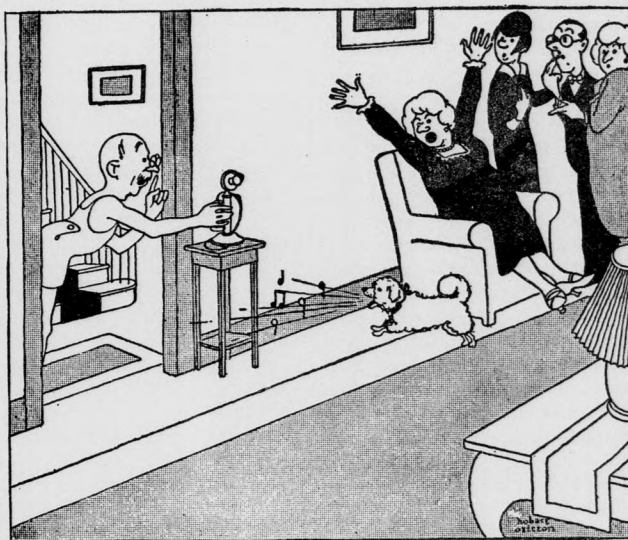
The average dollar sales of large distributors—chains and department stores—in the first quarter of 1931 were about 8½ per cent. less than in the corresponding quarter of 1930, indicating, on the basis of quantity of goods handled, a gain of something like 5 per cent. This significant fact is not always allowed for in reading current earning statements, a circumstance which sometimes leads to mistaken estimates of what is being accomplished by sales promotion efforts. In other words, as has been frequently pointed out, business men have difficulty in accommodating their thinking as well as their operations to the new price levels. In the earlier phases of the slump they were misled by relating their statistics to the peak figures of an abnormally prosperous period. Their difficulty now lies in realizing that deflated prices are characteristic of ordinary conditions. This difficulty is due in large measure to the extraordinarily low prices of comparatively few raw materials like rubber, cotton, and grains, the natural assumption being that from the levels reached by them there is bound to be a sharp rise. This rally, when it comes, will have the effect, of course, of raising the

average of commodity prices. It is doubtful, however, that other commodities will long prove susceptible to the sympathetic influence of such a movement. Nothing in the history of prices following war inflation warrants expectation of any marked advance in the general level. The soundest plans for the future are those which are based on adjustments to existing price conditions. Fighting unmistakable trends or waiting for a change of which

there is little likelihood is pretty sure to deplete resources without benefit or to push aside opportunities which may not come again. We must deal with things as they are, not as we would prefer to have them.

If your ideal is to get the greatest amount of pay for the least possible amount of work, you will lose out on the pay end, though you may succeed on the work end.

MICHIGAN BELL TELEPHONE Co.



They ordered an Extension Telephone the next day

Another social tragedy took place when the Weems's had dinner guests the other night. Mr. Weems, whose dark suit was at the cleaner's, made a desperate effort to get at the only telephone in the house.

And of course, Rollo, the vigilant poodle, at once

spotted him in the act!

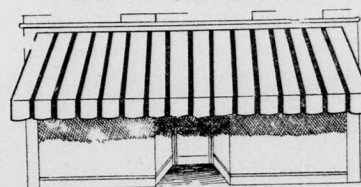
Mr. Weems ordered an extension telephone for the bedroom next day. ***It costs him less than 3 cents a day.***

To order an extension telephone, just call the Telephone Business Office.



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Now



Estimates
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Grand Rapids, Mich.

FINANCIAL

Reasoning That Market Is Right Has Dangers.

Divorcing the news on business from pulsations of the stock market is a step necessary to keep sentiment running true, but in this country the delicate separation has no Reno.

So stock minded is this Nation that it instinctively measures industry's rise and fall by the market's movements. Wall Street is the worst offender of all. Traveling toward New York from any point you find the temptation more and more difficult to resist. When you land in this metropolitan area you succumb entirely, unless you possess a rare independence for you find the views on business inexorably mixed with the market. Here the tick of the ticker is what gives the ordinary citizen his views on business.

That a close relation exists between the state of the country's business health and pulsations of the stock market nobody will deny, but when you treat the two without distinction you meet trouble. They should be separated. We do not seem to understand how to think of one without thinking of the other.

Unfortunately this method of measuring business very often misleads men into unwarranted depths of despondency or unwarranted heights of hopefulness. And who can deny that in December a chaotic stock market exaggerated the gloom immediately ahead in business? Or that the wild stock advance of September, 1929, exaggerated the cheerful prospects?

Knowing all these things sensible men should make mental distinctions between the movements in business and those in stock prices. Until men in this country learn how to look at industry independent of all its market sideshows we must expect to suffer the tolls of these meaningless swings in sentiment from extreme optimism to pessimism.

Let the stock market move upward consistently as it did through February, and the sentiment of commentators waxes warm in geometric proportion. That other influences than business affect market movements seem not to occur to anybody. Reasoning that the market must be right, they build hopes. Let the stock market drift downward, as it has since early March, the optimists turn pessimists.

Even a day's upswing in prices prompted by short covering sometimes pierces the Wall Street clouds like a ray of sunshine and makes stupid children the country over believe that all is right with the world again.

Paul Willard Garrett.
[Copyrighted, 1931.]

Will Market Reach 1930 Lows?

A popular question that defies intelligent reply these days is: Will the market get back to its December lows?

Now the simple truth is that the market in stocks never behaves as a unit at this stage of depression. Stocks move in small groups each sensitive in the extreme to immediate prospects. Like the last phases of a bull market the concluding months of a bear movement are marked by intense diversity in the fluctuation of individual securi-

ties. Not so in between the two extremes. Then stocks move up and down in greater uniformity.

It is not so difficult to formulate forecasts in answer to this query if you break the market into its major component parts. Railroad stocks are nearly down to their December lows now. A few points more of decline would put them under. Pessimists for the immediate future need no great courage to venture a prediction that the rails will reach their December lows. Industrial stocks have greater distance to cover to find their way back to the December 16 lows. They must on the average drop 13 points more, from 126.1 to 112.9. Presumably the best method to employ in formulating the answer for these stocks is to make a forecast on business. Those who foresee a declining trend in business from this point on will admit the possibility of a repetition of the December lows for industrials. Those who entertain the belief that industry is at its bottom in this depression now will not accept that view.

Most baffling of all is the utility group. Nearly a 40 point decline is necessary to carry utility stocks down from their present level around 184 to their December low of 146. These descriptions throughout the bear market to date have resisted decline better than any other group. They are the most popular of all with investors. Unless the 1931 outlook in utilities is less favorable than commonly supposed it would require a more violent adjustment in the market to restore the 1930 low in utility stocks than in any other major department.

But even a generalization on the performance of major stock groups is misleading. For within each of these major divisions are individual exceptions of striking importance. Already numerous industrial issues have fallen under 1930 lows. So with others. Investors nowadays must examine not only the group but the individual company for any reliable prediction on the market of months before us.

When things are going well companies make money despite their own mistakes. Badly managed enterprises find themselves carried along with the tide. In times of deep depression that is not so. Consequently wise prophets will restrict their predictions more carefully than usual to particular situations. Paul Willard Garrett.

[Copyrighted, 1931.]

More Utility Bonds Becoming Available as Legals.

World investors in America's corporate bonds are abandoning an old love for a new if we may judge their intentions by the way they have been shifting recently from rails to utility descriptions.

Down through the years American railroad bonds have been the favorite investment instrumentality everywhere for conservative institutions and individuals. For these premier obligations investors were willing to pay a fancy price. Separate our corporate bonds into classes and you will find that everything else being equal investors always paid more for railroad bonds than for public utilities and more for public utilities than industrials.

Some time ago the popularity of the rails began to wane and that of utilities to grow. But the price tag on the typical railroad bond has been consistently higher than that on the utility bond.

Through a steady fall in railroad bonds in the last two months, and a simultaneous rise in utility bonds this historic gap between the two has been finally eliminated. You may now purchase in the open market a group of representative railroad obligations as cheaply as a corresponding list of

utilities. Or, to put it the other way around, you must now pay as much for a utility bond as a railroad issue.

This unprecedented reversal in the market for railroad bonds is giving some people the impression that our \$11,000,000,000 investment in railroad obligations in this country is in jeopardy. That is not the case at all. What is now happening reflects no abandonment of railroad bonds. It reveals intelligent discrimination. It indicates that the time has passed when investors will pay a fancy price for a

We are pleased to announce the
appointment of

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as Resident Manager of our
Grand Rapids Office

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oldest and largest financial house, offering every service conforming with sound banking practice, and bringing these services almost to the customer's doorstep

**OLD KENT
BANK**

2 Downtown Offices
12 Community Offices



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SOLVE
YOUR
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PROBLEMS

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**PETTER,
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Investment Bankers and Brokers
Grand Rapids Muskegon

bond simply for the satisfaction of knowing that it is backed by a railroad.

Instead they have come to regard railroad and utility bonds in the same category. In time an increasing number of utility bonds will become legal for savings bank investments and that too will tend to remove a remaining advantage that the older class enjoys over the new.

Paul Willard Garrett.
[Copyrighted, 1931.]

Suggests Time Is Ripe to Salt Away Funds.

Agreement on the lowest net interest rate in history for New York's new financing of similar character has an importance in these times far greater than the \$34,975,000 contract it represents between State and bankers.

It lies in the happy combination of forces making for a recovery that meet when Controller Tremaine says that the Empire State is willing to borrow to promote public works, and when such bankers as the Bancamerica-Blair Corporation offer exceedingly cheap money to carry out the program. The rate, 3.46 per cent., tells the story.

At so favorable a rate the State can afford to push its construction program just when employment relief is most needed. In turn the bankers open another channel to investors for the employment of idle funds where at a minimum risk they can promote the desired revival.

No medicine is more potent in deep depression than vigorous injections of money through expansion in public works. But conditions often make the treatment difficult. Sometimes the Government, State or municipality finds it cannot launch a construction program in the face of high interest rates. Sometimes investors are in no mood to buy premier descriptions. Yesterday's operation leaves no doubt of the situation now. Lenders are in a mood to put their funds into quality bonds in any of these categories.

Apparently we are returning to old principles. So fancy a bid by bankers requires courage and forecasting ability in a country that not long ago was indifferent to municipals. The judgment of the successful bidder is backed by Wall Street's shrewdest bankers. With what infinitesimal tools the bankers worked in making their bids is indicated by the shade of difference that separated the successful from the unsuccessful bids.

What better evidence does the investor want that now is a good time to salt away in a gilt-edged bond?

Paul Willard Garrett.
[Copyrighted, 1931.]

Generous Mercantile Spirit Exhibited in Otsego.

Otsego, April 13—The Tradesman has been a wonderful help in my business the past two years. I am sure it proves beneficial to all who read it.

If when on your Out Around trips, you find it convenient I would certainly be glad to have you visit my store. I have intended writing you for some time that you might know what one of your readers is doing or trying to do. I had the honor of attending the Interstate Merchants convention held at the Hotel Sherman, Chicago, which was the nineteenth semi-annual convention of the Interstate Merchants Council,

of which I am proud to be a member. Over 1,800 registered in time for the luncheon on Tuesday. Over eight thousand attended the style show in the evening, Wednesday, which was an innovation in convention proceedings by the wholesale merchants. Merchants were present at the meetings from every state in the Union.

President John McKinley, of Marshall Field & Co., discussed the subject, "Some thoughts for retailers on present day problems." Fred Mann, Sr., of Devils Lake, North Dakota, presented the chain store menace, past and present. One statement was that many wholesalers are limiting the right to sell their products exclusively to the independents, which permits them to meet competition on many nationally known brands. All who listened to Mr. Mann were thrilled to cheers by his account of individual merchants waging a winning fight against the chains. Group meetings were held. Questions were asked and answered by different merchants. Garments shown at the style show were well within a re-sale price range and were the latest in styles. They would add grace to any store.

March 19 I held my spring millinery opening. Had a great many callers. Did a fair business. Gave a pair of silk hose to the one guessing the nearest as to the number of beans in a jar, also gave carnations; made peach blossoms and trimmed my store in pink, white and silver, also windows in white and pink with baskets of peach blossoms.

My millinery and dresses are always exclusive designs and I have trade from far and near on Best knit hosiery. In seven years have had just one pair returned and that was through no fault in the hose. We merchants in Otsego try to do our best by all customers and when we don't please it is not because we don't try.

Mrs. William Palmer.

A Business Man's Philosophy.

Thrift is of two kinds: thrift in the expenditure of money and thrift in the expenditure of effort.

One farmer may be thrifty in his expenditures, may exist on the barest of rations, may live in a shack and may work with tools of the crudest design. He may be the hardest working man in his county. By this method he may squeeze out a substantial competency.

Another farmer may save the choicest vegetables, fruit, fowl and meat for his own table. His house may be attractive and comfortably furnished and he may own a fine automobile to drive over the countryside.

In the expenditure of the product of his energy he may appear to be a spendthrift, in the expenditure of effort, however, he may be a miser.

He does nothing himself that can be done better by a machine. His tools are the most modern he can buy. His aim is to get the maximum out of himself and his investment with a minimum effort.

By directing his thought to the economy of effort and time he enjoys greater income than his laboriously occupied neighbor, and in the end has savings are larger.

William Feather.

Assisting the Pastor.

"Sistah Jones, I've taken' up a collection fo de benefit of our worthy pastah," explained one of the brethren. "You know, he's leavin' us fo' to take a church down in Mobile, and we thought we'd get together and give him a little momentum."

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Established 1860—Incorporated 1865 — Nine Community Branches

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The Measure of a Bank

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GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

GONE TO HIS REWARD.

Death of a Leading Citizen of Hudsonville.

Luther M. Wolf, who has been a leading citizen of Hudsonville for more than forty years, died at his home there Sunday night. He had been in apparently good health when he retired. He was a general merchant in the village many years, having retired a number of years ago. At one time he was president of Hudsonville State Bank. He was a thirty-second degree Mason, a Knight Templar and a life member of Crescent lodge, F. & A. M., Grandville. He also had been active in the I. O. O. F.

Funeral services were held at Hudsonville Congregational church at 2 p. m. Wednesday, under Knight Templar auspices, with burial in Georgetown cemetery. He leaves the widow and one daughter, Mrs. Maude Kelly, of Grand Rapids.

A son of German parentage, L. M. Wolf was born in Cuyahoga county, Ohio, Aug. 28, 1852. For five years after his birth, the family remained on that farm, two miles from Dover Center, and then with goods and chattels they moved to Byron township, Kent county, about fourteen miles South of Grand Rapids.

School? Well, there was something in the name of school at that time in that part of the country, but only that. It was the time when muscle sat at the teacher's desk and when the blue beech was the rod of empire. The school was rarely of long education. The "big boys" often settled the question how long the term should be, and when the master was not too aggressive he was allowed to go on in the rather even tenor of his way. There could be but one outcome and that was that "the schooling didn't amount to anything." Such as it was, however, the boy attended it for two winters and a part of two summers; but a little reading is all he ever got out of his school life. Figures, the usual strong point of country teaching, seem to have been lost sight of; penmanship was woefully neglected; so that the principal interest of that early school life centers around the battle of many a bravely fought field. Not much mental help there for the embryo merchant!

For nearly two years, the family lived in Byron and then removed to Grandville, where, after a two years' stay, they concluded to set up a home in the woods. To-day this would be an easy undertaking, with modern appliances at hand. Then it was "a long pull, a strong pull and a pull altogether," but with a courage belonging only to undaunted hearts, they went into the woods where not a stick had been cut, to clear up the farm and build themselves a home. They succeeded in doing both, and here, in the home his own hands had helped to make, Mr. Wolf lived until he was twenty years old.

This kind of pioneer life is nothing new in this country. It is an old story, from Plymouth Rock to the Golden

Gate, yet it is little less than startling to hear a man talk of these things as being a part of his own life. It takes the tale from the romance to which it belongs and brings it into the realm of fact. It makes a pleasing story to tell of the log cabin embowered in the native forest; to stand in the low doorway and watch the deer as they steal by to drink; to sit at the well-spread table which the woods has helped to supply; but it never seems exactly real until the fact is forced home that this man is telling a part of his own biography.

The life on the home-farm was over at 20, and at Spring Lake for the two following seasons he was found at work, farming still and in winter turning his attention to lumbering. At 22 he was married, and in these days, when the housekeeping of the young couple is expected to begin with all the conveniences and luxuries of the old home, it gives freshness as well as interest to the narrative to know that the young man and his wife took their first meal from a board resting across two kitchen chairs—a fact which serves to endear the past by its hardships and its toils and to encourage those who are waiting to-day to begin housekeeping without a want unsatisfied, to wait no longer.

He lived on that rented farm for six months or more, until spring opened, and then he moved to Hudsonville. A home was the first thing; and, buying a place of twenty acres, he moved on to it. Here a little of his old experience was repeated in clearing up his land, as opportunity presented, in his work as a carpenter and a joiner—a trade he had learned from his father and which he had practiced from boyhood up. So ten years of busy usefulness went by; and in 1887, he embarked in general trade at Hudsonville, making a success of the business from the start. He was in excellent credit with the jobbing trade and was everywhere regarded as a representative merchant in all that the term implies. Disposing of his mercantile business a dozen or so years ago he devoted his time to farming, banking, fire insurance and other useful occupations.

Mr. Wolf was a Mason of forty-seven years' standing and had been an Odd Fellow fifty-six years. He was a member of the Congregational church of Hudsonville, had been clerk of the township for three years and was treasurer of the Hudsonville Creamery Co. He had a fine home of his own, in which he lived with his wife and only daughter, where it is safe to say they do not dine on a table made of a board and two kitchen chairs!

Thus is this life story quickly and briefly told, but there is something else. Not a word so far has been said of those qualities first suggested by the indomitable will-power which enabled him, boy as he was, to shoulder his axe and carve out of the forest a home which he helped to make blossom like the rose. It is, literally, a self-making not often seen. Most lives can speak kindly of the school which does something for the childhood which stands at its knee to learn; but not his. What he knew he learned outside, from

that hardest of schoolmasters—experience. It sometimes happens that hard work will lighten a little the burden her children carry. This man had a hard row to hoe from the first, and he hoed every hill himself; and to-day, as we stop for a moment to look back upon what he did, the word of encouragement he was ready to shout to others who were bending to their work is simply this: "There never yet was a row with no end to it; and never yet a workman who could not reach it if he would."

Old Time Traveling Salesmen.

Arrangements for the annual reunion of the old time traveling salesmen, to be held at the dining room of the Chamber of Commerce, Saturday, April 25, have been practically completed.

The menu will be as follows:

Celery	Fruit Cocktail	Olives
Chicken with Biscuits		
Mashed Potatoes	Combination Salad	
Cream Corn		
Brown Bread and Rolls		
Brick Ice Cream		

Cake

Coffee

The program will be as follows:

Chairman—Geo. W. McKay.

"America"—All sing.

Invocation—Harry Mayer.

Business Session—Letters from absentees.

Toastmaster—David A. Drummand.

At the Piano—Wm. G. Weil.

Eulogy—Leo A. Caro.

"Youth Laughs" a poem—Charles G. Graham.

Vocal Solo—Robert Weil.

Signs of the Times—Gen. John H. Schouten.

Old Timers—Reminiscences.

"Auld Lang Syne"

Boys That You Know

John Q. Adams.

L. D. Bovee.

John J. Bickle.

A. F. "Archie" Cameron.

Fred A. Castenholtz.

J. Harry Dingman.

Pat F. Delahunt.

Fred J. Hanifin.

Paul Heinzelman.

Howard Ives.

Robert P. Lewis.

L. L. Lozier.

"Jack" Laramy.

James L. Murray.

James J. McMahon.

Geo. H. McNutt.

F. D. Osgood.

Peter Oosting.

L. V. Pilkington.

Milton Reeder.

A. J. Stingle.

E. H. Snow.

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MUTUAL FIRE INSURANCE

New Stock Company Organizations Decrease.

As had been predicted, the year 1930 saw the flow of new capital into the organization of new stock fire insurance companies greatly checked. During the year only ten new companies were projected, as against sixty-one for the preceding year and a round hundred for 1928. The capitalization was also insignificant as compared with the former boom years, when millions of dollars were invested in stock fire insurance in the expectation that former successes in a financial way could be repeated in the control of stock fire companies. More significant is the number of stock companies that have retired from the field. As against the number ten newly organized, twenty are listed as being retired during the year just ended. The larger number were merged or consolidated, while five are listed as going into the hands of receivers. These reductions in number of companies and the corresponding reduction in capitalization will undoubtedly clear the business somewhat as one of the problems confronting stock fire insurance was the number of companies and the amount of capital invested.

With this expansion of capital and companies, the stock fire business shows an increasing dwindling of premium income caused by the business depression, which is countrywide. Added to this decrease of premiums the investment accounts have faced a steadily declining valuation as bond and stock prices in which most of the capital is invested have fallen. Many of the strong stock fire companies have difficulty in maintaining capital and surplus on an even keel. Like many other business ventures, stock fire insurance companies have plenty of troubles under prevailing business conditions. No wonder that capital is seeking other fields which offer greater opportunities for profits than appear in the fire insurance field.

The Arsonist.

Careless people are arsonists in theory if not in practice. Carelessness which so often leads to the destruction of private and public property is but a mild form of arson for someone has to pay these losses. It is but another case where the innocent must suffer with the guilty.

Narrowing the subject down to the real arsonist we see a picture which is anything but beautiful. A person without honor, a sneak and a thief, one who is a menace to society. This type of criminal is only one step above a murderer and oftentimes his plot of arson ends with the burning of some unfortunate victim. Arson is a crime which is most generally discovered and very few who now indulge in this practice escape the iron bars of prison.

Looking at the subject of arson from every angle we find it to be a crime in the true sense of the word. It is a premeditated wrongdoing against the public welfare. Those interested in criminology have discovered that there are several reasons for arson. Chief among these are revenge and a desire to defraud the insurance company. The

latter is in most cases the incentive of the crime. Crooks who steal money by burning their buildings for the insurance, no matter how cunning are detected in nine cases out of ten. Insurance companies hand in hand with the fire marshals are drawing the net so carefully that anything which points to incendiarism rarely escapes their watching eyes. Those in the past who have applied the match for the purpose of securing insurance money have found that in playing with fire they have been burnt. Disgrace for a lifetime and years of imprisonment is always the reward when the guilty one is discovered in this game of swindle.

Getting the Arsonist.

The conviction of 52 arsonists in Illinois last year established a new high record for the division of fire prevention, according to S. L. Legreid, State Fire Marshal. This success, he says, was made in face of the fact that Illinois has experienced its most serious wave of arson during the past two years.

In Illinois, deputy fire marshals investigate all suspicious fires and follow up clues. Community co-operation, through local arson squads, has been helpful in directing the attention of the authorities to cases that might otherwise have been overlooked. The passage of a new arson law containing a sliding scale of penalties making it possible to fit the punishment to the seriousness of the crime, has been of assistance.

All states would do well to follow the example of Illinois. Arson, one of the most despicable of crimes, is likewise one of the most difficult to conquer. The arsonist works most stealthily, and can only be traced by expert investigators. He causes a gigantic annual destruction of property and life. Every time one of his kind is convicted it is, in the fullest sense of the word, a public service.

Glass Trade Holds To Even Pace.

Manufacturing conditions in the flat-glass trade are holding along substantially unchanged lines, with no new developments of note during the week. Distribution is also being maintained at about the same levels. Window glass was in slow movement, with comparatively little increase in demand. Enquiries, however, are more numerous, and have been since the first of the month. Production of window glass continues at the lowest level in recent years and is at a monthly average somewhat below trade requirements. Demand for plate glass, while below normal, continues relatively better than for other flat-glass products.

Stores Getting Ready For National Bedding Week.

A National magazine campaign advertising the third National Better Bedding Week to the consumer is being planned by the Better Bedding Alliance of America to aid stores in putting over this event. The event is scheduled for April 20 to 25, and in addition to the above, stores will be furnished with suggested window displays, direct mail matter and newspaper advertising.

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1931

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

THE CASTE SYSTEM.

Decided Attempt To Fasten It On Michigan.

While Cadillac never lost an opportunity to hit at the population left in the Northern part of what is now Michigan, after the founding of Detroit, it is quite evident that there must have been Frenchmen both at the Soo and Macinac. Unlike both the English and Dutch, the French made every effort to be neighbors to the Indians. They mingled as equals in every way and inter-married, trading with them as equals. Not far from 1721 a company of Frenchmen from the Soo and Macinac made a surprise attack upon the English in the Hudson Bay region and brought home quite a number of brass cannon belonging to the British, which were posted at strategic places in the two places. They were held there until both places were finally surrendered to the English. There has been some question as to whether there were any French settlers in the vicinity of the Soo about 1730. Of course, if such was the case and a lapse of any French settlers occurred, the Soo would lose its claim of being the oldest permanent settlement in Michigan. The only direct claim to a French settlement at that period is based upon the fact that LaLonde and Son built a forty ton schooner above the rapids at the Soo about that time. In the meantime the struggle went forward as to which country should control the beaver trade of that section.

The French took another phase of the contest in 1750 when Governor Jonquerie, of Canada, issued the following document which was ratified by King Louis XV of France, the following year:

"The Chevalier de Repentigny and Captain de Bonne, officers of the French army, desiring to establish a seignory at Sault Sainte Marie, where travelers from neighboring ports may find safe retreat, and where by care and precaution, they may destroy in those parts the trade of the Indians with the English, we make the said Captain de Bonne and the said Chevalier de Repentigny a concession at the Sault, of a tract of land at the portage, six leagues bordering upon the river, by six leagues in depth; to be enjoyed by them, their heirs and assigns forever, by title of fief and signority, with the right of fishing and hunting within the whole of said concession, upon condition of doing homage at the castle of St. Louis in Quebec; and that they may hold said lands by themselves or their tenants, and cause all others to give them up. In default whereof, the same shall be reunited to His Majesty's domain."

This concession is of interest in these days for several reasons. In the first place it was a decided attempt to foist a caste system on what is now Michigan. It was the largest attempt to farm in one great tract which has ever been in the State. It comprised 335 square miles or 214,000 acres.

Captain de Bonne as he came to be known, was a relative of the Governor

of Canada who granted the concession and continued to live in Quebec. De Repentigny was the active partner in the enterprise. It was 1751 before he arrived at the scene and he did little more than prepare for winter. During the winter months he got out the three buildings which were in use with the commencement of winter that year, they were designated as a fort. The enclosure was 110 feet square. The North wall of this fort was on what is now the North line of water street in Sault Ste. Marie. The West wall was about fifty feet East of Brady street.

De Repentigny brought some live stock to his new domain. Among them were a bull, three cows, a yoke of oxen, a horse and a mare. It is quite probable too that two or three young heifers and possibly some smaller animals were among the stock brought in. These were the first live stock in that section of the State and none went from there to other settlers.

It was the policy of the management to protect the settlement as far as possible. To that end all trees within gun shot distance from the fort were cut down. Jean Baptiste Cadotte was installed just outside the fort and placed in charge of all farming operations. De Repentigny spent nearly all his time at the fort until 1755, during which time he perfected the fort and did considerable trading with the Indians.

In 1755, when word came to Sault Ste. Marie that the English had attacked the French at Quebec, De Repentigny gathered all the men who could possibly be spared from the fort and rushed to the scene of conflict. Cadotte was left in full charge. He remained in that position until the English arrived there in 1762 and raised the British Jack where the flag of France had flown.

De Repentigny was from a family of twenty-two sons every one of whom was a soldier in the French army. When the English acquired his concession at Sault Ste. Marie he found himself obliged to sell his rights to British subjects, abandon them or acknowledge English sovereignty, all of which were very repugnant to him. In 1759 he gave his wife full power of attorney with rights to all the benefits derived from the property. In 1773 he sought advancement in the French army as an officer. He never returned to the Soo.

Jean Baptiste Cadote and his heirs held possession in the old name for many years, but finally claimed the whole tract by right of long possession for themselves. This claim led to the longest contested case which has ever been in Michigan courts. Great-grandchildren of De Repentigny secured assignments from De Bonne heirs and succeeded in getting a bill enacted by the United States Congress instructing the district court to hear the claims and decide the rights of all parties to the controversy. In 1861 the district court rendered a decision holding the De Repentigny and De Bonne claims good. This decision was appealed to the Supreme Court of the United States which decided in 1866 against the claimants and the old concession

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

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

CORDUROY TIRE CO.

Grand Rapids, Mich.

was no longer a trouble in Michigan titles.

Alexander Hamilton, who visited the Soo as late as 1762, found Cadotte and wife living in the old fort and holding possession. A. Riley Crittenden.

Some Famous Grocers of a Former Generation.

Nice, France, Feb. 16—I want now to acknowledge more explicitly the nice things you said of me and my grocery knowledge in Out Around January 28, yet I am not sure that what I wrote about coffee was quite ironclad—there are so many differences of opinion. But if anything comes of this, it will be all to the good, for it may stir up some worth while discussion. It is certainly and emphatically true that our grocers do not know their groceries as those of my generation knew them. I knew both Finley Acker and Charley Slack. Slack's was the first high grade store I ever saw. Coming from what was then a country farmers' store, Slack's was a veritable wonderland. My brother-in-law was floorwalker in Slack's later on for about seven months—great experience. I sold Slack our hand-made ginger snaps in 1892-94. For years I got Acker's price list and used much of it in my own advertising—not exactly copying it, but adapting much of it without shame. There were other giants in those days. Otto C. Ericsson, partner of C. Jevne, Chicago, was a master grocer. He was a man of finished education—the kind of education that is never completed, which rounds itself out with acquirement of additional knowledge through life. His knowledge of groceries was such that he could talk for hours in the most entertaining way, using the language of a scholar the while—even as Finley Acker had the air and appearance of a university professor. Hans Jevne, brother of Christ, went to Los Angeles in 1886 and ran the finest store there—one of the two or three finest stores in the world at that—until 1920. He, too, was a giant among men. A notion prevails to-day that such men are not needed in groceries now; also that there is no chance for them to develop. But that is just as mistaken as such an idea that because anybody can to-day know geography better than did Ptolemy—or was it Ptoemy?—there is no room for such geographical students as Ptolemy was. We'll advance from such a fool notion some day again, when grocers will achieve a new conception of the real dignity and capabilities of their calling. Many thanks for clippings from Buckley. His remarks are mighty sound this time. Glad the American Legion responded so promptly. But do I see a disposition in Mr. O'Neil's letter to pass the buck back to me and make me do more work by way of "presenting the matter to the National Executive Committee in Indianapolis next May?" I hope not; for if that were to be the attitude, we might as well let things rest with Uncle Sam. Our idea, you know well, in putting this up to the Legion was to give it the chance to do something—to put this into practical execution. Since that was written to you, we have seen one toy souvenir hereabouts which is a case in point. It is grotesque character dolls, men, women, boys, girls of the peasants of France, made out of big pine cones. The cones are dipped in color, so they work into peasant skirts or petticoats or coats, heads are fitted and legs and feet, then they are dressed appropriately. There are all of a million cones produced each year in the Yosemite alone of such quality and variety of size as would work up into just such things, saleable for 15c to \$5 if made as our boys could make them. Those cones are to be had for the gathering. My wife and I got together about 35 giants, all in fine condition, one one drive last summer. The Legion must

follow this through—clear through—to make it an actuality and effective for real good. Ideas must be gathered and developed so the disabled veterans can have range on which to work. Many Americans would be glad to take part in such development, to assist with suggestions from everywhere. We should be more than glad. But, as I say, the Legion must itself take hold and lift to insure that the plan is to be made a practical reality—else it will be just another instance of "somebody ought to do something about that" and it will get nowhere.

Those pine cones would work up into animals, such as bears, lions, camels, all others, in grotesque shapes which would strike the humorous vein of those who saw them. Funny what quirks the souvenir instinct takes unto itself. There is possibility of infinite variety in this one line alone. Of course, you got the idea all right that my—our, for it is more my wife's than mine, as are any number of ideas for which I get credit—thought was that the disabled vets should work up such souvenirs for sale in all our National parks and monuments. I think you sent O'Neil my original Yosemite article on this. When it comes to taking a bit of scrap leather, shaping it into the crudest representation of a fish and roughly lettering it "Souvenir from the Yellowstone—made in Germany," any of our vets could do as well. Lots of such things take no wit whatever and so little skill that to ask whether our boys could not do it is to expose our own simplicity.

Paul Findlay.

From the Ann Arbor Chamber of Commerce.

Ann Arbor, April 8—To the members of the Michigan State Grocers and Meat Dealers Association:

The Ann Arbor Chamber of Commerce wishes to extend a hearty and cordial welcome to those of your membership and their families who are planning to visit Ann Arbor April 29, 30 and May 1, at the time of your State convention.

Ann Arbor, with its art galleries and museums, offers much of interest to the visitors. You will want to see, also, the Stadium seating 8,500 persons, the Athletic Field Houses, the Lawyers Club, the new Architectural building and its art exhibits and the Women's League Building.

We have a number of drives and parks unsurpassed for picturesque views, and a municipal airport. If you are a golfer, bring your clubs. We can offer you five semi-private courses and a highly developed municipal golf course of nine holes.

At our office you can secure free maps of the city and illustrated booklets giving views of most of our public buildings and many of the dwellings and fraternity houses in our residential section. We hope you will make a liberal use of our office. If you want to write a letter, telephone a friend, use a directory or just visit, you will find that our office will offer you every facility. We want you to enjoy your visit with us, and hope you will come back again soon.

Chamber of Commerce,
C. W. Lighthall, President.
Hackly Butler, Secretary.

Many persons smile sarcastically when the word romance is mentioned in any connection outside a love story or a poem; but a liberal portion of romance may be found in almost anything. Unless we have this faculty for recognizing and developing romance in our work, we are apt to fail to reach the highest possibilities our job may bring to us and that we, through it, may help others to receive as a result of our industry.

QUAKER EVAPORATED MILK

Supreme Quality

Absolutely Pure

Perfectly Wholesome

300 per cent. increase in
Sales during the past six
months over previous
records is the evidence of
satisfied consumers.

Sold Only By Independent
Merchants

LEE & CADY

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.

Formal Types of Pajamas Closely Imitate Evening Gowns.

Pajamas have given articulate style followers more to talk about than any fashion development since hemlines dropped with a bang in 1929. They are with us, no doubt about that. But for what purpose and how long? Is the pajama's place in the home or may it properly go to the theater? Where should the shops carry them? High-priced executive brows are furrowed over the question of whether to place them in the negligee department or with evening gowns or in some separate niche of their own.

Most of this furore is, we think, nonsense. Pajamas are of our age and fun to wear. One might as well have the fun. As for wearing them in public, dancing and dining, or at other people's houses, that decision is up to the individual. Our mild research indicates that it is being done more in the suburbs and in other cities, such as Chicago, than in New York. The better designers here do not advocate them for public occasions, and they are not seen about in any great numbers.

The formal pajama, so far as appearances are concerned, is practically indistinguishable from evening dress. It is no better looking and, to our mind, far less comfortable; so we line up with the conservatives who would keep it as a decorative and distinctive dress for leisure hours at home. Perhaps the psychological difference gives some women more of a party feeling. But the few reports we have had from those who ventured abroad in pajamas were that their husbands were furious. Thus, the future of the pajama mode may lie with the American husband, although he has so far proved notoriously ineffectual in stemming the tides of fashion.

The advantage of the formal pajama over the evening gown, from the designer's point of view, is that it permits a closer fit through the hips without interfering with freedom of action as would a too-fitted dress slip. The approved lingerie, by the way, is the tailored trouser slip of pure dye crepe de chine. More elaborate lacy ruffled ones are apt to catch your eye, but the ruffles are not so attractive when you wear them—they break the smooth line. If you cannot be happy without crossing your knees, we suggest that you try it before buying your pajamas.

A stunning example of the formal hostess pajama is outstanding. Black chiffon is used for the upper part, molding the figure through the hips, and the flowing trousers are of a multi-color print with a big sprawly design. With its conventional décollete and little printed jacket, this could pass for an evening gown, but the designer sternly insists that it belongs in the home.

Of course the lounging pajama, like the beach pajama, is so firmly established now that the only problem is to pick your favorites from the large col-

lections. Larger collections than ever, a fact which one busy store interprets as sign of good business cheer, for, as an executive points out, people can, after all, live without pajamas; and since they are selling very well, times must be getting better. The success of this particular store may lie in its astute recognition of the fact that many women who would like to indulge in pajamas are not willing to pay the price of a dress for them; wherefore it installed an attractive group ranging from around \$15 to \$35.

Some idea of the diversity in cut and fabric may be gained by an inspection of some of the pajamas, all of which are to be found in New York. The tunic theme, for instance, is smartly adapted in one, which has yellow chiffon trousers and a long black tunic with a gold-embroidered circular motif. Next to it is a gay affair in blue and yellow—Chinese embroidery in blue on yellow shantung for the jacket and royal blue flat crepe for the trousers, and a brief top, practically backless.

Three popular ones are attractive versions of the pajama mode, and all are moderately priced. Very effective is the white satin one (also made in black satin), with pleated trousers that are graceful when the wearer walks. The lace and chiffon model is an exceedingly feminine interpretation, while a third is so close to a dress that you could easily make it one, if you tired of the pajama idea.—N. Y. Times.

Election of Hardware Secretary Postponed.

At the meeting of the board of directors of the Michigan Retail Hardware Association, held at Lansing last Thursday, it was decided to postpone the election of a regular secretary, to fill the vacancy caused by the death of Arthur J. Scott, until the annual meeting of the National organization, which will be held in Cleveland the last week in June. In the meantime L. F. Wolf, of Mt. Clemens, was authorized to act as Secretary pro tem.

It was decided to transfer the headquarters of the organization to Lansing or some other Central Michigan city.

It was thought that L. S. Swinehart, Field Secretary, would be a candidate for secretary, but he stated very emphatically that he was not a candidate. The National Association is understood to have two men in the headquarters at Indianapolis which it is urging for selection to the office.

Men's Wear Shortage Held Likely.

While reports of a scarcity of desirable merchandise in men's clothing have cropped up at various times since last Summer, and in most instances have not been justified, some credence is being given to current statements that in numerous cases it is difficult to obtain desirable goods in the low and popular price ranges of men's Spring suits. Light tan and light gray suits in the \$22.50 to \$35 brackets were mentioned as being scarce. Both woolen mills and clothing manufacturers are known to have operated on very close schedules, cutting their production to a minimum and trying to gauge it to retail demand. Stores en-

tered the market later than ever before this season and most of the Spring buying has been concentrated in the last month and caught manufacturers somewhat unprepared.

Formal Patterns in Novelty Goods.

A return to formal designs in the demand for metal mounted glassware novelties is regarded as probable by manufacturers producing such merchandise for sale in gift shops. Crystal and rose-colored glassware, decorated with silver and gold plated metal mountings in Louis XIV patterns, are being featured for late Spring and Summer in merchandise retailing from \$8.50 to \$20. Included among the articles of this type offered buyers this week were candy containers, table center pieces, candlesticks, relish dishes and vases. Recent sales in the industry have been below the levels expected, it was said.

New Outlet For Vending Machines.

Miniature golf courses are furnishing a new volume outlet for manufacturers of coin operated amusement machines, according to William Rabkin, president of the Vending Machine Manufacturers' Association of America, which opened its fourth annual convention at the Hotel New Yorker, New York. The machines will be added as extra attractions at the small courses in the coming season. More than forty manufacturers of all types of coin operated vending machines are represented at the exhibition, held in conjunction with organization's annual convention.

Women's Mesh Sweaters Active.

Machine copies of women's imported mesh sweaters, which were introduced by domestic manufacturers several weeks ago, have begun to attract considerable attention from buyers, and orders are appearing steadily. Whereas the imported goods retail from \$10 up, the domestic product sells in the neighborhood of \$5. They are made of rayon and worsted yarn and the popular style appears to be the jacket number, which, instead of being buttoned, crosses in the front and is tied on the side. Because of the open work construction the style is expected to be a popular Summer item.

See Price Cuts on China Unlikely.

Further cuts in prices of domestic chinaware are improbable unless wage agreements under which factories now operate can be broken. This statement was in answer to criticism from chinaware buyers who claim that price reductions since the depression have not been in keeping with those of other lines. Cuts of from 10 to 15 per cent. have been made in the price of dinner sets since last Spring, the manufacturers said and unless wartime wage scales now prevailing in the trade are lowered no further concessions can be made.

Basic Names For Colors Urged.

In order to assist stores in their selection and buying of colors and to promote co-operation between manufacturers and retailers, a resolution that colors be identified by their basic names, both for high style and volume

promotion, was adopted last week at a round table conference on color co-ordination held by the Textile Color Card Association at the Hotel Astor, New York, and attended by about 100 representatives of textile, apparel and shoe firms and retail organizations. A resolution was also passed that the manufacturers interested in color promotion be represented at meetings of the color co-ordination committee of the National Retail Dry Goods Association. Edward S. Johnson, president of the color card group, presided.

Seek Larger Chinese Rug Market.

Importers of Chinese rugs are planning a sales drive to re-popularize the Chinese type of floor covering for library and living room use, according to reports in the trade. To accomplish their purpose, importers will feature rugs of deeper color tones. The pastel shades which dominated Chinese products in recent years have been responsible for restricting the use of such floor coverings. As explained by one importer yesterday, concentration on pastel shades educated the public to consider Chinese rugs as suitable only for bedrooms, and other profitable sources of business were lost.

What a Snap.

"Well, what do you want to work at?" asked the warden of the new convict.

"Do you mean to say I can work at my old trade?"

"Most assuredly, if you are good at it. What is it?"

"Traveling salesman!"

For Profitable Fast Sales Choose

Duro Belle
HUMAN HAIR NETS

Behind each one is 1/3 century of business. It pays to carry an old established brand!

WE distribute quickly and economically from New York, Chicago and Toronto.

At \$9.00 a gross we offer our celebrated WATER WAVE NETS which women everywhere are now asking for.

Free counter display cabinet that makes sales is ready for you.

And don't forget that we also import the popular

UNICUM
Hair Nets

Have us quote you on your own brand.

NATIONAL GARY CORPORATION

Successors to
NATIONAL TRADING CO.
 and **THEO. H. GARY CO.**
 47 East 19th St., New York, N. Y.
 535 South Franklin St., Chicago, Ill.

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.

Better Salesmanship Needed.

The shoe industry has become more efficient through the positive necessity of improvement. We find better leather in materials; better shoemaking and factory efficiencies; better buying and better stock selection. But do we find better salesmanship over the fitting stool? That's the point of points in to-day's problem of merchandising.

Whose responsibility is it to move the shoes—with pleasure to the customer and profit to the store? The responsibility is that of the management.

Shoe store management has fallen down in part through not carrying to the clerks those points of fashion appeal that the buyer has learned in the market.

We have reached the day and date when by and large the customer who comes into the store is smarter than the clerk. The customer knows more about the fashion-rightness of the goods than does the clerk.

Selling is the problem to-day—not buying. We would like to see every store in the country fall in line with our retail salesmanship suggestions. Every store should have a staff meeting once a week in which the buyer explains the purpose and function of the shoes that he has selected. The clerk should know the reason for its being in stock. The salesman cannot be expected to know by intuition why a new line of shoes clicks with fashion. He should not be expected to use the methods of trial and error. He should know. And the head of the store is responsible in seeing to it that he does know.

Square Deal For Labor.

Industry's trying experiences of the past eighteen months have not been without benefit. The clouds of depression have revealed a silver lining in the form of a surprisingly general acceptance of management's responsibility for employment. Perhaps it is not too much to say that this spirit, manifested in all branches of industrial endeavor, is now announcing a new era in industrial relations.

During the past year many a plant has been kept open when it would have paid its owners to have applied a padlock. There have been practically no instances of labor exploitation disclosed and a most surprising and general endeavor to maintain wage rates. Discharges have not been in the ratio of decreased volume of business, but materially under it. The exact proportions cannot be known, but in many industrial centers the records show employment losses less than half, in percentage, of volume shrinkage.

As a result of this attitude of management, labor relations, in spite of the hardships of short work weeks and slim pay envelopes, are sounder than they have ever been in a like period of stress. Animosity surpluses are not being accumulated these days because labor knows that employers, as a whole

are doing all they can to mitigate conditions.

Our big men of industry are thinking and working their way toward stabilization and the avoidance of future depressions.—Boot and Shoe Recorder.

Adjusting Automobile Brakes.

I recently heard one of the Nation's foremost authorities on motor vehicle brakes declare that the chief trouble with modern brakes is that motorists generally think they will stop the car on a dime. "If they stopped thinking and actually checked the effectiveness of the brakes," he said, "they might be safe even though the dime comparison is a ridiculous one."

A motor vehicle authority of National note not long ago created something of a furore by declaring that junker cars offered less of a traffic hazard than machines which had seen from 15,000 to 20,000 miles of use without attention of a mechanical nature. The owners of such cars, this authority declared, "still think of them as new while, from the safety angle, they often are in serious need of attention."

There is a tremendous significance in these two statements that every car owner should realize. Particularly should he see it at this season when he is thinking of adjusting the car to a different condition of operation.

The number of two-wheel brake cars in existence is constantly diminishing. For the last three years, four-wheel brakes have been standard equipment on even the smallest, least expensive cars. Now, it is a fact that four-wheel brakes in good condition will stop the average car in a phenomenally short distance; at the outside from a speed of 20 miles an hour within 25 feet.

That is fine brake performance but how many motorists actually are getting it? Many think they are but they are not. That is because the decline in brake efficiency has been gradual, so gradual that the motorist is not aware of it. He goes on thinking the brakes are as efficient as when the car was new. A test might show him that whereas the brakes are inherently capable of stopping the car within 20 feet at 20 miles an hour, they actually are not doing it in less than 40 feet. That means they are but 50 per cent. efficient.

What do these brakes need to make them as perfect as the car owner thinks them to be? In these days of 20,000 and 30,000 mile performance from brake linings, of sturdy brake mechanisms, better designed drums which are larger and of tougher, more durable materials, the average system may require nothing more than adjustment.

The owner of any two-wheel brake car has an advantage and a disadvantage in respect to making such brakes safe. The advantage lies in the fact that new linings cost less; the disadvantage in that the linings wear out more quickly. Like the four-wheel brake system, however, the two-wheel variety can be made a lot safer than the motorist may regard it.

Harold G. Hoffman.

Cobwebs form in the unused human attic.

Results of Mental Laziness.

Happy is he who has learned to face difficulties and unfortunate, indeed, is the one who has formed the habit of running away from hard tasks or responsibilities.

These attitudes, usually designated as courageous and cowardly are of the greatest significance in mental hygiene. The one indicates a strong, determined, independent mind that meets distressing situations resolutely and unflinchingly; the other reveals a timid, shrinking, fearful mind, that turns away from obstacles without making an effort to surmount them.

The one through persistent effort succeeds and grows stronger; the other by not trying fails and becomes weaker.

Life to the person who has developed the ability to overcome difficulties becomes easier as it progresses, the rough places appear smoother and are quickly passed over; on the other hand, life to the one who habitually fails becomes more and more burdensome and the effort to advance gradually loses vigor.

Frequently, one who can find no satisfaction in the ordinary tasks and relations of life will withdraw entirely from reality and take refuge in a world of fantasy—a dreamlike world in which wishes are fulfilled and hopes realized without effort. Such retreat results in ineffectiveness in social and economic activities and may lead to a hospital for mental disease.

Another type of person reacts to disagreeable situations by developing some mental or physical disorder. In this type there is frequently a conflict between the desire for physical comfort and personal gratification and the desire for social esteem.

Such individuals wish to be considered unselfish and socially minded but they dislike hard work and cannot face serious difficulties. When the doing of socially-demanded tasks seems too irksome, they obtain relief through headache, indigestion, heart attacks or other disorders. Such reactions tend to become aggravated and may lead to chronic mental disability.

It may not be possible to do much for the adult who has acquired the habit of dodging difficulties or shirking responsibilities, but parents and teachers who shape the habits and mold the character of the children entrusted to their care should not forget the significance for mental health and social efficiency of the attitude of

straightforwardness, courage and determination in meeting the hard and disagreeable situations of life.

Horatio M. Pollock.

Polo Shirt Orders Increase.

Orders are beginning to appear in fair numbers for men's polo shirts, it was indicated in the trade, but a considerable decline from the volume of business transacted last year is expected by manufacturers. According to present indications, the rayon run resist number to retail at \$1 is receiving considerable emphasis. Due to lower prices on rayon cloth, manufacturers state that superior garments are being offered over last year but that the slashing of prices which took place at the end of the season hurt business considerably.

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 Vanderlooning, 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.

The Joy of Simple and Unsauces Food

A Scots proverb reads: "You never miss the water till the well runs dry." The ordinary, everyday comforts and essentials of life are not seriously regarded until they are out of our reach. We thought thus as we partook of one early meal in our Roman flat. It was a "mess" of plain boiled white turnips, buttered, bread and butter and wine. It had none of the French or Italian saucings so eternally present in these Latin cookings. We voted it fit for a king—two kings, in fact. We often wonder why these cooks cannot let good food alone and allow it to furnish its own natural flavors.

Corrected information shows that Shredded Wheat and Quaker Oats cost 39c per package, but we pay it willingly to get a taste of real breakfast food again; as willingly as one can submit to highway robbery, that is. Have a constant struggle to get good milk. The handling of this essential is a caution from an American standpoint—filthy, negligent. More on this later, but we tried Nestlé's Thick Cream for coffee and found it a frost. May do in some cases for arctic explorers, but that's about all. No American plain evaporated milk to be found in Rome. So here was 38c gone again for what we call at home a "large" tin of milk. Advertisement of American salt in Michigan Tradesman makes our mouths water and gives us heimweh, for we know how white and clean it is, also how vastly cheaper than this grey stuff we get hereabouts.

But ever and always it is meat that costs so little as to be a joy; and here I got my first real inkling of Mussolini's government control of prices.

It was in the fine little beef seller's shop described in a recent letter that I saw a large white card on the wall which carried in black letters the following as headlines. I omit the smaller print which would mean little to you or me in any case:

Federazione Fascisti del Commercio
Bovino Adulto e Vitella

Came da brodo	7.00
Came Commo con osso	9.00
Came magra con osso	10.00
Bistecchi di costa	10.50
Bistecchi di lombo	11.50
Came magra senz' osso	14.00
Filetto	18.00
Spezzato	9.00
Bistecchi di costa	13.50
Bistecchi di lombo	15.50
Polpa	22.00

This means prices set in conference with the Fascisti commercial federation, a branch of Fascism just recently perfected and made operative. My present information is that it has been thus setting definite selling prices for only about two weeks, but in any event it is apparently an extension into this retail field of the sort of uniform

practice under rigid control which Mussolini has inaugurated and plans to make ramify into all Italian affairs.

The approximate translation of all that is thusly:

Prices for matured beef and veal, (per kilo, or 2.2 pounds).
Beef for broth (soup meat)—7 lire, or 36¼c.
Ordinary beef with bone—9 lire, or 46¼c.

Lean beef with bone—10 lire, or 52¼c
Beefsteak of rib—10.50 lire, or 55¼c
Beefsteak of loin—11.50 lire, or 60¾c
Lean boneless beef—14 lire, or 73¼c
Filet (tenderloin)—18 lire, or 94¼c

Thus we have, per pound respectively: Soup beef, 16.7c; ordinary beef, with bone, 21.02c; lean beef, with bone, 23.86c; rib steak, 25.11c; loin steak, 27.56c; lean boneless beef, 33.4c, and beef tenderloin, 43c.

The veal section translates:
Broken (or torn—for stew)—9 lire, or 38c plus.

Rib steak—13.50 lire, or 70¾c.
Loin steak—15.50 lire, or 81¾c.
Pulp, meaning rich in marrow (?)—22 lire, or \$1.15½.

So veal costs per pound: Stew meat, 17.27c; rib steak, 32.21c; loin steak, 37c, and marrow (?) veal, 52¼c.

The beef seems low priced to me, particularly when I consider its uniformly high quality. The critters, as I have said, are peculiarly handsome specimens, being extra large framed, tall, well proportioned animals with long horns and pure white skins. In the back country they are used as oxen, carts, plows, wagons and other vehicles drawn by teams thereof being common sights. In Perugia we saw great numbers of these fine cattle, each with its clean white coat and the red ribbon decoration the owners generally effected looking like one of our second class prize winners, assembled in the Piazza d'Armi on a fair day.

Because of the tenderness and good flavor, I thought this beef must be well seasoned by long hanging. Meat men will know about that better than I. I am no judge whatever of veal, for we use virtually none of that in our home, so that I must also leave to butchers for judgment.

But now, as merchants, let us consider well what effect such absolute price regulation and restriction might mean to us in America, assuming for the moment that it could be brought about. There are two sides to every factor as usual.

Every skillful merchandiser, wholesale or retail, welcomes equality of prices in his line because that disposes altogether of the question of price, and price is the only leverage left to the inefficient, unskillful, disorderly seller.

In our Roman neighborhood, for example, were any number of markets, meat markets of all kinds being called macelleria — mah - chel - lay - REE - ah. These were orderly, well-stocked, bright and clean; also filthy, dark, repellent places. The open market stalls which I must describe more fully later were almost all so filthy that none could operate anywhere in America—the health authorities would stop them.

Therefore, on any equal basis of price, the bright, clean places must get the business; the skillful handler must

win out; the man who knows his business need then fear no competition.

Next—a strong point, or a weak one, as we shall see—the merchant's personality has full scope. I told of my fine butcher last week. I found him

by chance the first time. After that I went to him by decided preference.

The Macelleria della Nave at 37 Via Francesco Siacci was just around our corner. It is clean, orderly, light and (Continued on page 31)

Recommend—



RED STAR YEAST

for Health

THE fact that RED STAR YEAST contains Nuclein and Vitamins, its value as a nutriment, an aid to digestion and flesh building is unquestionable.

Red Star Compressed Yeast builds up the body and nerve tissues, aids digestion and purifies the blood. The discovery of vitamins is the most important contribution of modern times to food knowledge.

20c A DOZEN (Delivered)

YOUR PROFIT is 50% on cost selling at 2 cakes for 5c

Our Branch in or near your city guarantees a Fresh Supply

RED STAR YEAST & PRODUCTS CO.

Main Office - Milwaukee, Wisc.

Detroit Branch—1234 W. Fort St. Grand Rapids Branch—515 Division Ave., S.

** STRICTLY INDEPENDENT—SINCE 1882 **

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

Quality — we have found — is an invincible salesman. We have given him a job for life in our bakeries.

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.



Rusk Bakers Since 1882

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

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.

Profit in Pushing Whole Ham Sales.

A ham, cured and packaged by the packer, is a product which can be sold by the retailer "as is." Like a can of corn or a box of cake flour in a grocery store, this commodity, when stocked by the meat retailer, is immediately ready for retail sale.

A commodity which can be handled and sold with a minimum of effort by a retailer is attractive to him, for under ordinary circumstances, maximum profit is most likely to be found in merchandise which is sold with little labor. A retailer's selling price is based on many things, and not the least of these is the expense connected with cutting his meat into retail portions.

The sale of a whole ham offers the dealer an opportunity to make a fair margin of profit with a minimum of labor. If he cuts the ham, he can get a larger price per pound for his center cuts, but the price which he can get for the butt and shank will bring his average close to the figure which he gets per pound for the ham in one piece.

Ham is a product which, although sizable, lends itself well to sale in one piece. The meat can be prepared in a variety of ways, and keeps well, so it is not necessary to use the entire purchase at once.

A well-known meat retailer in Chicago has profited by stressing to his trade the advisability of buying ham as a whole piece. His first selling point is that by buying a ham the housewife can insure having meat on hand for emergency lunches or dinners. He recommends cutting the ham for preparation in three ways: broiling or frying the center slices, baking the butt and boiling the shank end. He points out to her the excellent flavor of the meat, the ease with which it can be prepared and the tastiness of the many dishes which can be made with ham.

If a customer is preparing an elaborate meal or a meal for several people, this dealer invariably suggests the whole ham baked. The ease with which baked ham can be prepared and the universal favor the meat enjoys make it a logical cut to recommend. If there is meat left over after the meal at which the whole ham is served, it can be used to advantage in many attractive dishes, such as ham timbales, ham loaf or ham salad.

This dealer believes he can sell best by suggesting the points about ham directly to his customers over the meat counter. He knows they want a meat which will be attractive, which will carve easily and which will not take too much trouble to prepare, if they are planning an elaborate meal. If they are buying from the standpoint of economy, he knows they will be interested in a meat which is high in food value and comparatively low in price, so he recommends ham. He maintains that over a period of several years he has more than tripled his

sales of whole hams. Since the sale of a whole ham is a substantial one he has been able to show a marked increase in his sales volume by emphasizing the merits of this product.

When Calfskin Isn't Kip.

The difference between a kip and a calfskin is simply a matter of weight, it is stated in a bulletin issued by the Bureau of Agricultural Economics defining tentative classifications and grades. The plan is to establish fixed standards to be applied throughout the country. The Bureau says:

A kip weighs from 15 to 25 pounds untrimmed and 12 to 25 pounds trimmed. Trimmed kips are divided into two weight groups: 12 to 17 pounds (light) and 17 to 25 pounds (heavy).

A calfskin weighs up to 15 pounds untrimmed and 12 pounds trimmed.

Untrimmed calfskins are divided into five weight groups: under 7 pounds, 7 to 8 pounds, 8 to 10 pounds, 10 to 15 pounds, or 8 to 15 pounds. Trimmed calfskins are divided into five weight groups: under 4 pounds, 4 to 5 pounds, 5 to 7 pounds, 7 to 9 pounds, 9 to 12 pounds.

Slunks are skins from immature or stillborn calves and are divided into two classes; regular or hair slunks, and hairless slunks.

Kips and calfskins are divided into three kinds: Veal, Buttermilk and grassers. In some sections grassers are referred to as runners.

A veal kip or calfskin is the skin of a bovine animal which had been fed on whole milk or some diet which produced equivalent results in the skin. It has short, fine hair and a smooth grain.

A buttermilk kip or calfskin is the skin of a bovine animal which was fed a diet other than whole milk, but had not been fed on grass. It has moderately long, coarse hair and a moderately rough grain.

A grass kip or calfskin is the skin of a bovine animal which was allowed to graze on pasture. It has long, coarse hair and a rough grain. A grass kip has many characteristics in common with cattle hides.

To insure proper and adequate curing, kips and calfskins should lie in salt thirty days after the pack is closed. Established trade practices require that kips and calfskins must be properly banded before delivery and that they should be free from skulls, horns, tailbones, udders, sinews, dew-claws, manure, excessive salt, excessive meat, excessive moisture, or any other foreign matter of any character which will add to their normal weight or will reduce unduly the final leather yield.

Wrought-Iron Novelties Active.

A revival of demand for hand-made wrought iron novelties in ornamental stands for flower pots, fish bowls and similar articles, is reported in the jobbing markets. The merchandise, ranging in price from \$1 to \$5 at retail, is wanted mainly in antique bronze and green finishes. Most of the present business, it was said, being booked in the retail trade, ranges up to \$3. Orders placed by retail establishments have been for large quantities intended for sale in current garden and household promotional events.

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

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GRIDDLES

BUN STEAMERS

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Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

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Phone 67143

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Rademaker-Dooce Grocer Co.

Distributors

Peter Pan

Canned Fruits

and

Vegetables

MOTHERS DAY

MAY 10th

WE HAVE A BEAUTIFUL AND
COMPLETE LINE OF PACKAGES
FOR THIS OCCASION.

PUTNAM FACTORY

NATIONAL CANDY CO., INC.

GRAND RAPIDS, MICHIGAN

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.

Catering To the Trade of the Back-yard Gardener.

A good way to find out how to do anything is to first eliminate the ways how-not-to-do-it. I remember an incident in a hardware store. A customer came in, leafed through the seed packets, made a selection.

"I'll take these," he said. "Thirty cents, isn't it? And I suppose I'll get maybe a nickel's worth off it."

He laughed, sheepishly, and the clerk haw-hawed. "It's a joke, isn't it—this gardening. You pay good money for seeds and sweat your head off and what do you get for it all?"

I suppose that sort of dialogue had occurred thousands of times in hardware stores, and its ultimate and cumulative effect has been to help fix in the public mind that entirely wrong-headed idea that the back-yard garden is a waste of time, money and labor. Most of the customers who open that dialogue don't believe what they say. They are merely fishing, in a negative way, for encouragement of the gardening proclivities. And most of the clerks who make that fatuous response never stop to think of what they are saying and doing—saying an untrue thing that will hurt their own business immediately and in the long run.

For the customer interested enough to buy even one seed packet in early April, back-yard gardening is a serious matter. The recurrent tribal urge to plant things and see them grow is deep rooted; the hardware dealer gains nothing and loses much by discouraging it. I recall one hardware dealer who, in response to a cynically jesting comment from the customers that "I suppose I'm foolish but I like to plant things," regarded the amateur gardener thoughtfully and said:

"But are you foolish? It's true some back-yard gardens don't pay. But take the back yard where you renew the soil with proper fertilizer, dig and cultivate properly, use good seed and keep down the weeds. Such gardens pay for themselves. One of our customers last summer raised \$50 worth of stuff in a small back yard. Good stuff. And the work was good for him. It gave him healthy exercise he needed and took his mind off other things."

Then he went on to talk about intelligent gardening methods—the use of good seed, fertilizer and proper tools—and the upshot was that the customer, instead of buying a few seed packets, left an order for a considerable amount of equipment.

Which illustrates the fact, too often overlooked, that the trade of the amateur gardener is worth cultivating; and, like the garden itself, the more it is cultivated, the bigger returns it will give.

The keynote of the hardware dealer's appeal to the trade of the back-yard gardener is, "Proper equipment makes the garden productive." Very few backyard gardeners have expert knowledge of gardening; and very few have adequate equipment for the work. A spade, a rake, a hoe and possibly a trowel constitute the tools; and cultivation

consists in digging up the plot, planting the seed, and leaving the crop to take care of itself. Naturally, such gardens are apt to be failures; and the gardener exclaims, "A garden is a waste of money!"

Yet another man, with proper tools, on a back-yard plot forty feet square raised in one season enough produce to pay his \$100 taxes on the property. True, he used the stuff himself; but he reduced his ordinary table expenses by that amount.

That man, however, didn't try to do it all with a spade, a rake and a hoe. He had a fairly complete outfit of garden tools. Each year he would add one or two. He started his own plants in a hotbed so that they could be transplanted early enough to yield while market prices were still high. Where vegetables matured early, he raised a second crop of some sort from the same soil.

In successful gardening, adequate equipment represents the gardener's capital investment. He can't expect one year's crop to pay for it; but spread over a number of years the result is different—it pays for itself many times over.

The hardware dealer has this equipment in stock. He can sell more of it than he does sell. To sell it, however, it must be prepared to drive home to the prospective gardener the importance of being fully equipped for his work. There are two points to emphasize in your sales talks. First, that cultivation is the keynote of successful gardening. Second, that successful cultivation demands proper tools.

It is not difficult to sell tools to enthusiastic gardeners. Many new enthusiasts, however, do not realize the wide variety of tools to be had. It is for the hardware dealer to tell these people, through window displays, newspaper advertising and direct-by-mail advertising, just what he has to offer. And, of course, to supplement this by personal effort.

In putting on a garden tool display, give prominence to the less familiar lines. Show a full assortment—wheel barrows, garden trowels, weeders, planters, hoes, spades, rakes, spading forks, shovels, garden lines, reels, pruning shears, hedge shears, turf edgers, canvas and leather gloves, long pruning hooks, lawn rakes, extension ladders, garden hose and hose reels, and spraying devices.

A suggestion of spring should be added wherever possible—artificial leaves and flowers, boxes with plants, squares of green turf, loose earth with lines and stakes to indicate rows. The bright-colored seed packets afford a decorative feature.

Simultaneously with his window display, the hardware dealer's newspaper advertising should discuss home gardening—and, incidentally, should stress the sure results of good work and the importance of good equipment.

Here is a talk that can be used in your advertising or as a showcard in your window display:

What Home Gardening Will Do For You

It will save you money.

It will give you fresh vegetables of all kinds in season.

It will give you a stock of winter vegetables.

It will furnish healthful and not too heavy outdoor exercise.

It will help clear your mind after a hard day's work.

Plant a Garden

Against such a background of solid argument, show your goods, and talk them up. A prospect is far more interested in garden tools if you first interest him in gardening, and sell him the gardening idea. Which is why it pays to encourage the prospect, rather than discourage him.

In selling garden tools, do not jump at the idea that every customer is after the cheapest he can find. Show both the best and the cheapest, and urge quality wherever possible.

Thus, one customer hesitated between a 35 cent rake and an 85 cent rake. The dealer said:

"Buying garden tools is just like the capital expenditure in fitting out a factory. The manufacturer could put up a ramshackle building very cheap. It would last a year or two. He builds substantially because it pays in the long run.

"Just so, the price of an article de-

pends on the service it gives you. We have this 35 cent rake for people who insist on a low priced article. It will give you 35 cents worth of service—it will be good for a couple of years. The 85 cent rake will give you 10 years' good service. The cheap rake is the best value you can get for the price; but the high priced rake will give you the best value you can get, and many times the service."

The customer bought the cheap rake. A year or so later he came back, refused a similar cheap rake. "What's the most expensive one you have," he asked.

"That 35 cent rake," said the dealer. "Because it doesn't last as long as this higher priced rake." He had no difficulty in selling the 85 cent article this time. But if he had in the first instance pushed the 35 cent rake because it was the easiest to sell, instead of intelligently discussing the question of quality, that customer would probably have blamed the dealer and gone elsewhere for his replacement.

Even where backyard gardening is not taken up, the hardware dealer will find a good market for horticultural and lawn supplies. In recent years

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

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.

horticultural societies have been actively interesting people in keeping their home surroundings attractive. Interest in flowers and landscape gardening is increasing. A growing army of rose fanciers affords a large market for a certain line of special tools, sprayers, insecticides and fertilizers.

It pays the hardware dealer to know something about these activities besides the mere articles he has to sell. The man who knows backyard gardening, horticulture, rose growing, how to make a good lawn, how to prune trees, is in a far better position to cater to this trade than the merchant who merely knows what tools he has in stock. It is an asset for any store to be recognized as the headquarters for any particular line, and the place where the interested customer can secure accurate information and intelligent advice from the head of the business.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 7.—In the matter of Woosley Bros., Bankrupt No. 4184. The final meeting of creditors has been called for April 21. The trustee's final account will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Terrace Cafe, Bankrupt No. 4183. The final meeting of creditors has been called for April 21. The trustee's final account will be approved at such meeting. There will be no dividends for creditors.

In the matter of Harry W. Hill, Bankrupt No. 4176. The final meeting of creditors has been called for April 21. The trustee's final report will be approved at such meeting. There will be a small first and final dividend for creditors.

In the matter of Otis R. Conaway, Bankrupt No. 4074. The final meeting of creditors has been called for April 21. The trustee's final report will be approved at such meeting. There will be no dividends for creditors.

In the matter of Davidson Furniture Co., Bankrupt No. 4053. The final meeting of creditors has been called for April 21. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of Elizabeth E. Wellman, Bankrupt No. 4012. The final meeting of creditors has been called for April 21. The trustee's final report will be allowed at such meeting. There will be a first and final dividend for creditors.

April 7. We have to-day received the schedules, reference and adjudication in the matter of Clayton Wendel, Bankrupt No. 4456. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of none with liabilities of \$719.27. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

April 7. We have to-day received the schedules, reference and adjudication in the matter of Emery C. Knudsen, Bankrupt No. 4457. The bankrupt is a resident of Ludington, and his occupation is that of a laborer. The schedule shows assets of \$1,304.37 of which \$500 is claimed as exempt, with liabilities of \$3,623.79. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

April 7. We have to-day received the adjudication and reference in the matter of Mendel Katz and Louis Katz, as co-partners under the firm name and style of M. Katz & Son, Bankrupt No. 4445. This is an involuntary matter and the schedules have been ordered filed. The bankrupts are residents of Grand Rapids.

In the matter of Walter Gornisiewicz, Bankrupt No. 4096, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held April 3. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. The court made an order for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court, in due course.

In the matter of Deeb Balish, doing business as Balish Manufacturing Co., Bankrupt No. 4408, the trustee has filed his first report and account, and an order has been made for the payment of expenses of administration and a dividend to labor claims of 100 per cent.

In the matter of Landsmans', Inc., Bankrupt No. 4446. The sale of assets have been called for 11 a. m. at the store located at Dowagiac. The stock in trade consists of men's clothing and furnishings, together with attendant fixtures, appraised at \$3,323.90. The store located at Niles, will be sold. The stock in trade consists of men's furnishings and clothing equipment, also one 1930 Ford two wing, together with attendant fixtures and door sedan, total appraisal \$7,229.80. All interested in such sale should be present at the date and time stated. Said sale is for April 21.

In the matter of Gust Caris, Bankrupt No. 4347. The sale of assets has been called for April 23 at the premises formerly occupied by the bankrupt at 1225 Peck street, Muskegon Heights. The restaurant furniture and fixtures are appraised at \$611, and one 1925 Packard auto appraised at \$861. All interested in such sale should be present at the date and time above stated.

In the matter of Harry O. Nelson, doing business as Nelson's Furniture Co., Bankrupt No. 4397. The sale of assets has been called for April 24 at the premises formerly occupied by the bankrupt, at Allegan. The assets of said bankrupt consist of furniture, lamps, glassware, etc., together with attendant fixtures, appraised at \$431.05. All interested in such sale should be present at the date and time above stated.

April 8. We have to-day received the schedules, reference and adjudication in the matter of William J. Topp, Bankrupt No. 4460. The bankrupt is a resident of Kalamazoo, and his occupation is that of a salesman. The schedule shows assets of none with liabilities of \$3,389.97. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

April 8. We have to-day received the schedules, reference and adjudication in the matter of Donald Perkins, Bankrupt No. 4459. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$5,355 of which \$355 is claimed as exempt, with liabilities of \$7,452. The first meeting of creditors will be called and note of same made herein.

In the matter of Isidor Fogelin, Bankrupt No. 4422, the trustee has filed his first report and account, and order for the payment of current expenses of administration has been made.

In the matter of John F. Rudnick, Bankrupt No. 4235, the trustee has filed his return showing no assets except exemptions of the bankrupt, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Robert A. Denman, Bankrupt No. 4416, the sale of assets was held March 26. The trustee was present and acted as auctioneer. Numerous bidders were present in person. The shoes and rubbers were sold to J. L. Beckman, of Cadillac, for \$375. The balance of the stock, the fixtures and accounts were sold to Michigan Outlet Stores for \$416. The sales were confirmed and the matter adjourned without date.

In the matter of August Shikoski, Bankrupt No. 4369, the sale of assets was held March 31. The trustee was present in person and acted as auctioneer. Numerous bidders were present in person. The assets were sold to Fred White, of Kalamazoo, for \$430. The sale was confirmed and the matter adjourned without date.

In the matter of Master Modes Shop, Bankrupt No. 4395, the sale of assets in the matter was held March 31. The trustee was present in person and acted as auctioneer. The assets were sold to Sam Gerber, of Kalamazoo, for \$300. The sale was confirmed and the matter adjourned without date.

In the matter of Hale Hat Stores, Bankrupt No. 4372, the sale of assets at Flint was held April 1. The stock in one store was sold to Ralph C. Paul, for \$900. The fixtures were sold to Floyd Miller, for \$305. The second store was offered and the stock in trade and fixtures were both sold to Ralph C. Paul, for \$400. The sales were confirmed. On the same day the sale of assets was held at Jackson.

The trustee again acting as auctioneer. There were few assets and the same were sold to David Hoffman, of Lansing, for \$180. The sale was confirmed. The sale of assets at Battle Creek, was held April 2. The trustee was present in person and acted as auctioneer. The stock in trade was sold to George Ratti, of Battle Creek, for \$815. The fixtures were sold to Harry Petok, of Detroit, for \$155. The sale was confirmed and the meetings and sales adjourned without date.

In the matter of J. A. Scott & Co., Bankrupt No. 4421, the sale of assets was held April 2. The trustee was present in person and acted as auctioneer. The stock and fixtures were sold to J. S. Sikkema, of Grand Rapids, for \$675. The sale was confirmed and the matter adjourned without date.

April 9. We have to-day received the schedules, reference and adjudication in the matter of Ervin L. Gleason, Bankrupt No. 4461. The bankrupt is a resident of Hart, and his occupation is that of a laborer. The schedule shows assets of none with liabilities of \$1,627. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Chester J. Hulbert, Bankrupt No. 4417. The first meeting of creditors was held April 1. There are no assets in said estate and the case has been closed and will be returned to the district court.

In the matter of Cornelius M. Waal, Bankrupt No. 4413. The first meeting of creditors was held April 1. There were no assets in said estate and the case has been closed and will be returned to the district court.

Case of Must.

An old colored woman once came to the Governor of Tennessee:

"Marse Govenah, I wants my Sam pahdoned," said she.

"Where is he, Auntie?"

"In de penitentiary."

"What for?"

"Stealin' a ham."

"Did he steal it?"

"Yes suh, he suah did."

"Is he a good nigger, Auntie?"

"Lawsy no, suh, he's a pow-ful wothless niggah."

"Then why do you want him pardoned?"

"Cause, yo honoh, we's plum out of ham ag'in."

Low End Dress Linens Active.

A steadily increasing demand for low end dress linens has featured the market recently, but medium and high priced goods have been moving slowly. In men's suitings a definite trend to bleached white linens has been noted recently, following the popularity of these styles at Southern resorts. A steady demand for suitings has been appearing, and it is expected that linen in men's wear will be more popular than last year. Some types of lightweight worsteds are being very favorably received also, however, and it is thought that these goods will have some effect on the demand for linens.

Seek New Electrical Goods Outlets.

Introduction of a complete line of electrical household items into furniture stores throughout the metropolitan district was undertaken last week by a manufacturer. The plan, regarded as a means of developing new outlets, will be introduced in other parts of the country if it proves successful here. The project is modeled on a test made among radio retailers earlier in the year. The increased volume of business which resulted, executives of the company said, was so large that other likely outlets are now being solicited.

Novelty Stationery Sales Gain.

Novelty stationery items are the only types moving in any quantity in the trade at this time. Demand for staple merchandise has been at a standstill for over a month. The producers report that they have had considerably more success in marketing novelty goods this year than last. Trips of buyers to Europe, they explained, have been curtailed by many of the stores and American manufacturers are getting all but a small percentage of the orders which formerly were placed in foreign markets.

Sharp Drop in Beverage Set Sales.

Excessive price trading on Summer beverage sets of glass has killed the market for that type of goods. Estimating that orders for pitcher and glasses combinations this season have fallen to approximately 10 per cent. of those received a year ago, it was

predicted that demand will remain restricted for the rest of the season. Retail stores which featured beverage sets as low as 79 cents last year, have dropped such goods entirely this year and are placing small orders for merchandise retailing from \$1.75 to \$2.50.

My Wonderful Mamma.

Mama keeps me wondering
Says she's 'old'; that sort o' thing;
"Cannot get around the way"
Like" she did "on yesterday".
I know better. From the start
She can beat your hand or heart
For she is the smartest thing:
That's what keeps me wondering.

Up in morning—more I wonder
From the bed-clothes which I'm under
How it is she goes so fast—
She's to blame that I am last
When it comes to getting up.
"Catherine! Come drink your cup"
Mama thinks I'm slumbering
But I'm only wondering.

She's a wonder—that I know
You just ought to see her go
All day long, and half the night
"Seventy-six"? Well that's all right
If you take the calendar
Counting what her birthdays are
But if needs you're numbering
That will keep you wondering.

If you wish to see things done
Long before you thought begun
You should drop around some day—
Work she always calls her play.
Adding happiness to grace
"Till you see upon her face
So much charm a-hovering
You will too keep wondering.
Charles A. Heath.

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.



SARLES

Detective Agency
Licensed and Bonded
Michigan Trust Bldg.
Grand Rapids, Mich.

Jennings' Pure Extracts

Vanilla, Lemon, Almond, Orange,
Raspberry, Wintergreen.
Jennings Flavoring Extract Co.
Grand Rapids, Mich.

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

HOTEL DEPARTMENT

Late News About Hotels and Hotel Men.

Los Angeles, April 11—Edward T. Moran, assistant manager of the Morton Hotel, Grand Rapids, has been nominated for president of Western Michigan Charter, No. 22, of the Greeters. Will F. Jenkins, until recently proprietor of the Western Hotel, Big Rapids, was selected for the first vice-president; Leo Ehrman, assistant manager Hotel Columbia, Kalamazoo, second vice-president; Melbourne H. Leweke, assistant manager Hotel Rowe, secretary-treasurer; W. H. Harper, assistant manager LaVerne Hotel, Battle Creek, for sergeant-at-arms; and Harold Hedler, proprietor Valley Inn, Newaygo, becomes charter vice-president. In the selection of a board of governors the Charter was particularly fortunate. E. H. (Ted) Beecher, of Morton and Pantlind hotels is to be chairman. The other members are A. C. Martin, Steele Hotel, St. Johns; George W. Woodcock, Muskegon Country Club, Muskegon; Frank Rossman, Hotel St. Nicholas, Leland, and Chas. M. Luce, Hotel Mertens, Grand Rapids. Personally I think the Greeter membership should congratulate themselves on having made such a satisfactory official selection. Everybody I ever heard of already knows and likes Eddie Moran, who has been assistant manager of the Morton Hotel for at least half a dozen years—a hustler, of high voltage. Every one of his colleagues is also well-known and enjoys the confidence of the organization. Then, again, much care was exhibited by the nominating committee in considering the entire field in making their selection. They played good politics and the organization will reap the benefit of their labors.

Ed. J. Finley, who for many years was connected with Post Tavern, Battle Creek, as chief clerk and assistant manager, and a most conscientious worker, resigned some time ago with the avowed intention of "going West," and now I hear of him at San Jose, California, in connection with the Hotel St. Clair.

The only trouble with a controversy between Gerrit Johnson and myself about the administration of law is that we both feel the same way about it. If the law was justly enforced in every instance this demand for capital punishment would be forgotten. Life imprisonment should be inflicted in every case of murder where there were no extenuating circumstances. This penalty should also be applied whether the defendant owned a bank or a popcorn wagon. He should be separated from the world for a certain definite period, unchangeable by the governor or courts. As it is at present, especially in California, parole is frequently exercised before the culprit reaches the prison portals. But for all that the dear public, largely made up of the sob-sister class begins its tear shedding very early on the program, often before the prisoner decides whether he wants to be excluded from the world's activities or not. Now if the said G. J. J. will communicate with the writer at 1315 Glendale Boulevard, all will be forgiven.

Mr. Cermak became mayor of Chicago on the slogan, "turn the rascals out," and the voters, no doubt, think it will be done. Quite likely Mr. Cermak does too, but it certainly is some job. He is up against a criminal machine, fostered by prohibition, with enormous sums of money at their command with which to purchase brains—the very best Chicago affords. It is one of those conflicts which will never end in Chicago, or anywhere else for that matter. The crook realizes this and keeps on bending every effort to carry out his part of the plan. He

never sleeps. The public, however, occasionally gets out to vote, then washes his hands of the whole affair—convinced that it is all over.

The International Stewards Association is going to hold its 30th annual convention at the Book-Cadillac, Detroit, August 10 to 13 inclusive. On that occasion they are also to hold an exposition of food products and I notice our old friend Dave Olmsted, is going to have charge of that particular feature. The entire ballroom floor of the Book-Cadillac, with the single exception of the Grand ballroom, will be utilized for exposition purposes. Some of the most noted chefs in the country will enter the competitive list for prizes which are to be awarded for the outstanding offerings in the culinary art.

Thorvald Aagaard, who is house manager of the Battle Creek Sanitarium, comes forward with the announcement that this institution has been opened to the general public and will henceforth do a regular hotel business. Under the new arrangement rooms are available at regular transient rates, which also opens to the general public the famous meatless dining room. Mr. Aagaard, who is treasurer of the Michigan Hotel Association, is one of the most competent transient hotel operators I know, so the change will be accomplished without any complications.

The passing of Knute Rockne, idol of millions, was emblazoned by headlines in every land. It was almost concurrent with the passing of Arnold Bennett, almost unannounced, who won his laurels in literary pursuits while Rockne became famous in athletics. Both were great geniuses in their particular fields of endeavor, yet only one of them will live in history. Bennett will be remembered by future generations long after Rockne has been forgotten.

W. C. Dyer, owner of the Dyer Hotel, at Bellevue, is negotiating with the village council with a view to converting the hotel into a community building, to house the village council, library, fire department and community hall.

Mr. and Mrs. J. W. Smith, who lost their St. James Hotel, at Rochester, by fire a short time ago, have by no means given up the ship. The roof has been rehabilitated. I am glad this most excellent couple have decided to continue in the hotel business, and especially in Michigan.

Hotel Tuller, Detroit, under the management of Harold A. Sage, is certainly reaching out to do its share of the catering business of that city, by featuring his Everglades club. The club plays to capacity business every Saturday and Sunday night, with excellent reservations other evenings in the week. A 75 cent luncheon with orchestra accompaniment is featured.

Col. H. B. Hersey, head of the Government Weather Bureau here, and incidentally a great friend of Charley Renner who has made fame famous in Michigan hotel operation, is threatening to retire from the Government service, but he need never lack for employment, for certainly during the recent Wisteria Fete at Sierra Madre, he was one of the most prominent of that coterie of local citizens who helped grill steaks and chops, protected by a chefs regalia, and operating in the open. One of his patrons, a leader in women's clubs activities, was so impressed with the Colonel's style of execution, that she offered him five dollars if he would officiate professionally at a club barbecue she was arranging.

The Union Guardian Trust Com-

In Kalamazoo It's PARK-AMERICAN

George F. Chism, Manager

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

PANTLIND HOTEL

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



NEW
...
Decorating
and
Management
--
FAMOUS
Oyster Bar.
Facing
Grand Circus Park.
800 Rooms -- 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.

HOTEL DETROITER

ROOMS 750 BATHS
FREE GARAGE
UNDER KNOTT MANAGEMENT

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



DETROIT

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

HOTEL ROWE

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

Republican Hotel MILWAUKEE, WIS.

Rates \$1.50 up—with bath \$2 up
Cafeteria, Cafe, Sandwich Shop
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Park Place Hotel Traverse City

Rates Reasonable—Service Superb
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GEO. ANDERSON, Mgr.
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HOTEL KERNS

LARGEST HOTEL IN LANSING
300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.
E. S. RICHARDSON, Proprietor

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
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LANSING 300 Rooms 300 Baths
Absolutely Fireproof
Moderate Rates
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FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon -- Michigan

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KALAMAZOO
Good Place To Tie To

HOTEL CHIPPEWA MANISTEE, MICH.

Universally conceded to be one of
the best hotels in Michigan.
Good rooms, comfortable beds, excellent food, fine cooking, perfect service.
Hot and Cold Running Water and Telephone in every Room.
\$1.50 and up
60 Rooms with Bath \$2.50 and \$3
HENRY M. NELSON, Manager

pany is gradually reducing the number of its Detroit Hotel holdings. It is now conducting Hotels Yorba, Roosevelt, Morris, Franklin and Washington. The first three on the list were originally owned by Samuel Plotkin, who yearned to get into the hotel game several years ago—and did. He still retains one of his Detroit properties, the Clayton, and the Roosevelt in Pontiac. Another, the Strathmore, has been rescued by the original investors.

Preston D. Norton, general manager of the Detroit Norton and Norton-Palmer, in Windsor, has been appointed secretary of the Michigan Hotel association, a position made vacant through the death of George Swanson, which means there will be no let up in the activities of that particular position. Pres. was already chairman of the executive board of the hotel organization. He is a doer and go-getter. I presume he will be the next president of the association, and he ought to be. Only his innate modesty has kept him out of the chair heretofore.

Also I have him carded for the presidency of the national organization of Greeters. His record of achievement in building up organizations in which he was interested has never been approached by anyone I ever heard of or ever expect to.

The mayor of Reno, having adjusted divorce proceedings to meet modern demands and provided suitable gambling devices for tired husbands and more tired wives, now branches out into new fields. The curse of this country, thinks the mayor, is bootlegging. And he has a plan to undo this curse. Municipalities, he says, should place a barrel of whisky on every corner and let everyone help himself. That would make whisky so unpopular that the bootlegger would be compelled to join the bread lines. The mayor unquestionably has the germ of an idea, but only the germ. There are people, you know, who do not like whisky. They would still make demands on the bootlegger for gin. If the mayor, then, would put a barrel of gin on every corner, his idea would begin to function.

But there are people, sad to relate, whose thirst would not lean toward either gin or whisky. Some like brandy. Others, beer. For them other barrels would have to be furnished. Maybe even barrels of water would have to be furnished and before the mayor could square away he would be operating a regular liquor cafeteria. My advice to the mayor would be that he confine himself to one job at a time. Consider the unemployed. Think of the poor bootlegger.

Mrs. Mayta E. Baldwin, who recently became proprietor of the Hotel Phelps, in Greenville, has renamed the house the New Baldwin. She has completed the remodeling and work of decorating and is now ready for business.

The new president of the Greater Detroit Hotel Association, Max V. MacKinnon, proposes that his organization shall function substantially this year, so he has appointed various active committees, the personnel being composed of several of Detroit's best hotel operators, who are expected to co-operate with him and do things.

The proprietor of one of the Los Angeles cafes which really transacts business, and a lot of it, has some very good notions in the makeup of his menus, which I will pass along to my Michigan friends. "People," he says, "are full of dreams," and he believes that profitable opportunities to fill them with something else will come to the purveyor who keeps them heated up.

When he is including sliced tomatoes

on his bill of fare, he says: "Sliced tomatoes, one of nature's most wonderful appetizers, perfect in the serving, here; the finest, luscious hot-house tomatoes, cut in thick slices, with our own mayonnaise or French dressing." A baked potato is not just a potato that has been baked, but "a husky, mealy Idaho beauty, with plenty of butter, 10 cents." His roast loin of pork is "from contented hogs." His prunes are "large size, tender skin, served with plenty of rich cream;" his apple sauce is "smooth, delicious with maraschino cherry." It may all seem superfluous, but this man is wonderfully successful, and I have heard his patrons mention the "freak menus" quite often.

John A. Anderson, president and general manager of Hotel Harrington, Port Huron, was host to the active committeemen of the Great Lakes Tours Association a short time ago. This organization proposes to put over the most active campaign of its history the coming season. They have placed orders for 20,000 pictorial booklets and 100,000 maps of the Great Lakes region, and propose to have them effectually distributed. The committee in charge of this work consists of Lloyd Robinson, Hotel Durant, Flint; Howard V. Heldenbrand, Hotel Heldenbrand, Pontiac; W. L. McManus, Jr., Cushman House, Petoskey, president of the Association; E. J. Bradwell, Hotel Fort Shelby; Philip A. Jordan, Detroit-Leland; Cliff W. Reynolds, Hotel Tuller; Max V. MacKinnon, Wardell Hotel and B. A. Sullivan, Book-Cadillac, all of Detroit.

A hotel journal is responsible for the statement that the minister of the interior, in Hungary, has issued an edict to the effect that "no woman who has not attained her 40th birthday shall be employed as chambermaid in any hotel in the Kingdom of Hungary." "This," he told correspondents, "was in order to protect the morals of men, since both married and single men have been tempted by young chambermaids."

Where did this guy get the idea that ladies stop short at 40? Or that the guest whose taste runs to chambermaids stops short at any age?

When Reno Hoag was interested in the hotel game in Michigan he was much admired by his colleagues in the Michigan Hotel Association because he aimed straight and was a square shooter, even if he was inclined to "speak out in meetin'." Now a correspondent who has been covering Ohio, speaks of the Hoags, who are conducting the Hotel Lafayette, at Marietta, Ohio: "The Lafayette is one of the few hotels still operated by a family. Father, son, mother and daughter, each plays an important part in its success. For thirteen years they have been building into it beauty, comfort and new ideas. And it has been a profitable venture. The house has its own laundry, coffee shop, and the Rufus Putnam dining room—designed and executed by the son, S. Durward Hoag. There is nothing else like it in any other small hotel in the country."

The "one arm" luncheon establishments which were originated by John R. Thompson company many years ago, and which are said to have had more than a little to do with his wonderful success throughout the country are, according to report, to be superseded by tables and chairs.

Michiganders who were fond of W. C. Keeley when he was manager of the Morton Hotel, immediately after its rehabilitation, will be glad to have some news concerning him. He is general manager of the Chicago Title and Trust Company's hotel department, and is making a pronounced suc-

cess of operating them. He is building up business, cuts down payrolls and other expenses and is making a most satisfactory showing to his backers.

I still remain with my hat removed for Will Rogers. He is the type of Mark Twain—not essentially a humorist, but a thinker and philosopher, who simply knows the art of being funny. Any man who could spend his time in the midst of the sorrow and suffering he has in the past year and not lose his sense of humor uses his head for something besides a hat rack. I am glad the people of Oklahoma have voted him the greatest man their state has ever produced, for it shows they are at least normal.

Nicholas Longworth may not have been of the strictly "presidential type," but was far and away ahead of some of the individuals who have proven little better than "chair warmers" and the country might have gone much further and fared worse than to have elevated him to that position. An honest man, in the strictest application of the term, if history does not honor him with a niche in the Hall of Fame, I shall have some criticism to make of the historians.

Frank S. Verbeck.

Nebraska After Chain Stores.

The Nebraska State Senate has placed its approval on a bill asked by the Nebraska Retailers' Association and drawn up by the State's Attorney-General, which is aimed at chain stores, particularly those engaged in the grocery lines. The bill creates a State fair-trade commission made up of the Governor, Attorney General and State Treasurer, with the work to be done by a paid commissioner and assistants. It defines as unfair trade practices and bans the following: Misbranding of merchandise as to quality and origin; adulteration of commodities; misleading advertisements; false representation of usual prices as being special, reduced prices; combination sales where common articles of merchandise are sold for low prices, while the less unknown articles are sold for higher prices than ordinary; use of misleading trade names intended to induce the belief on the part of a buyer that the seller is the manufacturer of the article; the use of free goods or service device intended to create the impression that something is being thrown in without charge. The bill vests the commission with power to declare unfair other practices it holds to be in violation of free competition.

Gandhi In Trousers.

The controversy over what Mahatma Gandhi is to wear upon his visit to London, which seems to have rivaled in interest his appointment as sole representative of the Nationalists at the forthcoming round-table conference, has ended. The Indian leader announces that he will wear trousers. At knee breeches, however, he continues to draw the line. "I am ugly enough without such foppery," he has told enquirers. "I was never made to be ornamental."

We are glad that this critical question is settled. Mr. Gandhi at best is

going to cause a nine-day sensation in London, and if he had insisted upon going about in what dispatches describe as his "gossamer loin cloth," we doubt whether the round-table conference could ever have settled down to business. London is accustomed to Indians in all manner of gorgeous Oriental costume, but one wearing practically nothing at all might have caused political repercussions of the gravest importance. What would Winston Churchill say?

It is a gracious gesture Gandhi has made to Western sensibilities in agreeing to wear pants—and, in view of London's climate, a very wise one.

Worry often is interest paid on trouble before it's due.

The ame of life is won by the game.

FOR QUICK SALE

Owing to ill health, twenty-two room modern brick hotel. \$10,000 to immediate buyer.

MRS. E. L. SWAVERLY
Owner Hotel Kalkaska
Kalkaska, Mich.



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.

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.

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.

CODY HOTEL GRAND RAPIDS

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

CAFETERIA IN CONNECTION

DRUGS

Michigan Board of Pharmacy.

President—Orville Hoxie, Grand Rapids.

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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.

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President—John J. Watters, Saginaw.

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

Secretary—R. A. Turrell, Crowell.

Treasurer—P. W. Harding, Yale.

Shall We Work the Gold at Our Feet?

As far back as you and I can remember, the pages of history have been filled with romantic tales of adventure and accomplishment, in the halls of state, on the field of battle.

Perhaps none of the romances of history is more thrilling than any one of a large number of business romances, many of which never found and never will find their way into print.

Who will say that the struggles of Napoleon, the young Corsican lieutenant, are more interesting than the commercial struggles of men like Henry Ford, Andrew Carnegie, or scores of others, who through lifetimes of heroic effort have surmounted all obstacles, and in rising to fame carried scores of others with them?

One of the most interesting facts to be gleaned from a study of business romance is the astonishing frequency with which seemingly little things have proven to be veritable gold mines when discovered in their true light and properly worked.

For example, rumor has it that duco, which is now the most popular finish for automobiles, like countless other articles, was discovered quite by accident. It is said that after the war the company had on hand a large supply of material which it feared would be entirely wasted unless some practical use for it could be discovered. Chemists were put to work, and quite by accident they discovered that out of what seemed to be waste material they could produce a liquid adaptable to many uses as a finishing agent. At that particular time the automobile industry was facing the great problem of increasing the production of automobiles—one of the slowest steps in the process of manufacture being the painting of the body. This accidentally discovered product was found to fill the bill, and the romance of duco was added to the archives of business history.

Another outstandingly successful product, which it is said was discovered in connection with the manufacture of rayon, is cellophane—that dainty, sheer, gossamer wrapping for candy boxes and all sorts of products, and whose sales are exceeding all expectations. At first it seemed to be but a little thing. Now it is recognized as one of the most important and valuable contributions to modern merchandising. Another business romance has brought forth fruit.

Who would have believed that the

simple process of making a slight bend or hump in the two sides of a wire hairpin would lead to a fortune? Yet that is a fact, and the hairpin referred to, which for years has been advertised along with the slogan "See That Hump," has been an enormous money maker. There was a simple thing anyone might have thought of—a gold mine within the grasp of millions of people—yet it remained for one man to see it, to recognize it, and to work it.

Another strikingly interesting point to be gleaned from a study of business romance is the frequency with which what seems to be a disadvantage is turned into an outstanding advantage when a man with vision comes along who can recognize the possibilities and endow the situation with sufficient enthusiasm and hard work to "get out the gold."

A young man named Dahlgren has built a giant industry on a product which until a few years ago was a drug on the market. Sugar cane had always been something nobody knew what to do with for after the sugar had been pressed out the cane had to be disposed of. Dahlgren discovered a way to convert that waste sugar cane into a building material whose sales to-day run into the millions, and Celotex has become the leading character in another business romance.

The purpose of this seemingly lengthy introduction is to stress the fact that all about us there are gold mines waiting to be worked—opportunities waiting to be taken advantage of, yet most of us wait for things to happen instead of making things happen in a way that will be to our advantage.

There is a well-known characteristic of human nature that soda fountain proprietors should aggressively take advantage of. The human machine can operate only just so long without requiring rest, nourishment or both. The food and drink we put into our systems act as fuel to the human machine and keep it going at a certain rate of efficiency. Habit, largely dictated by man-made laws, has established the rule that a human being should eat three meals a day, although this rule is bound to vary in all parts of the world. The Englishman, for example, usually eats three regular meals, with tea at four, and a light supper of some sort later in the evening. After all it is a queer sort of rule. Why should we eat by the clock? Why should we not feed fuel to our engine when that engine has a tougher job to do and requires fuel?

The normal American citizen arises in the morning about seven o'clock, after seven or eight hours of restful sleep. He feels full of pep and energy. He enjoys his breakfast; he goes to work; he tackles his job with vigor and enthusiasm. At lunch-time whether he is hungry or not he partakes of lunch, usually eating more than he needs and eating it too hurriedly. He comes back to the office—digs into work again, trying to maintain the same pace set for himself earlier in the day. About three o'clock he begins to slow down mentally, physically. It is not so easy for him to concentrate on

his work. He funds himself looking out of the window—yawning, stretching, wishing the closing-hour were not so far off.

The reason for all this is very simple, very easy to understand. He tackles his morning job invigorated after a good night's sleep. He has now been up and at it eight hours. He has been running the engine at pretty good speed and it is beginning to slow down on him. It needs fuel—not a heavy meal—not a lot of food, but enough easily digestible food to give him that extra ounce of energy and pep to carry him over the rest of the grade and enable him to finish the day refreshed and high-spirited.

The manufacturers of a well-known drink have hit the nail on the head in their clever advertising campaign which make use of the slogan: "The Pause that Refreshes." It is doing a splendid job of selling the American business man and woman the idea that they need an occasional pause in the day's activities, and that a refreshing drink taken at that time is of enormous benefit to them.

Most of what the soda fountain proprietor sells is food of the most nourishing sort in easily digestible liquid form. Just the kind of food to be consumed by busy hard-working folks during that drowsy hour between three and four. Yet, what is the average soda fountain proprietor doing to stimulate business at that period?

In our big cities it has been discovered that the busiest time at the soda fountain is at that period in the afternoon. This is easily explained in our big cities where, at that hour of the day, women shoppers are finishing their day's work and are on their way home. Men and women whose work carries them out on the streets are winding up, going back to the office for a final check-up. But in the average American community nothing is being done to stimulate soda fountain trade at that important hour of the day.

It is not hard to sell people almost anything you have in mind to sell them, provided you give them reasons for buying. The "patent" medicine people have been successful because instead of merely advertising their products they have advertised reasons for the use of their products. They have told people of the benefits attributed to the use of their preparations. The value of some of them is questionable, yet they attract millions of dollars from American citizens every year. You have meritorious products, the consumption of which can be greatly increased if you will only give people reasons for buying them and using them in larger quantities.

One manufacturer of a broadly advertised product sold largely, if not almost entirely, through soda fountains, recently ran a striking newspaper advertisement bearing the headline "Don't Let Fatigue Ruin Your Day." There is the whole gist of this proposition in a nutshell. Afternoon fatigue can easily ruin a person's whole day if something is not done about it, and your soda fountain proprietors are in position to do something about it by telling your customers more about the

value to them of making a daily habit of patronizing your fountain between three and four in the afternoon.

In other words, the gold mine at your feet is the period from three to four—the zero hour in the working day when a little lift makes the rest of the day easy.

Work that gold mine by selling people the idea of the value to them of a nourishing drink at that hour of the day. The Englishman's four o'clock tea is intended for that very purpose. Tea, however, is merely a mild stimulant; soda fountain preparations are healthful, nourishing food.

There is gold for you in this idea, but it is up to you to dig it out.

Housecleaning Time Is Profit Time.

The grocer's fancies in the spring time do not turn so much to love, as poets say, but to cold cash and extra profits. House cleaning may be teetotally damned by the remainder of creation, but the grocer provides the means, and he should worry.

There is no time to be lost in going after house cleaning profits, although some house cleaning is never wound up until along in June. Of course so many house cleaning items are staples that the stock is apt to be in fine fettle. Better take a check up though and see if you have plenty of the added, or diversified lines, this spring.

That is one point to get fixed in mind right now. The big national magazines for women stress a lot of live selling items you have not carried. They are in demand, the druggist, hardware man and the department store have them, but you have the whip hand. Women will come for food first, and if they can buy in your store, they won't chase all over the block to get furniture polish, wax, moth preventers, chamois, sponges, disinfectants, even curtain rods and wall paper cleaner.

Go into a huddle with your own wife, ask her what women use in and around the house at this time of the year. You'd be surprised. You can sell mops and pails, step ladders and carpet tacks.

Of course, the soaps, cleansers, brooms, all the regular line is in order. Now to move it. Here's one stunt—make up combination packages of the essentials, staples that all women buy the most of.

Three cakes of soap, two cans of scouring powder, a sponge, polish and scrub brush. Say the regular retail price is \$1.10 make it 98c in a compact bundle, toss in a big window full of "handy house cleaning helps special! the complete outfit 98c—run this in your store circulars, make a good hot value. The outfits will move.

Get the counters up in the front of the store set for house cleaning time, run a dime counter, lots of handy items that fit in, self sellers, added dimes. Use plenty of big display signs.

The bigger items at higher prices on other counters. And of course the windows, never mind the cereals, canned stuff and so many vegetables, brooms, pails, mops, soaps, cleansers, the advertised lines, and use the stuff the soap men furnish for advertisements. Plenty of it!

Inserts for every package that goes

out, mention lists and prices. If you use newspapers throw in a red hot combination soap special, make it snappy enough to bring in new trade, then with the line up in the front of the store, that dime counter and being all set, the loss on soap means a boost in all house cleaning sales.

There is no loss—it is advertising that makes the cash register grin.

Here's a combination that goes two ways—with some popular brand of soap chips, or laundry soap, or cleaners, say a half dollar bunch, advertise free flower seeds. One package free with the combination, not one out of ten will stop with a measly single package, they will get a slant on the fact you have seeds, and buy more. One deal to boost another—and it is seed time as well as house cleaning time.

Take that idea of the women's magazines, take a few minutes to run over the advertising pages of Delineator, Good House Keeping, Woman's Home Companion, McCalls, Ladies Home Companion, note the new stuff, the modern ideas, what has happened to laundry soap? Ask the soap flake makers. Times progress even in house cleaning—keep up with the times.

Hugh King Harris.

Some Significant Trends of Trade.

The cigarette price war in the retail trade came to an end last week, after two years' duration, when United Cigar Stores and Schulte chain stores announced restoration of the price of fifteen cents a package and two packages for twenty-seven cents. At these prices, at the wholesale rate of \$6.40 a thousand less 10 and 2, dealers make 25 per cent. on sales by the single package and better than 16 per cent. on pairs.

Senator Wagner of New York says we must find a way to add \$40,000,000,000 to our wage distribution if the

people of the country are to enjoy comfortable lives and if trade is to expand.

Commercial failures in March numbered 2,604 according to R. G. Dun, only 1½ per cent. more than in the preceding short month. Between February and March last year the number increased 3.8 per cent. But the number of failures last March established a new record for that month, the highest previous number, 2,463, having been reached in 1922.

Montgomery Ward sales in March dropped to \$17,601,123 from \$20,632,071 a year ago—14.69 per cent., due the management says to lower price levels.

B. F. Goodrich has reduced wages in line with similar cuts by Goodyear Tire & Rubber.

Many automobile companies report notably high March shipments. Studebaker, for example, sent out 7,011 cars compared with 6,321 in March, 1930, the largest monthly total since September, 1929, while Auburn had shipments of 5,649 cars, the largest for any month in the company's history and comparing with 2,499 cars shipped in March, 1930. The output of the industry, however, scarcely showed the seasonal increase. April output, on the other hand, shows more than seasonal gains.

Sears, Roebuck began last week the sale of a free-wheeling device for ford cars. The contrivance is made by Muncie Gear and is offered at retail for \$15.45.

Most of our trouble comes from the grasping idea for money. If we keep it as a servant, we will have a useful proposition; but when it becomes a master, it makes us do some funny things. We have got to guard against that. No man should let a dollar make a decision for him in anything. The Golden Rule should be the standard for men in every activity in life.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubebs	1 25@1 50	Buchu	@2 40
Boric (Xtal)	10 @ 20	Eigerson	5 00@5 25	Cantharides	@2 16
Carbolic	38 @ 44	Eucalyptus	4 00@4 25	Capsicum	@2 52
Citric	46 @ 60	Hemlock, pure	1 25@1 50	Catechu	@2 28
Muriatic	3½ @ 8	Juniper Berries	2 00@2 25	Cinchona	@1 44
Nitric	9 @ 15	Juniper Wood	4 50@4 75	Colchicum	@2 16
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cubeb	@1 80
Sulphuric	3½ @ 8	Lard, No. 1	1 55@1 65	Digitalis	@2 76
Tartaric	43 @ 55	Lavender Flow	1 25@1 40	Gentian	@2 04
Ammonia		Lavender Gar'n	6 00@6 25	Gualiac	@2 28
Water, 26 deg.	07 @ 18	Lemon	1 25@1 50	Gualiac, Ammon.	@2 04
Water, 18 deg.	06 @ 15	Linseed, boiled, bbl.	3 00@3 25	Iodine	@1 25
Water, 14 deg.	5½ @ 13	Linseed, raw, bbl.	@ 83	Iodine, Colorless	@1 50
Carbonate	20 @ 25	Linseed, bld., less	30@1 03	Iron, Clo.	@1 56
Chloride (Gran.)	08 @ 18	Linseed, raw, less	37@1 00	Kino	@1 44
Balsams		Mustard, artifi. oz.	@ 30	Myrrh	@2 52
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Nux Vomica	@1 80
Fir (Canada)	2 75@3 00	Olive, pure	3 00@5 00	Opium	@5 40
Fir (Oregon)	65@1 00	Olive, Malaga,		Opium, Camp.	@1 44
Peru	3 00@3 25	yellow	2 50@3 00	Opium, Deodor'd	@5 40
Tolu	2 00@2 25	Olive, Malaga,		Rhubarb	@1 92
Barks		green	2 85@3 25	Paints	
Cassia (ordinary)	25@ 30	Orange, Sweet	6 00@6 25	Lead, red dry	13½ @13½
Cassia (Saigon)	40@ 60	Origanum, pure	@2 50	Lead, white dry	13½ @13½
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, white oil	13½ @13½
Soap Cut (powd.)	20@ 30	Pennyroyal	3 25@3 50	Ochre, yellow bbl.	@ 2½
Berries		Peppermint	4 50@4 75	Ochre, yellow less	3@ 6
Cubeb	@ 90	Rose, pure	13 50@14 00	Red Venet'n Am.	3½ @ 7
Fish	@ 25	Rosemary Flows	1 50@1 75	Red Venet'n Eng.	4@ 8
Juniper	10@ 20	Sandelwood, E.		Putty	5@ 8
Prickly Ash	@ 75	Sassafras, true	2 00@2 25	Whiting, bbl.	@ 4½
Extracts		Sassafras, art'l	75@1 00	Whiting, bbl.	5½ @10
Licorice	60@ 75	Spearment	5 00@5 25	Rogers Prep.	2 45@2 65
Licorice, powd.	60@ 70	Sperm	1 50@1 75	Miscellaneous	
Flowers		Tany	6 00@6 25	Acetanadid	57@ 75
Arnica	75@ 80	Tar USP	65@ 75	Alum	06@ 12
Chamomile Ged.	35@ 45	Turpentine, bbl.	@ 65	Alum, powd. and	
Chamomile Rom.	@ 90	Turpentine, less	72@ 85	ground	09@ 15
Gums		Wintergreen,		Bismuth, Subni-	
Acacia, 1st	@ 60	leaf	6 00@6 25	trate	2 12@2 40
Acacia, 2nd	@ 50	Wintergreen, sweet		Borax xtal or	
Acacia, Sorts	25@ 40	birch	3 00@3 25	powdered	06@ 13
Acacia, Powdered	40@ 50	Wintergreen, art	75@1 00	Cantharides, po.	1 25@1 50
Aloe (Barb Pow)	35@ 45	Worm Seed	6 00@6 25	Calomel	2 22@2 32
Aloe (Cape Pow.)	25@ 35	Wormwood	10 00@10 25	Capsicum, pow'd	42@ 55
Aloe (Soc. Pow.)	75@ 80	Potassium		Carmine	8 00@9 00
Asafoetida	50@ 60	Bicarbonate	35@ 40	Cassia Buds	20@ 30
Pow.	@ 75	Bichromate	15@ 25	Cloves	35@ 45
Camphor	87@ 95	Bromide	69@ 85	Chalk Prepared	14@ 16
Gualiac	@ 60	Bromide	54@ 71	Chloroform	47@ 54
Gualiac, pow'd	@ 70	Chlorate, gran'd.	21@ 28	Choral Hydrate	1 20@1 50
Kino	@1 25	Chlorate, powd.	16@ 23	Cocaine	12 85@13 50
Kino, powdered	@1 25	or Xtal	17@ 24	Cocoa Butter	45@ 90
Myrrh	@1 15	Cyanide	22@ 90	Corks, 1st, less	307@10
Myrrh, powdered	@1 25	Iodide	4 34@4 55	Copperas	03@ 10
Opium, powd.	21 00@21 50	Permanganate	22½ @ 35	Copperas, Powd.	4@ 10
Opium, gran.	21 00@21 50	Prussiate, yellow	35@ 45	Corrosive Sublim	2 00@2 30
Shellac, Orange	40@ 50	Prussiate, red	70@ 75	Cream Tartar	35@ 45
Shellac, White	55@ 70	Sulphate	35@ 40	Cutt bone	40@ 45
Tragacanth, pow.	@1 75	Roots		Dextrine	6½ @ 15
Tragacanth	2 00@2 35	Alkanet	30@ 40	Dover's Powder	4 00@4 50
Turpentine	@ 25	Blood, powdered	40@ 45	Emery, All Nos.	10@ 15
Insecticides		Calamus	25@ 65	Emery, Powdered	@ 15
Arsenic	7@ 20	Elecampane, powd.	20@ 30	Epsom Salts, bbls.	@03½
Blue Vitriol, bbl.	@ 07	Gentian, powd.	20@ 30	Epsom Salts, less 3½	@ 10
Blue Vitriol, less	08@ 15	Ginger, African,		Ergot, powdered	@ 4 00
Bordea, Mix Dry	10½ @ 21	powdered	30@ 35	Flake, White	15@ 20
Hellebore, White		Ginger, Jamaica,		Formaldehyde, lb.	09@ 35
powdered	15@ 25	powdered	40@ 50	Gelatine	80@ 90
Insect Powder	30@ 40	Ginger, Jamaica,		Glassware, less 55%	
Lead Arsenate, Po.	11 @ 25	powdered	45@ 60	Glassware, full case	60%
Lime and Sulphur		Golden Seal, pow.	5 00@5 50	Glauber Salts, bbl.	@02½
Dry	09@ 23	Ipocac, powd.	4 00@4 60	Glauber Salts less	04@ 10
Paris Green	25@ 45	Licorice	35@ 40	Glue, Brown	20@ 30
Leaves		Licorice, powd.	20@ 30	Glue, Brown Grd	16@ 22
Buchu	@ 50	Orris, powdered	35@ 40	Glue, White	27½ @ 35
Buchu, powdered	@ 60	Poke, Powdered	25@ 40	Glue, white grd.	25@ 35
Sage, Bulk	25@ 30	Rhubarb, powd.	@1 00	Glycerine	17½ @ 40
Sage, ¼ loose	@ 40	Rosinwood, powd.	@ 50	Hops	75@ 95
Sage, powdered	@ 35	Sarsaparilla, Hond.		Iodine	6 45@7 00
Senna, Alex.	50@ 75	ground	@1 10	Iodoform	8 00@8 30
Senna, Tinn. pow.	30@ 35	Sarsaparilla, Mexic.	@ 60	Lead Acetate	17@ 25
Uva Ursi	20@ 25	Squills	35@ 40	Mace	@1 60
Oils		Squills, powdered	70@ 80	Mace powdered	@1 60
Almonds, Bitter,		Tumeric, powd.	20@ 25	Menthol	6 50@7 20
true	7 50@7 75	Valerian, powd.	@ 50	Morphine	13 58@14 35
Almonds, Bitter,		Seeds		Nux Vomica	@ 30
artificial	3 00@3 25	Anise	20@ 30	Nux Vomica, pow.	15@ 26
Almonds, Sweet,		Anise, powdered	@ 35	Pepper, Black, pw.	35@ 45
true	1 50@1 80	Bird, Is	13@ 17	Pepper, White, p.	75@ 85
Almonds, Sweet,		Canary	12@ 18	Pitch, Burgundy	10@ 20
imitation	1 00@1 25	Caraway, Po.	30 25@30	Quassia	12@ 15
Amber, crude	75@1 00	Cardamon	2 25@2 50	Quinine, 5 oz. cans	@ 60
Amber, rectified	1 50@1 75	Coriander pow.	30 15@25	Rochelle Salts	28@ 38
Anise	2 00@2 25	Dill	15@ 20	Saccharine	2 60@2 75
Bergamont	6 00@6 25	Fennell	35@ 50	Salt Peter	11@ 32
Cajuput	2 00@2 25	Flax	6½ @ 15	Sedlitz Mixture	30@ 40
Cassia	3 00@3 25	Flax, ground	6½ @ 15	Soap, green	15@ 30
Castor	1 55@1 80	Foenugreek, powd.	15@ 25	Soap, mou cast	@ 25
Cedar Leaf	2 00@2 25	Hemp	8@ 15	Soap, white Castile,	
Citronella	1 00@1 20	Lobelia, powd.	@1 100	case	@15 00
Cloves	3 50@3 75	Mustard, yellow	10@ 20	less, per bar	@1 60
Cocoonut	22½ @ 35	Musard, black	20@ 25	Soda Ash	3@ 10
Cod Liver	1 40@2 00	Poppy	15@ 25	Soda Bicarbonate 3½	@ 10
Croton	8 00@8 25	Quince	2 25@2 50	Soda, Sal	02½ @ 08
Tinctures		Sabadilla	45@ 50	Spirits Camphor	@1 20
Aconite	@1 80	Sunflower	12@ 18	Sulphur, Subl.	@1 11
Aloe	@1 56	Worm, American	25@ 30	Tamarinds	20@ 26
Asafoetida	@2 28	Worm, Lavant	6 50@7 00	Tartar Emetic	70@ 75
Arnica	@1 50	Tinctures		Turpentine, Ven.	50@ 75
Belladonna	@1 44	Aconite	@1 80	Vanilla Ex. pure	1 50@2 00
Benzoin	@2 28	Aloe	@1 56	Vanilla Ex. pure 2	25@2 50
Webster Cigar Co. Brands		Asafoetida	@2 28	Zinc Sulphate	06@ 11
Websterettes	33 50	Arnica	@1 50	Webster Cigar Co. Brands	
Cincos	33 50	Belladonna	@1 44	Websterettes	33 50
Webster Cadillacs	75 00	Benzoin	@2 28	Cincos	33 50
Golden Wedding		Webster Cadillacs		Webster Cadillacs	75 00
Panatellas	75 00	Golden Wedding		Golden Wedding	
Commodore	95 00	Panatellas		Panatellas	75 00
Commodore		Commodore		Commodore	95 00

Seasonable Merchandise

Base Balls, Indoor Balls, Golf Balls

GOLF SUPPLIES—Clubs, Bags, Etc.

TENNIS SUPPLIES—Balls, Rackets, Etc.

INSECTICIDES. ROGERS HOUSE PAINT

ROGERS BRUSHING LAQUER

PICNIC SUPPLIES,

WALL PAPER CLEANERS

SODA FOUNTAIN SUPPLIES

KODAKS AND FILMS

PAINT BRUSHES

MOTH KILLERS—ANT KILLERS

BATHING SUPPLIES—FOOD JUGS

SPONGES—CHAMOIS—ETC.

Complete Sample Line Always on Display

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

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

Manchurian Shelled Walnut

DECLINED

Veal

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



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

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. ----- 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 50
Lizette, 10 oz., 24s ----- 2 50

BEANS and PEAS

100 lb. bag
Brown Swedish Beans ----- 9 00
Pinto Beans ----- 9 25
Red Kidney Beans ----- 9 75
White H'd P. Beans ----- 5 35
Col. Lima Beans ----- 8 75
Black Eye Beans ----- 12 25
Split Peas, Yellow ----- 5 60
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 35

BOTTLE CAPS

Dbl. Lacquer, 1 gross pgs., 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
Krumbs, No. 424 ----- 2 45
Bran Flakes, No. 624 ----- 2 45
Bran Flakes, No. 602 ----- 1 50
Rice Krispies, 6 oz. ----- 2 70
Rice Krispies, 1 oz. ----- 1 10

Kaffe Hag, 12 1-lb. cans ----- 6 15
All Bran, 16 oz. ----- 2 25
All Bran, 10 oz. ----- 2 70
All Bran, 4 oz. ----- 2 00

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

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

Stove

Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 60

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. ----- 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
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 55
Marcellus Red ----- 3 10
Special Pie ----- 2 60
Whole White ----- 3 25

Gooseberries

No. 10 ----- 8 00

Pears

19 oz. glass ----- 3 80
Pride of Mich. No. 2 1/2 ----- 3 80

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 60
Pride of Mich. No. 2 ----- 4 00

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
Pinnan Haddie, 7 oz. ----- 2 50
Clam Bouillon, 10 oz. ----- 3 30
Chicken Haddie, No. 1 ----- 2 50
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 50
Cove Oysters, 5 oz. ----- 1 60
Lobster, No. 1/4, star ----- 2 30
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 @ 25
Sardines, 1/4, ea. ----- 2 25
Tuna, 1/2, Curtis, doz. ----- 2 80
Tuna, 1/2, Curtis, doz. ----- 1 50
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, 3 1/2 oz., Qua. sil. ----- 1 35
Beef, 5 oz., Am. Sliced ----- 2 25
Beef, No. 1, B'nut, sil. ----- 4 50
Beefsteak & Onions, s ----- 3 70
Chili Con Car., 1s ----- 1 35
Deviled Ham, 1/4s ----- 1 60
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 ----- 85
Potted Meat, 1/4 Qua. ----- 90
Potted Ham, Gen. 1/4 ----- 1 45
Vienna Saus., No. 1 ----- 1 35
Vienna Sausage, Qua. ----- 90
Veal Loaf, Medium ----- 2 25

Baked Beans

Campbells ----- 80
Quaker, 16 oz. ----- 75
Fremont, No. 2 ----- 1 20
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. 10-13 ----- 25
Little Quaker, No. 1 ----- 1 80
Baby, No. 2 ----- 2 75
Baby, No. 1 ----- 1 80
Pride of Mich. No. 1 ----- 1 55
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 20
Little Dot, No. 1 ----- 2 40
Little Quaker, No. 1 ----- 1 90
Little Quaker, No. 2 ----- 2 90
Choice Whole, No. 10-12 ----- 75
Choice Whole, No. 2 ----- 2 50
Choice Whole, No. 1 ----- 1 70
Cut, No. 10 ----- 10 25
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 ----- 1 90
Little Quaker, No. 2 ----- 2 65
Little Quaker, No. 1 ----- 1 80
Choice Whole, No. 10-12 ----- 50
Choice Whole, No. 2 ----- 2 50
Choice Whole, No. 1 ----- 1 75

Cut, No. 10 ----- 10 25
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 30
Diced, No. 10 ----- 7 00

Corn

Golden Ban., No. 3 ----- 3 60
Golden Ban., No. 2 ----- 1 90
Golden Ban., No. 10-10 ----- 70
Little Dot, No. 2 ----- 1 70
Little Quaker, No. 2 ----- 1 70
Little Quaker, No. 1 ----- 1 35
Country Gen., No. 1 ----- 1 35
Country Gen., No. 2 ----- 1 70
Pride of Mich., No. 5 ----- 5 20
Pride of Mich., No. 2 ----- 1 25
Pride of Mich., No. 1 ----- 1 25
Marcellus, No. 5 ----- 4 30
Marcellus, No. 2 ----- 1 40
Marcellus, No. 1 ----- 1 15
Fancy Crosby, No. 2 ----- 1 70
Fancy Crosby, No. 1 ----- 1 45

Peas

Little Dot, No. 1 ----- 1 70
Little Dot, No. 2 ----- 2 50
Little Quaker, No. 10 ----- 12 00
Little Quaker, No. 2 ----- 2 35
Little Quaker, No. 1 ----- 1 60
Sifted E. June, No. 10-10 ----- 10 00
Sifted E. June, No. 5 ----- 5 75
Sifted E. June, No. 2 ----- 1 85
Sifted E. June, No. 1 ----- 1 40
Sifted E. Hart, No. 2 ----- 1 85
Pride of Mich., No. 10 ----- 8 75
Pride of Mich., No. 2 ----- 1 65
Marcel., E. June, No. 2 ----- 1 40
Marcel., E. June, No. 5 ----- 4 50
Marcel., E. J., No. 10 ----- 7 50
Templar E. J., No. 2 ----- 1 32 1/2
Templar E. J., No. 10 ----- 7 00

Pumpkin

No. 10 ----- 5 50
No. 2 1/2 ----- 1 75
No. 2 ----- 1 40
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. ----- 1 90

Squash

Boston, No. 3 ----- 1 80

Succotash

Golden Bantam, No. 2 ----- 2 60
Little Dot, No. 2 ----- 2 35
Little Quaker ----- 2 25
Pride of Michigan ----- 2 10

Tomatoes

No. 10 ----- 5 80
No. 2 1/2 ----- 2 25
No. ----- 1 65
Pride of Mich., No. 2 1/2 ----- 2 10
Pride of Mich., No. 2 ----- 1 40

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 85
Quaker, 14 oz. ----- 1 30
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

CHEESE

Roquefort ----- 68
Wisconsin Daisy ----- 18
Wisconsin Flat ----- 18
New York June ----- 27
Sap Sago ----- 40
Brick ----- 19
Michigan Flats ----- 18
Michigan Daisies ----- 18
Wisconsin Longhorn ----- 18
Imported Leyden ----- 28
1 lb. Limburger ----- 26
Imported Swiss ----- 56
Kraft Pimento Loaf ----- 56
Kraft American Loaf ----- 24
Kraft Brick Loaf ----- 24
Kraft Swiss Loaf ----- 24
Kraft Old Eng. Loaf ----- 44
Kraft, Pimento, 1/2 lb. ----- 1 90
Kraft, American, 1/2 lb. ----- 1 90
Kraft, Brick, 1/2 lb. ----- 1 90
Kraft Limburger, 1/2 lb. ----- 1 90

CHEWING GUM

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

COCOA



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

CHOCOLATE

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

CLOTHES LINE

Hemp, 50 ft. ----- 2 00 @ 2 25
Twisted Cotton, 50 ft. ----- 1 80 @ 2 25
Braided, 50 ft. ----- 2 25
Sash Cord ----- 2 50 @ 2 75

COFFEE ROASTED

Blodgett-Beckley Co. ----- 40
Old Master ----- 40

Lee & Cady

1 lb. Package
Liberty ----- 16
Quaker Vacuum ----- 32 1/2
Nedrow ----- 28
Morton House ----- 36
Reno ----- 26
Imperial ----- 38
Majestic ----- 31
Boston Break't Blend ----- 26

McLaughlin's Kept-Fresh

Kept-Fresh
COFFEE
SERVICE

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

CONDENSED MILK

Leader, 4 doz. ----- 7 00
Eagle, 4 doz. ----- 9 00

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Caroline, Tall, 4 doz. ----- 3 80
Caroline, Baby ----- 3 50

EVAPORATED MILK

Page Tall ----- 3 80
Page, Baby ----- 3 80
Quaker, Tall, 10 1/2 oz. ----- 3 50
Quaker, Baby, 2 doz. ----- 3 50
Quaker, Gallon, 1/2 doz. ----- 3 50
Carnation, Tall, 4 doz. ----- 3 85
Carnation, Baby, 8 doz. ----- 3 85
Oatman's Dundee, Tall ----- 3 85
Oatman's D'dee, Baby ----- 3 85
Every Day, Tall ----- 3 85
Every Day, Baby ----- 3 85



Pet. Tall ----- 4 20
Pet. Baby, 8 oz. ----- 4 10
Borden's Tall ----- 4 20
Borden's Baby ----- 4 10

CIGARS

Airedale ----- 35 00
Havana Sweets ----- 35 00
Hemeter Champion ----- 38 50
Canadian Club ----- 35 00
Robert Emmett ----- 75 00
Tom Moore Monarch ----- 75 00
Webster Astor ----- 75 00
Webster Knickerbocker ----- 75 00
Webster Albany ----- 95 00
Bering Apollo ----- 115 00
Bering Palmita ----- 115 00
Bering Diplomatic ----- 115 00
Bering Delos ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

Stick Candy ----- 17
Pure Sugar Sticks-600c ----- 4 00
Big Stick, 20 lb. case ----- 17
Horehound Stick, 5 lb. ----- 18

Mixed Candy

Kindergarten ----- 17
Leader ----- 13
French Creams ----- 14
Paris Creams ----- 15
Jupiter ----- 10
Fancy Mixture ----- 17

Fancy Chocolate

5 lb. boxes
Bittersweets, Ass'ted ----- 1 60
Milk Chocolate A A ----- 1 65
Nibble Sticks ----- 1 50
Chocolate Nut Rolls ----- 1 70
Blue Ribbon ----- 1 30
Gum Drops ----- 15
Anise ----- 15
Champion Gums ----- 15
Challenge Gums ----- 13
Jelly Strings ----- 16
Lozenges ----- 15
A. A. Pep. Lozenges ----- 15
A. A. Pink Lozenges ----- 15
A. A. Choc. Lozenges ----- 15
Motto Hears ----- 18
Mated Milk Lozenges ----- 21
Hard Goods ----- 17
Lemon Drops ----- 17
O. F. Horehound drops ----- 16
Anise Squares ----- 16
Peanut Squares ----- 16
Cough Drops ----- 15
Putnam's ----- 1 35
Smith Bros ----- 1 50
Luden's ----- 1 5

Hominy
 Pearl, 100 lb. sacks -- 3 50

Macaroni
 Mueller's Brands
 4 oz. package, per doz. 1 30
 9 oz. package, per case 2 20

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

Pearl Barley
 0000 -- 7 00
 Barley Grits -- 5 00
 Chester -- 3 75

Sage
 East India -- 10

Tapioa
 Pearl, 100 lb. sacks -- 09
 Minute, 8 oz., 3 doz. 4 05
 Dromedary Instant -- 3 50

Jiffy Punch
 3 doz. Carton -- 2 25
 Assorted flavors.

FLOUR
 V C Milling Co. Brands
 Lily White --
 Harvest Queen --
 Yes Ma'am Graham, 50s -- 2 20

Lee & Cady Brands
 American Eagle --
 Home Baker --

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

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

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

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

JELLY GLASSES
 8 oz., per doz. -- 36

OLEOMARGARINE
 Van Westenbrugge Brands
 Carload Distributor



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

Wilson & Co.'s Brands
 Oleo
 Certified -- 20
 Nut -- 13
 Special Roll -- 17

MATCHES
 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

Safety Matches
 Quaker 5 doz. case -- 4 25

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

NUTS--Whole
 Almonds, Tarragona -- 19
 Brazil, Large -- 23
 Fancy Mixed -- 22
 Filberts, Sicily -- 20
 Pecans, Vir. Roasted -- 11
 Peanuts, Jumbo, std. 13

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

Salted Peanuts
 Fancy, No. 1 -- 14

Shelled
 Almonds Salted -- 95
 Peanuts, Spanish 125 lb. bags -- 32
 Filberts -- 32
 Pecans Salted -- 87
 Walnut Burdo -- 65
 Walnut, Manchurian -- 65

MINCE MEAT
 None Such, 4 doz. -- 6 47
 Quaker, 3 doz. case -- 3 50
 Libby, Kegs, wet, lb. 22

OLIVES
 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, Stuffed, doz. 1 35
 6 oz. Jar, Stuffed, doz. 2 25
 9 1/2 oz. Jar, Stuffed, doz. 3 75
 1 Gal. Jugs, Stuffed, dz. 2 70

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

PEANUT BUTTER



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

PETROLEUM PRODUCTS
 Including State Tax
 From Tank Wagon
 Red Crown Gasoline -- 16.7
 Red Crown Ethyl -- 19.7
 Solite Gasoline -- 19.7

In Iron Barrels
 Perfection Kerosine -- 12.6
 Gas Machine Gasoline 39.1
 V. M. & P. Naphtha -- 20.8

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

Polarine

Iron Barrels
 Light -- 65.1
 Medium -- 65.1
 Heavy -- 65.1
 Special heavy -- 65.1
 Extra heavy -- 65.1
 Polarine -- 65.1
 Transmission Oil -- 65.1
 Pinol, 4 oz. cans, doz. 1 50
 Pinol, 8 oz. cans, doz. 2 30
 Parowax, 100 lb. -- 7.3
 Parowax, 40, 1 lb. -- 7.55
 Parowax, 20, 1 lb. -- 7.8



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

PICKLES
 Medium Sour
 5 gallon, 400 count -- 4 75

Sweet Small
 16 Gallon, 2250 -- 27 00
 5 Gallon, 750 -- 9 75

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

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

PLAYING CARDS
 Battle Axe, per doz. 2 65
 Torpedo, per doz. -- 2 50

POTASH
 Babbitt's, 2 doz. -- 2 75

FRESH MEATS
Beef
 Top Steers & Heif. -- 18
 Good Strs & H'f. 15 1/2 @ 16
 Med. Steers & Heif. -- 13
 Com. Steers & Heif. -- 11

Veal
 Top -- 13
 Good -- 11
 Medium -- 09

Lamb
 Spring Lamb -- 19
 Good -- 17
 Medium -- 14
 Poor -- 10

Mutton
 Good -- 12
 Medium -- 11
 Poor -- 10

Pork
 Loin, med. -- 17
 Butts -- 15
 Shoulders -- 12
 Spareribs -- 12
 Neck bones -- 06
 Trimmings -- 10

PROVISIONS
 Barbeled Pork
 Clear Back -- 25 00 @ 28 00
 Short Cut Clear 26 00 @ 29 00

Dry Salt Meats
 D S Bellies -- 18-20 @ 18-14

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

Sausages
 Bologna -- 16
 Liver -- 18
 Frankfort -- 20
 Pork -- 31
 Veal -- 19
 Tongue, Jellied -- 35
 Headcheese -- 18

Smoked Meats
 Hams, Cer. 14-16 lb. @ 21
 Hams, Cer., Skinned 16-18 lb. @ 20
 Ham, dried beef --
 Knuckles -- @ 33
 California Hams -- @ 17 1/2
 Picnic Boiled --
 Hams -- 20 @ 25
 Boiled Hams -- @ 34
 Minc'd Hams -- @ 16
 Bacon 4/6 Cert. 24 @ 23

Beef
 Boneless, rump 28 00 @ 36 00
 Rump, new -- 29 00 @ 35 00

Liver
 Beef -- 16
 Calf -- 55
 Pork -- 08

RICE
 Fancy Blue Rose -- 5 10
 Fancy Head -- 07

RUSKS
 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

SALERATUS
 Arm and Hammer -- 3 75

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

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

HERRING
 Holland Herring
 Mixed, Kegs -- 95
 Mixed, half bbls. -- 11 35
 Mixed, bbls. --
 Milklers, Kegs -- 1 05
 Milklers, half bbls. -- 12 50
 Milklers, bbls. -- 22 25

Lake Herring
 1/2 Bbl., 100 lbs. -- 6 50

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

White Fish
 Med. Fancy, 100 lb. 13 00
 Milklers, bbls. -- 18 50
 K K K K Norway -- 19 50
 Bixbys, doz. -- 1 40
 Cut Lunch -- 1 50
 Boned, 10 lb. boxes -- 16

SHOE BLACKENING
 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

STOVE POLISH
 Blackie, 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. 95
 Stovoil, per doz. -- 3 00

SALT
 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. 40
 Block, 50 lb. -- 40
 Baker Salt, 280 lb. bbl. 3 80
 14, 10 lb., per bale -- 1 90
 30, 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

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

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS
 Bon Ami Pd., 18s, box 1 90
 Bon Ami Cake, 18s -- 1 62 1/2
 Brillo -- 35
 Climaline, 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
 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
 Wyandot Deterg's, 24s 2 75

SOAP
 Am. Family, 100 box 8 10
 Crystal White, 100 -- 3 85
 Big Jack, 60s -- 4 75
 Fels Naphtha, 100 box 5 50
 Flake White, 10 box 3 50
 Gdrma White Na. 10s 3 75
 Jan Rose, 100 box -- 7 85
 Fairy, 100 box -- 4 00
 Palm Olive, 144 box 9 50
 Lava, 100 box -- 4 00
 Octagon, 120 -- 5 00
 Pummo, 100 box -- 4 85
 Sweetheart, 100 box -- 5 70
 Grandpa Tar, 50 sm. 2 10
 Grandpa Tar, 50 lre. 3 50
 Trilby Soap, 100, 10c 7 25
 Williams Barber Bar, 9s 50
 Williams Mug, per doz. 48

SPICES
Whole Spices
 Allspice, Jamaica -- @ 35
 Cloves, Zanzibar -- @ 47
 Cassia, Canton -- @ 66
 Cassia, 5c pkg., doz. @ 40
 Ginger, Africa -- @ 19
 Ginger, Cochir -- @ 40
 Mace, Penang -- 1 39
 Mixed, No. 1 -- @ 32
 Mixed, 5c pkgs., doz. @ 45
 Nutmegs, 70 @ 90 -- @ 59
 Nutmegs 105-1 10 -- @ 59
 Pepper, Black -- 26

Pure Ground in Bulk
 Allspice, Jamaica -- @ 40
 Cloves, Zanzibar -- @ 53
 Cassia, Canton -- @ 66
 Cassia, 5c pkg., doz. @ 40
 Ginger, Cochir -- @ 40
 Mace, Penang -- 1 39
 Mixed, No. 1 -- @ 32
 Mixed, 5c pkgs., doz. @ 45
 Nutmegs, 70 @ 90 -- @ 59
 Nutmegs 105-1 10 -- @ 59
 Pepper, Black -- 26

Seasoning
 Chili Powder, 15c -- 1 35
 Celery Salt, 3 oz. -- 95
 Sage, 2 oz. -- 90
 Onion Salt -- 1 35
 Garlic -- 1 35
 Penalty, 3 1/2 oz. -- 3 25
 Kitchen Bouquet -- 4 50
 Laurel Leaves -- 20
 Marjoram, 1 oz. -- 90
 Savory, 1 oz. -- 90
 Thyme, 1 oz. -- 90
 Tumeric, 2 1/2 oz. -- 90

STARCH
Corn
 Kingsford, 40 lbs. -- 11 1/4
 Powdered, bags -- 4 50
 Argo, 48, 1 lb. pkgs. 3 60
 Cream, 48-1 -- 4 80
 Quaker, 40-1 -- 07 1/2

Gloss
 Argo, 48, 1 lb. pkgs. 3 60
 Argo, 12, 3 lb. pkgs. 2 62
 Argo, 8 5 lb pkgs. 2 97
 Silver Gloss, 18, 1s -- 11 1/4
 Elastic, 64 pkgs. -- 5 35
 Tiger, 48-1 -- 3 30
 Tiger, 50 lbs. -- 06

SYRUP
Corn
 Blue Karo, No. 1 1/2 -- 2 69
 Blue Karo, No. 5, 1 dz. 3 78
 Blue Karo, No. 10 -- 3 58
 Red Karo, No. 1 1/2 -- 2 90
 Red Karo, No. 5, 1 dz. 4 04
 Red Karo, No. 10 -- 3 84

Imit. Maple Flavor
 Orange, No. 1 1/2, 2 dz. 3 25
 Orange, No. 5, 1 doz. 4 99

Maple and Cane
 Kanuck, per gal. -- 1 50
 Kanuck, 5 gal. can -- 6 50

Maple
 Michigan, per gal. -- 2 75
 Welch's, per gal. -- 3 25

COOKING OIL
Mazola
 Pints, 2 doz. -- 6 75
 Quarts, 1 doz. -- 6 25
 Half Gallons, 1 doz. -- 11 75
 Gallons, 1/2 doz. -- 11 30

TEA
 Blodgett-Beckley Co.
 Royal Garden, 1/2 lb. -- 75
 Royal Garden, 1/4 lb. -- 77

Japan
 Medium -- 35 @ 36
 Choice -- 37 @ 52
 Fancy -- 52 @ 61
 No. 1 Nibbs -- 54
 1 lb. pkg. Sifting -- 14

Gunpowder
 Choice -- 40
 Fancy -- 47

Ceylon
 Pekoe, medium -- 57

English Breakfast
 Congou, medium -- 28
 Congou, Choice -- 35 @ 36
 Congou, Fancy -- 42 @ 43

Oolong
 Medium -- 39
 Choice -- 45
 Fancy -- 50

Twine
 Cotton, 3 ply cone -- 33
 Cotton, 3 ply Balls -- 35
 Wool, 6 ply -- 18

Vinegar
 Cider, 40 Grain -- 18
 White Wine, 80 grain -- 25
 White Wine, 40 grain -- 19

WICKING
 No. 0, per gross -- 80
 No. 1, per gross -- 1 25
 No. 2, per gross -- 1 50
 No. 3, per gross -- 2 30
 Peerless Rolls, per doz. 90
 Rochester, No. 2, doz. 50
 Rochester, No. 3, doz. 2 00
 Rayo, per doz. -- 75

WOODENWARE
Baskets
 Bushels, narrow band, wire handles -- 1 75
 Bushels, narrow band, wood handles -- 1 80
 Market, drop handle -- 90
 Market, single handle -- 95
 Market, extra -- 1 60
 Splint, large -- 8 50
 Splint, medium -- 7 50
 Splint, small -- 6 50

Churns
 Barrel, 5 gal., each -- 2 40
 Barrel, 10 gal., each -- 2 55
 3 to 6 gal., per gal. -- 16

Pails
 10 qt. Galvanized -- 2 60
 12 qt. Galvanized -- 2 85
 14 qt. Galvanized -- 3 10
 12 qt. Flaring Gal. Jr. 5 00
 10 qt. Tin Dairy -- 4 00

Traps
 Mouse, Wood, 4 holes -- 60
 Mouse, wood, 6 holes -- 70
 Mouse, tin, 5 holes -- 65
 Rat, wood -- 1 00
 Rat, spring -- 1 00
 Mouse, spring -- 30

Tubs
 Large Galvanized -- 8 75
 Medium Galvanized -- 7 75
 Small Galvanized -- 6 75

Washboards
 Banner, Globe -- 5 50
 Brass, single -- 6 25
 Glass, single -- 6 50
 Double Peerless -- 8 50
 Single Peerless -- 8 50
 Northern Queen -- 5 50
 Universal -- 7 25

Wood Bowls
 13 in. Butter -- 5 00
 15 in. Butter -- 9 00
 17 in. Butter -- 18 00
 19 in. Butter -- 25 00

WRAPPING PAPER
 Fibre, Manila, white 05 1/2
 No. 1 Fibre -- 06 1/2
 Butchers D F -- 06 1/2
 Kraft -- 06 1/2
 Kraft Stripe -- 09 1/2

YEAST CAKE
 Magic, 3 doz. -- 2 70
 Sunlight, 3 doz. -- 2 70
 Sunlight, 1 1/2 doz. -- 2 70
 Yeast Foam, 3 doz. -- 1 35
 Yeast Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED
 Fleischmann, per doz. 30

RETAIL GROCERS AND MEAT DEALERS ASSOCIATION OF MICHIGAN

Official Program of Annual Convention to be held at Ann Arbor April 29 and 30 and May 1.

Wednesday

9 a. m. Registration.
 1:30 p. m. Convention called to order by Leigh Thomas, President of the Ann Arbor local association.
 Community singing led by Waldo Gutowsky, of Detroit.
 Invocation.
 Welcome address by Mayor of Ann Arbor.
 Response by Paul Schmidt, Second Vice President.
 Introduction of State President Gerritt Vander-Hoening.
 President's Address.
 Secretary's Report.
 Treasurer's Annual Report.
 Appointment of Committees on—
 Auditing
 Credentials
 Nominations
 Resolutions
 Rules or Order.
 Question box.
 Reports of locals and cities represented.
 Announcements by local association committee.
 Adjournment.

Thursday

9 a. m. Community singing led by Waldo Gutowsky.
 Convention called to order by President Vander-Hoening.
 Closed meeting for members only—Committee on rules and order. Address by John A. Cunningham, Secretary Iowa State Association. Topic, "Legality of Chain Legislation."
 Open meeting. Address by George Graff, Sales promotion department of Quality Bakers of America.
 Report of Resolutions Committee.
 Question box.
 Announcement by Local Association Committee.
 1 p. m. Meeting called to order.
 Community singing led by Waldo Gutowsky.
 Address by W. L. Butler (Progressive Grocer) Topic, "Economic Order Filling Department".
 Announcements.
 Inspection of Ann Arbor Co-operative Delivery System.
 Tour of Ann Arbor and its institutions.
 Golfing for those who do not want to take the tour.
 6 p. m. Banquet Michigan Union Ball Room.
 Special program for this occasion.

Friday

9 a. m. Community singing.
 Convention called to order by President Vander-Hoening.
 Presentation by Charles H. Jansen, Secretary National Association of Retail Grocers of "Jimmy and Betty Broadcasting Episode"; also three reel film prepared by the National Association as educational trade film entitled, "Making Good in Homeville."
 Open discussion.
 Report of nominating committee.
 Adjournment.
 2 p. m. Community singing.
 Meeting called to order by President Vander-Hoening.
 Report of auditing committee.
 Report of resolutions committee.
 Election of officers.
 Selection of convention city.
 Unfinished business.
 Drawing of premiums.
 Adjournment.
 7:30 p. m. Final high school debate at Hill auditorium.
 Special announcements to be made by Ann Arbor Local Committee.

Banquet Programme, Friday Evening

First Verse of America.
 Invocation—Rev. R. N. McMichael.
 Group Song—Waldo Gutowsky, leader, Detroit.
 Dinner.
 Midnight Quartette.
 Introduction of Toastmaster by Leigh Thomas, President Ann Arbor Grocers & Meat Dealers Association.
 Toastmaster—Prof. J. L. Brumm, Professor of Journalism U. of M.
 Accordian Selection—Prof. Leno.
 Remarks—C. H. Jansen, National Secretary of Grocers and Meat Dealers Association.
 Solo—Miss Patty Lou Williams.
 Remarks—John Cunningham, Secretary of Grocers and Meat Dealers Association of Iowa.
 Title "YOU"—N. L. Schmid, Woolson Spice Co., Toledo.

Both officers and hosts join in hearty invitations to every merchant interested in the convention.

MORE RIGID RESTRICTIONS.

Public Increases Its Purchases of Canned Foods.

Three decades ago—before the passage of the Federal Food and Drugs Act—when the housewife donned her poke bonnet and went to the store for, let us say, a can of tomatoes, she was entering into a deal that had some of the marks of the long chance. She asked for what she wanted and she put her money down in good faith. Maybe she got what she wanted—maybe she did not.

I am afraid that I cannot say the whole canning trade in those days was notable for the quality of the foods it was putting out. And this sad state of affairs was not limited to tomatoes. There was at least a popular feeling that buying almost any kind of canned food, then, was an interesting diversion for people who also liked to try to beat the shell game at the county fair. In too many instances this feeling was well founded.

But in twenty-four years' enforcement of the National pure food law, a change has come about. An amazing change for the better in the quality of canned foods on the American market. And the public, long-suffering, it is true, but highly appreciative of a good turn, has fallen to and bought more and more of these foods that come in cans. The Food and Drugs Act specifies that foods be unadulterated, wholesome, and honestly labeled. The canning industry as a whole has supported this law admirably. The law has helped the public. The law has encouraged ethical and profitable business.

There was a loophole, however, in the Food and Drugs Act in so far as canned foods are concerned. That loophole has now been plugged through the enactment of an amendment to the law, the so-called canners' bill. The President signed the bill that amended the pure food law July 8 last. And the canning industry itself was the power that put that bill through. The canners, not satisfied with existing standards for canned foods, fought for a bill that imposes more rigid restrictions upon themselves. It is not going to lighten the task of the Federal Food and Drug Administration to have to take up the burden imposed by this amendment. But that task will be carried on, as effectively as personnel and working funds will permit.

I believe that enforcement of the canners' bill will do the consumer and honest business a lot of good. This new measure is going to make it much harder for the purchaser of canned foods not to get her money's worth. That will mean that more buyers will get their full money's worth. How? Well, suppose we go back to tomatoes.

You go to the store and ask for a can. If you are one of the many who buy with discrimination—one of those who read labels—who accept no substitutes for what you really want—the chances are that you will get just about what you ask for and pay for. But there are many kinds of canned tomatoes. Some cans contain better tomatoes than others. They may all be wholesome and good to eat. But

some are better than others—and the buyer has a right to know just what kind she is getting.

The same general principle naturally applies to other canned foods: Corn or cherries, peas, pears, peaches, sauerkraut, shrimp.

Everybody knows that there are different qualities of canned foods, just as there are different qualities of fruits and vegetables and the other good things that go into cans. There are also superior and inferior methods of doing the canning. This amendment, then, authorizes legal quality standards for all canned foods that are enclosed in hermetically sealed containers and sterilized by heat—with two exceptions. The exceptions are canned milk and canned meat and meat products—not fish and poultry.

The amendment gives the Secretary of Agriculture authority to set standards of quality, condition, and fill of container of all canned food, with the two exceptions I mentioned. If a product falls below the standard of quality, condition, or fill established, it must bear a plain and conspicuous statement of such a nature as to advise the buyer that that food is below standard. The designation has been set. It is Below United States Standard—Low Quality, But Not Illegal. Those words will be the buyer's guide after a certain date, a period of at least 90 days after formulation of official standards.

Standards for canned peaches, peas, and pears already have been worked out, announced by the Secretary, and will go into effect May 18. Tentative standards for canned tomatoes, apricots, and cherries have been announced and, following official hearings and consideration by the trade, the consumer, and the Department of Agriculture, will become law. Standards for other canned foods are being worked out and will be officially announced as soon as possible.

Now, what will the enforcement of the canners' bill mean to the buyer? It will mean—

First, that quality and condition standards for practically all classes of canned foods except meat and meat food products, and canned milk, will be eventually set by the Secretary of Agriculture.

Second, that a standard fill of container for such products will be enforced. This standard of fill has been drawn up already, thus guaranteeing the housewife protection against slack-filled cans.

Third, that the buyer of canned foods will not have to worry about slack fills, and as standards for each class are formulated and promulgated, about getting an inferior or below-standard product for the price she pays for a standard-quality or superior food. Canned goods falling below the standard will be conspicuously labeled: Below U. S. Standard—Low Quality but not Illegal. Since the Food and Drugs Act prohibits the sale in interstate commerce of adulterated, misbranded, or injurious foods, the housewife who desires a cheaper product for some particular reason will be perfectly safe in buying canned foods that bear this low standard label.

The value of the canners' bill to the housewife, to the consumer, will be the assurance that the canned foods she purchases meet a definite, minimum quality requirement established by a Government agency. The amendment will not constitute a bar to the manufacture and sale of wholesome canned food of a quality lower than the standard, but such products will have to be labeled so that if the buyer wishes a less expensive canned food, she will be able to buy it with full knowledge of its character and, it is presumed, at a lower price. We in the Food and Drug Administration feel that a housewife with a limited budget should be enabled, under the terms of the canners' bill, to buy a substantial product within the reach of her pocketbook which will carry the nutritive if not the aesthetic value of standard, canned foods—provided she reads intelligently the labeling required by the amendment to appear on the can.

It is not the Food and Drug Administration's conception of the purpose of Congress, in enacting this bill, that the labeling for substandard foods was intended to stigmatize unduly the article to which it is applied. The amendment makes it very clear that its purpose is to let the consumer know what goods are below the standard, but the substandard product will be wholesome and edible, even if not so palatable or so attractive as the standard product. If the food were unwholesome or inedible, its distribution would be illegal under the terms of the National pure food laws.

I might say, in conclusion, that if any of you want a copy of the canners' bill, together with standards formulated for canned peas, peaches, and pears, as well as of the legal label designation for substandard goods and the fill-of-container specifications required by the bill, you can get all this in a circular called "Service and Regulatory Announcements," F. D. No. 4. Write the Federal Food and Drug Administration, Washington, D. C.

The Joy of Simple and Unsauces Food

(Continued from page 20)

carries good stock. We got our first lamb chops there, acceptably served. I went back two or three times, never finding just what I wanted—stocks often peculiarly scant in such places. Once I asked for soup meat and the butcher brought out a piece to cost 75c saying it was "migliore"—mee-lee-OR-ay—or best. That was all right, but I wanted only soup meat and passed it up with, I thought, good grace.

Next time I went there he had a fine assortment. I asked the same man who had served us the lamb. He was cooler than any cucumber, gave me scant answer, turned to serve a woman who came after me. I tried to get attention in my proper turn, but failed.

The boss then came in and in response to my enquiry—now for the best—he pointed indifferently to a cut and turned away. I left his shop and never went back.

Personality can work both ways.
Paul Findlay.

Rules For Clerks.

Let waiting customers know they will be served in a few minutes.

Learn all you can about the store and the goods it carries.

Learn the preferences of regular customers.

Address customers by their names. Try to remember them, even though they do not buy from you frequently.

Suggest goods you think customers would like; things that are suitable for them.

Approach customers briskly, but don't hurry them into buying.

Be careful about refusing requests made by customers. Refer to the proprietor or manager.

Be courteous always. Hard-to-please customers are good tests of your selling ability.

Drug Survey.

Active work in connection with the National drug store survey, which is expected to bring to light a large number of important facts about this branch of the retail world, has been commenced by the Bureau of Foreign and Domestic Commerce of the Department of Commerce.

Ten representative drug stores in St. Louis and one in a neighboring small town are to be subjected to an intensive scrutiny which will continue for a full year, detailed cost and sales records being maintained for each of the 5,000 to 10,000 articles carried in stock by the stores. It is hoped that results from this study will approximate in importance those developing from the Louisville grocery survey.

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 QUICK SALE—Owing to ill health, twenty-two room modern brick hotel, \$10,000 to immediate buyer. Mrs. E. L. Swaverly, Owner, Hotel Kalkaska, Kalkaska, Mich. 402

Wanted—Grocery or general store in small town. Give full details in first letter. Address No. 403 c/o Michigan Tradesman. 403

FOR SALE—New log cottage, furnished; three acres. Beautiful lake. Northern Michigan. Beulah Robinson, Iron River, Michigan. 404

WANTED—Experienced grocery clerk. Must be able to trim attractive windows and display merchandise. Write McLean & Neelands, 318 So. State St., Ann Arbor, Mich. 401

For Sale—A fully-equipped meat market in Albion, Mich. Address H. A. Christensen, Albion, Mich. 398

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,
Fixtures or Plants of every description.

ABE DEMBINSKY
Auctioneer and Liquidator
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Late Business News From Ohio.

Columbus—The Leighton Co., maker of patent leather heels for men's and women's shoes, with headquarters in Lewiston, Maine, will open a branch factory at 218 North Fourth street, as soon as the necessary machinery can be installed. The company has taken a lease on the second floor of a large factory building, with options for the third and fourth floors. It is planned to produce a maximum of 25,000 pairs of heels daily and to employ sixty persons.

Cincinnati—The Procter & Gamble Co. has acquired the business and properties of the Portsmouth Cotton Oil Refining Co., Portsmouth, Virginia, vegetable shortening and salad oil. Portsmouth has sold primarily to hotels, restaurants and other institutions in Eastern and Western seaboard cities.

Portsmouth—The reorganization of the Anderson Bros. Co. department store has been completed and it is announced that Russell B. Anderson has been made general manager. M. W. Boyd, who was formerly associated in the advertising department of F. & R. Lazarus & Co., of Columbus has been named advertising manager. A number of the departments will be enlarged, it is reported. Several have been discontinued, and a new furniture section has been opened on the fifth floor.

Columbus—The Jones-Sidell Co., a new men's shop which will specialize in hats and shoes, has been opened at 20 East Gay street by Clyde Jones and Harry Sidell. Mr. Jones, who will be in charge of the hat department, was formerly with the Korn Hat Co., and later manager of the Princeton Hat Store here. Harry Sidell, who is in charge of the men's shoes department, was formerly manager of the Columbus store of the Arnold Glove Grip Boot Shop.

Cleveland—Halle Bros. Co. earnings for the year ended Jan. 31, 1931, after depreciation, interest, Federal taxes and all fixed charges were \$448,507, equal to \$1.31 per common share, after deducting preferred dividends. This compares with a net profit after all charges of \$1,134,994, or \$4.34 a share in the previous fiscal year. The balance sheet of the company shows a ratio of quick assets twelve times that of current liabilities.

Bellevue—Ann Alice Brenner, trading as Brenner's Ladies' Apparel Shop, has filed a voluntary petition in bankruptcy in the U. S. District Court at Toledo, listing liabilities of \$6,658 and assets of \$1,444.

Canton—With a bid of \$5,925 for the combined assets of the M. J. Rose Co., in bankruptcy, Louis Burman, of Pittsburg, was the high bidder when the store at Woosters was sold. When the assets were appraised some time ago, the stock was appraised at \$5,600 and the accounts receivable at \$5,698. The latter have a face value of \$10,303, it was reported at the sale.

Cincinnati—Upon his petition, Lindol R. Myers was appointed receiver for the retail ready-to-wear stores conducted at 423 Walnut street and 3476 Reading road by Mrs. Nellie Grant Robb. Myers sued as a creditor upon a note for \$850 and alleged other creditors are threatening to sue and levy

judgment. Mrs. Robb filed an answer joining in the prayer for a receiver.

Youngstown—Brooks Clothes, men's and boys' clothing, has opened at 42 East Federal street.

Akron—In line with wage reductions at Goodyear Tire & Rubber, wages have been decreased at the B. F. Goodrich Co. plant department. In his comment on the readjustment of the company's wage scale, T. G. Graham, vice-president, announced that "it is the fundamental labor policy" of the concern to pay wages in line with the current scale in communities in which its plants are located, "and with proper consideration to competitive manufacturing costs." Mr. Graham called attention to the lowered costs of purchasable material for making rubber products and to the drop in the prices of finished products.

Cleveland—Assets of Scher-Hirst, Inc., are to be sold to Kahn Bros., Chicago, for \$67,000. Scher-Hirst went into receivership Feb. 11. Attorney for Scher-Hirst stated that since the appointment of James Griswold as receiver the firm has operated at a profit and that creditors would receive dividends on their claims. Common Pleas Judge Frederick Walther Saturday granted permission to the receiver to sell. Creditors' committee approved sale terms.

New Boston—Morris Meidenberg, also known as Max Weidenberg, filed a voluntary petition in bankruptcy in the U. S. District Court at Cincinnati, listing liabilities of \$161,527, of which \$12,427 is unsecured, and nominal assets of \$193,672, of which real estate is \$175,750.

Stuebenville—Jacob Needles, president of Munker Clothing Co., one of the oldest clothing firms in the upper Ohio Valley, wiped out by fire with loss estimated at \$150,000, announces that plans are being made to re-establish the business and rebuild the razed building which housed the store. Loss to stock was approximately \$100,000, according to Mr. Needles.

Columbus—Extensive remodeling of the interior of Tracy-Wells Co., wholesale merchandisers of Columbus, has been almost completed. Under the new arrangement, the entire first floor will be given over to merchandise, including dry goods, home furnishings, and men's furnishings. In 1928 the company took over the Arnold Wholesale Corporation of Cleveland, which is now operated as a branch house.

Cincinnati—A composition offer of 15 per cent. to unsecured creditors has been filed with schedules by David Abdallah, retail laces, 25 East Fourth street, in the U. S. Court here. Assets are \$5,740, of which \$3,700 is stock in trade, \$1,000 machinery, tools, etc., and \$300 open accounts. Liabilities are \$32,602, of which \$30,136 is unsecured and \$1,650 secured.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 13—Navigation for this year was opened on Saturday when the first steamer passed through the locks at 8 p. m. The first boat was the steamer Donnacona, of the Canadian Steamship Co., which was followed by the steamers Ashcroft and Prescott. The boats had a hard battle with the ice off Iriquois Point, where they were stuck in the ice. The

opening of navigation will mean much more activity and furnish work for many unemployed who have been waiting for the boats, but from what we can learn there will not be any great rush this season, as many boats will not be out this year on account of the depression. There will also be many changes in the personnel as many of the captains and officers on the boats which remain idle will be transferred to other boats as mates, etc.

The announcement of another one cent reduction on gasoline Saturday put a smile in many of our faces here. Such news is always received with pleasure.

The Cadillac-Soo sawmill will close about April 15, also a 50 per cent. shutdown of the chemical works. The shutdown is expected to last about thirty days and will result in laying off men in the woods, seventy-five men in the sawmill, and about 200 men at the chemical plant. While this is not good news, we look to a bright future, as the conditions seem only temporary.

The many friends of Charles Haas, the well-known traveling man for the National Biscuit Co., will be shocked to hear of his death, which occurred at midnight Friday at the war memorial hospital. Charles was only sick three days. He submitted to an operation Wednesday morning. A hemorrhage Thursday morning weakened him and his condition became critical. He was born in Oshkosh, Wis., March 22, 1882, and was educated in the public schools of Oshkosh. As a traveling man in the Eastern Upper Peninsula for thirty years, Charles was well known in every settlement, as he made many lasting friendships. He was associated with the Cudahy Packing Co. for ten years and for the past twenty years has been a representative for the National Biscuit Co. He married Lillian Stephenson, of Escanaba, Dec. 8, 1910. They resided at Escanaba for a short time, but have lived here since 1913. He was a member of the Knights Templar, Elks, Odd Fellows and United Commercial Travelers. He leaves, besides his widow, a son, Charles, Jr., three sisters and a brother. Funeral services were held on Sunday afternoon from the M. E. church.

Carl Reiter, formerly of Shingleton, has opened a barber shop at Munising.

V. Rushford has opened a confectionery store at Munising in the building formerly occupied by A. D. Beaudry.

When you get something for nothing don't kick if it is not worth more than it cost.

Edward Zadra, manager of the Soo theater, surprised the community by announcing that he would furnish free admission tickets to all who for one reason or another were unable to attend the motion pictures once in a while. Ed. has an idea that many unemployed do not have the price to patronize the theater.

The Booth Bros. Transportation Co. has put on a Sunday bus service between the Soo and Newberry, as well as on week days. The first bus leaves the Soo at 9 a. m., connecting with the Marquette bus at Newberry. It leaves Newberry for the Soo at 3:30 p. m. There is considerable travel between the two places and the new service looks like a move in the right direction.

The Retail Merchants Committee of the Chamber of Commerce met last week to pass on the bills recently introduced in the State Legislature, House bill, No. 323, introduced by J. N. McBride, provides for a tax on retail business sales. The tax would be computed on gross sales. The committee passed a resolution opposing it. House bill, No. 168, introduced by Representative Aloe Cuthbertson, defines, regulates and licenses business concerns which are engaged in business soliciting accounts for collection. It provides that these concerns post bonds with the State. The committee was in

favor of the measure. The committee was also in favor of the Rushton-Hartman bill, which provides for financial aid to various tourist and development organizations in the State.

Be a self starter and your boss won't have to be a crank.

Charles DePaul, proprietor of the Temple theater, has opened the new Princess theater in the Canadian Soo, having redecorated and increased the capacity to accommodate 500. Visitors were surprised to note the many changes in the interior. Mr. DePaul has every reason to be proud of his theater on the Canadian side of the river.

Ferris Shaheen, aged 56, one of our well-known and respected merchants on Portage avenue, died April 7 after a two year illness with a complication of diseases. Mr. Shaheen was born in Mount Lebanon, Syria. He came to the United States in 1893, making his home in Detroit until 1909 when he came to the Soo, where he established a business in men's furnishing and confectionery, in which he was quite successful.

There is but one rule of conduct for man—to do the right thing. The cost may be dear in money, in friends, in influence, in labor, in a prolonged and painful sacrifice; but the cost not to do right is far more dear. You pay in the integrity of your manhood, in honor, in truth, in character. You forfeit your soul's content and for a timely gain you barter the infinities.

William G. Tapert.

Status of the Tax Bill at Lansing.

Lansing, April 13 — Merchants throughout Michigan have awakened to the real meaning of the McBride-Dykstra sales tax bill and over the week-end plans were made for an aggressive attack on the measure, according to information coming into Lansing.

What looked at first to be a proposed tax on the so-called chain stores, independent merchants as well as chain operators have discovered the proposal that will come up for hearing in the House of Representatives probably Wednesday, reaches through its provisions every store in the State regardless of the annual business it does.

The larger the business the greater the tax. Merchants doing an annual business of less than \$10,000 will be required to pay a tax of \$3 in addition to the expense of keeping detailed reports that must be filed annually with the Secretary of State.

The department store operator is hit the hardest, as a business of more than \$1,000,000 annually will be taxed 10 mills. The question of profits does not enter into the matter. Neither are there exemptions for deferred payments which the merchant may never collect. The tax is placed on gross sales and nothing else matters.

Would Bar Prison Goods From Michigan.

Products of prison labor would be barred from Michigan after Jan. 1, 1934, under terms of a bill introduced in the Legislature by Senator Herbert Ruhton, of Escanaba. The measure provides penalties of from \$100 to \$400 fine or up to 90 days in jail for violations of this section. No such goods could be offered in the open market here.

The bill would also provide for strict regulation of the products of Michigan's prison industries to see that they do not get into general trade channels to compete with free labor. The State prison commission would be directed to see that the prisons made only articles usable by the prisons themselves or other State institutions.