Forty-ninth Year

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GRAND RAPIDS, WEDNESDAY, MARCH 16, 1932

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Number 2530

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A SCRIPTURE RIDDLE

God made Adam out of dust, But thought it best to make me first. So I was made before the man, To answer God's most holy plan. My body he did make complete, But without legs or arms or feet; My ways and actions he did control, But I was born without a soul.
A living being I became;
'T was Adam gave to me my name; When from his presence I withdrew, no more of Adam ever knew. did my Maker's laws obey; From them I never went astray. Thousands of miles I roamed in fear, And seldom on the earth appear. But God did something in me see, And put a living soul in me, A soul of me my God did claim, And took from me that soul again. And when from me that soul had fled, I was the same as when first made; And without hands or feet or soul, travel now from pole to pole, I labor hard, both day and night; To fallen men I give great light; Thousands of people, young and old, May by my death great light behold. To heaven I shall never go, Nor to the grave, nor hell below. Now as these lines, my friend, you read, Just search the Scriptures with great heed, And if my name you do not find It's very strange—I guess you're blind.

A merchant in Taunton, Mass., promised an eccentric old woman, Lucy King, of the neighboring town of Beverley a prize if she would compose a riddle which he could not guess, the subject being taken from the Bible. She won the prize with these verses, the answer being Jonah's Whale.

EN CORRESTANTA COR

QUAKER Coffee

A delicious Coffee especially blended to please the tastes of Michigan people.

Vacuum Packed of Course.

Quaker Radio Program now on the air over Stations WOOD Grand Rapids WBCM Bay City WXYZ Detroit Every Tuesday and Thursday at 6:30 p.m.

WKZO Kalamazoo
Every Wednesday and Friday at
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Fremont Sweet Peas

Miss Michigan Ex Stand Cut Wax Beans

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Miss Michigan Early June Peas

Above all packed by Fremont Canning Co.



Assured goodness

—is the result of our unique process of milling. Purity Oats produce, always, a sweet flaky dish of oats entirely free from the usual mush taste. Purity Oats and Chest-O-Silver remain fresh and sweet on your shelf—they will not sour, deteriorate or become weevily.

Our rigid sales policy protects you—the Independent Grocer. We distribute only through legitimate retail channels. No chain stores—no desk jobbers. Our solid guarantee backing every package is your protection.



PURITY OATS COMPANY

KEOKUK, IOWA

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, MARCH 16, 1932

Number 2530

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 centeach. Extra copies of urrent issues, 10 cents; issues a month or more old. 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

> JAMES M. GOLDING Detroit Representative 507 Kerr Bldg.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

Failures during February were 21 per cent, fewer than in January, but they set a new high record for any February month. The last week in February failures decreased 15.2 per cent., as against a normal expected drop of 7.4 per cent. Retail stores and banks made the best showing for the week.

Both bank debits and bank clearings made more than seasonal gains for the week ending March 2, with debits up 42 per cent. and clearings 35 per cent.

Many people are wondering whether the current rise in security values is preceding a real turn for the better in business. In 1921 the stock market failed to indicate accurately the recovery in business. This may have been because financial difficulties came to a head after signs of business improvement had appeared. This year it seems probable that financial and credit problems were largely ironed out before business has really started up.

Electrification of farms increased nearly 8 per cent. in 1931 in spite of the depression. Farms in the South Atlantic and East North Central States showed the greatest percentage gains.

Another attempt to interfere with the natural law of supply and demand came a cropper last week with the failure of the Chadbourne plan for holding back the marketing of the sugar crop. Cuba is increasing its 1931 acreage.

According to the latest reports, the ford Motor Co. has on hand advance orders for 86,560 new fords, with deposits. These unfilled orders represent more buying than took place in the month of January among all makes of new automobiles, when 74,400 new passenger cars were registered.

The Dow-Jones average of New York Stock Exchange bonds reached

a new high level for the year this week. The increase in investment buying in the first two months of the year can be seen in the increase of 6.3 per cent. in life insurance sales over the same period of last year, and an increase of 5.3 per cent. in the dollar volume of bond sales.

England is staging a remarkable financial comeback which should help mightily in world affairs. Last week she paid 75 per cent. of the \$200,000,000 credit granted on Aug. 28 by American bankers — considerably in advance of maturity—and also paid \$65,000,000 against France's credit. At the same time England lifted the restriction on the purchase of foreign exchange. This evidence of financial strength caused a rush of buying orders for sterling, and the pound moved this week to a new high for the year.

From the viewpoint of the manufacturer and distributor, the threatened breakdown of the Federal Trade Commission is the big Washington news of the week. The 1933 appropriation bill, just reported to the House, carries a cut of \$460,000, which the Commission finds necessary to carry on the investigations into four industries ordered by the Senate. If the cut stands, it will cause the loss of about 200 jobs by the first of July and seriously curtail the regular work of the organization. To carry on the work ordered by the Senate, the Commission will have to draw on its appropriation for routine activities. W. F. Humphrey, chairman of the Commission, recently said that the present condition is due to a practice of Congress to order investigations without providing the funds necessary for the work. It is possible that the trade practice conferences will be curtailed or, perhaps, discontinued. Mr. Humphrey said that if the reduction in the budget stands it will disrupt and disorganize the whole work of the Commission. The fight for additional funds will be carried to the floor of the House and, if this move fails, friends of the Commission are planning to enlist aid in the Senate. During the last few years considerable opposition to trade practice conferences has developed in both the House and the Senate. When the present appropriation bill was in committee, representatives from South Carolina and Texas testified against the conferences and asked that no funds be allowed for them, on the ground that they tended to desroy competition and were detrimental to the

The greatest danger from the sales tax will be its tendency to emphasize prices in the merchandising of all products affected, according to several Government economists. The system has worked so well in Canada as to in-

dicate that there will be little objection to it after it has been in force a few months. Advocates even say that, in many industries, the tax, in furnishing a cause for slightly higher prices, will turn the price tide.

Merchandisers of grocery specialties are finding a rapidly increasing volume of valuable material from the work of the Bureau of Foreign and Domestic Commerce. A recent effort has resulted in an outline of inventory and stock control procedure that is so simple that any retail grocer can use it profitably. In a number of instances this plan has been tried out and has been proved exceptionally practicable, and it appears to be invaluable for those manufacturers and distributors who are honestly attempting to educate retail grocers.

Steel houses are having the attention and interest of several Government organizations. One large manufacturer has reported to the Department of Commerce that his company has been observing the development of the construction of steel residences, has worked out definite plans, and will be selling steel houses in a short while. Another manufacturer is planning to sell 100,000 steel homes in the next three years, and has asked for bids on 25,000 electric refrigerators, stoves and other equipment. Still another manufacturer has claimed that he can produce satisfactory houses of steel and sell them complete at a saving of from 25 to 35 per cent. below the cost of frame houses of the same size, Within a few months it appears that a National campaign will be in full swing to introduce steel houses. The Government is interested because this campaign may be the means not only of reviving the steel industry, but of increasing home ownership and providing a new industry that will take up a large amount of the labor slack.

The anti-hoarding campaign is reported to be resulting in exceptional gains. Back of it is one of the administration's strongest hopes and observers have pointed out that the salesmen of the country can aid tremendously if they are generally instructed to talk briefly and wisely on the subject.

The Capper-Kelly bill will be reported to the Senate without recommendation and thus the House once more passes the buck on a measure that has burdened its committee on interstate commerce for many years. The consensus here is that the bill will not get out of committee.

The first bill to guarantee bank deposits (H. R. 10241) during the present session, was introduced early this week by Representative Steagall, of Alabama. Although the subject has been discussed seriously and at length for

the last two years, it is not thought that this bill will get very far. However, it will serve as a starter, and recently a prominent Government official said privately that a workable form of bank deposit guarantee would result from the depression.

University Operates School For Grocers.

For the past sixteen weeks the Knoxville University has been conducting a class for the grocers of Knoxville in an effort to place before them ideas and plans for use in modern merchandising. The Knoxville class started with the equation: Profits equal sales, minus (cost of goods, plus expenses, plus losses), and the whole course was conducted with the idea in mind of finding ways to increase sales and decrease costs, expenses and loss-With this one main idea in mind, such subjects as "Buying," "Advertising," "Displays," "Stock Arrangement," "Stock Turnover," "How to get new customers," "How to Increase the Size of an Order, Delivering the Goods," "Getting the Money," etc., were studied. Information was drawn from every available source, and specialists were occasionally secured to discuss specific problems. While night classes usually show a marked loss of attendance after the second or third meeting, this class began with an enrollment of forty-five and closed with an enrollment of ninety.

Traverse City-Sale of the Peoples Savings Bank building to Lloyd Neufer, proprietor of the Hotel Traverse, has been announced. Work will start within a few days on remodeling the building into a modern hotel with both public and private dining rooms in connection and two floors of newly decorated, modernized sleeping rooms on the fourth and fifth floors of the building. The ground floor will be remodeled into a lobby, dining rooms and kitchens and elevator service will be established for the upper floors out of the lobby. For the present the office holders on the second and third floors will not be disturbed. The purchase and remodeling of the building will involve approximately \$100,000. The purchase includes in addition to the building the vacant property to the West, which will be used as parking space for hotel guests. It is planned to have the hotel ready for its formal opening by May 1.

The picture isn't all dark. There's more work than ever before for the reformers.

You see, the farmer deserves Federal aid because he produces necessities that we have too much of.

If all you can make is excuses, make room!

7.50

Proceedings of the Grand Rapids

Bankruptcy Court. Grand Rapids, March 5—We have received the schedules, order of reference, and adjudication in the matter of William F. Alberts, Bankrupt No. 4825. The bankrupt is a resident of McBride, and his occupation is that of a merchant. The schedules show assets of \$4,414.18, with liabilities listed at \$4,985.34. The list of creditors of said bankrupt is as follows: Jacob Neff, Day ________\$158.00 Dempster Alberts, McBride _______ \$158.00 Maynard Allen State Bank, Portl'd 158.00 Neff's State Bank, McBride ______ 746.27 Marjorie Gilden, Portland _______ 300.00 C. J. Farley & Co., Grand Rapids 410.00 Edmore Grain & Lum. Co., Edmore Mich. Bankers Insur. Co., Fremont Dempster Alberts, McBride _______ 746.27 Marjorie Gilden, Portland _______ 300.00 Watson-Higgins Milling Co., G. R. 35.40 Neff's State Bank, McBride _______ 150.00 Watson-Higgins Milling Co., G. R. 35.40 Superior Hat Co., St. Louis, Mo. 4.50 Superior Hat Co., St. Louis, Mo. 4.50 Superior Hat Co., Grand Rapids Mienigan Tradesman, Grand Rapids Mienigan Tradesman Mienigan Mie

Amer. Corrugating Co., Grand R. \$ 74.52 Boyer International Laboratories, Chicago

of creditors of said bankrupt is as londered by the control of the

Biola Book Room, Los Angeles ... 16.04
Bridgeman & Lyman, Massachusetts 17.50
Banner & De Wachter, Grand R. 481.06
Bobbs, Merrill Co., Indianapolis ... 1.43
Wm. Bryce, England ... 15.12
Bestelhuis. Amsterdam ... 18.06
R. R. Bowker Co., New York ... 20.96
Business English Pub. Co., Lansing 13.80
J. Brandt & Zoon, Amsterdam ... 178.02
G. F. Collenbach, Nykerk, Neth. 1.08
Central Boekhuis, Amsterdam ... 56.05
David C. Coo Pub. Co., Elgin, Ill. 15.00
C. D. Gazenove & Son, London ... 60.22
Century Co., New York ... 5.72
Concordia Pub. House. St. Louis 142.02
Century Co., New York ... 5.72
Concordia Pub. House. St. Louis 142.02
Century Co., New York ... 15.00
Cen. Mich. Paper Co., Grand Rap. 21.31
C.G. Congdon Co., New York ... 28.01
Calvin College Chimes, Grand Rap. 35.00
College Book Co., Columbus ... 28.01
Calvin College Chimes, Grand Rap. 35.00
Church World Press, Cleveland ... 28.01
Carters Ink Co., Cambridge, Boston 63.29
John V. Carr Co., New York ... 21.75
E. P. Ditton Co., New York ... 21.75
E. P. Ditton Co., New York ... 21.75
E. P. Ditton Co., New York ... 21.75
A. L. Burke Co., Grand Rapids ... 31.55
A.

Conn. 16.37
Judefind Bros., Baltimore, Md. 1.11
Jackson, Wylie & Co., London, Eng. 2.10
Mrs. M. J. Bosma, Grand Rapids 599.45
Finna A. Jongbloed, Leeuwarden,
Netherlands 582.07
Sidney Kiek & Son, London 51.10
J. H. Kok, Kampen, Netherlands 919.02
Konings Uite M. Netherlands 582.07
Sidney Kiek & Son, London 51.10
J. H. Kok, Kampen, Netherlands 919.02
Konings Uitg, My., Baarn, Neth. 32.46
Lutheran Book Concern, Columbus Leonard Pen Shop, Detroit 1.09
Longmans, Green & Co., New York 1.09
Longmans, Green & Co., New York 1.229
La Riviere & Voorhoeve, Zwolle, Netherlands 68.40

H. J. Paris, Amsterdam, Nether.
J. Ploegsma, Zeist, Netherlands—
Paulist Press, Albany, N. Y.
Pacific Press Pub. Co., Mountain
View, Calif.
Pilgrim Press, Boston, Mass.
Qimby Kain Paper Co., Grand R.
Q. R. S. De Vry Corp., Chicago
Rand McNally Co., Chicago Chand McNally Co., Chicago Service, Co., Chicago F. H. Revell Co., New York City 449.72
Religious Tract Society, London 621.31
Remington Typewriter Co., Chicago Rust Craft Pub., Boston Peter Reilly Co., Philadelphia 1.72
Geo. F. Rosche Co., Chicago 23.22
Thos. S. Rockwell Co., Chicago 32.22
Thos. S. Rockwell Co., Chicago 32.22
Standard Pub. Co., Chicago 32.22
Standard Pub. Co., Chicago 32.22
Standard Pub. Co., Chicago 54.60
Miss E. Smitter, Grand Rapids 113.36
Chas. Scribners Sons, New York Standard Bulletin Pub. Co., G. R. 12.00
Sanitary Com. Outfit Co., Rochester, N. Y.
De Standaard, Amsterdam, Neth.
J. H. Sears & Co., New York 181.61
Geo. Sully Co., Phila. 1.92

Colombo

Abel Hiemstra. Paterson, New J.
Nick Hibma, Harris, Iowa

Mrs. J. Klaason, West Sayville.
New York

Jacobus Kwak, W. Sayville. N. Y.
O. Richard Lundgren, Long Isl., N.Y.
Rev. W. A. Minty, So. Minneapolis
Herbert E. Miller, Halsted, Kansas
Ben Nibbelink, Orange City, Iowa
Minnie Roscamp, Grundy Center, Ia.
Cornelius Roose, Taintor, Iowa

Laura Raymond, Chicago

Marie Schaap, Chandler, Minn...
Wm. Sinclair, Alwa, Iowa
Mrs. C. Stob, Chicago
F. A. Thompso, Moravia, Iowa
Rev. H. M. Vander Ploeg, East
Saugatuck
Martha Van Wyen, W. Sayville,
N. Y.
G. Vander Beek, Crockston, Minn.
John Vander Sanden, Martin, S. D.
Lottie Walker, Rochester, Minn...
Mrrs. M. E. Whledon, Burbank, Cal.
John Henrietta, M. Lobbes, Chicago
John Walstra, Fair Oaks, Ind...
J. A. Jetsinga, Pease, Minn.
Alfred Jager, Evergrreen Park, Ill.
Mrs. Tillie Feikema, Hawarden,
Iowa

Mrs. Time Forman and Mrs. Time Gerard Den Dulk, Ripon, Calif. — Ralph De Boer, Detroit — Ralph De Vries, Hull, Iowa — Rev. C. H. Bode, Mountain Lake,

Rev. C. H. Bode, Mountain Lake,
Minn.

Burt Bradey, Marshalltown, Iowa
2,55
Rev. I. D. Couwenhoven, McBain
1,55
Rev. I. D. Couwenhoven, McBain
1,55
Rev. I. D. Couwenhoven, McBain
1,55
Rev. J. Wessels, Boulder, Colo.
Henry J. Vander Kolk, Hudsonvill
1,55
Mrs. H. H. Harris, New Burl, N.Y.
Mrs. G. Natermulder, Laurence, Kan. 1,00
Henry J. Vander Kolk, Hudsonvill
1,55
Mrs. G. Natermulder, Laurence, Kan. 1,00
Roy J. Klerekooper, Friesland Wis
2,00
Rev. J. Klerekooper, Friesland Wis
2,00
Rev. J. Klerekooper, Friesland Wis
2,00
Rev. J. M. Hoogeboom, Fairview, Ill
2,01
Rev. J. Klerekooper, Friesland Wis
2,02
Amer. Baptist Pub. Soc. Chicago
2,02
Amer. Baptist Pub. Soc. Chicago
2,02
Amer. Sunday School Union, Phila
2,13
Amer. Sunday School Union, Phila
2,14
College Book Co., Columbus, Ohio
2,14
College Book Co., Columbus, Ohio
2,14
College Book Co., St. Louis, Mo.
2,14
College Book Co., St. Louis, Mo.
2,14
College Book Co., New York City
Lothrop, Lee & Shephard Co.
3,15
Kansas City, Mo.
3,16
Lorenz Pub. Co., Dayton, Ohio
3,16
Lorenz Pub. Co., Dayton, Ohio
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Lorenz Pub. Co., Dayton, Ohio
3,16
Lorenz Pub. Co., Philadelphia, Pa.
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L. Micholis & Co., Napervil, ell
3,10
Noble & Noble, New York City
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Noble & Noble, New York City
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Noble & Noble, New York City
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Noble & Noble, New York
4,10
Noble & Noble, New York

A GRAND RAPIDS MANUFACTURER ADDRESSES

an open letter

to local business men and merchants

[THAT THE GENERAL PUBLIC MAY ALSO READ WITH PROFIT]

To the Merchants and Business Men of Kent County,

Gentlemen:

Recent investigations, both national and local, disclose evidence of improvement in the general business outlook. But as has been proven many times in the last two and a half years, waiting for an "outlook" to materialize doesn't ring cash registers. Constructive action is required.

There will be better business for every local business man and merchant only when local purchasing power is again restored—when more wages are provided for *local* labor. *That* indeed is a simple, self-evident fact, but what *are* we doing about it, and what *can* we do about it?

We are supporting an excellent Association of Commerce that has as one of its major duties the resposibility of inducing new industries—new employers of labor, to locate here. Yet we already have here hundreds of important manufacturing concerns all of whom are potential large employers. What are you actually doing to make it possible for them to pay wages to local labor?

In good times your business prospered simply through supplying the commodities required by the community's workers. *These days you must help to create* the wages that you expect the workers to spend in your stores.

In the case of many industries here this sort of aid is impossible. There are, however, a goodly number which you can help back to *full-time* operations—and hence full-time pay-rolls—if you will simply *make the effort*.

You can do this by buying for your own use the products of local factories, and by influencing your friends and associates to do likewise, when those products compare in value with competing products made elsewhere. You can do this by featuring local products in your stores—by offering your trade the inducements and the suggestions that you know will react to the benefit of local merchandise.

This plan is fundamentally sound. It works. It has been proven!—Right here in Grand Rapids! You could not ask for a better example than you have constantly

before you in Corduroy tires. This local concern is successfully selling the people of this community on the benefit they *individually*, and *collectively*, derive from increased local use of Corduroy tires.

Many thousands of car-owners have already responded. Corduroy's local sales have soared—and they are *still* climbing. The *increase* in sales of Corduroy tires in the last year has provided incomes for a great many *additional* families.

Every such family was one less on the scrip and welfare lists that every citizen and business is taxed to support. Every such family so employed furnished one more weekly pay check that has been cashed and spent in local stores. Yet the present number is only a bare beginning! You can help to swell that number to double or triple what it is—and even higher.

Every merchant, every business man, every citizen of Grand Rapids and all Kent County should buy, and use, and talk local made Corduroy Tires—not just because they are made here, but because in addition to being a local product, Corduroys are also the greatest tire values available in this community.

Corduroy is the *only* tire sold in Kent County where no freight, no warehousing and no sales expense is added into the price you pay. Kent County people can buy in Corduroy a tire that is backed by a *written* Guarantee against cuts, bruises, blow-outs, under-inflation, wheels out of line, and road hazards for a definite specified period of time ranging from

12 to 18 months (depending upon the grade of tire). Each tire is also fully guaranteed against defects regardless of time or mileage.

Corduroy Tires are sold only by independent retail merchants. Tire dollars spent with these merchants are dollars that stay in circulation in Kent County, and thus contribute to the increasing benefit of the whole commuity.

Why don't you, as one to whom community prosperity is most vital, decide now to get behind Corduroy Tires!

Sincerely,

This advertisement appeared in the Grand Rapids Herald of March 11, 1932. It is reproduced here by the Corduroy Rubber Company in the hope that it may suggest to other Michigan manufacturers, retailers and business men a movement resulting in the general improvement of business conditions throughout the entire state of Michigan.

MOVEMENTS OF MERCHANTS.

Detroit-The Cadillac Chemical Co., 1627 West Fort street, has been capitalized at \$5,000, \$1,000 being subscribed and paid in.

Iron Mountain-The Men's Store, Inc., has been organized with a capital stock of \$25,000, \$20,000 of which has been subscribed and paid in.

Detroit-The Barton Foundry & Specialty Co., 3627 Superior street, has been organized with a capital stock of \$5,000, all subscribed and \$2,500 paid

Detroit-Trinity Undertaking, Inc., 604 Macomb street, undertaking and floral business, has been incorporated with a capital stock of \$1,500, all subscribed and paid in.

Ann Arbor-Faust & Co., Inc., has been incorporated to deal in heating, air conditioning and refrigerating equipment with a capital stock of \$7,-000, all subscribed and paid in.

Flint - Regal Clothes, Inc., 111 South Saginaw street, has been organized to deal in clothing and haberdashery at retail with a capital stock of \$5,000, all subscribed and paid in.

Detroit-Lane, Landy & Co., 303 Fox Theatre Bldg., dealer in steel, iron and machinery, has been incorporated with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit - The Detroit - Michigan Dairies, Inc., 205 Hund Bldg., Gratiot street, has been incorporated with a capital stock of 200 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit-The Knight Screw Products Co., 6510 Epworth Blvd., has merged its business into a stock company under the same style with a capital stock of \$50,000, all subscribed and paid in.

Detroit-Keith A. Kratz, Inc., 2970 West Grand Blvd., has been incorporated to export and import merchandise, with a capital stock of \$10,000, of which \$1,000 has been subscribed and paid in.

Alma-F. L. Napieralski, proprietor of the Superior Bakery Co., whose plant was destroyed by fire March 5, is making active preparations to resume business. The estimated loss is more than \$50,000.

Detroit-Gell & Co., 11506 East Jefferson avenue, has been organized to deal in general merchandise, clothing, shoes, cigarettes, etc., with a capital stock of \$10,000, \$1,500 being subscribed and paid in.

Detroit-Wachler & Horwitz, Inc., 33 John R street, has merged its jewelry and silverware business into a stock company under the same style with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Lake Odessa-The Terfas Implement Co., of Allegan, has leased the new Nye store building and will occupy it as soon as its stock can be installed. The company conducts an implement store at Plainwell also.

Lapeer-The Lapeer Grain Co., has merged its farm produce, elevator and implement business into a stock company under the same style with a capital stock of 2,000 shares at \$10 a share, \$11,000 being subscribed and paid in.

Detroit-Ziegelman Brothers, Inc., 7157 Michigan avenue, department store clothing and dry goods, has merged the business into a stock company under the same style with a capital stock of \$1,000, all subscribed and

Niles-Harry C. Himelstein, doing business as Michigan Furniture Co., retail store, has been adjudicated an involuntary bankrupt in U. S. District Court at Grand Rapids on petition of Luce Furniture Co., Grand Rapids, \$574; S. Karpen & Bros., Chicago, \$803, and the Colonial Furniture Co. Schedules list liabilities of \$8,094 and assets of \$7,563. Stock is valued at \$5,000 and fixtures at \$1,500. In addition to the claims of petitioning creditors, claims of \$500 or over include Carson, Pirie, Scott, Chicago. \$2,139, and Florence Table & Mfg. Co., Memphis, Tenn., \$719.

Ionia - Frank Schlernitzauer, who for the past ten years has owned and operated the Ionia Five and Ten store at 325 West Main street, has opened in a new location at 323 West Main street, one door East of the present site. The new location has been completely remodeled and will provide 14,-000 additional square feet of floor space to accommodate the firm's expanding business. The Ionia store is headquarters for a chain of six stores located at Carson City, Greenville, Portland, Belding and Lowell. With the change to a new location there will also be a change in the firm name. Hereafter the local store and the chain will be known as the Frank's 5c to \$1 stores.

Manufacturing Matters.

Detroit-Paper Merchants, Inc., 1705 First street, manufacturers agent, has been incorporated with a capital stock of 50,000 shares at \$1 a share, \$2,800 being subscribed and paid in.

Detroit-The Ross Window Management, Inc., 3012 Union Guardian building, has been organized to manufacture and sell window frames and appurtenances, with a capital stock of 10,000 shares at \$1 a share, \$10,000 being subscribed and paid in.

Cannot Evade the Law. Great Atlantic and Pacific Tea Co.

5469 Hecla Avenue,

P. O. Box 1296, Detroit, Mich. Gentlemen-The Department of Labor and Industry has now before it your request for a ruling to permit the employment of minors in the stores throughout the State of Michigan operated by the Great Atlantic and Pacific Tea Co.

The records of this department indicate that your company has been in violation of the labor law thirty-five times. Deputy inspectors issued nineteen orders against your concern to secure school permits for minors employed; seven orders were issued against the practice of working females for more than ten hours per day or fifty-four hours per week: four orders were issued against the practice of employing minors for more than ten hours per dav or fifty-four hours per week. There is also a record of five prosecutions in which your

company was found guilty by the court of violating the labor law of this State, and in one of these cases your company was convicted of employing a boy twelve hours per day.

In the enactment of Act 285 of the Public Acts of 1909, commonly known as the labor law, it was the obvious intent of the Legislature to protect females and minors in commerce and industry against excessive hours of employment by limiting the number of hours for them so as not to exceed fifty-four hours in any one week nor ten hours in any one

Further evidence of the legislative intent is expressed in Section 11 of Act 285 by providing that the Department of Labor and Industry shall approve only such occupations for minors as are not unduly hazardous not detrimental to health or morals.

In its privilege to employ minors in the stores of the Great Atlantic and Pacific Tea Co. of this State, the company has failed in its obligation to observe the responsibilities placed upon it by the law. In spite of repeated warnings and convictions in court, Therefore. violations continue. this department rules that the employment of minors in establishments where they are exposed to hours of employment in excess of the legal limit is considered unhealthful and your request for a ruling to permit the employment of minors is hereby denied.

> Very truly yours Department of Labor and Industry. Eugene Brock, Chairman.

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 15—Our Board of Education are having a somewhat unpleasant duty to perform at this time. The question of wage reduction among the teachers is the principal issue, it being one of many other things to bring about a reduction in our taxes. There is quite a strong sentiment in favor of letting the teachers' salaries remain as they are. The Rotary Club, Kiwanis Club, Bowating Club and others all are opposed to a cut, while, on the other hand, many think that the teachers are no better than any other people who are compelled to take a cut in keeping with the times, so at a special meeting of the Board of Education they want to leave it for the teachers to accept vol-untarily the proposed reduction of untarily the proposed reduction of their salaries and relieve in part the increasing burden of the city and

The Union Guardian Trust Co., of Detroit, has asked Judge H. W. Runnels to declare a receivership for the T. L. Durocher Co., of DeTour, and to

T. L. Durocher Co., of DeTour, and to authorize a foreclosure of a mortgage held by the Trust Co. on property owned by the Durocher Co.

The Litzner Bros. garage, at St. Ignace, is being repainted throughout. New lighting fixtures and floor lights are being installed, and Sten Taube, are being installed, and Sten Taube, formerly of Newberry, will be the new salesman for Litzner Bros.

Edward Rust, the popular meat cutter in charge of C. O. Brown's meat department was married best and noor lights.

department, was married last week to Miss Eva Sawyers. A reception was given to the invited guests at the home of the bride's parents. The newlyweds

left on the afternoon train for Minneapolis, and Eden, South Dakota, the home of Mr. Rust's parents. They will return after April 1 and will reside here. They are receiving congratulations from a host of warm

Wives used to kiss and make up but nowadays they don't dare kiss they're made up.

The E. J. Barry dry cleaning plant is installing a new machine for cleanis installing a new machine for clean-ing white silks and woolens which prevents the garments having a gray-ish appearance. Mr. Barry has one of the best cleaning plants in the Upper Peninsula and can be proud of his

N. D. Morrish, one of our well-known druggists, met with a painful accident last week when he slipped on an icy walk, breaking a leg. He was carried to his home where he expects to be laid up for some time.

Navigation between the two Soos is open again. The ferry Agoming started last week, eight days earlier than last year. The merchants will now have an opportunity to take some of the Canadian currency

One of the interesting things about this scrap in China is that we are not being told it is to make the world safe

for anything.

A cloud with a silver lining has made appearance in the Canadian Sault the announcement by the officials of the Algoma Steel Corporation that the rail mill will resume operations Monday on an order for 100 pound rails for the C. P. Railway to be shipped West. The definite tonnage of the order is not yet obtainable, but it is understood that the operation will be understood that the operation will be from six to eight weeks at the least.

For the first time in the history of the Upper Peninsula Dairy Association, a woman has been chosen premier dairyman of the Upper Peninsula. The woman is Miss Ruth Dennis, owner of the Marine dairy. The award is made on the basis of butter fat production. Three premier dairymen are picked, one from each class, small, medium and large herd. Miss Dennis won in and large herd. Miss Dennis won the large herd class. Her dairy produces an average of 125 gallons of milk per day, all of which is sold at wholesale to stores, hotels and boats. It was with her trade with steamship ines that her dairy developed its name—the Marine dairy. Some time ago a State inspector came to her farm. After looking it over he remarked that the had never seen a cleaner milking room. This pleased Ruth and gave her much more satisfaction than the prize money she is to receive.

The firm of Passmore & Paquin, for many years one of our leading shoe stores, has been dissolved. Harvey Paquin retiring and Mr. Passmore will continue the business, while Mr. continue the business, while Mr. Paquin expects to engage in business for himself. Mr. Paquin was affiliated in the shoe business with J. S. Royce for the snoe business with J. S. Royce for fifteen years prior to going in with Mr. Passmore. The firm has been doing a good business all these years and is well known throughout the country. Another bit of "overhead." The customer who have the bill of the follows.

tomer who pays the bill of the fellow

who doesn't pay.

R. W. Cowen, who has been spend-New York, has returned, after spending some days en route visiting relatives at his old home at Thorl, in Canada.

William G. Tapert.

Teeth are things you have out just before the doctor decides it was your tonsils, after all.

Might doesn't make right, but a gang's exploits would be legal if the gang numbered 50,000,000.

"Women can't co-operate," says a critic. Boy, you should hear five of them testify when their car whams one driven by a lone man,

Essential Features of the Grocery Staples.

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

Tea—During the past week the English pound sterling has advanced and as this always affects the prices of merchandise which center in England, the tea market on this side has had some strength infused into it. If sterling continues to advance, the markets here will undoubtedly advance also. There has been a fair demand for most teas during the week, especially in Ceylons, Indias and Javas. The consumptive demand for tea has remained unchanged and about as usual.

Coffee—The future market for Rio and Santos coffee, green and in a large way, started the week by declines, but later recovered to some extent. However, spot Rio and Santos remains practically unchanged from a week ago. The demand is certainly no more than fair. There is nothing in the primary market for Rio and Santos coffee which is any more hopeful than it has been. Mild grades show no change for the week. The jobbing market on roasted coffee is also unchanged. Consumptive demand is satisfactory.

Canned Fruits-There was little more than routine activity in canned foods last week, but two important developments occurred. The first, of course, was the upward revision in family sizes of Hawaiian pineapple, No. 21/2 tins advancing 5c each per dozen for all three grades. The readjustment on fancy crushed in No. 10 tins will clear up doubts in the minds of the trade as to what would eventually be done with this size and variety. The Cling Peach Agency's control appears to be tightening at last, as stocks in the hands of outside sellers have been pretty well cleared. This market has not been taking the agency's stocks in very encouraging volume, however, and hope for the future lies in the fact that it may be forced to do so soon through inability to get requirements elsewhere.

Canned Vegetables-Prices on new pack asparagus are expected from California in the near future. There is a possibility that they may be announced to-day, but at any rate they will not long be delayed. Some in the trade expect prices to be revised downward to some extent as compared to last year's prices. As to this, however, it remains to be seen what the control board on the Coast will do. Asparagus has done remarkably well during the depression so far, due to the intelligent control which held packers in line and restricted production. In spite of curtailed output, however, there has been some carry-over, and reports of sales at concessions in this market gives some basis for belief that this item will be adjusted to a lower price basis. The tomato and corn situation in Indiana have both shown improvement recently. Large buyers have entered the state and absorbed about all the cheap standard corn available. The market, relieved of these stocks, has shown a better undertone. Unsold stocks of tomatoes are very low, according to the latest statistics of the Indiana Canners' Association, and many holders are asking better prices.

Canned Fish—Demand for tinned fish has been fair. Alaska pinks are becoming firmer and the cheap goods are about worked out. Alaska pink salmon is apparently definitely on a dollar large way basis. Other varieties of salmon show no change for the week; moderate demand. Other tinned fish unchanged and selling to some extent.

Dried Fruits-The dried fruit market continues to center around the steadiness in raisins. These, at least, have remained firm during the week, and the outlook is good for prices being maintained around present levels. The pool's last offering on Feb. 29 was at the prices of the previous one, and commercial packers are taking up their requirements as they need them. There is no evidence of a desire to speculate in raisins, either here or on the Coast, although it seems generally agreed that the present holdings of the pool and the packers will be moved out well in advance of the new crop. California and Oregon prunes are being offered at very low prices, and nothing short of a better movement for export will give them the impetus they need. Under the present rate of shipments abroad, stocks will be quite ample for domestic needs, and behind this lies the real reason for the easier tendency. There is considerable pressure to move prunes. Chain stores are featuring mediums around 5c per pound to consumers and merchandising is equally vigorous among independent and cooperative retail outlets. Aside from prunes and raisins, the Coast has been well cleared of fruits. There are but very light reserves of peaches, pears, apricots and apples. These are not held in sufficient volume in any market to cause further uneasiness, but it is rather a lack of consuming demand which makes holders a little nervous and anxious to sell.

Beans and Peas—The market for dried beans has had another very unsatisfactory week. Everything has been weak and almost completely neglected. The same applies to dried peas.

Cheese—Cheese has had a steady week with an ordinary moderate demand.

Nuts—The market is routine here, with exporting countries showing little or no interest in price ideas here. Large distributors are quoting some varieties a little lower. Bordeaux halves being available at 35@37c per pound, and pieces, 32@34c. Almonds appear to be steady, with spot holdings quite light and 3-crown Valencias are a little firmer, due to the strength in domestic walnuts. Filberts appear to be well maintained abroad. The unshelled market is inactive and stocks are very light.

Rice—Increased buying of rough rice by Southern millers has strengthened the undertone of clean rice, although the improvement has not probably been reflected in prices in a general way as yet. The millers, however, have seen fit to cover requirements at the present low costs of rough and this in itself is a healthful sign. Trading in this market is unchanged. The trade is taking up its requirements in

a very conservative way, but the outlook for the future is more hopeful both in the domestic and export market.

Salt Fish—No changes have occurred in mackerel and other salt fish during the past week. There has, however, been a steady, regular demand for practically everything and this will doubtless last until Lent is over. The demand undoubtedly has been held steady and satisfactory because of the light supplies, speaking particularly of mackerel

Syrup and Molasses—The production of sugar syrup has been rather restricted during the week, which has kept stocks from piling up and has kept the market healthy. Demand is quiet with prices steady to firm, Compound syrup is a routine affair, but even at that is somewhat better than it was sometime ago. Prices are unchanged. Molasses unchanged from last week; fair demand.

Review of the Produce Market.

Apples-Current prices are as fol-Baldwins, 21/2 in., A grade ____\$1.00 Bananas, 21/2 in., A grade _____ .90 Delicious, 21/2 in., A grade ____ 1.75 Delicious, 21/4 in., C grade _____ Greenings, R. I., 21/2 in., A grade 1.15 Greenings, Bakers, 3 in., A grade 1.25 Grimes Golden, 21/2 in., A grade .75 Hubbardstons, 21/2 in., A grade __ .90 Jonathans, 21/4 in., A grade ____ 1.35 Kings, 21/2 in., A grade _____ 1.25 Kings, 3 in., Bakers, A grade ____ 1.75 Spies, 3 in., Baking _____ 1.65 Spies, 21/2 in., A grade _____ 1.75 Spies, 21/4 in., C grade _______.90 Wagners, 21/2 in., A grade _____ 1.00 Cooking Apples ___ Washington box apples are sold on the following basis: Extra fancy Delicious _____\$2.75 Fancy Delicious _____ 2.50 Extra fancy Romes _____ 2.25 Fancy Romes _____ 2.00

Extra fancy Winesaps ______ 2.00
Fancy Winesaps ______ 1.75
Bananas—4½@5c per lb,
Butter—Receipts have decreased on
account of cold weather and storms,

in consequence of which the market has advanced 1½c per lb. Jobbers hold plain wrapped prints at 23c and 65 lb. tubs at 22c for extras.

Cabbage—\$3 per 100 lbs, for home grown; \$4.50 per crate for new from Texas.

Carrots—90c per bu, for old; new from Texas or Calif., \$4 per crate or 90c per doz.

Cauliflower-\$2.25 for box containing 6@9.

Celery—30@50c according to size; box of 15 bunches, \$1.40.

Celery Cabbage—\$1.20 per doz.

Cocoanuts—90c per doz. or \$3.50 per bag.

Cucumbers—Illinois hot house, \$2.50 per doz. for extra fancy.

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

C. H. Pea from elevator _____\$1.75
Pea from farmer ______ 1.45
Light Red Kidney from farmer ___ 1.50
Dark Red Kidney from farmer __ 2.50

Eggs—The market for fine fresh eggs has been more or less weak since the last report, owing to larger receipts as the country goes forward to its month of largest production, April. The trade are taking only what they have to have. Jobbers pay 10c for strictly fresh and hold candled fresh at 12c.

Grape Fruit — Florida commands \$2.50@3 per box; bulk \$2.75@3 per 100

Grapes—Calif. Emperors, in kegs with sawdust. \$6.25.

Green Onions—Shallots, 60c per doz.

Lettuce—In good demand on the following basis:
Imperial Valley, 6s, per crate __\$3.00
Imperial Valley, 5s, per crate __ 3.50

Home grown, leaf, 10 lbs. _____ .65
Lemons—Present quotations are as follows:

 360
 Sunkist
 \$5.50

 300
 Sunkist
 5.50

 360
 Red Ball
 5.00

 300
 Red Ball
 5.00

Mushrooms—50c per one lb. carton. Oranges—Fancy Sunkist California Navels are now sold as follows:

Onions—Michigan, \$5 per 100 lbs. for yellow; Genuine Spanish, \$4.25 per crate.

Parsley-40c per doz. bunches.

Potatoes—On the local market transactions hover around 35@45c per bu. In Northern Michigan carlot buying points the price ranges from 20@25c per bu.; Idaho, \$2.25 per 100 lb. sack.

Spinach—\$1.25 per bu, for Texas. Sweet Potatoes—Kiln dried Indiana Jerseys, \$1.75; Tenn., \$1.50.

Tangerines—\$3 per bu.

Tomatoes—Hot house, \$1.50 per 7 lb. basket; \$1.65 for 10 lb. basket.

Veal Calves — Wilson & Company pay as follows:

 Fancy
 8@10c

 Good
 8c

 Medium
 7c

 Poor
 5c

A Tea Substitute.

In our neighborhood lives a man who was born in Russia—his father a German, his mother a Russian. I had dinner at his house one day and for a drink we had basswood tea. I could not discover anything objectionable about it. When the tree is in bloom the tender leaves are gathered and dried. As soon as the proper season arrives I plan to gather basswood leaves and give that kind of tea a good trial. If that does not satisfy, I will try Chinese or India tea.

E. E. Whitney.

Arteries aren't the only things that harden if we don't watch out.

MUTUAL FIRE INSURANCE

Carbon Dioxide Snuffs Out Fire.

Fire from an unknown cause flashed over the surface of a 4500-gallon enamel dip tank. A heat-actutated device immediately emptied two batteries of carbon dioxide cylinders and the inert gas flooded the surface of the tank and filled the enclosure, snuffing out the fire before it could reach a second tank near by. Both tanks also emptied automatically through drains to buried tanks. There was practically no fire damage. The action of the gas made it necessary to clean the entire oven and to strip and redip parts going through. The loss was estimated at between \$1,000 and \$1,500.

This shows the prompt effectiveness of properly installed carbon dioxide systems in extinguishing fires.

Meeting Present-Day Conditions.

Because of present conditions, many factories and plants are operating with fewer men, or on a basis of fewer working days a week. As a result, the men trained for fire emergencies are apt to find themselves facing conditions entirely different from those they have been taught to expect.

For instance, only a part of the regular plant fire depratment may be working, or men may have been transferred to locations in the plant, where they face hazards unlike those with which they are familiar.

Officials of every factory should check up the fire protection facilities at their disposal, and should carefully pursue a system that will give the maximum protection under present conditions.

Use Wet Rags To Extinguish Burning Acetylene.

A spark from a welding torch ignited acetylene which leaked from the top of the tank, melting the fusible plugs and producing a large, intense flame. Employes used foam, soda-acid and carbon tetrachloride extinguishers without effect, and then hitched a rope around the tank, drew it into the yard and let the fire burn itself out. The loss was slightly under \$200.

Burning acetylene leaking from tanks can be extinguished by applying a large quantity of thoroughly wet rags over the leak.

Watch the Watchman.

Watchman service is one of the most important phases of fire prevention work. In many plants where no work is done at night, many thousands of dollars in machinery and property are left in care of the watchman. It is therefore most important that he be trustworthy and conscientious, and able to make decisions quickly.

Very often the watchman service has been given little or no attention for long periods, with the inevitable result that laxity crept in. Many large losses that could have been checked in their incipiency have been directly traceable to the carelessness or indifference of men left in charge of industrial establishments.

Reports and clock records should be regularly and thoroughly checked.
When applicants for watchman jobs

are hired, their personal habits and records should be given careful consideration. Each watchan should measure up to his responsibilities. Remember that he is in charge of the plant more than half the time.

Arc Welder Starts Fire.

A spark from an arc welding machine ignited asphalt flooring which had been softened and rendered highly flammable by spilled grease cutting compound in a small tank near by. Fifteen sprinklers opened, but not before the fire was drawn under a wooden hood of the exhaust system over acid tanks. Employes used two large hose streams to extinguish the fire. The loss was estimated at about \$600.

Further evidence of the danger of sparks from electric welders used near flammable material.

Fires That Almost Happened.

The elevator man had locked up the elevator and was on his way home when he met a customer and it was necessary for him to return to the elevator. When he opened up the elevator he smelled smoke and after investigation found a small blaze near the clutch on the main line shaft which is located just over the engine room.

Had he not returned to the elevator, no doubt this building would have burned to the ground—the cause unknown.

"About 10:30 a. m., while they were running full taking in grain, the houseman was attracted to the basement by the odor of smoke. He took the C. T. extinguisher with him. Flame was coming out of both ends of the motor. The extinguisher was used and the fire immediately put out. An electrician was called in and he removed the motor to his shop, where he took it apart to test. The motor was found to be undamaged in every respect and it was immediately reassembled and put back in use, and has been run without interruption for the past three weeks.

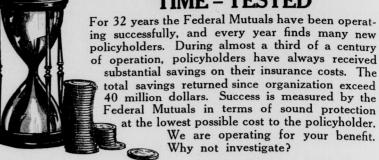
"Apparently the fire was not caused by an electrical breakdown, as there was no damage to winding or bearings. The only thing that I can imagine that could have caused it was spontaneous ignition of dust inside the motor. The motors in this elevator were taken down and thoroughly cleaned out just before harvest."

Food Jobbers Expand Lines.

More than half a hundred new types of merchandise have been added in the last three years to lines handled by grocery jobbers, according to a survey completed this week by the National Wholesale Grocers' Association. Members are asked to report on any new products found profitable for jobbers to handle. Most of the new articles are closely related to foodstuffs, but many wholesalers report deriving an excellent business from such lines as radios, handkerchiefs, sundry hardware, roofing and other heavy items, school supplies, electric light bulbs, automobile tires, spark plugs and other auto accessories.

You can tell an American by showing him two National problems. He will get excited about the one that doesn't matter.

"TIME - TESTED"



FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

Mutual Insurance

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

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

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

Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.

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

It's the underlying principle of Mutual Insurance.

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

319-320 Houseman Building

GRAND RAPIDS,

MICHIGAN

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is 30% Less

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

WILLIAM N. SENF, Secretary-Treasurer

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Detroit, March 12—There appeared in your last issue a news item about our concern which contained several errors. Assuming that you desire the Michigan Tradesman to correctly inform its readers as to situations, I am writing you this letter.

We recognize fully that an entirely new business situation is here. We propose to meet that situation with new methods which we believe are properly attuned to it.

Our plan is to concentrate our operations on two well established specialty lines:

Hosiery, underwear, men's and women's furnishings, lingerie, etc. Floor coverings.

On these lines we are in better position than ever to service our trade with merchandise bought and priced so that our customers may successfully meet any competition whatever. For the convenience of our trade, we are also maintaining adequate stocks of staple notions and piece goods.

In order to most effectively carry out our new plans, we have found it necessary to make some changes as to both personnel and territories of our sales force. The twenty-eight capable salesmen who now represent us cover thoroughly our entire territory. H. O. Blazer and Sol J. Lowe will serve the trade in Grand Rapids proper, and they and Messrs. L. E. Scheiner, R. E. Rosebrough and A. Whitelaw will show our lines to the trade in Western Michigan from the extreme Southern portion to the Straits of Mackinac. The remainder of the Lower Peninsula, and the Northwestern portion of Ohio, will be efficiently covered by our twenty-three other men.

As a further progressive step, we have in preparation a fairly comprehensive catalog of our furnishing goods and dry goods lines, which will be mailed to the trade the latter part of this month.

We are sure that your readers will be glad to know that, by this modernizing of merchandising methods, A. Krolik & Co. will continue in its established position of Michigan's oldest and foremost wholesale dry goods house.

Day Krolik,
President A. Krolik & Co., Inc.

The business of the H. H. Pharmacy, formerly located at 1689 West Grand boulevard, has been moved to 17242 John R. street where the store is known as the A. & J. Pharmacy.

Richard L. Parrott, 11000 Mack avenue, recently succeeded E. J. Burt, druggist.

Harry Voight, druggist, until recently located at 7401 Lafayette avenue, East, is now at 10101 Mack avenue.

Mayme Kennan, retail women's wear, 5404 Woodward avenue, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$1,991 and assets of \$963.

The fact that total motor car sales so far this year are running behind those for the corresponding period of 1931 is not so disquieting to those in the automotive industry as many might believe. It is ascribed entirely to the absence of a full array of new models in the low-price class. Buyers in that field are not definitely out of the market; only waiting. By April they will be buying cars and it is regarded as not only possible but probable that by mid-year the six months' sales mark for 1931 will be exceeded.

In addition to their lack of discouragement over reduced total sales volume, motor company executives actually are heartened by improvement in demand for more expensive cars. In the luxury class, both Packard and Cadillac report sales gains for February. The former made 2,150 deliveries last month while Cadillac's gain over the same period of last year was put at 14 per cent.

It also is regarded as a cause for optimism that, in the price bracket immediately above the lowest, buyer demand is stronger. The effect of the improvement, however, is spotty. De-Soto and Hudson both have increased production schedules for March. The new six-cylinder model offered by the former set a sales mark in February that was within 20 per cent. of the record established in the same month in the industry's banner year, 1929. Hudson and Essex sales were 30 per cent. above those for January.

There is considerable discussion of motor car prices going on in Detroit these days. One hears the prediction that one new model, whose low list price startled the industry when announced in December, is scheduled to be increased within a few days. It is felt that the value of the car has been so effectively demonstrated that an increase in price will have no adverse effect upon sales. If other manufacturers, particularly some of those in the medium-price class, made the same assumption and acted upon it, the procedure would not be surprising.

The problem of excess productive capacity is being tackled in an interesting fashion in various quarters of the automotive industry. The Briggs Body Co., for example, has gone into the production of refrigerator cabinets and all-steel porch chairs, products which parallel the concern's regular commodity. The Pine Co., which concentrated upon motor car "Winterfronts" for many years, now is manufacturing a wide variety of allied products. Thus is the industry finding ways of putting to profitable use parts of plants that have been idle during the period of dull demand for their regular lines.

Continental-DeVaux Co. is the name of the new combination of automotive concerns at Grand Rapids. The company is preparing to resume manufacture of the passenger car introduced in January and will start operations on April 1. Reports from Canada say that negotiations have been begun by Dominion Motors to obtain the right to use the DeVaux body on the

Frontenac, the only strictly Canadian passenger automobile.

Successful Trading-Stock Analysis.

The surplus of a company results after allowance has been made for the liabilities of bonds and preferred stock so that the surplus is the actual worth of the business or the property of the common stock. The bondholders and preferred stockholders can gauge the strength of the company and the margin of safety of their investments by this surplus. Theoretically, they are secured before the surplus originates but in low current earnings periods and in times of depression this surplus account many times is used for interest requirements and for dividends. To a much more important degree, the surplus is interesting to the common stockholder.

The equity for the common stock results from balance sheet surplus and of course is the book value for the common stock. This value is computed from the balance sheet and the simplest method to determine this is to divide the surplus and stock liability items by the number of shares of common stock outstanding. In some cases you will find these items lumped together and called common stock and surplus.

In many cases adjustments and common sense must be utilized in considering book value. For example, if reserves are set up, which are not an offset to the asset side, then these reserves can be included with the surplus item for considering book value. Reserves for depreciation is an offset to the asset property and is not a common stock equity. Capital reserves and general reserves are common stock equities.

Intangible assets are deducted from surplus before computing book value. It must be remembered that book value is purely a theoretical figure. It is supposed to represent the value accruing to the common stock upon liquidating the business after paying prior claims. In actual practice, this balance sheet book value rarely works out as the final actual value secured by the common stockholders. theoretical book value depends upon the value which the corporation puts on various assets and liabilities and are not necessarily true values of these items and in the actual winding up of the company's affairs, these items shrink and other extraordinary items appear which change the general picture and the new distorted balance sheet looks a great deal different than when it was a corporation.

Jay H. Petter. Glass Demand Eases Somewhat.

The sudden jump in orders for window glass following the change in prices on Feb. 20 has apparently lost some of its force and demand has declined from the recent high. Glass distributors have accepted the changes without much grumbling and regardless of what may happen later, the new conditions have had a more stabilizing effect than anything done in the past several years. Plate glass manufacturers continue to anticipate increased business from the automobile trade. Production activities show little change.

Frontenac, the only strictly Canadian IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Realm is glad to warn its readers against C. M. Greenshields & Sons, Limited, 37 East King street, Toronto. Ont., who are writing Michigan people that they are in receipt of large packages of cuts which are not intended for them; that they paid \$1.55 import duties on the cuts and 45 cents expressage, a total of \$2. Some people may meet this appeal because of curiosity or because of cupidity to gyp valuable engravings for themselves. The postoffice department will probably spoil this plan by returning all correspondence to sender with the official stamp of the Canadian government, "Supposed to be Fraudulent."

The International Salt Co., the Tiffin Salt Co. and the Acme Salt Co. are all conducting a selling campaign in Kansas. None of them are licensed to do business in Kansas, so their selling campaigns are fraudulent. No merchant in Kansas can offer the so-called medicated salt for sale without subjecting himself to liability to arrest. All sales are closed with trade acceptances, which are immediately turned over to the International Finance Corporation or the Seneca Discount Co., which proceed to collect on the acceptances as "innocent third parties" The entire transactions are fraudulent from start to finish. Any merchant who ever signs a trade acceptance should automatically go to the probate court and ask that he be placed under the protection of a guardian.

Warning has reached the Realm from one of its subscribers at St. Paul, that all retailers should be on their guard against a bad check scheme which is being operated by colored men who pose as employes of the Pullman Company. These men represent themselves to be porters and present regulation Pullman Company pay checks in amounts of \$80 to \$95 in payment for merchandise, receiving the balance back in cash.

They show readily an identification tag on a key ring with a porter's number of four figures which corresponds to a number typed on the checks. They work singly, but it is believed that several of them are practicing the deception.

The men are described as very courteous and smooth and sometimes are dressed in blue vests and trousers to give the impression they are railroad men. They defrauded merchants in the Twin Cities of several thousand dollars, about a dozen checks in St. Paul and many in Minneapolis. They are known to have worked in St. Louis and through several Southern states and are believed to be working further West at the present time. They operate in department, specialty and jewelry stores.

The checks are drawn on the New York Trust Company and other depositaries listed on the back of the checks. Further information may be had from the Pullman Company.

Much of the unemployment could be relieved by appointing judges enough to keep the dockets clean.

MUST CUT DOWN EXPENSES.

In the midst of the campaign of assertions and denials with regard to the reduction in Federal expenditures, the country is becoming increasingly impatient. What is imperatively needed at this juncture is a real reduction in Governmental costs and not merely an apparent or paper reduction. There must be an actual reduction of the burden, which has become too heavy to bear.

We are told that the executive budget for next year had been cut by \$365,000,000. Then comes the statement that \$340,000,000 of this amount represents nonrecurring expenditure, the cost of Federal construction and such items which already have been met. It is furthermore asserted that \$32,000,000 which will be required for tax refunds was not included in the budget.

We have been told that Congress will further reduce the appropriations called for in the budget by \$115,000,000 and more. But on top of this comes the news that a large part of this amount is merely deferred, that it will have to be met by deficiency bills when Congress meets again next December—after the elections. These assertions and counter-assertions make it extremely difficult for the public to know what is going on.

Here is a task that demands action and co-operation in every branch of the Federal Government. Some cheeseparing appears to have been effected in departments and bureaus. Something larger is necessary.

That many agencies are overstaffed is undeniable. It has been stated that the number of Federal employes has not been reduced during this period of depression. But it stands to reason that, with the general and countrywide decrease in commercial and industrial activity, the amount of work to be done by Federal agencies must have decreased considerably. Dropping employes is always difficult, but the situation demands more attention than it has received.

In this connection President Hoover's statement that Congress must repeal or revise laws on the statute books in order to make any substactial reduction in expenditures is important. Many of these fall under the head of statutory expenditures.

There are numerous boards, bureaus and commissions that are blessed with eternal life-unless Congress abolishes them. County agents of the Agriculture Department probably do laudable work, but they represent an expense that should be looked into. Special foreign representatives of this department and of the Commerce Department no doubt perform an excellent service, but the country got along without them for many a long year. The 100,000,000 pamphlets issued by the Government annually may be useful, but the aggregate amount spent on them is immense.

The country is little interested in the matter of who gets the credit for a reduction in expenditures. With the exception of the National defense forces, the country is becoming less and less interested in the question

whether our much vaunted governmental "efficiency" is impaired. The public, or part of it, demanded the multitudinous Federal activities and agencies which have been piled up with increasing rapidity during the last fifty years. But the taxpayer now insists on being allowed to get along without some of them.

SALES TAX OBJECTIONS.

Opposition to the manufacturers' sales tax, which is a major and new feature of the tax bill presented to Congress, has suddenly sprung up along two lines. A prime objection of producers is whether they will be compelled to absorb the new levy. The second attack is laid down on Congress for proposing a "hidden" tax which will prove more of a burden on the poor than upon the wealthy.

A movement has been started among various manufacturing trades to have the legislation stipulate that the tax be paid as a separate item, in order that producers may escape the necessity of including it in their prices. The fear is (and it probably goes beyond fear to certainty) that otherwise buyers will want products at the accustomed prices and will refuse to pay the extra amount called for by the tax.

To assert that the manufacturer will have to pay the tax out of his own pocket is, except in special circumstances, a rather extreme view, it would seem. If he cannot ask a higher price, it is reasonable to assume that he will take the tax out of the value of the merchandise either through lowering the cost of his materials or by reducing the labor expense. Where he is confronted with a fixed retail price and has plenty of competition in his field, this will probably be his policy. If he has a practical monopoly in his line, then perhaps he will mark up his goods and have the distributor pay the tax.

The consumer angle of the question raises several interesting and vital points. A "hidden" tax fails to put adequate check upon Government extravagance, for one thing. A still more important consideration in the present instance is that mass purchasing power is affected and we encourage the disparity between high and low incomes, which lies at the basis of our economic difficulties. What seems to be needed is a flat tax on gross individual incomes, with no deductions, and accompanied by a stoppage of gift and inheritance loopholes.

IGNORING THE TRUST LAWS.

About six months ago it was suggested by a former Assistant Attorney General that an industry might legally agree to restrict output if faced with certain collapse in an emergency. The argument ran that, since no attempt at monopoly, restraint of trade or price increase would be involved in such an agreement, but only self-protection, the action would not run foul of the antitrust law.

Acting upon this opinion or one very similar to it, the copper industry has been holding numerous sessions and has finally agreed to reduce output to 20 per cent. Other industries have undertaken like steps either for

the control of production or for the control of prices.

In the cotton goods lines, for instance, a movement called "constructive merchandising" means simply that the manufacturers have agreed upon prices and price arrangements. The trade journals have waxed enthusiastic over these steps, which certainly appear to have little legal sanction. In the blanket and heavyweight underwear lines, some secrecy is thrown around price "stabilizing" conferences, but their results are apparent.

Apparently, under the stress of the depression the Attorney General's department is pursuing a "hands off" policy, but, while the excuse of expediency may be offered, there seems to be little point to agitation for changes in the trust laws when these regulations are being openly violated. Price increases may not be sought by the agreements in various industries and yet the question may properly be asked if output restrictions and other measures would be adopted if there was no hope of pushing up quotations. Would copper restrictions be considered, for instance, if copper was selling for 21 cents?

STORE RESULTS FOR 1931.

In a preliminary study made by the Controllers' Congress of the National Retail Dry Goods Association of department and specialty store results for 1931, it is disclosed that a loss of 3.6 per cent. on sales was probably the typical experience. The survey was based on the first 100 stores reporting for the annual operating expense analysis made by the controllers. Seventyseven of the reporting stores, doing from \$500,000 to more than \$10,000,-000 a year, showed losses which ranged as high as 18,6 per cent, of sales. Profits of the other twenty-three ranged up to 7.3 per cent.

The gross margin for these 100 stores last year averaged 31.7 per cent. and the total expense 35.3 per cent. This compared with median figures, or those midway between the best and the poorest, for all stores in 1930 of 31.8 per cent. and 33.7 per cent. A rise of 1.6 per cent. therefore, was shown in total expense and a drop of 0.1 per cent. in gross margin.

As H. I. Kleinhaus, manager of the Congress points out, the loss of 3.6 per cent. on sales indicated by this study is a better result than had been expected, considering that there was a decline of approximately 17 per cent. in retail prices during 1931. He explains that this drop would occasion an addition to normal expense of 6 per cent. of sales or more unless offset by increased dollar or transactional volume or by decreased expenses.

FAVORABLE INFLUENCES.

An emphasizing of previous influences on the favorable side was the principal contribution to the week's business features. A certain degree of hesitation is still found, but it seems to be gradually giving way to greater confidence in the outlook. This growth in confidence is manifest in the steep drop in money in circulation figures, which are the measure of hoarding.

Commodity prices are also disclosing greater buoyancy. Last week's index of the Bureau of Labor registered a very slight decline, while Dun's list of wholesale quotations this week furnished the first substantial gain in nineteen weeks of the number of advances over declines.

Unfortunately, there is still no upturn in basic industry in the aggregate, since the Times weekly business index reflects another small decline. However, there were slight advances in the steel and automobile series and these are the two fields which are expected to disclose the first signs of recovery. Henry ford production is now reported under way at full speed.

It is to be hoped that "bankers' cowardice" will not put needless delays in the path of the recovery which is apparently very close at hand.

DRY GOODS CONDITIONS.

Reports on last week's volume were cheerful, although actual purchasing fell short of what store attendance might indicate. Main floor sections were busy. Apparel demand, partly due to the cold spell, has not come up to expectations as yet. The general view of trade progress is that, while there has been some pick-up lately, volume remains unsatisfactory.

The Federal Reserve Board report on department-store sales last month was quite in line with estimates. It showed a drop of 16 per cent. for a month that had one day more than last year. On a daily average basis the decline was 19 per cent. The month's decreases ranged from 10 per cent. in the St. Louis area to 23 per cent. in the Dallas territory. The New York district reported a drop of 16 per cent.

While there has been some gain in retail trade this month, it is felt that volume for the first half will run about 15 per cent. under that of a year ago, although this showing may prove more favorable if Easter business takes a spurt. Out-of-town advices describe a slowing down in demand caused by bad weather, which has postponed interest in spring merchandise.

GROCERS STUDY FREE DEALS.

The first co-operative attempt at a scientific analysis of free deals in the grocery industry was launched last week by manufacturers and wholesalers, in conjunction with the Brookings Institute of Washington, D. C. In questionnaires mailed to more than 800 of its members, the National Wholesale Grocers' 'Association asked for information covering every modern type of "free deal," the varieties found unprofitable and those which yielded the best return at the least cost of administration. A questionnaire of a similar nature, but addressed to producers, has been sent out by the Associated Grocery Manufacturers America, Inc.

Replies to both questionnaires will be sent to the Washington organization for analysis, and by June, according to trade association officials, the grocery industry will have a clear idea of the type of deals most acceptable to the trade as a whole.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

For several years I have undertaken to curb the activities of a cheap crook who has managed to swindle the merchants of the Middle West by securing advance payments on the sale of store fixtures, such as refrigerator showcases, slicing machines and meat choppers, which were seldom at his command and which were seldom if ever shipped to the purchasers. To a great extent I succeeded in protecting my patrons when they took the trouble to read the Tradesman, but occasionally the crook found a merchant who did not take the Tradesman or who did not read it as carefully as he should, in which cases he was able to add to his long list of victims. My first intimation that he had been apprehended was the receipt of a letter from the State Constabulary at Lansing:

Lansing, March 11-No doubt you have heard a great deal about the fraud cases perpetrated by one F. W. Mann, of 4244 Elmer avenue, Morningside, Minneapolis, Minnesota, who goes around the country selling refrigerators and sundry equipment and, after securing a down payment, generally around \$20, never produces. I just thought I'd drop you a line and let you know that my partner and I arrested this subject yesterday in the Kern Hotel as he was in the act of making another "sale" to the steward. making another "sale" to the steward. We picked him up on a warrant charging him with obtaining money under false pretenses, the complaint of which was made by Mr. Lester De Pree, coproprietor of the Central Market, at Zeeland, who was nicked for \$18 the day after your friend J. J. Wolbrink, of Allendale, was touched for \$25 by the same individual. (November 9 and 10, 1931)

10, 1931.)
We turned Mann over to the sheriff's department at Grand Haven and I hope they can put him away because if they can't we still have complaints from Mason, Eaton Rapids and St. Johns as well as the complaint of Mr. Wolbrink.

If you want a photo of this bozo for publication in your Realm of Rascality department in the hope that other victims who may have been swindled can identify and file their complaints with the authorities, do not fail or hesitate to write me and I will have a copy made for you. Edward Cooper,

Det. Sgt. Dept. of Public Safety. The officers caught him at Mason, assiduously pursuing his nefarious calling and transported him to Zeeland, where he had swindled the Central Market out of \$18 last November. It appears that John J. Wolbrink, the long-time general merchant at Allendale, had also sworn out a warrant for his arrest on a charge of obtaining \$25 from him under false pretenses within a day of the Zeeland larceny, so the justice of the peace at Zeeland before whom he was arraigned sentenced him to pay \$25 fine, \$41.20 costs, \$18 to De-Pree and \$25 to Mr. Wolbrink or spend 60 days in jail at Grand Haven, where I found him last Saturday afternoon. The sheriff very graciously granted me an interview with the crafty old rascal who has brought dismay and loss to hundreds of merchants. He is about 60 years old, short in stature, with several fingers missing from his right hand. His eyes are shifty and bear evidence of his misdeeds. He did not look at me while talking with me and insisted that his arrest, conviction and

punishment were "all a mistake." The greatest mistake I could discover was that he was not apprehended sooner in his swindling career. He told me he was born at Scio, near Ypsilanti, and had lived most of his life in Michigan; he resided eleven years in Grand Rapids, but had made his home in Minneapolis for the past twenty years; that the reason he could not fill his orders after securing the initial payment was the financial irresponsibility of the Holmes Manufacturing Co., of Minneapolis, which could not secure enough funds to complete and fill his orders; that, knowing this condition, he continued to solicit orders and pocket the initial payments he secured in each case, somehow hoping the Holmes Co. would be able to fill the orders turned over to it. The man impressed me as being a hardened criminal and I hope other merchants who have been victimized by the old rascal take immediate steps to pick him up as soon as his present sentence expires and keep him serving jail sentences until he decides that the way of the transgressor is hard and that Michigan is not a healthy state for creatures of his ilk.

I was pained to find Jurrin Ball, the Grand Haven merchant, ill at his home with the prevailing epidemic. Mr. Ball is now the oldest merchant in Grand Haven in point of service and is highly respected by all his competitors and customers.

I called on a shoe manufacturer last week who is making a line of shoes which he is selling at \$2.60, to be retailed at \$4. Two years ago the same shoes commanded \$4 and sold for \$6. "There is not a penny of profit in producing such shoes at such a price," said the manufacturer, "but I am content for the present to make the sacrifice in order to keep our employes at work. We feel it is our duty to keep our men at work, even if we do not make enough to pay the taxes on our property and the insurance on our buildings and machinery, because we know very well how many of our employes did not save any money, as they should have done in the happy days before the panic struck us." Believing I could anticipate the answer to my enquiry, I said: "Do your men appreciate your attitude in this matter?"
"Some of them do," he replied, "but it is not uncommon for me to receive a request for a wage raise, notwithstanding the fact that we are booking orders at prices which do not give us any profit whatever."

The retail grocers of Grand Rapids made another attempt to secure some relief from the scrip curse at a meeting of the city commission last week. One member of the commission proposed that the scrip be made good at any business place in the city for a thirty day trial, but, unfortunately, the affirmative side of the proposition was presented so poorly by the spokesman of the retail grocers that every other member of the commission voted against the proposition at the conclusion of the matter. As stated by the Tradesman in this department last week, the local grocers will never get anywhere with the executive officers

of the city until they present a new line up in their appearances before the commission.

The recurrence of Andrew Jackson's birthday yesterday reminded me of a story concerning him which was told me by a graduate of Yale College more than fifty years ago. When Jackson was elected president he was asked by the officers of Yale to present himself at the college on a certain date to receive a degree the university proposed to confer upon him. Jackson was willing to receive the honor, but had no idea what he was expected to say or do after the ceremony was completed, and asked a friend what he would be expected to do to show his appreciation of the honor. "Say a few words in Latin," was the reply. "Don't know a word of Latin," replied the sturdy old warrior. "Then mumble a few words in a low tone of voice. The people will never know the difference," said the friend. Jackson arose to the dignity of the occasion, struck an attitude and mumbled, "E pluribus unium. Root hog or die." The people who were present at the affair were astonished beyond measure. They had not expected such a display of erudition on the part of Jackson. They looked at each other and remarked: "What a great man! Indian fighter! President of the United States! Latin

Referring to my reference to Newaygo in last week's Out Around, an esteemed friend writes me as follows: "I am sorry you left out the Henry Rowe Manufacturing Co., of Newaygo, who are running with about as many employes as the Newaygo Engineering Co. They are located where the old furniture plant used to be on the North side of the river. They are wood turners, depending on the furniture manufacturers for their trade. I thought you might like to make mention of the omission in your next

Concerning the complaint I recently registered in this department from Mr. Charles M. Heald, of South Pasadena, Calif., who was recently deprived of two barrels of apples he had shipped to himself at South Pasadena from his farm in Bangor, Mich., a California friend writes me as follows: "If Mr. Heald will get in touch with the California Fruit Growers Exchange, 6th street and Hill. Los Angeles, he can learn the entire tale of the barring of Michigan apples from California. I say this because it is difficult to give the facts convincingly in a letter and he can get the correct impression by the personal appeal I suggest. The facts are thusly: Florida citrus, including grapefruit, is barred, except the canned article, because Florida already harbors one or more plant pests which have not gained a foothold in California. California citrus fruit is barred from Florida for the same reason-a pest or two harbored by California which has not penetrated Florida. California admits Arizona and Texas citrus fruits freely because growing and pest conditions in those states are similar to what obtain in California. Such is the true inward-

ness of what, to an outsider, immediately and most naturally appears to be an unfair ruling. I incline to the opinion that this is what lies back of the exclusion of Michigan apples, in which case any that penetrated California must have been brought in surreptitiously-bootlegged as one might say it. The danger is much more real than might seem possible to an outsider. For example, it is said that a single grapefruit shell impregnated with a new pest, thrown off a dining car in our state, might quite readily implant that new pest, which would be unnoticed and consequently disregarded until it had gained such foothold that its eradication would be costly and difficult if not hopeless. Each state has plenty of trouble along this line now without opening the way for more."

In further explanation of the above subject I am in receipt of the following forcible letter from the Chief Quarantine officer of the California Department of Agriculture:

Sacramento, Calif., March 12—Your letter of Feb. 29, addressed to the State Fruit Inspector and having reference to the admission of Michigan apples to California, has been referred to me for attention.

The article from the Michigan Tradesman, which you enclosed with your letter and which stated that Michigan apples were frequently received on the California market is in error. Our embargo against host fruits of the Oriental fruit moth from the State of Michigan has been in effect since Jan. 31, 1930, and copy of our quarantine in that connection is attached hereto for your information.

You refer to our "cowardly law"

"cowardly law prohibiting Florida citrus fruits into California. Apparently, you are not very familiar with the prominent part that insect and disease pests play in the production of agricultural crops. Florida and the other Southern citrus states have expended to exceed \$13,-000,000 in efforts to eradicate a disease known as citrus canker, which is readily carried on the skins of citrus fruits. We are endeavoring to protect the citrus growers in this state from having to meet the expense and losses incurred through the establishment of such diseases in California. This is the reason for our embargo on Florida citrus fruit and I am sure that if you will correspond either with Federal officials or with the Florida state officials, they will assure you that

action in that connection is justified.

The Oriental fruit moth, which is the oriental fruit moth, which is the subject of our quarantine against certain deciduous fruits from certain Eastern and Southern states, including Michigan, is proving to be one of the most serious insect pests in the East. We are not going to ask that you accept our word in that connection, but we would suggest that you communicate with the U. S. Department of Agriculture and ask for their advice. Possibly this insect has not become generally the suggest that you come generally the suggest that you communicate with the U. S. Department of Agriculture and ask for their advice. Possibly this insect has not become generally the suggest that you communicate with the U. S. Department of Agriculture and the suggest that you communicate with the U. S. Department of Agriculture and the suggest that you communicate with the U. S. Department of Agriculture and the suggest that you communicate with the U. S. Department of Agriculture and the suggest that you can be suggested to the suggested to the suggest that you can be suggested to the suggested that you can be suggested to the suggested to the suggested that you can be suggested to the suggested that you can be suggested to the suggest that you can be suggested to the suggested th erally spread in your State and has not proven serious there. It is not an outstanding apple pest, although it does attack the apple and is readily carried in connection with apple shipments. However, it is a serious peach pest and, as you know, California is the largest peach producing state in the Union. This insect not only works Union. within the fruit, but also within the twigs, and no control measures have ever been devised. Reports of injury to peach and other fruit crops in those portions of the Eastern United States where this insect has had an oppor-tunity to become firmly established show that from 50 to 100 per cent, of

(Continued on page 23)

FINANCIAL

Short Term Issues Desirable at the Present Time.

Quick oversubscription of the \$900,-000,000 current offering of Treasury certificates is gratifying from many ponts of view. It emphasizes the high regard investors have for United States obligations and also reflects the large investment strength of the country.

Nevertheless there is one element which should not be overlooked. This is the fact that the major portion of the issue is being taken by banks and other institutional investors rather than by individuals with surplus funds.

This is the inevitable consequence of the terms of the borrowing. The issue consists of \$300,000,000 of sevenmenth certificates, bearing 33% per cent, interest, and \$600,000,000 of one-year certificates bearing 33% per cent, interest. Although these rates are in harmony with the market, neither they nor the short maturities make the issue inviting to the general public.

This lack of public buying is extremely unfortunate. The economic system would be on a much better footing if the long term financing was done only out of funds which will not be needed until the debts can be liquidated.

In the case of current borrowing the credit will remain outstanding for a number of years. The certificates will be honored at their maturities, of course, but this will be through the Government refunding the issue. From the point of view of society this \$900,000,000 of purchasing power cannot be liquidated completely until the Government has a surplus of revenues over expenses of at least this amount.

Put in other words, the buying of such obligations by banks, with their short-term deposits, means that they have to rely upon their ability to shift the obligations to some other investor in case of a heavy withdrawal of deposits. Evidence that this shifting can have a serious effect upon the bond prices was provided during the last quarter of 1931.

In spite of this basic objection to the Government borrowing so heavily from commercial banks the Treasury has followed a wise course in issuing short-term certificates at this time. The reason for this is that, as a result of past Treasury policies, any rate of interest on long-term bonds high enough to attract the general public would "break" the present bond market.

It is much more desirable for the Treasury to follow in the footsteps of the earlier errors than to cause a setback of bond prices at present. This, however, should not blind us to the earlier errors and the fact that ultimately these must be offset by a sound Treasury policy.

Ralph West Robey. [Copyrighted, 1932.]

Accuracy Not Essential To Banking System.

Noteworthy progress in the fight against hoarding has been made during the past month. Whether the progress has been the result of the anti-hoarding campaign under the direction of Colonel Knox or because of the decline in the number of bank

failures is beside the point. The significant aspect is that for some weeks there has been no appreciable strain from hoarding upon our banking system.

Unfortunately this is about as definite as one can be on the question of hoarding. From the statistics made public it is impossible to determine with exactness the total volume of hoarding or the amount of change from week to week.

Conclusions on the amount of hoarding have to be made from data on the volume of money in circulation. These are made public each Friday by the Federal Reserve Board. The lack of exactness in the conclusions arises from the fact that many factors other than hoarding have an influence upon the volume of money in circulation.

Because of these it is not accurate merely to compare the total volume of money in circulation to-day with that of a year ago and conclude that the difference represents hoarding. Likewise it is not accurate to compare changes from week to week this year with those of corresponding periods in earlier years and conclude that the difference is due entirely to hoarding.

If no account is taken of these other factors which influence circulation the statistics indicate that the total volume of hoarding at present is about \$1,000,000,000. They also show that during the past month there has been a decline in hoarding of approximately \$75,000,000. It is quite possible that there is as much as 25 per cent, error in each of these conclusions.

From the point of view of the credit structure more accurate information on hoarding is not essential. So long as the banks can feel sure that they need not protect themselves against heavy withdrawals of cash for hoarding the main danger is eliminated.

That this is the case now appears certain. It is true that the banks as yet have no shown any appreciable change in their lending policies, but this will follow in due time if hoarding does not reappear. In other words, if the present situation can be maintained the handicap to business recovery which has resulted from hoarding will be a thing of the past.

Ralph West Robey. [Copyrighted, 1932.]

Protecting Money Brought From Hiding.

Conditions over which the hand of destiny has ruled so harshly during the past two years have demoralized American as well as world-wide business, and left those who are fortunate enough to hold a portion of their life's savings susceptible to be preyed upon by unscrupulous salesmen and bucketshop operators.

There has probably never been a time, at least during the present generation, when there was so much money held in safety deposit boxes and hidden away in secret hiding places.

This unrest and skepticism caused the hoarding of money. The owner, being fearful of what may happen to his savings, will more readily invest in highely speculative or worthless securities than he would under normal conditions. It therefore behooves State Commissioners to keep a more active vigil over the type of securities to be offered and the class of agents making sales.

No better avenue may be secured for the watchful protection of the rights of the investing public that through strict co-operation between the Commissioners of the various

As I see it, present conditions present an opportunity and a problem to the Commissioners of the various states never presented to them before, and it is up to them to survey the situation and to act promptly and judiciously. Through our combined efforts we may accomplish a great good for the investors of America.

Ed. R. Hicks.

Necrology Record For Thirty-four Years.

William H. Anderson, the long-time banker, has probably the most complete set of scrap books owned by any resident of Grand Rapids. Among the information therein contained is a record of the death and age of every prominent person in Grand Rapids who has died during the past thirty-four years. The list is as follows:

Age	Yea
S. F. Aspinwall 48	189
Niram A. Fletcher 49	
Alfred D. Rathbone 60	
William Sears85	
G. Stewart Johnson54	190
Alvah Sherwood46	190
M. C. Sweet86	190
Geo. B. Judd67	190
James A. Hunt62	190
W. H. Turner 51	190
George P. Wanty50	

Abraham May		1906
Joseph Houseman		1908
Dr. G. K. Johnson		1908
C. G. A. Voigt	75	1908
Delos A. Blodgett	83	1908
Daniel McCoy	63	1908
Geo. W. Rogers	86	1909
E. D. Hogadone	70	1909
Peter White	77	1909
James Cox	78	1909
John Widdicomb		1910
Mrs. Garet Diekema	50	1910
John Carveth	69	1910
A. V. Mann	76	1910
J. A. S. Verdier	72	1911
H. W. Carey	61	1911
Roger Anderson	20	1911
Fredrick A. Tusch	57	1911
Denman Thompson	78	1911
Samuel M. Lemon	65	1912
Wm. Logie	67	1912
Aaron Brewer	92	1912
George G. Briggs	74	1912
Dr. C. S. Hazeltine	68	1912
W. L. Curtis		1913
Lester J. Rindge	72	1913
Ezra T. Nelson	90	1914
E. H. Hunt	76	1914
Wm. J. Stuart	70	1915
Thos. Hefferan	84	1915
Frank W. Squier	61	1915



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Taren 10, 1982		MICHIGA	N .
Or. J. B. Griswold73	1915	A. H. Apted 67	1926
Sidney B. Drake	1915		1926
ames R. Wylie66	1915	Mrs. T. J. O'Brien 78	1926
W. W. Mitchell 61 Mrs. Louise Sorr 97	1915		1926 1926
Chas. F. Young70	1916 1916	H. D. C. Van Asmus 83	1926
ohn E. Peck72	1916	Bishop Kelly65	1926
George H. Davidson 69	1916		1926
Chas. D. Lyon80 A. S. Musselman66	1917 1917		1926 1926
Mrs. W. B. Weston 66	1917		1926
. H. P. Hughart 63	1917	Eugene W. Jones69	1926
Wm. Glenn49	1917		1926
Gorham Anderson 89 W. F. Mc Knight 55	1918 1918	Wm. Preston24 Christian Bertsch89	1926 1926
acob Kleinhans73	1918	Frederick W. Stevens 61	1926
ohn A. Covode65	1918	Joe G. Cannon90	1926
Theo. Roosevelt60	1919	Wm. Judson72	1926
Lawson A. Paine 76 Mrs. C. W. Carman 50	1919 1919	A. B. Cheney 85 Oscar Swan 83	1927 1927
Albert Preusser88	1919		1927
Itis Babcock68	1919	Edwin W. Booth61	1927
Z. V. Cheney 75	1919	Dwight Lydell66	1927
George Thompson76 Wm. G. Herpolsheimer79	1920 1920	L. G. Stuart65 C. J. Bronson64	1927 1927
Mrs. N. S. Walker55	1920	Mrs. Eva McBain70	1927
William H. Gay57	1920	Chas. H. Leonard79	1927
Henry R Hernolsheimer 52	1920	Lewis Dunn90	1927
R. M. Montgomery71 R. W. Butterfield76	1920	Richard G. Peters 95 Wm. S. Winegar 72	1927 1927
Sherwood Hall71	1920 1920	John Rowson72	1927
W. C. Winchester61	1920	Joel Collins62	1927
L. P. Sorenson 75	1920	John Drew73	1927
E. G. Filer 80 Jerry Anderson 77	1920	Frank D. Black64 Kess W. Clark59	1927 1927
Stephen A. Sears67	1920 1920	Wilder D. Stevens83	1927
Geo. P. Hummer64	1920	E. H. Gary81	1927
E. B. Fisher 73	1920	Chas. R. Sligh 77	1927
Henry F. McCormick77	1921	Mrs. Brogger68 Chas. Holden67	1927 1927
Mrs. H. B. Ledyard70 J. Newton Nind67	1921 1921	Corp. James Tanner 83	1927
Mrs. Florence Braudy41	1921	Thos. Friant 87	1927
George King63	1921	P. B. Garvey 56	1927
Henry Sullivan65	1921	Dr. W. A. Dorland71 George R. Perry78	1927 1927
Mrs. Martine91 D. C. Scribner67	1921 1922	Mrs. Anna Hazeltine 80	1928
Mrs. H. C. Brigham63	1922	J. L. Norris67	1928
Robert E. Shanahan64	1922	Herman Van Aalderen 78	1928
Thos. F. Garrett71	1922	W. H. Crane83	1928 1928
Edw. G. Raymond79 Admaral Clark79	1922 1922	Mrs. Poisson89 W. N. Ferris75	1928
Frederick Ranney69	1922	Chauncey M. Depew94	1928
Mrs. Groskopf64	1922	L. Z. Caukin67	1928
August Grawn 79	1922	Chas. A. Anderson62	1928 1928
Wm. Widdicomb83	1922 1922	Myron H. Walker 73 Stephen G. Sears 47	1928
J. Boyd Pantlind 71 A. E. Roberts 75	1923	Reuben Bloomer81	1928
A. D. Pratt64	1923	Edmund Manley 90	1928
W. B. Cochron69	1923	Huntley Russell70	1928 1928
Coles A. Bloomer 73 Earl R. Stewart 51	1923 1923	John B. Barlow74 Mrs. Jas. R. Wylie74	1929
I. H. Keeler67	1923	Capt. Chas. E. Belknap 83	1929
Wm. B. Weston 75	1923	Gardner T. Sands61	1929
C. H. Berkey 75	1923	Marshal F. Foch 77 Geo. E. Keeler 33	1929 1929
Warren Harding 58 Charles M. Stuart 27	1923 1923	M. T. Herrick74	1929
Dana B. Shedd81	1923	C. H. Caukin 64	1929
Woodrow Wilson 68	1924	W. K. Morley72	1929 1929
G. J. Heinzelman61	1924	Albert C. Bertch61 Chas, P. Lillie73	1929
Franklin Barnhart 77 C. E. Tart 55	1924 1924	Edw. P. Weston90	1929
John S. Lawrence75	1924	Mrs. A. E. Roberts 73	1929
Darwin D. Cody 85	1924	Enoch Armock 55 David Wolf 73	1929 1929
E. P. Collins56	1924	Geo. Kitzinger 75	1929
Isaac Lamareaux72 H. M. Reynolds88	1924 1924	Geo. A. Rumsey80	1928
Loomis K. Bishop 88	1924	Henry Houseman62	1929
Ias. B. Forgan 72	1924	Robert G. Hill54	1929 1929
Oscar L. Heath75	1924 1924	Wm. Loomis70 Peter D. Mohrhardt59	1929
G. Von Platten 57 Rebecca L. Richmond 84	1925	Fred Z. Pantlind 43	1929
Mrs. Phila Hamilton 74	1925	Ray E. Becker41	1930
N. D. Carpenter 82	1925	Bishop Anderson 64 Mrs. Jno. Manchester 77	1930 1930
Mrs. L. A. C. Hill 92	1925	Phil T. Colgrove72	1930
Conrad Kraft 89 Dr. Burton 56	1925	L. S. Hillman 44	1930
Mrs C. H. Leonard/3	1925	Fred M. Boyland 52	1930
A P Hargis/9	1925	Tom Boyland20	1930 1930
B C Leavenworth/0	1925	Mrs. Z. V. Cheney 82 Mrs. O. B. Wilmarth 62	1930
Frank E. Leonard 70 Bert Ramsdall 57	1925	George Florey79 Wm. Howard Taft73	1930
Mrs. Bert Ramsdall 55	1925	Wm. Howard Taft 73	1930
Lewis H. Withey/8	1925	Andrew T. Myers 84 Wm. Wykes 92	1930 1930
Chas Grinnell 0/	1925	Arthur Herpolsheimer 30	1930
Wm. Jennings Bryan 65 Jas. A. Lombard 64	1925	Loyal E. Knappen76	1930
Kryn Dykema 80	1925	Dr. Nansen 68	1930
H Parker Robinson 03	1943	Chas. J. Potter 84 Arch McDonell 87	1930 1930
D II Kelly	1923	Miss M. Elizabeth Anderson 77	1930
R. V. Mc Arthur 75 Wm. H. Hathaway 86	1723	Charles Trankla72	1930
Mac C W Sessions 04	1923	Sara Hathaway89	1930
Cas C Whitworth	1743	H. A. Musselman65 Fred M. Deane61	1930 1930
Geo. P. Hogadone 75	1926	Tied M. Deane	1,00

	1930
W. R. Shelby87	1930
Mrs. H. S. Greenawalt 30	1930
Wm. M. Walsh 68	1930
Wm. M. Walsh68 Mrs. W. Millard Palmer67	1930
A. J. McKinley69	1931
Gerrit J. Diekema71	1931
Dudley Waters68	1931
Mrs. Geo. P. Wanty79	1931
Bessie Twamley94	1931
Frank M. Holmes62	1931
L. W. Welsh79	1931
Mrs. Wm. Widdicomb 88	1931
Judge C. W. Sessions 72	1931
Elmer Anderson 73	1931
S. C. Rapley 52	1931
Wm. E. Livingston 50	1931
Mrs. Mary Farnsworth 87	1931
C. S. Withey64	1931
Philo C. Fuller73	1931
Mrs. Edward Lowe66	1931
Agnes F. Chalmers56	1931
George King71	1931
Ben E. West 68	1931
Ben E. West68 Mrs. John W. Blodgett67	1931
A. S. White 85	1931
Thos, A. Edison 84	1931
Mrs. Milo Edison78	1931
Ossian C. Simonds75	1931
I I Gibson	1931
W. E. Partlow 75	1931
W. E. Partlow 75 Average age at time of decease,	701/2
years.	

Swell Chance.

A fellow has to be a contortionist to get by these days. First of all, he's got to keep his back to the wall and his ear to the ground. He's expected to put his shoulder to the wheel, his nose to the grindstone, keep a level head, and both feet on the ground. And, at the same time, look for the silver lining with his head in the clouds.

Very few tourists are going to Europe. And, as usual, Europe suffers because Americans won't come across.

Complete Analytical Department

+(38)+

J. H. Petter & Co.

Investment Securities Michigan Trust Building Suite 343 Phone 4417

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

OLD KENT BANK

2 Downtown Offices 12 Community Offices

GRAND RAPIDS NATIONAL BANK



Established 1860 Incorporated 1865 Nine Community Offices

GRAND RAPIDS
NATIONAL
COMPANY

Investment Securities

Affiliated with Grand Rapids
National Bank

RETAIL GROCER

Retail Grocers and Meat Dealers Associa-tion of Michigan. President—William Schultz, Ann Arbor. First Vice-President—Paul Schmidt,

Frist Vice-President—rau.

Lansing.
Second Vice-President — Theodore J.
Bathke, Petoskey.
Secretary — Herman Hanson, Grand

Secretary — Herman Hanson, Graind Rapids. Treasurer—O. H. Balley, Sr., Lansing, Directors — Ole Peterson, Muskegon; Walter Loefier, Saginaw; John Lurle, Detroit; Clayton F. Spaulding, Battle Creek; Ward Newman, Pontiac.

Value of Personality in the Grocery Store.

Grocers are now so largely in the meat business that it may be well to note how the personality of the man at the meat block may misrepresent the spirit of the store.

A thoroughly efficient master meat dealer may drive away trade, not for failure to select good cuts, not because he is abrupt with customers, not because anyone can put his finger on the least evidence of discourtesy, but because he lacks ability to seem alert when customers await service.

I thought of that a few days ago as I watched a meat man. He was a good worker, but with four women sitting on stools waiting, his motions were not speeded in the least. Yet that is hardly what I want to say. We see men in every branch of service who do not actually speed up their motions; but when customers are waiting, they seem to speed up. The faculty is impossible to define, perhaps, but many have it and others have it not. It is the exceedingly valuable faculty to make it appear that you are putting on extra speed, anxious to "get around to" everybody in the shortest possible time which, without perhaps actually shortening your work by a second, yet has the atmosphere of willing haste which goes far to impress waiting customers pleasingly.

Grocers may well watch out for failure among their meat men in this regard and take pains to select and encourage those among them who have this most valuable faculty.

What a handicap to any store is the "touchy" clerk,

Why is it that one clerk feels himself "above" stooping to pick up a cabbage leaf or a carrot from the walk at his rear door which produces plain untidiness far out of proportion to its real extent?

Why does another clerk lose no dignity whatever thereby?

The first insists that it is "not his work"-spreads an atmospheric impression that such acts are menial. Thereby he renders the service menial.

The second picks up the litter without a second thought, willingly, cheerfully, simply as part of the day's work; suffers no loss of dignity; is unconscious of anything menial. He is highly respected-also immensely likedbecause of such simplicity of character.

Little things? Life is made up of little things. How little acts are performed influence success in everything, but most immediately and evidently in daily service of the public-decidedly in serving women with groceries at re-

Recently I asked a chain executive: "Is the element of personality quite

important in a chain unit-or is it

"It is ninety per cent.," he answered.

"A neighborhood grocer" near me until recently had a nice clerk; in fact, a handsome young man, clean looking, with an air of old-time Southern courtesy, and I liked to deal with him.

I mentioned my preference in a chat with his employer and was taken aback by his rejoinder: "Yes, he has good points, but I fear he will not stick. He hasn't the 'guts' to see the job through. I have had him two or three timeswould not have him now only he owes us a little money and I am giving him one more chance to make good."

Next time I went there, the young man was absent. As I left, I met him at the door "all dolled up." I greeted him and asked if he had been sick.

No he had quit. "Got a job where they pay more money," he said, bright-"That's what we are all lookening. ing for, isn't it?" he concluded with an expression of "that closes the argument, does it not?"

Well, yes, it does not. This young man thought nothing of his obligation to the employer whom he owed for values advanced-unfortunate example of the floater type-nice enough fellow, but his eye always on the immediate pay envelope, oblivious of the long chance. Such a man holds the interest of no employer.

Contrast Hubert Parson, President of Woolworth's. He got his first job at \$14 per week. Then he kept his eye single for progress in his one chosen place. He advanced Woolworth's interests so far and so well, regardless of hours or of such immediate advancement in mere pay as might have been his from a hundred sources that, when Woolworth died, Parson, at 31, was made President of the company, which he has managed with strikingly conspicuous success ever since.

It is all right to watch for the extra dollars, but the wise youth keeps before him the long chance, remembering how slowly permanent dollars take root and grow, but how prodigally abundant is then the crop thereof. Such men are of the Parson type. They are not the boys who quit each job on the allurement of an extra "fiver" per week which may prove evanescent.

All grocers should have their eyes constantly on the perishables department. A few years back it was commonly said, and believed, that this line belonged to the individual merchant. Its perishable character seemed to demand such close, personal interest that no chain unit manager could handle it with profit and chains passed it up

Now what? Why, now we know that the chains have long made a signal success of the sale of perishables, even in self-serve units. On the face of it, this proves that there are ways to do things which we may not know.

Grocers who are frank about all this also realize that a considerable element in the chance thus improved by the chains was the indifference, the plain laziness, of thousands of individual grocers. They did not "like" to handle fresh fruits and vegetables. They regarded such things as a

nuisance and not worth the trouble, but the people were insistent in their demand for fresh produce and the chains jumped to it and did well.

Now, I have reported before on an inside "secret" of chain success in this line, but that will bear many repetitions. Asking a chain manager how that line got by on the profit sheet, he told me: "The managers who make us most money are those who can take a loss quickly. Some men have the instinct to sense the moment when a decline is in order. They cut prices pronto, sell for slightly less immediately, then cut regardless and clean out any item before it goes to the garbage can."

That, obviously, takes judgment, It also indicates that the management depends on the honesty of its managers, because it allows them to exercise discretion. Being a success, it brings out one vitally important phase of the "personality" element, and evinces the fact that individual dependability is daily becoming more of a factor in chain grocer stores.

Remember, the chain man told me: "Personality is ninety per cent."

(Continued on page 23)



The Supreme Achievement in Cracker Baking

When You Recommend—



RED*STAR YEAST

as the best for all uses

YOU can do so in full confidence of selling the best yeast for all uses AT A SAVING IN PRICE. You have assurance, also, that RED STAR YEAST is absolutely fresh at all times, and will give complete satisfaction.

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 **

MEAT DEALER

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

Formula For an Old Time Barbecue.

Barbecue in the old-fashioned sense brings to mind the color and romance of the old Southwest. Those who attend a barbecue for the first time experience the thrill of a lifetime. But the glamor of a real barbecue need not be limited, territorially; any large group may enjoy this rare treat of good beef prepared in such a way that all the natural flavor is retained. Here are clear, simple directions for barbecuing beef for a large crowd which were furnished by the National Live Stock and Meat Board.

Trench.

Dig a trench about 40 inches deep and 3 feet wide; the length of the trench will depend entirely upon the quantity of beef to be barbecued. A trench 10 feet long will accommodate about 400 lbs. of beef, and a trench 15 feet long will accommodate 600 lbs.

Throw the dirt back out of the trench far enough so there will be sufficient room to walk around the trench conveniently.

Fire.

Start a fire on the bottom of the trench with kindling. Gradually add larger pieces of wood and keep the fire burning as rapidly as possible until a bed of live coals 15 to 18 inches thick has accumulated in the bottom of the pit. Hard, dry wood (oak or hickory preferred) should always be used for the fire. The pieces should not be too large. It is necessary to see that the chunks of wood are all thoroughly burned so that they will char. To accomplish this an iron rod with a hook on the end is very convenient. If the chunks are not sufficiently burned to break into coals they should be thrown out of the pit. Level the coals off as evenly as possible. About three hours is usually required to get a sufficient bed of coals.

Sand.

A sufficient amount of sand should be available to cover the bed of coals about 1½ inches thick. This should be clean, fairly coarse sand and must be dry. While the fire is burning, it is easy to dry out the sand and have it hot when the time comes to put it on the fire by using a piece of sheet iron over one end of the trench. It is important that the sand be put on the bed of coals just as quickly as possible after a sufficient amount of coals has been obtained.

Preparation of the Beef.

The quantity of beef to be barbecued should be cut into chunks of as near 20 pounds each as possible. Wrap and tie each piece in two thicknesses of cheese cloth and one thickness of burlap. Old gunny sacks will answer this purpose if clean. Have the beef cut and wrapped and at the trench by the time the fire is ready. Spread the sand on the coals as quickly as possible and without any delay place the wrapped pieces of beef on the sand.

Trench Covering.

It is also important that the trench be covered and sealed as quickly as possible after the beef is placed in the trench in order that there will not be any loss of heat. The most convenient covering is a piece of sheet iron, but, if this is not available, boards may be used. All cracks should be tightly sealed with either mud or sand, so that none of the steam will escape.

Time Required.

The beef should be placed on the fire about 10 hours before the time it is to be served. However, if placed on the fire earlier it will do no harm, for after 10 hours the heat from the bed of coals has died out, and it will not hurt to leave the beef in the trench. It is not necessary to turn the beef while it is being cooked and the trench should not be opened until time to serve. Two good carvers can carve the beef as fast as it can be conveniently served. After carving it may be salted to suit the taste, but no sauce or other seasoning is necessary. Amount of Beef.

The amount of beef required depends largely upon the generosity of those serving, but it is safe to figure that 100 pounds of beef will serve 300 people.

Refrigerator Sales Show Gain.

Unit sales of leading refrigerator producers in the first two months of this year are estimated at 15 per cent. ahead of the corresponding period of 1931, in a report made public last week by the Standard Statistics Company. Other heavy electrical equipment items are selling in a limited manner, the report explains, but smaller appliances such as electric heaters, therapeutic lamps, toasters and similar articles enjoy a good demand. Promotions conducted by public utilities corporations are credited with maintaining volume on small appliances. A Nation-wide campaign patterned after the refrigerator sales campaigns is planned by utilities in an effort to popularize the electric range.

Grocers Condemn Food Sales Tax.

Application of the manufacturers' sales tax to food items would inflict an unwarranted hardship and burden upon the American people, according to a protest against the measure sent out last week by the National Wholesale Grocers' Association. All foods, whether manufactured or raw, it was held, should be exempted from the operations of the proposed law. Members of the Association are urged to take a stand against the bill and to obtain the co-operation of retail merchants in sending telegrams of protest to Congress. The Association went on record as opposed to a sales tax on foods at its January convention.

Beyer Bros., wholesale grocers at Goshen, Ind., write as follows: "You have a splendid paper, and we have always enjoyed it immensely. May we wish you the best of health and prosperity in the future."

Store, Offices & Restaurant Equipment

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

Civilization: A process by which man is tied to his discoveries.

MR. GROCER for repeat sales get your supply

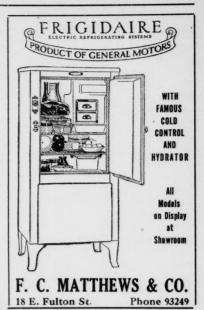
POSTMA'S DELICIOUS RUSK



1882-1932

Fresh Daily
POSTMA
BISCUIT
CO.

Grand Rapids,
Mich.
50th
Anniversary



Your Customers Ask For "VANILLA"

Give them

Jennings' Pure

Jennings Flavoring Extract Co.

G. A. LINDEMULDER CO.

Wholesale Grocer

1438-1440 Eastern Ave., S. E.

Grand Rapids, Mich.

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

ONIONS

CAR LOTS OR LESS BEST QUALITY YELLOWS

VINKEMULDER COMPANY
GRAND RAPIDS, MICHIGAN

Are the canned foods you feature grown

and packed in your home state?

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



A complete line of canned vegetables and fruits

HARDWARE

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

It Pays To Follow Up the Paint Prospect.

While the spring paint campaign is still in the future, it is a good thing to get firmly implanted in your mind the idea of a persistent follow-up in your paint selling efforts.

Is the need for paint increasing? Yes, and largely because, in the last two years, a lot of people have postponed painting.

Is the selling of paint going to be easy? Probably not.

Is it, under these circumstances, good policy to push paint for all it is worth? It is.

When it is difficult to sell things, a good many retailers exclaim, "What's the use?" and promptly slacken effort. Whereas that is the very time to push harder. First, because it is an excellent way to keep your salesmanship up to the mark; and second, because it is the only way to get business in difficult times.

In paint selling, it is the extra effort that makes all the difference between success and failure. It is the persistent follow-up that counts. The dealer who keeps right on the heels of his prospect is the one who gets the business.

Does a persistent follow-up pay?

I remember one curious instance when a follow-up campaign that failed -at the moment-ultimately got re-

Smith was a paint dealer. He was aggressive, and he had just taken on a new brand in which he had the most vehement kind of confidence. Jones owned a house. It wasn't a new house and it was fairly hollering for paint. An alert junior who put in a pane of glass noticed the weather-beaten woodwork and the badly-frayed paint and reported Jones to his employer as an A-1 prospect for the new brand of paint.

So Smith put Jones on his prospect list. He sent Jones Item No. 1 in his follow-up direct by mail campaign.

There was no response. Item No. 2 followed. Still no response. Then Item No. 3 went out. No response. Item No. 4 was sent.

Jones dropped into the Smith hardware store, bought a brush, and vaguely nibbled at the paint proposition. Was it good paint? Smith told him it was, and considerably more. Oh, well, he couldn't afford to paint just nowhe would think it over-maybe, some day, he would buy some paint and fix the house up.

Item No. 5 went to Jones by mail. No response. Item No. 6 followed. Still no response.

The weather was getting warm. Smith had sold a lot of paint to other people. He didn't see much prospect of selling to Jones this late in the season, especially after what Jones had said. So he transferred Jones' card to the inactive file of the index tray.

Late that summer, driving past Jones' house, he noticed that it was glistening with fresh white paint. Enquiry revealed that Jones had painted the house with white lead and oil bought from Robinson, whose hardware store he passed every day on his way to work.

That follow-up campaign looked like a fizzle, so far as Jones was concerned.

But-a few months later Jones achieved the purpose in the back of his mind. He sold his house, and built a new one. When it came time to paint the new house he went, without the slightest further solicitation, to Smith and bought the new brand of paint in regard to which Smith had so doggedly circularized him a year be-

I could give the names of the three actors in this triangle-drama. I saw it happen. Years ago. And I will always remember it as evidence of the fact that the process of paint education through a follow-up advertising campaign is often more far-reaching than the dealer himself suspects. Whether it pays or not cannot always be judged from the immediate results.

But I have sometimes questioned, too, if one or two more shots out of the locker of paint advertising wouldn't have secured Smith that first sale, as well as the second.

In planning a follow-up paint campaign, a number of things are important. It is not a difficult job, though. Every dealer with a little experience in handling paint knows the general outlines. Such a campaign involves the mailing, to a carefully selected list of paint prospects, of a follow-up series of paint literature. In this campaign the manufacturer almost always cooperates; provides, indeed, the greater part of the literature. Coincident with the mailing list campaign, there should be a liberal use of window display, and the goods featured-the exterior paints -should be given a prominent place inside the store. Posters and other decorative material furnished by the paint manufacturer should be used in connection with the window trims and interior display; and color cards and other advertising matter should be handed out over the counter. Newspaper space should also be used.

But the keynote of the good paint campaign is persistence. A merchant may shrink from the expense of a persistent follow-up campaign. He may be deterred by the failure of his prospects to respond as quickly or as numerously as he expected. He may at the very start decide, "Oh, what's the use of trying to sell paint this year. I'll send out a paint booklet to everybody on the list and let it go at that. If I get some business, well and good; and if not it won't cost much."

Right there he misses the entire point of this method of advertising. Its entire value lies in repetition. It meets a certain fixed condition-the reluctance of the paint prospect to actually buy with a steady pounding that beats down and overcomes that naturall and well understood sales resistance. A paint advertising campaign that goes no further than a single broadside of mailing matter isn't a paint advertising campaign at all. The first shot has no appreciable effect. It is steady repetition of well-directed fire that batters down the prospect's defences and forces him to capitulate.

One great thing in paint selling is to get a line on the man who is likely to purchase paint-the man who needs paint but does not realize the need, or the man who realizes the need but feels he cannot afford the paint.

There are scores of men in these two categories for every man who needs paint, knows he needs it and goes out and buys it of his own initiative. The dealer is the decisive factor in bringing these prospects to the purchasing point; and to do this he must get after them, and must keep after them until they buy. The methods he employs are really less important than the persistence of his follow-up.

Personal salesmanship is the most effective way of getting business. Your follow-up campaign will not, of itself, sell the paint. But it will bring people into your store, where your personal effort can clinch the sales. More than that, however, it will pay to go out of the store for a personal canvass of the individual prospects.

The man who goes after business should go again and again, until he lands the business. The initial fact that a man needs or wants paint is sufficient assurance that some day some dealer with enough determination and persistence will bring him to the purchasing point. You might as well be that dealer-and you can be that dealer if you keep after the pros-

Personal work is particularly worth while in the early stages of the paint campaign. It pays to get painting started, particularly in localities where paint is very much needed.

One dealer has what he calls a "shock troop" or "keystone" method of starting sales. He selects one prospect in each of half a dozen different sections of his community where there is room for a lot of painting. He quotes that prospect an especially attractive price on paint-conditional on the painting being done with the Blank brand of paint in the very early stages of the campaign.

What is the result? At about the time this merchant's direct-by-mail advertising begins to attract the notice of the recipients, half a dozen houses are painted with the brand of paint he is featuring. In each case a conspicu-ous sign announces that "This house is painted with Blank brand paint, furnished by Smith's hardware store.' As a result, that dealer's campaign gets off to a good start. Neighbors who see the painting, who see the sign, themselves think of painting, and naturally decide to at least get prices from Smith before they buy paint.

Getting a house painted is often the start for half a dozen or more orders. So long as all the houses in a block are weather-beaten, nobody notices the fact. But if one house in the block is painted, it makes all the others look shabby; and a lot of neighbors who have mentally decided that they can't afford to paint begin to think better of that decision. Either because they want their premises to look as good as the other fellows, or because they argue, "If So-and-So can afford to paint I can afford it." That's why it pays to get your paint on the first house in a shabby block, and to get it there while the season is still young.

Persistence is, however, the most vital factor; more important even than a good start. The dealer who wants his paint sales this season to bulk large must be prepared to put a great deal of determination into his selling campaign, and to keep on pushing until the summer dust makes further painting impossible.

Victor Lauriston.

Retiring From Trade For a Time.

Tiffin, Ohio, March 12—We wish to advise that we are completely closing out our stock of goods in the premises occupied by us for the past seventeen

During this entire period we enjoyed a very successful business but because we could not procure a new lease on terms in keeping with the present trend of business, we decided to give up our operations in our present location. Our lease expires March 31. 1932

Our decision to sell out our stock became necessary when our landlord insisted on a higher rental than we were paying. His stand was backed were paying. by the thought that because we had improved the premises to the extent of almost \$12,000 during the past seventeen years that he could force us to

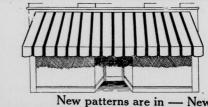
pay any figure he might demand.

We are pleased to advise that our financial condition is extraordinarily healthy, the entire net proceeds of our sale having gone into the cash de-posits in our bank. It is our hope and intention to acquire a new location as soon as possible, but conditions for procuring the location we desire have not yet developed to the point where can make a definite statement. We also pleased to report that we will realize at least 85c on the dollar after our affairs are settled, and it would not surprise us that we will have 90c on the dollar, which we believe to be a remarkable record when one takes in-to consideration the varied stocks we carried and were sold in these depressed times.

Our closing out sale, which commenced on Dec. 3, 1931, has been an outstanding success, for which there are several reasons: We never bought seconds, job lots or any other undesirable goods; another is the fact that we gave the people their money's worth and that we always advertised honestly, and after seventeen years have won the public's confidence.

Before we undertake another proposition the writer will take a little time off for recreation and rest.

N. A. Koller Co.



YES! It's time to order Coye Awnings

New patterns are in — New prices are quoted.

REMEMBER
An Attractive Front Brings Business Write or Phone CHAS. A. COYE, INC. GRAND RAPIDS, MICHIGAN

DRY GOODS

Michigan Retail Dry Goods Association. President—Jas. T. Milliken, Traverse City. Vice-President—George C. Pratt, Grand Rapids.

Secretary-Treasurer—Thomas Pitkethly, Flint.

Manager—Jason E. Hammond, Lansing.

Marshall Field Loss

A net operating loss of \$5,091,000 for the year ending December 31, 1931, is reported by Marshall Field & Co., and the usual quarterly dividend on common stock has been omitted, although the regular quarterly dividend of \$1.75 on preferred stock has been quoted.

In its first public report a year ago, Marshall Field & Co. showed net earnings of \$4,724,728. Total sales for the company for last year, including the Davis Co. store in Chicago and Frederick & Nelson, in Seattle, together with a number of smaller general stores, were \$36,300,000 less than the sales figure of \$150,698,967 for 1930.

Plan Diversified Stationery Lines.

Stationery lines for the coming Christmas season will be more widely diversified than at any time in the last ten years, according to word from manufacturers now completing designs for presentation to buyers next month. Experience in the recent holidays proved that novelty patterns, popular in Eastern states, drew little patronage in some other sections. Three or four complete lines of merchandise will be needed, they hold, in order to meet the wide variety of demand existing in various sections of the country. Present demand for stationery is confined to packages containing seventytwo sheets of paper and retailing from 50 cents to \$1

Linen Slip-Cover Orders Increase.

The sharp drop in linen prices this season compared with last spring has resulted in a strong demand for linens for manufacture into slip-covers for furniture. Goods, in both staple and novelty designs, have sold in large volume for immediate delivery. Producers of slip-covers report an especially active spring business with approximately 60 per cent. of current orders specifying linen fabrics. Ready-made slip-cover sets, including covers for two chairs and a divan, are being offered this year in standard sizes to retail from about \$9 up.

Expect Overall Price Advance.

With several overall manufacturers reported to have withdrawn their lines, hope that the \$5.25 per dozen price, which was dropped to \$4.75 last week, may be restored within a few days was expressed in the cloth and cutting-up trades. The lower quotations, which were the result of a temporary accumulation of goods, were said to be causing a loss on each dozen produced and consequently manufacturers are anxious to restore the former price. At any rate, some sort of an advance on quotations is expected before the close of the week.

Fur Jacket Demand Very Active.

An unexpectdely large demand has developed for popular-price fur jackets and at-once deliveries on the merchandise are difficult to obtain. While the interest in the merchandise on the part of both consumer and retailer is pronounced, profit margins are slim and the business in general is not affording a great deal of satisfaction to the trade. The general call for skins continues substantially under a year ago, due to the combined factors of credit stringency, lower prices and the reluctance of manufacturers to carry stocks. Scarfs are active, but also fall in the slender margin category.

Blanket Men Discuss Sales Tax.

Members of the Wool Blanket Manufacturers' Association, meeting last week at the Hotel Roosevelt, New York, decided to treat the proposed manufacturer's sales tax as a separate item from the cost price of goods and to show it accordingly on all invoices and bills. The possibility of forming a group of part-wool blanket producers to work in conjunction with the association and to hold joint meetings was discussed and will be suggested to the part-wool mills. An increase in discounts to retail buyers was touched upon but definite action was deferred until a future meeting of the Associa-

Towel Prices To Be Raised.

Price advances of 3 to 71/2 per cent. on certain towel lines are scheduled before the close of the week, reports in the primary market indicate. The styles in question are huck, crash and white Turkish towels. This advance follows a somewhat similar rise made last week on colored border goods, an additional advance on which is expected within the next ten days. The colored border styles have been the most seriously depressed in the market and were the first division which the trade has tried to strengthen. Wellington, Sears & Co. will shortly announce higher quotations on hucks.

Wool Blanket Advance Rumored.

Reports of a possible price advance on some lines of all-wool blankets to take effect at the close of this month are being heard in the New York market this week. It was pointed out that many leaders in the trade believe that current quotations are too low and that a rise at this time would be justified. The suggestion was made in some quarters that 5 per cent. would be a nominal advance and in keeping with current production costs. In order to give buyers an opportunity to cover on their initial requirements, April 1 was offered as a suitable date to put the advance into effect.

Notion Goods Trade Is Spotty.

Demand for notion goods is spotty in the wholesale markets this week, with replacement orders on some items setting volume records for the season. Sewing baskets and kits in both novelty and staple designs are purchased in good quantity in the retail ranges of 50 cents and \$1. Dress accessories are less active than was expected in view of the approach of Easter, and there is only a small call for strictly novelty goods, clothes hangers, hat trees and similar merchandise. New lines of novelty items are now being prepared by manufac-

turers in all branches of the notion field and will be offered buyers within the next two weeks.

Stores Promoting "Scatter" Rugs.

Retailers striving to make up for sales volume lost in room-size rugs have turned to the promotion of "scattre" types, manufacturers reported recently. Orders for quantities of the small-size products were received from retailers in the last few days. Most of the call is for rugs in retail ranges of \$3 to \$5, with some demand for numbers retailing up to \$10. Trading in carpeting and in the large size rugs has been exceptionally light. Reflecting the indifference shown by consumers, retailers curtailed purchases to actual replacement needs, and orders for one

and two rugs have become commonplace in the wholesale market.

See Record Season For Blues.

What is expected to be a record season of popularity for blues is now in the making. A large percentage of all orders, whether for apparel or accessories, specifies these shades, ranging from light blue to navy. Despite the early stage of the season, consumer reaction to the featuring of these hues has been very satisfactory. Somewhat less interest is being shown other shades, which form part of the group of Washington centennial hues, which were promoted in recent weeks. Beige is being accorded considerable attention in some quarters, particularly for accessories.

MICHIGAN BELL TELEPHONE CO.



"Qour TELEPHONE got you this job"

"I knew several men to whom I could have given this job. But I needed a man right away, and you were the only one I could reach quickly by telephone. So you can thank your telephone for getting you this job".

Your home telephone is an important business and social asset. And in emergencies, such as fire, accident or sudden sickness, your telephone will summon aid immediately.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Dogs Debarred From Illinois Hotels

By Law. es, March 12—Leonard Los Angeles, March 12—Leonard Kreeling, who for several years past, operated Hotel Savoy, at Kalamazoo, gave up his lease of same a short time ago, and Mrs. Mayme Donahue, also ago, and Mrs. Mayme Donahue, also a former Kalamazoo operator, has secured same. It will be closed for a short time, during which period general repairs will be made. I am unadvised as to Mr. Kreeling's future plans, but I hope he will not forsake Michigan hoteldom. He was always an ardent member of the Michigan Hotel Association, was one of the most competent chefs I ever knew, and always a good fellow to meet.

The Central Lake Hotel Association, of which Frank A. Irish is president, has purchased the property on which the New Tavern is located from the village of Central Lake, with the understanding that a certain space be reserved for public park purposes. Mr. Irish was for some time manager of Hotel Roosevelt, Pontiac.

The Detroit city officials have final-Ine Detroit city officials have finally become convinced that the hotels of that city are being discriminated against in the charges for gas, electricity and telephone service, and are now co-operating with a committee selected by the Detroit Hotel Association with a view to securing relief. tion, with a view to securing relief.

Reno G. Hoag, proprietor of Hotel Lafayette, at Marietta, Ohio, and for many years a Michigan operator, has been elected president of the Chamber of Commerce there. I will say his neighbors made an excellent selection. Reno is a born booster and when he puts his shoulder to the wheel there is always something doing.

Herman O. Kletzsch, manager of the Republican Hotel, Milwaukee, and the Republican Hotel, Milwaukee, and for a lifetime secretary and treasurer of the Wisconsin Hotel Association, has been elected a director of the Cream City Improvement Association. If there is possibly any room for improvement in Milwaukee's affairs, provement provement in Milwaukee's affairs, which closely approach 100 per cent. Herman is the proper kind of an organizer to help accomplish it.

Milton E. Magel, who was for a long time treasurer of the Michigan Hotel Association, relinquishing the position to conduct hotels in Milwaukee, is at least, to be associated in hotel management in Michigan once kee, is at least, to be associated in hotel management in Michigan once more, having taken a long term lease on Hotel LaSalle, at Battle Creek, which henceforth will require him to divide his time between Hotel Jackson, Milwaukee, and his Battle Creek acquisition. Milton began his hotel son, Milwaukee, and his Battle Creek acquisition. Milton began his hotel career at Hotel Clifton, in the cereal city, something like twelve years ago, continuing same until 1927, when the property was taken under lease by C. G. Hammerstein, for years a traveling representative of Albert Pick & Co., Chicago, in the meantime operating his present holding until 1929. I take occasion to congratulate both Milton and the Michigan community which will have at least frequent visits from him.

Another Michigan boniface has drifted into politics. I am referring to Ed, Dalton, proprietor of Hotels Dalton and Del-Van, at Jackson. He got a record breaking majority recently for the office of city commissioner. I will not attempt to admonish Ed. about possible contamination. He has a level head and I predict he will make them all listen.

Manager Lloyd McGregor, of the newly organized Hotel Tuller, Detroit, gave his department heads a good din-ner, combined with other entertain-ment in the newly decorated Park

Room, as a recognition of the whole-hearted co-operation he is receiving at the hands of his aides.

At a joint meeting of Detroit Greet-At a joint meeting of Detroit Greet-ers and the Women's Auxiliary, last week, Robert K. Christenberry, man-ager of Park Avenue Hotel, told his colleagues a lot about "What is wrong with the modern hotel clerk," especial-ly about following the channel of least registrose and trying to avoid reresistance and trying to avoid responsibility of all sorts.

Frank A. Nagel, at one time owner of the Grand Hotel, at Mackinac Island, passed away in St. Louis recently, at the age of 77.

Also, Warren S. Carpenter, owner of Hotel Menominee, at Menominee, and a former lumberman in that city, died at his home there after a lingering illness.

The steamship companies are said to be offering trips to Europe and other climes, on an installment basis, with provisions for vacations when their other payments on radios and carpet sweepers become due. Next we will hear of the hotels offering accommodations, or at least collecting over-due bills on the same basis. bills on the same basis.

The long-standing myth of the political influence of organized laborwhich still seems to enjoy som credence in our timid legislative bodie credence in our timid legislative bodies—is in a fair way to be exploded through the official outgivings of the American Federation itself. According to its own figures the federation had only 2,889,500 members in 1931 as compared with over four millions in 1920, with an admitted increase in employment of 27 per cent. At present ployment of 27 per cent. At present not more than one wage earner out of not more than one wage earner out of sixteen has a membership in such organizations, and yet when the accredited agents sound the gong nearly every senator and congressman ducks to cover. One of the important magazines lays this disintegration to "insecurity, corruption, confusion and futility" on the part of union officials, and exorbitant salaries paid to certain officers in tant salaries paid to certain officers in the organizations. I notice a strong movement toward the open shop is already developing in the printing organizations in various parts of the country. At one time the International typographical organization was one of the strongest in the country, but their exactions were so arbitrary that many of the leading publishers and bookmakers resented their domination until to-day only 34 per cent. of its former members are on their lists.

We hear so much about economy from both political parties at Wash-ington that one would imagine every ington that one would imagine every legislator and every government employe was devoting his entire energies to cutting expenses. That is, if we were unfamiliar with the ways of politicians. Here comes the report of the public printer of the United States, bulging with inside facts concerning such "economies." A million dollars worth of books and pamphlets designed for free distribution have recently been sold to the junk man. It was found that millions of such documents were never removed from their wrapwere never removed from their wrappings. Last year, when we were hornified at the announcement of a billion rified at the announcement of a billion dollar deficit, congressmen used 25,000,000 envelopes for mailing their speeches, free of postage, mind you. Now the postmaster general, ruefully scanning the deficit in his department alone, wants an increase of letter postage from two to three cents. Naturally, this is the only department of the entire governmental machine which gives any sort of return to the dear public, and yet it is selected as the one sore spot in the whole mechanism.

Yesterday I went over to San Gabriel, a dozen miles away, to wit-ness the Mission Play. I have seen it

several times, but it is one of those perennial offerings which, like rare old wine, seems to improve with age. I was reminded of it by Frederick Warde, tragedian, now in his 83d year, who used to play the principal part, but who is now in semi-retirement, though he recently told me he is contemplating an Eastern Chautauqua tour this summer. The Mission Play is known throughout the civilized world and yet I am surprised at the world and yet I am surprised at the great mass of people who have never great mass of people who have never seen it—the most realistic drama ever presented on any stage. In the whole world there is but one production which equals it—the Passion Play at Oberammergau — where thousands voyage to Europe to view it. This season it passes its twenty-first milestone of history for the reason that it is enabled through the patriotism and is enabled, through the patriotism and generosity of a number of the fore-most business men of Southern California, to continue. A few years ago, through their generosity, it was enabled to take up its permanent home in a new playhouse which stands as the most distinguished and the most splendid temple of drama in the world. More than 3,000 performances of the play have been given during the years that have passed. It is claimed that no other drama of either ancient or modern times has equalled this record. The play is in three acts. The first act depicts the heroic struggles and depicts the heroic struggles and act depicts the heroic struggles and sacrifices of the Spanish pioneers to gain a foothold in California when they founded that mighty chain of Franciscan missions between San Franciscan missions between San Diego in the South and Sonoma in the North. The second act depicts the missions in their glory when California was the happiest land in the world, when the Indians had risen to the stature of the white men and when peace and gladness held the heart of California in a warm embrace. The third act tells the sad but exquisitely beautiful story of the missions in ruin and decay. A number of the most eminent artists of the drama have taken the leading roles in the Mission Play and it still maintains the highest standards of art in the personnel of its performers. It throws into its dramatic action the human entities which go to make up the glamorous story which it tells. The Indians in the play are real Indians—descendants of the aborigines who were converted to Christianty and lifted to the white man's stature of civilization through the devoted, selfcivilization through the devoted, self-sacrificing and loving efforts of the Franciscan mission fathers. The singers, dancers and musicians who take part are to the manner born—incomparable in their own line and whose work is an inheritance from an ancest try which came from Spain, up through Mexico, a century ago, to colonize California and make it in their day the most wonderful of all countries. No other play has been so constantly and universally praised and thousands go each year to see it repeated. Like the Passion Play, many of its actors who came into it as children have grown up to manhood and womanhood in its service. But to me one of the most interesting elements is the playhouse itself, a restoration of the old mission house built by Father Junipero Sierra, in itself, a most interesting exhibit. It is surrounded by several acres of land and includes the celebrated Mother grape vine of California, hundreds of years old, still luxurious and prolific, with a record of 20,000 pounds of ripened fruit in one season. Like all enterprises of a similar character, the financial stringency has had a far reaching effect on its income, but it is backed up by loyal citizens who freely give to continue its activities.

Over the entire Nation the political sky is dotted with seed clouds, each representing a separate and distinct movement against high taxes and expansion of governmental activities. When these clouds consolidate a terrific storm will break; it will continue

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

Park Place Hotel Traverse City

Rates Reasonable—Service Superb —Location Admirable.

GEO. ANDERSON, Mgr.

ALBERT J. ROKOS, Ass't Mgr.

New Hotel Elliott STURGIS, MICH.

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

NEW BURDICK

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

Occidental Hotel

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

Columbia Hotel **KALAMAZOO**

Good Place To Tie To

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

HOTEL ROWE

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

until government has been purged of a money spending curse that has all but bled to death the taxpayers of the Nation. Once government has been delivered from the clutches of money-spending politicians, it will once more give consideration to the functions for which it was originally created, to-wit: the protection of life, property and in-dividual freedom of action, all of which have been forgotten in the mad desire to maintain extravagance in every department from the chief executive down to the township pathmaster. Then, and not until then, will there be an end to this orgy of crime, racketeering, graft and political log-rolling. Then, and not until then, will the American public, through organized government, effectually answer the challenge of crime and corruption that strikes a crescendo in the kidnaping of the Lindbergh heir. Then conventions of the dominant political party, will not be taken up in making excuses for the shortcomings of its Big Chief, and efforts to "laugh off" such items as appear in the deficiency budget. The handwriting is already inscribed on the wall; will the public's servants be able to translate it?

That Indiana congressman who is shouting himself hoarse in an effort to do away with the primary election and go back to the old caucus and convention, ought to be made to do it. Wonder if he remembers when at the old township caucus, usually poorly attended, that a couple of "influentials" handled all the details of the meeting, picked out their own delegations, and we read about it afterwards in the town paper? It was what was known as the boss" system. To be sure, under the primary system many a medi-ocre individual has been elevated to office, but the electorate have at least had an opportunity of expressing their desires if they were sufficiently interested to take the time to go to the polls, and, besides, everything was open and above board.

Now, one of the largest cafeteria operators in Los Angeles is "doubling in brass," as theatrical men would say. in brass," as theatrical men would say. He has several establishments, and all winter long he has been carefully packing up each evening, all of the perishable left-overs and delivering them to charitable institutions. Recently, however, he came to the conclusion that perhaps there were a lot of people who could not afford to pay the very reasonable prices he was the very reasonable prices he was charging for his food, and decided to use one of his several establishments for a class who came under this classification, hence a "five and ten cent cafeteria." It is in no sense a charity. It is a business proposition, and a lot of people who really look prosperous patronize the place. Any vegetable dish, salad or soup sells for five cents, while meat and fish orders, in large variety, are offered for ten cents. The vegetables are all fresh, the meat and fish portions are ample and the slabs of pie at five cents are the very same of pie at five cents are the very same that the same institution gets twice that price for at its other establishments. Just think of it. Chicken and noodles for ten cents. "Just at present the venture is costing me a pretty peuny, but during these strenuous times everyone must help the unfortunate and I feel that properly cooked food, at a nominal charge, is doing my bit toward the cause of humanity." And at this it is not a philanthropy. It is just a lunch room operated by a is just a lunch room operated by a man with a heart.

Reminding me that I daily hear of the efforts of hotel operators to lessen the suffering caused by the present stringency by opening their doors and lockers for the benefit of the suffering poor. Instead of the bread line, at certain hours each day a certain portion of their dining rooms are accessible to the indigent and they are provided with

at least one nourishing meal each day. I have read of such activities in Michigan, particularly in Detroit, though operators in other cities are doing the same thing, I think it is a wonderful attitude to assume and I am proud to have been of them, and while I may have offered a little sincere criticism from time to time, I am loyal to the "bunch" and ready to maintain the statement, that the rank and file of the Wolverine contingent are far-seeing, charitable to the core and they have a wonderful faculty of overlooking the meal check during such periods as

Hereafter, in Chicago, for dogs which hang around restaurants or enter hotel rooms, it is going to be nothing but the customary dog's life, for the city officials have decreed that no animals, except cats, shall be permitted entrance to any place where food or drink is prepared, cooked, food or drink is prepared, cooked, mixed, baked, bottled, exposed, packed, handled or stored, or in any hotel or apartment, designed for human habitadence. Such action ought to have the backing of the hotel fraternity without stint.

Frank S. Verbeck.

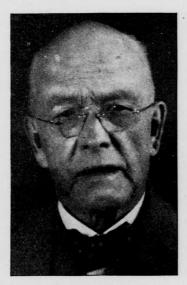
The Man in Jail at Grand Haven.

The Man in Jail at Grand Haven.

Lansing, March 15 — This will acknowledge receipt of your communication of March 10 in relation to Frank W. Mann. I have just been advised by the sheriff at Grand Haven that the charge against Mann was reduced to petty larceny, to which he pleaded guilty on March 9. He was sentenced to pay a fine of \$25 and costs of \$41.20 and also to make restitution to Mr. DePree, at Zeeland, and Mr. Wolbrink, at Allendale. He was sentenced to the county jail at Grand Haven until such fine, costs and restitution is made, but not to exceed sixty days. To date he is still in the county jail. However, we still have other complaints against him and may be able to introduce him to every county

jail in the State.

Enclosed you will find a copy of a true likeness of the old gent who is 72 vears of age.



Frank W. Mann.

Age, 72.
Weight, 160 pounds.
Height, 5 feet 6 inches,
Build, medium heavy.
Born, Scio, Mich,
Residence, 4244 Elm Elmer avenue, Minneapolis.
Arrested, March 8, 1932.
Edward Cooper,
Department of Public Safety.

Prohibition has made changes. It used to be the consumer that went to

When On Your Way, See Onaway.
Onaway, March 15—It is fortunate for you, Mr. Stowe, that all of your subscribers who are sending you birthday congratulations are unable to shake day congratulations are unable to shake your hand on the 16th or your hands and arms might be so paralyzed that you would be unable to edit any more trade magazines. Just imagine what a line-up composed of your mailing list would represent. Perhaps this will be something for you to figure out and we await your reply, knowing that the line would extend over a vast territory. You may please count "Squire Signal" in on that hand shaking line and imagine yourself "properly shaken." and agine yourself "properly shaken," and may you continue to withstand this nerve-racking process until your an-niversaries reach well up into three

In the meantime, what is going on in Onaway? Well, the warm days of early last week gave the merchants an opportunity to wash their store windows before the arrival of zero weather and to change their displays. Grant Charney exhibits some new bedroom er and to change their displays. Grant Charney exhibits some new bedroom suites in his window, making it very attractive. Gumms Stores, Inc., always to the front, displays groceries, fruits and ladies apparel, Jack Wright, news dealer, with Easter and greeting cards. Tom Manning, Clayton Smith, George Aubrey, groceries, new displays representing their lines. Ed. McClutchey, East end grocer, quotes prices on all his window displays. The Schneider bakery window would tempt Schneider bakery window would tempt anyone's appetite, being piled high with goodies; while Andy Johnston demonstrates his skill as a meat cutter in the way his windows are trimmed with fresh cuts of meats, together with dried and smoked meats. It would be unfair to overlook the several garages who are preparing for spring business by showing their new products. The Perry Sales has been making extensive Perry Sales has been making extensive improvements by removing partitions, enabling patrons to reach their newly-appointed repair shop from the front instead of the rear, as formerly laid out, and providing Chevrolet service complete. The Lee Hardware and Mahoney Bros. stores evidently expect increased demand for fishing and sporting goods. ing goods.

While sickness has been limited to

the minimum this winter, C. W. Bahel keeps up to the minute with his drug store stock in case of emergency and displays other merchandise generally

displays other merchandise generally sold by drug stores.

A. Dosie, the dry goods and ready-to wear dealer, has been conducting a business in Onaway for thirty years and enjoys a steady trade through his fair dealings and the confidence of his customers. The installation of a new heating plant places his store in the front ranks of comfortable business

The Will B. Gregg Photo Studios and Information Bureau display windows are showing the prize winning pictures in the \$100,000 Eastman National photo contest together with lotional photo contest, together with local views and enlargements illustrating chamber of commerce tourist attrac-

Henry Lipshield, of the house of "Henry," has returned to Detroit business, after relieving his manager, Abe Orman, at the Onaway store.

L. Abbott, the furniture dealer, who has been confined to the house all winter, has entered the Petoskey hospital for treatment and is reported as mak-

for treatment and is reported in favorable improvement.
So take it all around, When on your way, see Onaway. Squire Signal.

Japan's Peeve Disclosed.

Manchuria is the great soy bean country of the world. The soy bean is its principal crop, of which at least three-fourths is exported. Japan could not support one-half of her present population without the soy bean or as valuable a substitute, which is not known to Japan. She wants Manchuria so that every Japanese baby shall start in life with a better bean than any Chinese baby.

E. E. Whitney.

With the Tradesman Over Thirty Years.

Rosebush, March 12—Please find enclosed check for \$3 in renewal of my subscription to the Tradesman, Although money is scarce, I consider this the very best investment I can make. In the past thirty-four years I have conducted a store I have taken the Tradesman nearly all the time.

F. C. Matteson.

Eight New Readers of the Tradesman.

The following new subscribers have been received during the past week: H. Turkstra, Holland. John G. Fisher, Grand Rapids. Howard C. Lawrence, Lansing. G. W. Bettis, Sparta. V. E. Hutton, East Lansing.

Hugh S. Dodge, Comstock Park. Fred G. Whipple, Grand Rapids. Mrs. John Hayes, Brighton.

The Tradesman Never Disappoints. Ann Arbor, March 15—Having been subscriber of the Michigan Tradesman for more than thirty years, a printer by trade and always interested in the betterment of periodicals in general, I must say that almost every paper, journal and magazine that I once prized has become a source of disappointment and sorrow to me. The Tradesman, however, never disappoints. Its scope has steadily increased in helpful ways.

E. E. Whitney.

A Four Part Clock,

Another novelty in electricity is a clock with only four moving parts. Instead of depending on complicated gears for speed reduction, it has rotors which revolve the precise number of times necessary to turn the hour, minute and second hands of the clock. The gear teeth of this clock never touch each other.

Setbacks strengthen the strong, wilt

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Roums 400 Baths

> RATES \$2.50 and up per day.

MAN IS KNOWN BY THE COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their head-quarters at the

PANTLIND HOTEL

entire city block of Hospitality' GRAND RAPIDS, MICH.

Rooms \$2.25 and up. Sandwich Shop Cafeteria -:-

DRUGS

Michigan Board of Pharmacy. President—Clare F. Allen, Wyandotte. Vice-Pres.—J. W. Howard Hurd, Flint. Director—Garfield M. Benedict, San-

dusky.

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

Michigan State Pharmaceutical Association. President—J. C. Dykema, Grand Rapids. First Vice-President—F. H. Taft, Lan-

sing.
Second Vice-President—Duncan Weaver, Fennville.
Secretary—R. A. Turrell, Croswell.
Treasurer—Clarence Jennings, Lawrence.

GOOD MAN GONE.

Milo Bolender, Life-Long Druggist at Hubbardston and Sparta.

Milo Bolender, 78, prominent former Sparta resident, died March 14 at the home of a daughter, Mrs. Neal Spangenberg of Pontiac. He was ill only a short time with pneumonia.

Mr. Bolender was a pharmacist at Sparta 28 years, coming from Hubbardston, where he had conducted a drug store several years. He was a past master of Sparta lodge, F. & A.

Mr. and Mrs. Bolender made their home with their sons and daughters following his retirement from business in 1926. Mrs. Bolender died some time ago at the home of a son, Dr. J. E. Bolender, of Grand Rapids.

Surviving are a daughter, Mrs. Spangenberg; two sons, Dr. Karl Bolender of Detroit and Dr. J. E. Bolender of Grand Rapids; a brother, Frank of Plainwell, and a sister, Miss Hattie Bolender, of Hubbardston. The funeral was held at Sparta Wednesday morning. Interment was in Hubbardston cemetery.

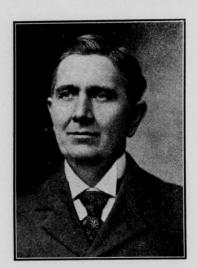
The following detailed account of Mr. Bolender's life, activities and accomplishments appeared in the Tradesman Feb. 19, 1901:

There are two methods of accomplishing equally well the purposes of life. One insists upon meeting difficulties more than half way, the other calmly and industriously gets "good and ready" and waits for the opposition to traverse the whole distance before the struggle begins. One makes his circumstances and the other makes the most of his. The first tunnels the mountain, the second goes around it. Both attain the desired end and both, satisfied, settle down to enjoy what they have achieved.

Milo Bolender has found the second method the one better adapted to his purposes. There is no particular benefit in turning the world upside down because he is determined to earn a good living in a corner of it and he thinks too much of himself and that corner to stir up either in getting what he has made up his mind to have. As far back as he can remember he has never found it necessary to make a fuss. Whether the quiet of the farm, where his life began Oct. 31, 1853, in Stark county, Ohio, settled down upon him and so gave tone to the rest of it, may be a question, but true it is that on the farm and off it he has found the Fabian policy the best for him and he has practiced that policy in prosperity and adversity all the days of his

One fact that the farm life developed was, that for this boy the work was too hard. Farming to the senior Bolender was not a piece of ground to eke out a mere existence on. That was not living and he would have none of it Those one hundred acres should give him and his a good living and something more and early and late he gave that land no rest. A worker himself, and believing that in work the whole problem of life lies, he bent to his task and insisted that the farm should receive its tribute of labor from every inmate of the farm house. So in that line of industry this boy grew up. He went on errands, he drove the cows to pasture, he did the chores, he put his hands to the plow when he was large enough and so on, one by one, became familiar with the tools of the

The long hours, however, and the hard work were too much for him. He grew "thin and peaked" and when he was 13 years old he went to Akron, Ohio, where for three years he attended the excellent public schools of that town, finishing during that time the



Milo Bolender.

studies of the grammar grade. With health restored and believing that indoor life was better for him, with his school days over, he went into a machine shop at Akron and worked there seven years. At the end of that time he joined his father in the management of a dairy farm and at the end of three years he went to Hubbardston, Mich., in the spring of 1880, where farming for a while again kept him busy. While working there, a vacancy occurred in a drug store and, applying for it, he began clerking for Dr. J. J. Robbins, of Hubbardston. Liking the business and finding that it agreed with him, he kept on as clerk until 1885 when he bought a half interest in the business. Four years later he bought the doctor's half and continued a prosperous business until May, 1900. On the night of May 1, of that year, a fire burned up almost the entire stock. That was a setback. A man does not watch with perfect composure the destruction of years of his industry; but disaster had come and it remained for the druggist to grapple with it. The last flickering flame had been hardly put out when Mr. Bolender had rented the only available room in the village, fitted it up as a drug store,

moved in what little had been rescued from the fire, and at the end of a month, was ready to begin life again where he had left off.

It had been a month of unremitting work, discouragement and worry. There had been no end of the troubles that always follow in the path of a fire. Annoyance stepped upon the heels of annoyance and perplexity after perplexity insisted on making its presence known. They all only hindered. That quiet, determined way of doing things, germinated down there in Ohio, was on hand and ready to assert itself. It was hard work from beginning to end, but every stroke told and every day scored it, and one who has had trouble and finally overcomes it can easily understand Mr. Bolender's satisfaction when he and his wife went down to the store together on the evening before the opening next morning to look it over and to add those final touches which every enterprise is sure to need. These were given and pronouncing the whole good, they turned the key in the lock and went home to sleep the sleep of the just.

The next morning an ash heap was all that was left of that drug store.

No human pen can write the paragraph which should come in here. It would be a record of the time that tries men's souls. Words are of no earthly use. All that the man had was gone and, with a heart heavier than he will, in all probability ever have again, he made up his mind that that was the last of Hubbardston for him. The lights of Sparta glimmered upon him through the gloom and to Sparta he made his way. He found there the Hastings Drug Co. ready to dispose of its stock and, buying it, he started in once more. He is there now with coat off and sleeves rolled up, if that is the figure to use in regard to a live druggist. It looks as if the fires have decided to let him alone and if the future realizes all that it promises he will be able to forget what thoughts were his when he turned away from that last conflagration at Hubbardston.

March 29, 1883, was Mr. Bolender's wedding day. He married Miss Clara A. Mitchell, of Hubbardston. Four children have been born to them, one having passed away. The family reside at the corner of Main and Division streets and worship at the Methodist Episcopal church. Mr. Bolender is a Mason—a Past Master of Tuscan Lodge: a member of the Maccabees and belongs to the Eastern Star.

It is a fact worthy of note that communities are constantly on the lookout for municipal balance wheels. Here the maker of circumstances is not wanted. There is already too much energy let loose and someone is needed to keep things going at a speed best adapted to the public requirements. The man, who come storm, come calm, keeps on in the even tenor of his way in his own affairs is the one who can best serve the public and it is written here, as a mere matter of course, that Mr. Bolender was called upon to make himself useful in the places where he has lived. So he was made the treasurer of the village of Hubbardston, a member of the board of trustees, the clerk of the township and president of the village-positions which he filled to the satisfaction of his fellow citizens and so with credit to himself. It has been a good useful life from the beginning. It will continue to be one to the end and, while there might have been a great deal more noise and confusion in realizing what Mr. Bolender has realized during the forty-eight years of his life, it may well be questioned whether more could have been accomplished than has been to the supreme satisfaction of all.

Candy Sales Showing Gain.

Candy sales at wholesale have shown an improvement recently, following some slowness earlier in the year. Most of the Easter business has now been booked by manufacturers, with tonnage comparing well with a year ago and dollar volume running about 15 per cent, under. The comparative stability of the trade has been shared by general line, package goods and penny item producers. While emphasis has been placed on lower price boxed items to meet current economic conditions, quality standards have been improved in many instances. Novelties have received attention in the Easter purchasing by retail confectioners.

To Invite Michigan Druggists To Ann Arbor.

The Washtenaw County Druggists' Association will seek the 1933 State pharmaceutical convention for Ann Arbor at this year's State meeting in June in Lansing, it was decided at a meeting of the county organization last Thursday evening at McKenny





PUTNAM FACTORY

National Candy Co., Inc.

Grand Rapids, Mich.

24 Lbs. of

ASSORTED

EGGS

and

24 ASS'T TOYS

Not Too

Many For

Any Dealer.

hall, Ypsilanti. The county druggists will make a strong bid for next year's convention, the association indicated.

An invitation to the druggists to attend an educational meeting which is being arranged by the College of Pharmacy of the University of Michigan for May 12, was extended by Prof. C. H. Stocking of the faculty, who outlined the plans for the session. The scope and aims of the pharmacy division on the campus will be explained and a tour of the campus made during the meeting here.

Several other matters of importance to druggists were discussed at length. The admittance of several new members increases the roster of the association to include three-fourths of the druggists in Washtenaw county. The organization approved regular meetings and the next session will be held late in May.

This was the first meeting of the county group since its organization, and forty druggists attended. A dinner preceded the business session and Maynard Richardson, of Ypsilanti, vice-president of the association presided. Prof. Stocking and Prof. C. C. Glover of the University extended greetings from the pharmacy faculty. Merchandise donated by wholesale firms was distributed.

A Business Man's Philosophy.

While reading Amiel's Journal I was thinking about the relationship between order and efficiency. In fact, I had jotted down some thoughts. Then I encountered a magnificent paragraph by Amiel, written in 1859. Few magazines of business print more incisive arguments than the following:

"What comfort, what strength, what economy there is in order—material order, moral order. To know where one is going and what one wishes—this is order; to keep one's word and one's engagements—again order: to

have everything ready under one's hand; to be able to dispose of all one's forces, and to have all one's means of whatever kind under command-still order; to discipline one's habits, one's efforts, one's wishes; to organize one's life, to distribute one's time, to take the measure of one's duties and to make one's rights respected; to employ one's capital and resources, one's talent and one's chances profitably-all this belongs to and is included in the word order. Order means light and peace, inward liberty and free command over one's self; order is power. Aesthetic and moral beauty consist, the first in a true perception of order, and the second in submission to it, and in the realization of it, by, in, and around one's self. Order is man's greatest need and his true well-being."

William Feather.

Newly-Crowned.

"What!" grumbled the waiter, "no tip? Why, the champion miser of this town always gives me a quarter."

"Oh, does he," said the surly diner. "Well, gaze upon the new champion."



SPRING SPECIALTIES

Marbles — Jacks — Rubber Balls
Base Balls — Playground Balls
Tennis Balls — Tennis Rackets
Tennis Sundries — Golf Complete Sets
Golf Balls — Golf Clubs — Golf Bags
Golf Tees — Golf Practice Balls
Sport Visors—Swim Tubes—Swim Animals
Bathing Caps—Bathing Slippers—Swim Aids
Sprayers — Rogers Paints — Paint Brushes
Sponges — Chamois Skins — Electric Fans
Soda Fountains and Soda Fountain Supplies
Largest Assortment in our Sample Room
We have ever shown and only the Best
Advertised Lines — We certainly invite your
inspection. Lines now on display.

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

WHOLESALE DRUG PRICE CURRENT

WITOLESA		DRUG FRICE	CORRENT
	are	nominal, based on market	
Acids Boric (Powd.) 11%@	26	Cubebs 5 00@5 25	Benzoin Comp'd_
Boric (Powd.) 11%@ Boric (Xtal) 11%@ Carbolic 36@	26 43	Cubebs 5 00@5 25 Eigeron 4 00@4 25 Eucalyptus 1 00@1 25	Cantharides @2 52 Capsicum @2 28
Citric 40 @	55 10	Juniper Berries_ 4 00@4 25	Catechu @1 44 Cinchona @2 16
Nitrie 9 @	15 25	Juniper Wood _ 1 50@1 75 Lard, extra 1 55@1 65	Capsicum
Sulphuric 3½@	10	Lard, No. 1 1 25@1 40 Lavender Flow 6 00@6 25	Digitalis @2 04 Gentian @1 25
Tartaric 35@	45	Lavender Gar'n_ 1 25@1 50	Guaiac @2 28
Ammonia	••	Juniper Wood 1 50@1 75 Lard, extra 1 55@1 65 Lard, No. 1 1 25@1 40 Lavender Flow 6 00@6 25 Lavender Gar'n. 1 25@1 50 Lemon 2 00@2 25 Linseed, boiled, bbl. @ 61 Linseed, raw, bbl @ 58 Linseed, raw, bbl @ 58 Linseed, raw, bss 65@ 76 Linseed, raw, less 65@ 73 Mustard, artifil. oz. @ 30 Neatsfoot 1 25@1 35 Olive, pure 3 00@5 00 Olive, Malaga, yellow 2 50@3 00	Digitalis
Water, 26 deg 06 @ Water, 18 deg 5½@	18 13	Linseed, bld., less 68@ 76 Linseed, raw less 65@ 73	Iron, Clo @1 56
Carbonate 20 @	13 25	Mustard, artifil, oz. @ 30	Myrrh @2 52 Nux Vomica @1 80
Chloride (Gran.) 08 @	18	Olive, pure 3 00@5 00	Opium Ø5 40
Balsams	••		Opium
Copaiba 50@ Fir (Canada) 275@3 Fir (Oregon) 65@1 Peru 20@2 Toluc 150@1	00	Olive, Malaga, green 2 85@3 25	mudaro @1 92
Peru 2 00@2	20	Orange, Sweet 4 00@4 25 Origanum, pure_ @2 50	Paints
Tolur 1 50@1	80	Origanum, com'l 1 00@1 20 Pennyroyal 3 25@3 50	Lead, red dry 12@12½ Lead, white dry 12@12½
Barks		orange, Sweet 4 00@4 25 Origanum, pure @2 50 Origanum, com'1 1 00@1 20 Pennyroyal 3 25@3 50 Peppermint 3 50@3 75 Rose, pure 13 50@14 00 Rosemary Flows 1 50@1 75 Sandelwood E.	Lead, red dry 12@12½ Lead, white dry 12@12½ Lead, white oil _ 12@12½ Ochre, yellow bbl. @ 2½
Canala (Calgon) 400	30 60	Rosemary Flows 1 50@1 75 Sandelwood, E.	Ochre, yellow less 30 6 Red Venet'n Am. 340 7 Red Venet'n Eng. 40 8
Sassafras (pw. 50c) @ Soap Cut (powd.) 30c 15@	40	1 12 50@12 75	Red Venet'n Eng. 40 8 Putty
30c 15@	25	Sassafras. true 2 00@2 25 Sassafras. arti'l 75@1 00 Spearmint 3 00@3 25	Putty 50 8 Whiting, bbl. 64 44 Whiting 54 610 Rogers Prep. 2 45 62 65
Berries		Sperm 1 25@1 50	Rogers Prep 2 45@2 65
Fish @	75 25	Sperm	Msceillaneous
Juniper 10@	20 50	Turpentine, bbl @ 55 Turpentine, less 62@ 70	Acetanalid 570 75
		Wintergreen, leaf 6 00@6 25	Alum 05@ 13 Alum. powd 05½@13 Bismuth, Subni-
Extracts Licorice, box 1 50@2	00	Wintergreen, sweet	trate 1 72@2 00 Borax xtal or
Licorice, box 1 50@2 Licorice, powd 50@	60	Wintergreen, art 75@1 00 Worm Seed 6 00@6 25 Wormwood 7 00@7 25	powdered 06@ 13
Flowers		Wormwood 7 00@7 25	Calomel 2 12@2 40
Arnica 75@ Chamomile Ged.) 35@	80 45	Potasslum	Calomel 2 12@2 40 Capsicum, pow'd 42@ 55 Carmine 8 00@9 00 Cassia Buds 25@ 35 Cloves 25@ 35 Chalk Prepared 14@ 16 Chloroform 47@ 54 Choral Hydrate 1 20@1 50 Cocaine 12 85@13 50 Cocoa Butter 40@ 85 Corks, list, less 30/10 to 40-10%
Chamomile Rom.		Bicarbonate 35@ 40	Cloves 25@ 35
Gums		Bichromate 15@ 25	Chloroform 47@ 54
Acacia, 1st @	50	Bromide 54@ 71 Chlorate, gran'd 21@ 28	Cocaine 12 85@13 50
Acacia, 1st @ Acacia, 2nd @ Acacia, Sorts 20@ Acacia, Powdered 25@ Aloes (Barb Pow) 35@ Aloes (Cape Pow.) 25@ Aloes (Soc. Pow.) 75@ Asafectida 50@	30	Bromide	Corks, list, less 30?10 to
Aloes (Barb Pow) 35@	45	Cyanide 22@ 90 Iodide 4 06@4 28	Copperas 40-10% 34@ 10 Copperas, Powd. 4@ 10 Corrosive Sublm 1 37@1 60 Cream Tarta
Aloes (Soc. Pow.) 75@	80	Prussiate, yellow 35@ 45	Corrosive Sublm 1 37@1 60
Aloes (Soc. Pow.) 75@ Asafoetida 50@ Pow. 6 Camphor 80@1 Guaiac pow'd 6 Kino 90wdered 6 Myrrh, powdered 6 Opium, powd. 21 00@21 Opium, gran. 21 00@21	75	Prussiate, yellow 35@ 45 Prussiate, red _ 70@ 75 Sulphate 35@ 40	Cream Tartar 25 40 Cuttle bone 40 50 Cuttle bone 40 50 Dextrine 64 15 Dover's Powder 4 00 16 Emery, All Nos. 10 16 Emery, Powdered 6 16 Epsom Salts, bbls.
Gualac	60		Dextrine 61/20 15 Dover's Powder 4 00 004 50
Kino @1	70 25	Roots	Emery, All Nos. 100 15 Emery, Powdered 0 15
Myrrh @	60	Alkanet 30@ 40 Blood, powdered 30@ 40	Epsom Salts, bbls. @031/4 Epsom Salts, less 33/4 @ 10
Opium, powdered @	75 50	Elecampane, pwd. 20@ 30	Ergot, powdered @4 00 Flake, White 15@ 20
Opium, gran. 21 00@21 Shellac, Orange 40@	50 50	Gentian, powd 15@ 25 Ginger, African,	Gelatine 600 70
Shellac, Orange 40@ Shellac, White 55@ Tragacanth, pow. 1 25@1	70 50	powdered 20@ 25 Ginger, Jamaica 40@ 50	Glassware, less 55%
Tragacanth 1 75@2	25	Ginger, Jamaica	Glauber Salts, bbl. @ 03
		powdered 35@ 40 Goldenseal, pow. 2.00@2 40 lpecac, powd 3 00@3 60	Glue, Brown 200 30 Glue, Brown Grd 160 22 Glue, White 27140 35 Glue, white grd. 250 35 Glycering
Arsenic 7@	20	Licorice, powd 35@ 40 Licorice, powd 15@ 25 Orris, powdered 35@ 40 Poke, Powdered 25@ 40 Rhubarb powd	Glue, White 271/2 35 Glue, white grd. 25@ 35
Blue Vitriol, bbl. @ Blue Vitriol, less 07@ Bordea. Mix Dry 11½@	06	Orris, powdered 350 40 Poke, Powdered 250 40	
Bordea. Mix Dry 11½@	21	Rhubarb, powd@1 00 Rosinwood, powd@50 Sarsaparilla, Hond.	Hops 60@ 75
powdered 15@ Insect Powder 30@ Lead Arsenate, Po. 11½@	25	Sarsaparilla, Hond.	Iodoform 8 65@9 00 Lead Acetate 17@ 25 Mace
Lead Arsenate, Po. 11½@	26	ground @1 00 Sarsaparilla, Mexic. @ 50 Squills 500 70	Mace powdered @1 60
Dry 09@ Paris Green 23½@43	23	Squills 50 @ 70 Squills , powdered 70 @ 80 Tumeric, powd 15 @ 25 Valerian, powd @ 50	Mace powdered 01 60 Menthol 488@6 00 Morphine 13 58@14 33 Nux Vomica 25
Tans Green 23/2@43	72	Valerian, powd @ 50	Nux Vomica, pow. 15@ 25
Leaves			Pepper, White, po. 55@ 65
Buchu, powdered	50 60	Seeds Anise 15@ 20	Morphine 13 58@14 32 Nux Vomica 0 25 Nux Vomica pow. 15@ 26 Pepper, Black, pw. 25@ 45 Pepper, White, po. 55@ 65 Pitch, Burgundy 10@ 20 Quassia 15@ 20 Quinine, 5 oz. cans @ 57 Rochelle Salts 21@ 31 Saccharine 260@2 75 Salt Peter 10@ 22
Sage. Bulk 25(a)	30	Anise, powdered @ 25	Rochelle Salts 21@ 31
Sage, powdered @	35 75	Canary 100 15 Caraway, Po. 25 200 25 Cardamon 2 0002 25 Corlander pow. 30 150 25 Dill 150 20 Fennell 200 30	Salt Peter 10@ 22
	35 25	Cardamon 2 00@2 25	Salt Peter 10@ 22 Seidlitz Mixture 30@ 40 Soap, green 12½@ 25 Soap, mott cast @ 25
		Dill 15@ 20	wille Castile,
Oils		Flax ground 6@ 15	Soap, white Castile
Almonds. Bitter, true, oz @	50	Fennell 20@ 30 Flax 6@ 15 Flax, ground 6@ 15 Foenugreek, powd 10@ 20 Hemp 8@ 15 Lobelia, powd @1 100 Mustard, yellow 10@ 20 Musard, black 20@ 25 Poppy 15@ 25 Quince 2 00@ 2 25 Sabadilla 30@ 40 Sunflower 12@ 18 Worm, American 25@ 30 Worm, Lavant 5 00@ 5 75	
Almonds, Bitter, artificial 3 00@3	25	Lobelia, powd @1 100	Soda. Sal 021/2 00 08
Almonds, Sweet.	80	Musard, black 200 25	Spirits Camphor @1 20 Sulphur, roll 4@ 11
true 1 50@1 Almonds, Sweet, imitation 1 00@1	25	Quince 2 00@2 25	Tamarinds 20@ 26
Amber, crude 75@1	00 75	Sunflower 12@ 18	Solitis Camphor 20 20
Anise 1 25@1 Bergamont 5 00@5	60	Worm, Lavant _ 5 00@5 75	Vanilla Ex. pure 1 50@2 00 Venilla Ex. pure 2 25@2 50
Cajeput 1 50@1 Cassia 2 25@2	75 60		Zinc Sulphate 06@ 11
Castor 1 35@1	60	Aconite @1 80	Webster Cigar Co. Brands
Citronella 75@1	20	Aconite @1 80 Aloes @1 56 Asafoetida @2 28	Websterettes 33 50 Cincos 33 50
Cocoanut 2240	25	Arnica @1 50	Cincos 33 50 Webster Cadillacs 75 00 Golden Wedding
Amber, rectified 1 5001 1 2501	26	Belladonna @1 44 Benzoin @2 28	Panatellas 75 00 Commodore 95 00

GROCERY PRICE CURRENT

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

ADVANCED

Prunes Jello Lava Soap

Pars	ons, 32 oz 3 3 ons, 18 oz 4 2 ons, 10 oz 2 7 ons, 6 oz 1 8	0
()		
The second	202	
	000	
	CA AXLE GREASE	0
24, 3 10 1 15 11	1b 5 9 b. pails, per doz. 8 8 c. pails, per doz. 11 7 c. pails, per doz. 17 6	000

AMMONIA

ROLLED OATS Purity Brand Instant Flakes

BROOMS
Peacock, 4 sewed __ 3 45
Our Success, 5 sewed 5 25
Hustlers, 4 sewed __ 6 00
Standard, 6 sewed __ 7 50
Quaker, 5 sewed __ 8 40
Warehouse ___ 6 50
Toy ____ 1 76
Whisk, No. 3 ___ 2 25

Pep, No. 224 ______ 2 70
Pep, No. 202 _____ 2 00
Krumbles, No. 424 ____ 2 70
Bran Flakes, No. 602 1 50
Rice Krisples, 6 oz. ____ 2 25
At Bran, 16 oz. ____ 2 75
At Bran, 10 oz. ____ 1 10
Kaffe Hag, 6 1-lb.
Cans _____ 2 75



BAKING POWDERS Royal, 2 oz., dos. ____ 9; Royal, 4 oz., dos. ___ 1 & Royal, 6 oz., dos. ___ 1 & Royal, 12 oz., doz. ___ 4 & Royal, 2½ lbs., doz. ___ 13 75 Royal, 5 lbs., doz. ___ 24 50

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



KC, 10c size, 8 oz	3	60
KC, 15c size, 12 oz	5	40
KC, 20c size, full lb	6	80
KC, 25c size, 25 oz	9	00
KC, 50c size, 50 oz	8	60
KC, 5 lb. size	6	50
KC, 10 lb. size	6	50
BLEACHER CLEANS	E	R
Clorox, 16 oz., 24s		
Lizzie, 16 oz., 12s		

BLUING
Am. Ball, 36-1 oz., cart. 1 00 Plumber. 40 lbs. 12.1
Boy Blue, 18s, per cs. 1 35 Paraffine, 6s _______ 14½
Paraffine, 12s ______ 14½
Paraffine, 12s ______ 14½
Paraffine, 12s ______ 14½
Paraffine, 12s ______ 14½

BEANS and PEAS
Brown Swedish Beans 8 50
Dry Lima Beans 100 lb. 6 90
Pinto Beans 5 50
Red Kidney Beans 2 75
Black Eye Beans 2
Split Peas, Yell., 60 lb. 3 65
Split Peas, Gr'n, 60 lb. 3 90
Scotch Peas, 100 lb. 5 20

Queen					
Queen					25
White	Flam	e. N	o. 1		
and	2, doz			. 2	25
	BOTTI	LEC	APS		

BREAKFAST FOODS No. 10 8 50 Kellogg's Brands.
Corn Flakes, No. 136 2 85 Pears
Corn Flakes, No. 124 2 85 Pride of Mich. No. 24, 3 60

PREMIUM OATS	PURITY DATS	PURITY DATS
Small, 24 Large, 12	S	2 10
Small, 24s Large, 12s China, lar Chest-o-S *Billed les package is	rge, 12s filver, lges s one fre	1 77¼ 2 15 2 95 e 2 98 ee display

Post Brands.		
Grape-Nuts, 24s	3	80
Grane-Nuts. 50	1	40
Instant Postum, No. 8	5	40
Instant Postum, No. 10	4	50
Postum Cereal, No. 0	2	25
Post Toasties, 36s	2	85
Post Toasties, 24s	2	85
Post's Bran, 24s	2	70
BRUSHES Scrub		
Solid Back, 8 in.	1	50
Solid Back, 1 in	1	75
Pointed Ends	1	25

	Stove		
	ShakerNo. 50	1	80
U	No. 50	2	00
0	Peerless	2	60
0			
	Shoe		
0	No. 4-0	2	25
0 0 0	No. 4-0	3	00
1	BUTTER COLOR		
5	BUTTER COLOR Dandelion	2	85
	CANDLES		
	Electric Light, 40 lbs.	1	2.1
0	Electric Light, 40 lbs. Plumber, 40 lbs.	1	2.8

Wie	king			box	 40	
				FRU	3	
No.	10		Appl	es	 4	95
		Bla	ckb	erries		

Hart Brand		
No. 10 Apples	4	95
Blackberries Pride of Michigan	3	25
Cherries Mich. red, No. 10 Red, No. 2 Pride of Mich. No. 2 Marcellus Red Special Pie Whole White	3 3 2 1	50 00 5 6 35
No. 10	8	50
Pears		

ECLINED	
Plums and Duke, No. 2½ 3 2 dlow Eggs No. 2½ 3 2	5
Black Raspberries D. 2 3 6 ide of Mich. No. 2_ 3 1	5.0
Red Raspberries 2 4 5 1 1 3 1 arcellus, No. 2 3 6 ide of Mich. No. 2 4 0	5
Strawberries 4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	5 0 5
CANNED FISH am Ch'der, 10½ oz. 1 3 am Chowder, No. 2 2 7 ams, Steamed, No. 1 2 7 ams, Minced, No. ½ 2 4 nnan Haddie, 10 oz. 3 3 am Bouillon, 7 oz. 2 5 icken Haddie, No. 1 2 7 sh Flakes, small 1 3 d Fish Cake. 10 oz. 1 5 ve Oysters, 5 oz 1 3 bster, No. ½, Star 2 7	55000555

Clam Chowder, No. 2_ 2 7	
Clams, Steamed, No. 1 2 7	5
Clams, Minced, No. 1/2 2 4	
Finnan Haddie, 10 oz. 3 36	0
Clam Bouillon, 7 oz 2 50	
Chicken Haddie, No. 1 2 78	
Fish Flakes, small 1 3	
Cod Fish Cake. 10 oz. 1 5	
Cove Oysters, 5 oz 1 3	5
Lobster, No. 4, Star 2 7	5
Shrimp, 1, wet 1 8	
Sard's, 1/4 Oil, Key 5 40	0
Sardines, 1/4 Oil, k'less 4 11	
Salmon, Red Alaska 2 86	
Salmon, Med. Alaska 1 8	
Salmon, Pink, Alaska 1 3	5
Sardines, Im. 4. ea. 10@22	2
Sardines. Im., 1/2, ea. 25	
Sardines, Cal 1 1	J
Tuna, ½ Van Camps.	
_ doz 1 8	5
Tuna, 4s, Van Camps,	ı
Tuna, ¼s, Van Camps, doz. Tuna, 1s, Van Camps,	5
Tuna, 1s, Van Camps,	
doz 3 6	0

CANNED MEAT	
Bacon, Med. Beechnut 2	70
Bacon, Lge. Beechnut 1	
Beef, Lge. Beechnut 5	
Beef, No. 1, Corned 2	40
Beef, No. 1, Roast 2	
Beef, 21/2 oz., Qua., sli. 1	35
Beef. 4 oz. Qua. sli. 2	25
Beef, No. 1. B'nut, sli. 4	50
Beefsteak & Onions, s. 2	
Chili Con Car., 1s 1	20
Deviled Ham, 4s 1	50
Deviled Ham, 1/28 2	85
Potted Beef, 4 oz 1	10
Potted Meat, 4 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	75
Potted Ham. Gen. 4 1	45
Vienna Saus. No. 1/2 1	00
Vienna Sausage, Qua.	90
Veal Loaf. Medium 2	25

C1-11		
Campbells		70
Quaker, 16 oz		60
Fremont. No. 2 1	1	25
Van Camp, med 1	1	25

CANNED VEGETABLES Hart Brand

	Lim	a Be	ans		
Little					
Little					
Baby,	No. 2			_ 2	10
Baby.	No. 1			_ 1	25
Pride					
Marce	llus, I	No. 1	0	_ 7	50

Pride of Mich. No. 2_ 1 70	CHEESE
Marcellus, No. 10 7 50	Roquefort 60
	Wisconsin Daisy 17
Red Kidney Beans	Wisconsin Flat 17
No. 10 5 25	New York June 27
No. 2 1 10	Sap Sago 40 Brick 19
8 oz 75	Michigan Flats 17
	Michigan Daisies 17
String Beans	Wisconsin Longhorn 17
Little Dot, No. 2 2 40	Imported Leyden 27
Little Dot, No. 1 1.80	1 lb. Limberger 26
Little Quaker, No. 1 1 60	Imported Swiss 58
Little Quaker, No. 2_ 2 20 Choice, Whole, No. 2_ 1 90	Kraft Pimento Loaf 26 Kraft American Loaf 24
Choice, Whole, No. 1 1 25	Kraft Brick Loaf 24
Cut, No. 10 9 50	Kraft Swiss Loaf 32
Cut, No. 2 1 75	Kraft Old Eng. Loaf 45
Cut. No. 1 1 10	Kraft, Pimento, 1/2 lb. 1 85

Pride of Mich., No. 2_ 1 25 Marcellus, No. 2 1 15 Marcellus, No. 10 7 25	Kraft, American, ¼ lb. 1 85 Kraft, Brick, ½ lb 1 85 Kraft Limburger,½ lb. 1 85
Wax Beans Little Dot, No. 2 2 55 Little Dot, No. 1 1 80 Little Quaker, No. 2 2 25 Little Quaker, No. 1 1 45 Choice, Whole, No. 10 10 75 Choice Whole, No. 1 1 35 Cut, No. 10 9 50 Cut, No. 2 1 75 Cut, No. 1 1 75 Pride of Michigan 1 35 Marcellus Cut, No. 10_ 7 25	CHEWING GUM
Deets	Teaberry 65

Small, No. 2½ 3 00 Extra Small, No. 2 2 80 Fancy Small No. 2 2 80 Pride of Michigan 2 00 Marcellus Cut, No. 10 5 20 Marcel, Whole, No. 2½ 1 75 COCOA Carrots Diced, No. 2 _____ 90 Diced, No. 10 _____ 5 25 DROSTE'S GOGOA Corn Golden Ban., No. 2-1 45 Golden Ban., No. 10 10 00 Little Quaker. No. 1-1 35 Country Gen., No. 2-1 45 Country Gen., No. 2-1 45 Pride of Mich., No. 1 90 Marcellus, No. 2-1 10 Fancy Crosby, No. 2-1 30 Whole Grain, 6 Bantam, No. 2-1 80

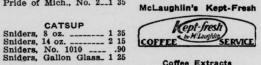
tam. No. 2 1 80	
Peas Little Dot, No. 2 2 40 Little Quaker, No. 10 11 25 Little Quaker, No. 1 1 45 Little Quaker, No. 1 1 45 Sifted E. June, No. 10 9 50 Sifted E. June, No. 2 1 75 Sifted E. June, No. 1 1 25 Belle of Hart, No. 2 1 75 Pride of Mich., No. 2 1 45 Marcel, E. June, No. 1 9 75 Templar E. Ju., No. 10 7 00	Droste's Dutch, 1 lb
No. 10 4 35 No. 2½ 1 35 No. 2 1 05	que
No. 10 4 70 No. 2½ 1 25 No. 2 95	CHOCOLATE Baker, Prem., 6 lb. ½ 2 38 Baker, Prem., 6 lb. 1/5 2 58

Spinach No. 2½ ______ 2 25 No. 2 _____ 1 80

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

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

Spinach	SLOTHES LINE
No. 21/2 2 25	Hemp, 50 ft 2 00@2 25
No. 2 1 80	Twisted Cotton, 50 ft 1 50@1 75
Squash Boston, No. 3 1 35	Braided, 50 ft 1 90 Sash Cord 1 75@2 25
Succotash	COFFEE ROASTED
Golden Bantum, No. 2 2 10	Lee & Cady
Hart. No. 2 1 95	1 lb. Package
Pride of Michigan 1 85	Breakfast Cup 21
Marcellus, No. 2 1 35	J. V 16½ Quaker Vacuum 33
Tomatoes	Nedrow 29
No. 10 5 80	Morton House 361/2
No. 21/4 2 25	Imperial 381/2
No. 2 1 60	Majestic 30
Pride of Mich., No. 21/2 2 00	Boston Breakf't Blend 25
Pride of Mich., No. 2_1 35	McLaughlin's Kept-Fresh



Coffee Extracts

M. Y., per Frank's 50					12	
Hummel's						
CONDE	NSI	ED	MI	L	<	
Leader, 4 de Eagle, 4 de						00

MILK COMPOUND Hebe, Tall, 4 doz. __ Hebe, Baby, 8 doz. _. Carolene, Tall, 4 doz. Carolene, Baby _____

EVAPORATED MILK



Page. Tall	8	45
Page, Baby	3	45
Quaker, Tall, 101/2 oz.	2	85
Quaker, Baby, 4 doz.	1	43
Quaker, Gallon, 1/2 doz,	2	85
Carnation, Tall, 4 doz.	3	15
Carnation, Baby, 4 dz.	1	58
Oatman's Dundee, Tall	3	45

March 16, 1932
Oatman's D'dee, Baby 3 45 Every Day, Tall 3 20 Every Day, Baby 3 20 Pet, Tall 3 15 Pet, Baby, 4 dozen 1 5 3 Borden's Tall 3 45 Borden's Baby 3 46
CIGARS Canadian Clubs 35 00 Hemt. Champions 38 50 Webster Cadillac 75 00 Webster Golden Wed. 75 00 Websteretts 38 50 Cincos 38 50 Garcia Grand Babies 38 50 Bradstreets 38 50 Bradstreets 38 50 Capadia Grand Babies 38 50 Bradstreets 38 50 Capadia Grand Babies 38 50 Capadia Grand Babies 38 50 Capadia Grand Babies 37 50 Capadia 37 50 Capadia Grand Babies 38 50 Cap
CONFECTIONERY Stick Candy Pails Pure Sugar Sticks-600c 4 00 Big Stick, 20 lb. case 17 Horehound Stick, 5 lb. 18
Mixed Candy 16 16 16 16 17 17 17 17
Fancy Chocolate 5 lb. boxes
A. A. Pep. Lozenges 14 A. A. Pink Lozenges 14 A. A. Choc. Lozenges 14 Motto Hears t
Hard Goods Pails
Specialties 18 Pineapple Fudge

	COUPON BOOKS	
	50 Economic grade 2	50
1	100 Economic grade 4	50
	500 Economic grade 20	UU
	1000 Economic grade 37	50
	Where 1,000 books a	re
	ordered at a time, specia	
	ly printed front cover	is
	furnished without charge	
	CREAM OF TARTAR	
	6 bl bores	

DRIED FRUITS Apples
N. Y. Fcy., 50 lb. box 18
N. Y. F'cy., 14 oz. pkg. 16
Apricots
Evaporated Choice 18
Evaporated, Fancy 18
Evaporated, Slabs
Ex. Fancy 25
Citron
10 lb. box 24

	Currants
	Packages, 14 oz 171/2
	Greek, Bulk, lb 1612
0	
	Dates
	Imperial, 12s, Pitted 1 85
	Imperial, 12s, Regular 1 40
	Peaches
	Evap. Choice 121/2
	Fancy 14
	Peel
	Lemon, American 24
	Orange, American 24
	Raisins
	Seeded, bulk 81/2
	Thompson's s'dless blk 8%
	Thompson's seedless,
	15 oz 10
	Seeded, 15 oz 10

California Prunes
90@100, 25 lb. boxes@05
80@90, 25 lb. boxes@051/2
70@80, 25 lb. boxes@06
60@70, 25 lb. boxes@06½
50@60, 25 lb. boxes@07
40@50, 25 lb. boxes@08
30@40, 25 lb. boxes@101/2
20@30, 25 lb. boxes@14
18@24, 25 lb. boxes@16

March 10, 2000		MICHIGAN	TRADESMAN		
Heminy Pearl, 100 lb. sacks 3 50	MULLER'S PRODUCTS Macaroni, 9 oz 2 20 Spaghetti 9 oz 2 20	DIII Pickles Bulk 5 Gal., 200 3 65 16 Gal., 650 11 25 45 Gal., 1300 30 00	HERRING Holland Herring	Gold Dust, 12 Large 2 50 Golden Rod, 24 4 25	TABLE SAUCES
Bulk Goods	Macaroni, 9 oz 2 26 Spaghetti 9 oz 2 26 Elbow Macaroni, 9 oz. 2 20 Egg Noodles, 6 oz 2 20 Egg Vermicelli, 6 oz. 2 20	45 Gal., 1300 30 00	Mixed, Kegs 76 Mixed, half bbls Mixed, bbls	La France Laun., 4 dz. 3 60 Old Dutch Clean., 4 dz. 3 40 Octagon, 96s 3 90	Lea & Perrin, small_ 3 35 Pepper 1 60 Royal Mint 2 40
Elbow, 20 lb 05 Egg Noodle, 10 lbs 15	Egg Alphabets, 6 oz 2 20 Egg A-B-Cs 48 pkgs 1 80	PIPES Cob, 2 doz. in bx. 1 00@1 20	Milkers, Kegs 86 Milkers, half bbls Milkers, bbls	Rinso, 40s 3 20 Rinso, 24s 5 25 Rub No More, 100, 10	Tobasco, 2 oz. 4 25 Sho You, 9 oz., doz. 2 25 A-1, large 475 A-1 small 2 85
Pearl Barley	NUTS-Whole	PLAYING CARDS	Lake Herring ½ Bbl., 100 lbs	oz 3 85 Rub No More, 20 Lg. 4 00 Spotless Cleanser, 48,	Caper, 2 oz 3 30
Barley Grits5 00 Chester3 50	Almonds, Tarragnna_ Brazil, large Fancy Mixed	Battle Axe, per doz. 2 65 Bicycle, per doz 4 70 Torpedo, per doz 2 50	Mackeral	20 oz 3 85 Sani Flush, 1 doz 2 25 Sapolio, 3 doz 3 15	Blodgett-Beckley Co. Royal Garden, ½ lb 75
Sage East India10	Peanuts, Vir. Roasted Peanuts, Jumbo, std.	POTASH Babbitt's, 2 doz 2 75	Tubs, 60 Count, fy. fat 6 bi Pails, 10 lb. Fancy fat 1 50	Soapine, 100, 12 oz 6 40 Snowboy, 100, 10 oz 4 00 Speedee, 3 doz 7 20 Sunbrite, 50s 2 10	Royal Garden, 1/2 lb 77
Taploca	Pecans, 3, star 25 Pecans, Jumbo 40 Pecans, Mammoth 50	FRESH MEATS	Med. Fancy. 100 lb, 13 00	Wyandotte, 48s 4 75 Wyandot. Deterg's, 24s 2 75	Medium 22@27 Choice 36@40 Fancy 42@52
Pearl, 100 lb. sacks 7½ Minute, 8 oz., 3 doz. 4 05 Dromedary Instant 3 50	Walnuts, Cal 23@25 Hickory 07	Beef Top Steers & Heif 14 Good St'rs & H'f 11 Med. Steers & Heif 10	Milkers, bbls 18 50 K K K K Norway _ 19 50 8 lb palls 1 40 Cut Lunch 1 50	SOAP Am. Family, 100 box 5 60	Fancy 42@52 No. 1 Nibbs 47 1 lb. pkg. Sifting 11@12
Jiffy Punch 3 doz. Carton 2 25	Salted Peanuts Fancy, No. 1 8	Med. Steers & Heif 10 Com. Steers & Heif 09	Boned, 10 lb. boxes 16	Crystal White, 100 3 50 Big Jack, 60s 4 30 Fels Naptha, 100 box 5 00	Choice
Assorted flavors.	Shelled Almonds Salted 95	Veal Top13½ Good12½	SHOE BLACKENING 2 in 1, Paste, doz 1 130 E. Z. Combination, dz. 1 30	Grdma White Na 10s 2 50	Ceylon Pekoe, medium 48
V. C. Milling Co. Brands Lily White 5 10	Peanuts, Spanish 125 lb. bags5½ Filberts32	Medium 10	Dri-Foot, doz 2 00 Bixbys, Doz 1.30 Shinola, doz 90	Jap Rose, 100 box 7 40 Fairy, 100 box 4 00 Palm Olive, 114 box 11 00 Lava, 50 box 2 25	English Breakfast
Harvest Queen 5 20 Yes Ma'am Graham, 50s 1 40	Pecans Salted 55 Walnut Burdo 61 Walnut, Manchurian 56	Spring Lamb 15 Good 13	STOVE POLISH	Pummo, 100 box 4 85 Sweetheart, 100 box 5 70	Congou, Fancy 42@43
Lee & Cady Brands	Wallett and The Control of the Contr	Medium 10 Poor 08	Black Silk Liquid, dz. 1.30 Black Silk Liquid, dz. 1.30 Black Silk Paste, doz. 1 25 Enameline Paste, doz. 1 30	Grandpa Tar, 50 sm. 2 10 Grandpa Tar, 50 lge. 3 50 Trilby Soap, 100, 10c 7 25	Medium 39 Choice 40
Home Baker Cream Wheat	MINCE MEAT None Such, 4 doz 6 20 Quaker, 3 doz. case 3 35	Mutton 05 Medium 04 Poor 03	E. Z. Liquid, per doz 1 30	Williams Barber Bar, 9s 50 Williams Mug, per doz. 48 SPICES	TWINE Cotton, 3 ply cone 25
FRUIT CANS Mason		Poor 03	Radium, per doz1 30 Rising Sun, per doz. 1 30 654 Stove Enamel, dz. 2 80 Vulcanol, No. 10, doz. 1 30	Whole Spices Allspice, Jamaica @24	Cotton, 3 ply Balls 27
F. O. B. Grand Rapids Half pint 7 35	OLIVES 4 oz. Jar, Plain, doz. 1 15 8 oz. Jar, Plain, doz. 1 40	Loin, med 13 Butts 09 Shoulders 08	Stovoil, per doz 3 00	Cloves, Zanzibar @43 Cassia, Canton @24 Cassia, 5c pkg doz. @40 Ginger, Africa; @19 Mixed, No	F. O. B. Grand Rapids Cider, 40 Grais 17
One quart 8 55 Half gallon	16 oz. Jar, Plain, doz. 2 25 Quart Jars, Plain, doz. 3 25 5 Gal. Kegs, each 7 25	Spareribs 07 Neck bones 04 Trimmings 06	F. O. G. Grand Rapids Colonial, 24, 2 lb 95 Colonial, 36-1½ 1 20 Colonial, Iodized, 24-2 1 35	Mixed, No. 1 @30 Mixed, 5c pkgs., doz. @45 Nutmegs, 70@90 @50	White Wine, 40 grain 20 WICKING
Ideal Glass Top	3 oz. Jar, Stuff doz. 1 15 8 oz. Jar, Stuffed, dozz. 2 25 16 oz. Jar, Stuff doz. 4 20	PROVISIONS Barreled Pork	Med. No. 1 Bbls 2 90 Med. No. 1, 100 lb. bk. 1 00	Nutmegs, 105-1 10 @48 Pepper, Black @23	No. 0, per gross 80 No. 1, per gross 1 25 No. 2, per gross 1 50
One pint 9 50 One quart 11 15 Half gallon 15 40	1 Gal. Jugs, Stuff., dz. 2 40	Clear Back 16 00@20 00 Short Cut Clear 16 00	Farmer Spec., 70 lb. 1 00 Packers Meat, 50 lb. 65 Crushed Rock for ice	Pure Ground in Bulk Allspice, Jamaica @25 Cloves, Zanzibar @45	No. 5, per gross 2 30 Peerless Rolls, per doz. 50 Rochester, No. 2, doz. 50
GELATINE	PARIS GREEN 1/28 34 1s 32	Dry Salt Meats D S Bellies 18-29@18-10-8	cream, 100 lb., each 85 Butter Salt, 280 lb. bbl.4 00 Block, 50 lb. 40	Cassia, Canton @25 Ginger, Corkin @27 Musard @26	Rochester, No. 3, doz. 2 00 Rayo, per doz. 75
Jell-O, 3 doz 2 37 Minute, 3 doz 4 05 Plymouth White 1 55	2s and 5s 30	Lard Pure in tierces 6	Baker Salt. 280 lb. bbl. 3 80 6, 10 lb., per bale 93 20, 3 lb., per bale 1 00	Mace, Penang @85 Pepper, Black @25	WOODENWARE Baskets
Quaker, 3 dez 1 75	PETROLEUM PRODUCTS Including State Tax	60 lb. tubsadvance 1/4 50 lb. tubsadvance 1/4 20 lb. pailsadvance 3/4	28 lb. bags, Table 40	Numtegs @31 Pepeper, White @38 Pepper, Cayenne @36 Paprika, Spaish @36	Bushels, Wide Band, wood handles 2 00 Market, drop nanule su
JELLY AND PRESERVES Pure, 30 lb. pails 2 60	Red Crown Gasoline 15.3 Red Crown Ethyl 18.8	10 lb. pailsadvance % 5 lb. pailsadvance 1 3 lb. pailsadvance 1	OTTA CAMES OR HARDEN	Seasoning	Market, single handle 95 Market, extra 1 50 Splint, large 8 50
Imitatin, 30 lb. pails 1 60 Pure, 6 oz., Asst., doz., 90 Pure Pres., 16 oz., dz. 2 20	Stanoline Blue 13.3	Compound tierces 81/2 Compound, tubs 9	MORTONS	Chili Powder, 15c 1 35 Celery Salt, 3 oz 55 Sage, 2 oz 85	Splint, medium 7 50 Splint, small 6 50
JELLY GLASSES	In Iron Barrels Perfection Kerasine 10.7 Gas Machine Gasoline 38.2	Sausagee Bologna 13 Liver 15	IODIZED	Onion Salt 1 35 Garlic 1 35 Poneity, 3½ oz 3 25 Kitchen Bouquet 4 50	Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55
8 oz., per doz 34	V. M. & P. Naphtha 16.4	Pork 15 Veal 19	SALT	Laurel Leaves 20 Marjoram, 1 oz 50 Savory, 1 oz 75	o to 6 gal., per gal 10
Margarine I. VAN WESTENBRUGGE	ISO-VIS MOTOR OILS In Iron Barrels Light 77.2	Tongue, Jellied 25 Headcheese 15	TPOURS	Tumeric, 2½ oz 75	10 qt. Galvanized 2 50 12 qt. Galvanized 2 50 14 qt. Galvanized 3 10
Food Distributor	Medium 77.2 Heavy 77.2 Ex. Heavy 77.2	Hams, Cer. 14-16 lb. @16 Hams, Cert., Skinned	SALT COMPANY THE LAND	STARCH Corn	12 qt. Flaring Gal. Jr. 5 vo 10 qt. Tin Dairy 4 cv
Cream of Nut	Polarine	Ham, dried beet Knuckles	Free Run'g, 32 26 oz. 2 40 Five case lots 2 30 Iodized, 32. 26 oz 2 40	Kinsford, 24 lbs 2 30 Powd., bags, per 100 3 25 Argo, 48, 1 lb. pkgs. 3 03	Mouse, Wood, 4 holes_ 60 Mouse, Wood, 6 holes_ 60
OLEOMARGARINE	THE PERSON NAMED AND DESCRIPTION OF THE PERSON NAMED AND DESCRIPTI	California Hams @12½ Pienie Boiled Hams @16	Five case lots 2 30	Cream, 24-1 2 20	Mouse, tin, 5 holes 55 Rat, wood 1 00 Rat, spring 1 00
Cream-Nut, No. 1 12 Pecola, No. 1 10	Iron Barrels Light 62.2 Medium 62.2	Boiled Hams @22 Minced Hams @15 Bacon 4/6 Cert @15	Twenty Mule Team 24. 1 lb. packages 3 35	Argo, 48, 1 lb. pkgs. 3 03 Argo, 12, 3 lb. pkgs. 2 17 Argo, 8, 5 lb. pkgs. 2 46	Mouse, spring 20
	Heavy 62.2 Special heavy 62.2 Extra heavy 62.2 Polarine "F" 62.2	Beef Boneless, rump@22 00	18. 10 oz. packages 4 40 96. ¼ oz. packages 4 00	Silver Gloss, 48, 18 11 ¹ / ₄ Elastic, 64 pkgs 5 10 Tiger, 48-1	Medium Galvanized 6 75 Single Galvanized 6 75
BEST FOODS, INC. Laug Bros., Distributors	Finol, 4 oz. cans. doz. 1 45	Liver Beef11	CLEANSERS	Tiger, 50 lbs 2 75	Washboards Banner, Globe 5 50
Sala Supara	Finol, 8 oz. cans, doz. 2 25 Parowax, 100 lb 7.3 Parowax, 40, 1 lb 7.55	Colf	WAX.	SYRUP	Brass, single 0 20 Glass, single 0 00 Double Peerless 8 00
Nucoa	Parowax, 20, 1 lb 7.8	Fancy Blue Rose 3 90		Blue Karo, No. 1½ 2 54 Blue Karo, No. 5, 1 dz. 3 53 Blue Karo, No. 10 3 33	Single Peerless / 50 Northern Queen 5 50 Universal / 25
OLEOMATION TO THE MEST PROPERTY AND THE MEST	DAGMES IN	Fancy Head 06¼	WIENSER .	Red Karo, No. 1½ 2 76 Red Karo, No. 5, 1 dz. 3 79 Red Karo, No. 10 3 59	Wood Bowls 13 in. Butter 5 00
Best Foods Nucoa, 1 lb	SUPERIOR POLICE D FOR C C C C C C C C C C C C C C C C C C C	Postma Biscuit Co. 18 rolls, per case 1 80		orange, No. 1½, 2 dz. 3 10	15 In. Butter 18 00 16 In. Butter 25 00
Holiday, 1 lb 10	C COST READER	12 rolls, per case 1 20 18 cartons, per case 2 15 12 cartons, per case 1 45		Orange, No. 5, 1 doz. 4 74 Maple and Cane	WRAPPING PAPER
Wilson & Co.'s Brands Oleo Certified	Semdac, 12 pt. cans 2 95	SALERATUS Arm and Hammer 3 75	CLEANS - SCOURS SCRUBS - POLISHES	Kanuck, per gal 1 50 Kanuck, 5 gal. can 6 bu	Fibre, Manila, white 05 No. 1 Fibre 06½ Butchers D F 06½
Nut 10 Special Roll 13	Semdac, 12 qt. cans 4 90	SAL SODA		Grape Juice Welch, 12 quart case 4 40	Kraft
MATCHES Diamond, 144 hox 4 75 Searchlight, 144 box 4 75	o Sunon,	ranulated, 60 lbs. cs. 1 35 ranulated, 18-2½ lb. packages 1 10	00 000 000000	Welch 24 pint case 4 50 Welch 36-4 oz. case 2 30	Magic, 3 doz 2 70 Sunlight, 3 doz 2 70
Ohio Red Label, 144 bx 4 75 Ohio Blue Tp, 144 box 4 75 Ohio Blue Tip, 720-1c 3 80	Sweet Small	COD FISH	Bon Ami Pd., 18s, box 1 90 Bon Ami Cake. 18s1 62¼ Brillo	COOKING OIL Mazola	Sunlight, 1½ doz 1 35 Yeast Foam, 3 doz 2 70 Yeast Foam, 1½ doz. 1 35
*ReRliable, 144 *Federal, 144	Gal, 40 to Tin, doz 8 15 32 oz. Glass Picked 2 26	Middles 20	Climaline, 4 doz 3 80 Grandma, 100, 5c 3 80 Grandma, 24 Large 3 50	Half Gallons, 1 doz. 7 75	
Safety Matches Red Top, 5 groff case 4 75	32 oz. Glass Picked 2 26 32 oz. Glass Thrown 1 95	Whole Cod 114		Gallons, ½ doz 7 25	Red Star, per doz 20

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. Jenking Association Business Office, 907 Transportation Bldg., Detroit.

Does the Public Win By Price?

There must be a bottom somewhere to shoes at retail. We can understand why a department store will run a "loss leader" as a come-on to increase traffic of customers through a store, but we cannot understand why the repair of shoes at 57c a pair can be made a regular form of business under that classification. The cost of a pair of soles, heels and workmanship is not to be covered at such a price. We had occasion to see a repair job at 50c and whatever substitute they used for sole leather, when thrown into the bucket to temper, needed a spoon to find it again. Certainly with rubber heels at five cents, there is not much else than mud and molasses.

When it comes to shoes at retail, how much can the public expect in shoes for \$1.45 when there are fixed elements of labor, transportation, packing, etc.? Shoes to retail at that price may have some good materials therein, due to the shopping ability of the factory buyer plus economic luck, but for a continuous diet by the factory, by the store and by the public, is it not economy misplaced?

We are seeing one of the large chain organizations in the low price field having all sorts of grief and no particular increase in retail store customers, at prices \$1.95 to \$2.45. That chain is up against the problem of customers stepping out of higher price stores and asking of the cheaper store fitting time, trained service and even deliveries. It isn't "in the wood," so to speak, for a store selling shoes at \$1.95 to be able to give fitting service, time, care and attention up to the point of an hour's service when the total return for the shoe and for the salesman's time, etc., is under \$2.

We are not saving this in discouragement of lower prices for there are people, everywhere, who must buy the most for the money-and they have very little money with which to buy. But the shoes that we have seen offered at these prices haven't been service shoes or standard shoes. They have been highly styled shoes in colors and patterns

If conditions like the above continue, what, where, and when, will the bottom be reached? It is time to listen to the great merchant, Percy S. Straus, vice-president of R. H. Macy & Co., biggest department store in America. He says:

"We have handed on to the public all the benefits of falling prices and have kept for ourselves all the disadvantages. That may be good philanthropy, but it isn't good business. Many of us are trying to save by using more efficient methods but the real need is for an increase in original mark-up, although many of us hate to face it."

The months of January and February were amazing months at retail. The public was passive to all commodities at retail-no matter how low prices were put, the goods wouldn't move. It wasn't price alone. It was

the general mood of withholding money-letting the needs be stiflled. Cash was more important than goods at any price. But the month of March is beginning to show a more healthy tone. Many a customer has hungered so long for a day's shopping that we are bound to see a stimulated sale of goods at retail. Men, women and children have been out of the stores for so long that they just can't resist the Spring impulse. We know their needs for shoes and other commodities are great. We know their wants are many.

Now it is up to the merchant to look upon himself as a merchant of good goods. If the public is in the mood for buying fewer pairs, the only thing to do is to put a little more salesmanship back of each sale so that the public buys a better pair. There is a little more money in it for the merchant if he grades the customer up a dollar bill and there is much more value and service in the shoe so appreciated in price. The customer may buy a pair of shoes for a lower price than ever before and he or she may get a certain pleasure at the time of purchase for such buying ability, but the real test of a pair of shoes is in its wear in the weeks following.

Somehow or other, the shoe merchant must tell this to the public so that the buying public is convinced .-Boot and Shoe Recorder.

Shoe Output Above Last Year's.

With demand for Spring goods steadily increasing, shoe plants are running slightly ahead of the corresponding period of last year, according to reports in the trade. The increase in consumer demand is attributed chiefly to the lower prices prevailing on footwear, which in many instances are 25 per cent. below those of March, 1931. While some manufacturers are of the opinion that the declining price tendency has been halted, uncertainty in hide quotations continues to make retailers cautious and they are operating on very low stocks.

Items of Interest To Grand Rapids Council.

The new "boss" is certainly on our trail. He writes we must, although real news is somewhat like business-rather hard to find, but mighty nice when you do find it-have something in the Tradesman every week. We have scarcely found our equilibrium since the big party and our members have become somewhat sedate, busy and continually pursuing the elusive orders, so the column will be light, as there is a scarcity of the things "unusual" which makes news.

Owing to his membership on the "Team Work in Business Committee," A. F. Rockwell, has resigned as chairman of the membership committee, the former committee consuming all the time that he could give to the Council. He is succeeded by W. A. Dunbar, a member of the committee, and he has proven his right and capacity to lead by writing two applications already and has several more which he will gather in before the next meeting. There seems no doubt at this time that the membership committee will keep the officers on their

toes preparing and conducting initiations

Marion D. Estee, who so ably represented the C. J. Farley Co. for a number of years, but now with the Great Lakes Security Corporation, has been confined to his home at the Herkimer Hotel for several days. His affliction seems to be an aggravated attack of flu.

The executive committee held a meeting last Thursday with all members present except W. G. Bancroft, he being in Detroit. J. Clyde Larraway was elected chairman of the committee for the year, succeeding R. P. Dolson, whose term expired at the close of the fiscal year, after serving six years.

Mrs. Anthony Fox, of Detroit, who was formerly Miss Marian Lypps, is spending the week with her parents, Mr. and Mrs. Walter E. Lypps, on Scribner avenue. Mr. Fox holds a very responsible position with the Chevrolet Motor Co., of Detroit, and we will say he is a prince of a fellow to meet.

The Salesmen's Club of Grand Rapids, which meets each Saturday at the Rowe Hotel, in the English room, at 12:30 p. m., is going strong. Their talks are highly educational and any salesman who is in the city at the time of their meeting is overlooking a real good bet if he fails to attend. A musical program is planned for next Saturday, with Amos Graves and R. W. Radcliffe in charge. They are booking as rapidly as possible the following stars: Freddie Gleason, Marian Lypps Fox, Paul Estabrook, Jacob Schmidts, Frank Girdler, Gracia Leach. Now don't you wish you were a member? It is not too late yet, if you get in line promptly. The committee will pass on your fitness for membership and take your money as quickly as possible, thus avoiding long waits in

We regret to record that one of the members of the Club has had a second misfortune, bearing a painful similarity to one experienced about a year ago. At that time a reckless driver of an automobile struck Miss Elizabeth Husted, seriously injuring one of her limbs. Her recent misfortune was to slip on an icy pavement and injure the same member, and she is now getting about her home with the aid of a cane. Our sympathy to you, Miss Husted, and hope for quick recovery.

It is still true that good men are in demand. Judge John P. Dalton, president of the Salesmen's Club, won his election to a position on the school board the day of the nomination. The reporter has been informed (reliably) that if a candidate is nominated by a sufficient majority, he is elected by that majority. This is what happened to our president, the Judge, and we congratulate the good people of Grand Rapids, whom we know you will serve efficiently and well.

Official Reporter.

Two U. C. T. Elections in the Celery

City.
March 15—Kalamazoo Kalamazoo, Council held an election of officers Saturday, March 12, at Odd Fellows temple on West Cedar street, followed by a banquet in honor of the Ladies Auxiliary. The officers for the ensu-ing year are as follows: Senior Counselor—Harold Cheving-

Junior Counselor—Marley Leach. Past Senior Counselor—Wm. Benedict

Conductor—Earl Fraker.
Page—Cal Mahoney.

Page—Cal Mahoney. Sentinel—John Dooley. Chaplain—James B. Hill. Executive Committee—J. J. Hudson, hester Carter, Al Wildermuth and Louis Bush.

Delegates to Grand Council in June
—Glen E. Ranney, B. E. Weirieck, W.
E. Bennett and Harold Chevington.
The Ladies Auxiliary held their annual meeting and election Thursday,
March 10, at the Hotel Columbia, resulting as follows:
President—Mrs. Sue Ranney.

Vice - President — Mrs. Caroline

Secretary—Mrs. H. Chevington, Treasurer—Mrs. Maude McGuire Delegate—Mrs. J. J. Hudson.

Men's Wear Sales Spotty.

The sudden cold spell during the week upset considerably the Spring promotions which some of the men's wear stores had started and retarded volume to a disappointing degree. These stores, however, which continued clearance sales of odds and ends at very low prices, enjoyed a small spurt in turnover, particularly in clothing. Retailers do not look for any material improvement in business during the remainder of the month, but hope that April will show a definite upturn.

"Some brief, catchy phrase will turn the public's mind from gloom." Yeah. Something like: "Play ball."

lositive protection plus profitable investment is the policy of the

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OUT AROUND.

(Continued from page 9)

the fruit crop is often lost through the depredations of this pest.

In placing these quarantine restrictions we are only endeavoring to protect our major industry—agriculture. We have climatic conditions here which are favorable to the establishment of practically any insect or plant ment of practically any insect or plant disease pest occurring in other portions of the United States or foreign countries. We have never placed any quarantine restriction for the purpose of a commercial embargo, as is intimated in your communication. Our quarantines are on a sound biological basis and their justification can be substantiated with any reasonable per-son who makes an effort to secure the

As stated above, we are not asking that you accept our assurance or state-ments in this connection, but would request that you communicate with the U. S. Department of Agriculture and secure their unbiased opinion on

taken the live Oriental fruit moth larva from apples and other fruits offered for entry into our state from Eastern states and other states that insect occurs and it is impossible to inspect with any degree of assurance for the possible presence of that pest in such fruits when originating in states known to be infested. We have been compelled to place this definite embargo and expect to continue its rigid enforcement.

A. C. Fleury, Chief Quarantine Officer.

A warning to retailers against adopting a policy of increasing markup to balance decreasing volume was sounded last week by Dr. Paul H. Nystrom, Professor of Marketing at Columbia University, in a latter to the writer. Dr. Nystrom called attention to the fact that advocates of such a policy have been frequently heard in recent weeks.

"I can think of nothing that would prove more fatal to a retailer's present position in his community," he continued, "than attempting to follow a policy of increasing mark-ups. The concern which attempts larger than usual percentages nowadays is making a bid for competition that certainly is not likely to go unanswered for very long. A fair gross profit based on actual costs of handling the goods is now, as ever, the only sound basis of merchandising."

Discussing the problem of shrinking volume, Dr. Nystrom suggested several new activities which might be found profitable for the average furniture retailer. Among them was the establishment of a furniture repair department in stores, house-to-house solicitation of orders, if backed up by a sound style and merchandising program, and inclusion of floor coverings, radio, electric refrigerators and other electric appliances in the lines handled. Co-operation with consumers to the extent of acting as renting and selling agents for homes which they might later furnish was also suggested.

"It is absolutely illogical," he concluded. "that one should have to deal with as many factors and hands as at

the present time in order to secure a fully equipped residence.'

I am sorry to learn that a valued contributor to the Tradesman has suffered a stroke at Hollywood and that his condition is regarded as serious. G. J. Johnson has suffered from a serious affliction for many years, but he has faced the cruel ordeal handed out to him by Fate with the courage of a stoic. I hope to hear that he is able to overcome his present affliction, because a man who can keep cheerful and happy under the circumstances that Mr. Johnson has been forced to endure presents a worthy example to those more fortunately situated.

Notwithstanding the presentation I made in this department last week as to the illegality of the scrip system, Geo. Welsh and his guilty cohorts continue to defy the law and snap their fingers at the statute enacted by the Legislature in 1927 prohibiting the use of scrip under severe penalties. So far as I can learn no worth while effort has yet been made to bring the guilty to the bar of justice. If the retail grocers of Grand Rapids fail to avail themselves of this opportunity to put an end to the unholy and iMegal competition which confronts them to their loss and sorrow I shall be very greatly disappointed.

Battle Creek friends inform me that W. K. Kellogg is gradually acquiring all of the outstanding bonds on the Kellogg sanitarium and will soon take formal possession of the property under the personal management of Dr. Stewart. This outcome will probably cause Dr. John H. Kellogg to make his new sanitarium near Miami his permanent place of residence. Dr. Kellogg has just passed his 80th birthday in the South, where he has spent the past two winters. E. A. Stowe.

Value of Personality in the Grocery Store.

(Continued from page 12)

What's the next step? Well, probably the next thing will be to accord to unit managers the power to alter prices on any items to meet any local competitive conditions. Laws are being depended on here and there to make such practices impossible in the chain organizations. The contention is that it is not "fair" that more than one price be quoted at any one time. But it is probable that any such law will not hold, because the force of competition must operate both ways, and that the law will eventually uphold.

Paul Findlay.

Rotten Ring Loots the Kroger Co.

Since the action of the stockholders of Kroger Grocery & Baking Co. at annual meeting authorizing President Albert H. Morrill to file suit against three former officers of the Kroger Co. to recover 13,000 shares of stock of the Kroger company which it is alleged was obtained by them in an irregular manner and without compensation to the company, there have been numerous reports of other past irregularities which are being investi-

It is claimed these irregularities were the work of a clique in the old Kroger organization operating under the leadership of the accused former officers and that their operations have been the means of plundering the assets of the company for the past five or ten years to the detriment of the stockholders.

The operations in no way involve B. H. Kroger or impugn his integrity or honesty, but it is asserted that the largest beneficiary of the peculations has paid back to the Kroger Co. almost \$700,000 to make good on his alleged embezzlement of Kroger funds, while another has offered to pay back \$200,-000 provided the Kroger officials agree to give him immunity from prosecution. The third person involved has not yet made any proposition.

It is claimed that, in addition to the 13,000 shares of Kroger which were obtained without compensation and with no authority from the Kroger stockholders or directors, the three accused former Kroger officials expended almost \$150,000 of Kroger funds on the remodeling of a building at Seventh and Walnut streets, Cincinnati, which is now the headquarters of the Kroger corporation, without authority. It is also claimed that the three accused formed a company for their own benefit, the business of which company was to obtain leases for hundreds of buildings, which buildings were later leased to the Kroger Co. for a term of years at a substantial profit to the for-

It is claimed also that large contracts for provisions and supplies later used by the Kroger Co. were purchased by an official clique and that later the contracts were turned over to the Kroger Co. at a profit to the clandestine operators.

Under-cover men have been making investigations of the alleged operations of the three accused former officials for a number of months and it is said that, in addition to the suits which are to be filed within a short time, it is more than probable that there will be an institution of criminal proceedings, provided that charges now under investigation are proven to have sufficient groundwork to enable the matters to be turned over to the district attorney and his staff.

A Business Man's Philosophy.

At a recent luncheon a speaker observed that we find children charming because they are growing.

I like the thought because I believe it offers a clue to the source of what we know as charm. Most things in nature are loveliest in their growing state. The minute that growth ceases decay begins.

Fortunately, human beings can grow as long as they can breathe. Men and women in their seventies are charming if their minds are alert, and if they are interested in their environment. I recently read extracts from the journal of John Burroughs. He began the journal when he was forty and he was making entries when he was eightythree. The quality of the observation and expression in the later writings gives no suggestion of age.

Although an octogenarian, Burroughs was alive, still able to see

beauty in common things and still able to get a thrill from learning something new.

I have begun to realize lately that I am getting on, and I am studying older men who have charm and personality, hoping to discover what is the secret of their seeming youth. The noonday speaker suggested the answer. Those of us who wish to keep ourselves in condition to be acceptable to others must maintain a kinship with our environment and keep the channels of our mind open so that new ideas may enter. We can keep young ideas may enco... by always growing. William Feather.

Bankruptcy laws are bankrupt.

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FOR SALE—Store building, grocery stock and fixtures. Established 23 years, Good location. Box 4, Lennon, Mich.

WANTED—Stock of merchandise it change fro my 80 acre improved farm Lenten, 215 Third Ave., Big Rapid

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

Death of G. J. Johnson.

Gerrit J. Johnson, aged 68, for more than thirty years a prominent Grand Rapids manufacturer, philanthropist and civic leader, died Tuesday evening at 10:30 in Hollywood hospital, Los Angeles, according to a wire received by his son, Tunis Johnson, 323 Paris avenue. His widow was with him, Mr. and Mrs. Johnson having left their home at 417 Thomas street, Grand Rapids, for California by way of the Panama canal last December. His daughter, Mrs. Raymond W. Starr, left Grand Rapids Monday noon on receipt of word of his illness, expecting to reach Los Angeles via airplane Tuesday evening, but due to bad storms in the Western states, will not arrive in California until Thursday.

Mr. Johnson leaves, besides the widow, son and daughter, four grand-children, Martha J. and Mary J. Johnson, John Gerrit and Barbara Starr, two sisters, Miss Anna Johnson and Mrs. Dilman Witmer, a nephew, Russell Witmer, and an aunt, Mrs. Minnie Heukels, all of Grand Rapids. Funeral services will be held in Fountain Street Baptist church, Rev. Alfred W. Wishart officiating, but the date has not been determined, due to the uncertainty of the time of arrival of the body.

Mr. Johnson was born April 30, 1863, in the Netherlands near Amsterdam, the son of Tunis and Esselina Heukels Johnson. As a boy of 9 he came to this country with his parents, settling in a home on Fulton street just West of Division avenue. His father engaged in the cigar-making business and the lad, after receiving a public school education, learned the trade.

Mr. Johnson married Cornelia De-Leeuw in 1884, and shortly after established a cigar business of his own. With the exception of two years in business in Lowell, he spent his entire business career in Grand Rapids, his company, the G. J. Johnson Cigar Co., being sold to the Consolidated Cigar Co. in 1919. Mr. Johnson was Nationally recognized as a close student and analyst of tobaccos, and ranked as an expert. He was one of the first to import Java tobacco wrappers. Early in his manufacturing life he came into conflict with the cigar makers union, and his S.C.W. cigar was called by his enemies the "scab cigar workers" cigar, which Mr. Johnson, with his keen sense of advertising values, immediately capitalized to his success. Later his controversy with the unions was forgotten and he was always regarded as a staunch friend of the workingman, whose cause he advocated

Other well known cigar brands originated by Mr. Johnson were the El Portano and the Exemplar, but his most famous was the Dutch Masters. During one of his trips to Amsterdam to buy Java and Sumatra tobacco he saw in one of the national galleries one of Rembrandt's masterpieces, and he was so captivated with it that he immediately decided to capitalize it in an advertising way. He employed a Holland artist to make a copy, which consumed nearly a year's time and cost several thousand dollars, and this

painting he reproduced in lithograph on his cigar boxes for a label, and this historic painting is now known the length and breadth of the land. Mr. Johnson was a great traveler, having re-visited Europe four times. For the past eighteen years, Mr. and Mrs. Johnson have spent their winters in California.

Mr. Johnson was a close student of economics, a man original and fearless in his views. Years ago he became interested in Henry George's theory of the Single Tax, applied to land values only, and was actively engaged with the party in California for many years, giving freely of his time and money for the cause. He was a close friend of Clarence Darrow, David Fels, Lincoln Steffens, Upton Sinclair and many other prominent figures.

Mr. Johnson served on the Michigan State Commission of Public Institutions under Governor. Groesbeck. Through his good offices, the old fair grounds, now the airport, was converted into a work farm for Kent county prisoners. His influence and tireless energy helped to establish the new and spacious country juvenile home on Walker avenue. His charitable bequests were numerous, but always anonymous, as he always insisted that his identity be kept a secret. He was a prolific contributor of articles for newspapers and magazines, and had an original, vigorous style. He was a frequent contributor to numerous churches, but a member of none. Some years ago he was a leader in establishing the public forum at All Souls church. Mr. Johnson was this year made a life member of the Lowell Masonic lodge, with which he had been affiliated for forty years.

Late News From Detroit.

Plans for the charity food show to be held at convention hall April 10 to 17 are rapidly being completed and, according to Abner Wolf, general chairman, much active interest in the event is being displayed by local wholesalers and independent dealers. The affair is being sponsored by the Detroit Association of Wholesale Grocers co-operating with the Detroit independent retail grocery dealers. Approximately 400 booths will be used by manufacturers of food products to exhibit their goods. A nominal admission fee will be charged and the receipts will be turned over to the Detroit Welfare Department with the stipulation that the welfare checks from this fund be expended exclusively with independent stores. Convention hall has been offered rent free. The Detroit Association of Manufacturers is also actively interested in the show. Abner Wolf is head of the wholesale grocery bearing his name, located at 1734 West Jefferson avenue. W. E. Fitzgerald, of Lee & Cady, presided over the meeting at which the affair was planned last month.

Thursday marks the opening of the North American Flower Show which will continue until March 22. According to Werner M. Hoy, manager of the show, prizes totaling \$20,000 will be awarded for exhibits. Hoy stated that this will be one of the most beau-

tiful and elaborate flower shows ever held by the organization.

T. Thompson, for several years in charge of the branch store of Davy & Co., at St. Louis, has taken over the store formerly occupied by the Davy Co., who moved the stock to the main store in Evart. The business will be conducted by Mr. Thompson under the style of Thompson's Knit Goods Store. Mr. Thompson has been in the employ of the Davy Co. for thirtythree years, the greater part of the time having been spent in managing the Clare and Evart stores of the company. The order for the new stock for the Thompson knit goods store was placed with A. Krolik & Co. of this city.

Louis Simon, senior member of the firm of L. & H. Simon, dealer in women's dresses, 229 Gratiot avenue, was elected to serve on the Board of Directors of the Wholesale Merchants Bureau of the Detroit Board of Commerce, at a recent meeting of that organization. Mr. Simon has been active in promoting the interests of the local women's apparel market which has made tremendous strides during the past few years. He is also president of the Detroit Wholesale Apparel Dealers.

Approximately 200 dealers and salesmen of the Frigidaire Corporation will meet in convention in this city on March 26. The meetings will be held at the Book-Cadillac Hotel. Displays of new refrigerators and equipment will be made at the hotel.

How the Government Fails To Aid the Unemployed.

Up to last year there were three rural mail routes leading out from Dexter, Washtenaw county. One old carrier was due to be retired. So the routes were consolidated into two and the other carriers served them. It increased the pay of each, gave him more miles to travel and delayed the delivery of mail to many of the patrons. As carriers are paid on a mileage basis instead of salary the postoffice department saved little or nothing. But every time the number of rural routes are lessened the Government records show less employes. The third route should have remained the same and a qualified unemployed man should have succeeded the retiring carrier.

This year another Dexter rural carrier is due for retirement and the newspapers inform us that the three rural routes out of Pinckney, just over the line in Livingston county, are to be reduced to two and one of those carriers will be transferred to the Dexter route. Another chance to help the unemployed turned down. We imagine this plan is being operated all over the United States.

Again the Government is still carrying on reclamation projects in the West at an expense of millions of dollars to increase area of land for farms. But we are told that though Idaho harvests from 800 to 1,100 bushels of potatoes per acre, the irrigation fees and the labor and the long distance to market with high freight rates, makes potato raising there no more profitable than in other states where

the maximum crop is around 300 bushels per acre.

Potato raising in Idaho gives employment to a lot of Mexicans, and that should please the unemployed American citizens. I have a nephew who has worked in the potato fields in Idaho and knows whereof he speaks.

A few days ago our rural carrier on the Ann Arbor route was kept home by the prevailing respiratory epidemic. The substitute carrier said to me: "You remember I substituted here last November. Well, this is the first day's work I have had since." And so far as I know, the regular carriers get as much pay as they did when living costs were nearly double. Their auto expense, however, are not so much less. E. E. Whitney.

Telling Consumers How To Buy Jams and Jellies.

Many women who once were proud of their ability to make jams and jellies now buy these foods at the store—but, usually with much less care than they would have exercised in putting up fruits in their own kitchens.

There are three classes of jams and jellies on the market—pure goods, compounds and imitations. There is a great deal of difference in the amount of fruit contained in compounds and in pure jams and jellies, and there is a still greater difference in relative quality between an imitation and the pure article. The legal requirements as to the proportion of fruit to sugar is not less than forty-five parts of fruit to each fifty-five of sugar for pure jams and jellies. When a label contains the name of a fruit in conjunction with the word "jam" or "jelly," without further qualification, it may be taken as a pure article

A compound jam or jelly must contain a sufficient proportion of the fruit or fruit juice, indicated by the labeling, to characterize it definitely. The proportion, in the case of preserves, is not less than twenty-five parts of fruit to each fifty-five of sugar. The labeling of these compounds clearly differentiates them from the genuine.

Imitation jams, or preserves, differ from the compounds in that they contain less than twenty-five parts of fruit to each fifty-five of sugar, and the lower fruit content is additionally supplemented with pectin-acid solution. Imitation jams or jellies may contain added artificial color and flavor, but these must be declared upon the label. Labels on this class of foods declare them to be imitations and also inform the buyer as to the ingredients present.

Some manufacturers put up packages containing a full sixteen ounces, but others sell packages containing fifteen or fourteen ounces, or even less. The buyer who wants a full pound of jam or jelly should not be content to pay the price of a pound for a package containing less than sixteen ounces. The quantity is always printed on the label. Federal Food Department.

It's a strange kind of efficiency that can speed up everything except the fate of a man in jail.

There's always a bright side, dear lady. You couldn't have worn a fur coat much, anyway.

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The Standard Brands merchandising plan helps you to get that profit quickly. You don't have to tie up your money in large coffee stocks. You have only a small investment. Your small stock moves fast, and you enjoy quick turnover.

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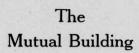
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