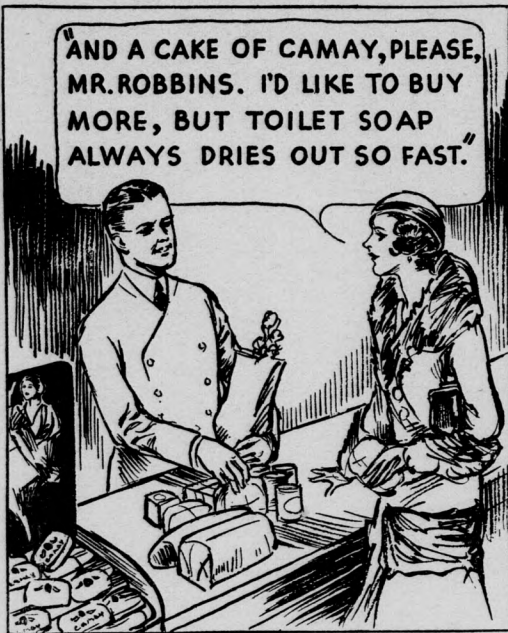


WATCH YOUR WORDS

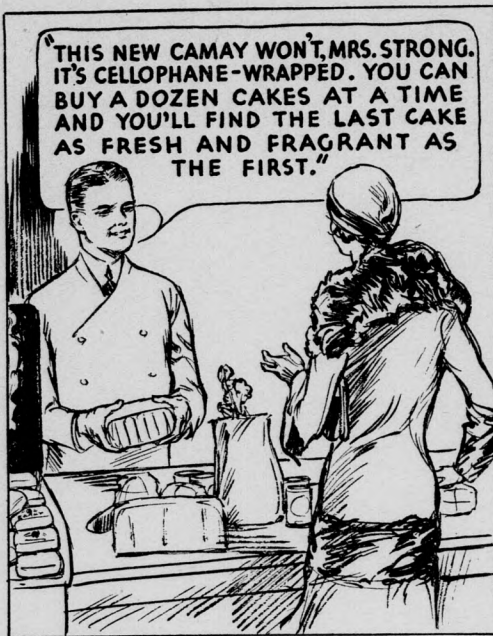
Keep a watch on your words, my brother,
For words are wonderful things;
They are sweet like the bee's fresh honey—
Like the bees, they have terrible stings;
They can bless, like the warm glad sunshine,
And brighten a lonely life;
They can cut in the strife of anger
Like an open two-edged knife.

Let them pass through your lips unchallenged,
If their errand is true and kind—
If they come to support the weary,
To comfort and help the blind;
If a bitter revengeful spirit
Prompt the words, let them pass unsaid;
They may flash through a brain like lightning,
Or fall on a heart like lead.

Keep them back, if they're cold and cruel,
Under bar and lock and seal;
The wounds that they make, my brother,
Are always slow to heal.
May peace guard your life, and ever,
From the time of your early youth,
May the words that you daily utter
Be the words of beautiful truth.



"AND A CAKE OF CAMAY, PLEASE, MR. ROBBINS. I'D LIKE TO BUY MORE, BUT TOILET SOAP ALWAYS DRIES OUT SO FAST."

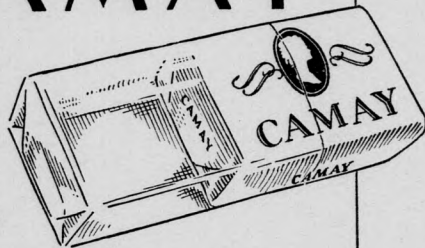


"THIS NEW CAMAY WON'T, MRS. STRONG. IT'S CELLOPHANE-WRAPPED. YOU CAN BUY A DOZEN CAKES AT A TIME AND YOU'LL FIND THE LAST CAKE AS FRESH AND FRAGRANT AS THE FIRST."



"FINE! I'LL TAKE A DOZEN. THEN YOU WON'T HAVE TO BE HANDING ME A CAKE EVERY TIME I COME IN AND I WON'T BE RUNNING OUT OF CAMAY ALL THE TIME."

CAMAY



The
Soap of
Beautiful Women

SEALED IN
CELLOPHANE

CAMAY is the only widely known and advertised soap that is wrapped in dust-proof, germ-proof Cellophane.

Because it is sealed in Cellophane at the very peak of Beauty Soap perfection, Camay *keeps* perfect. None of its delicate perfume is lost on the way to your customers. It goes into the home just as it should—unaffected by age or store-room smells.

Fresh Camay has the gentle, cleansing beauty lather women have sought and failed to find even in soaps that cost 20 times as much!

Display the new Camay. It has a sparkle and brilliance which attract the customer's eye. And because Camay keeps indefinitely in its attractive Cellophane wrapper, you can sell it in larger units—six cakes—or twelve cakes. Cellophane-wrapped Camay means bigger profits for you.

PROCTER & GAMBLE

MICHIGAN TRADESMAN

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, APRIL 6, 1932

Number 2533

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

FOOD DEALERS IN FOOD CITY.

They Hold Their Annual Convention in Battle Creek.

The annual meeting of the Retail Grocers and Meat Dealers Association of Michigan was called to order at the library auditorium, Battle Creek, Monday afternoon. The meeting was called to order by H. F. Smith, President of the Battle Creek Association. Hon. William Pentz, Mayor of Battle Creek, delivered the address of welcome. The response to the address of welcome was made by Theodore L. Bathke, of Petoskey, as follows:

In behalf of the Retail Grocers and Meat Dealers, it is a great pleasure for me to accept your most cordial welcome to your city.

Since entering the gates of Battle Creek this morning we have all felt the warm hand of welcome extended to us.

We retailers of the food industry have looked forward to this trip for the past twelve months and we all feel that it is a rare treat on such an occasion as this to have the opportunity to come to your city—a city that is outstanding to all food dealers; in fact, it is one of the leading food cities of the world to-day. Every day we pass over our counters thirty to forty items which are produced in your prosperous city.

We rightfully admit that there is no other city in the State of Michigan which is brought more frequently to the minds of the food dealers than your industrious city, Battle Creek.

Your cereal factories are known over the entire Nation. Your beautiful sanitarium and health homes, which are giving relief to thousands of people, are making your city famous.

Your local committees have set up a splendid entertainment for the ladies, an educational as well as an entertaining program for all the members and guests.

To many of the members of the State Association this is their first visit to your city, but we can assure you that the impression that will be made upon us during this visit will bring us back many times.

Again in behalf of the State Association, I want to thank you for your hospitable welcome to Battle Creek.

President William Schultz, of Ann Arbor, then assumed the position of

presiding officer and read his annual address, as follows:

Another year has passed since we last met in convention assembled. It has been a very strenuous year with many difficulties.

The food business faces a very complex problem. First, the reduction in volume caused by reduction of prices and reduced earning power of the people in our communities, also by keen competition we are facing, the reduction of margin on the merchandise we are selling and because of the fact that our inability to reduce some of our fixed expense in proportion to the reduction in margin is making it doubly difficult.

It becomes necessary that we all must analyze our own situation as regards our customers, our stores, see that they have a buying appeal, our merchandise must be responsive to the buying public, and we all must eliminate any unproductive expense.

I cannot urge you too strongly to take advantage of the plans and suggestions offered monthly through our National Bulletin.

Operating expense and decline in net profits—is because business men have been pounding away at cut price items.

Their publicity, their advertising, their selling ability—all concentrated on selling "loss leaders" in the hope that such inducements would attract buyers and these buyers would purchase enough profitable goods to offset the loss on leaders. Just the same old story which is practiced by the chains.

The figures, however, show that the plan doesn't always work as expected. The drive to increase sales through cut prices with no thought as to the ultimate effect of the method used, has brought problems that are constantly growing more serious. The very factors which have produced business, have reduced profits.

The public has responded liberally to cut price sales, but at what cost to the advertiser? Instead of buyers who once bought because of sound values and fair prices we find a new type of buyers constantly seeking lower prices, because countless sales and insistent cut price advertising have taught them to shop for goods on which the merchant makes no money.

How long will the grocers and meat dealers of this country continue such policies? Will it be necessary for profitless competition to put an end to it through the elimination of stores, or will the business men take the matter in hand and correct this condition before it is too late?

Eventually—and it might as well be now—merchants who expect to make money must direct their efforts to building business on the basis of confidence in the merchandise they have to sell, instead of trying to convince a skeptical public that they undersell all others.

Profitless selling does not seem to apply only in retailing, but among manufacturers as well. Last January I had the pleasure of attending the Food Manufacturers Industry dinner in Detroit. At this dinner their National President, Paul S. Willis, made a plea to food manufacturers to take an intelligent and individual action for the abolition of the most drastic forms of price cutting. He said in part: "We cannot think selfishly in terms of our own profits alone; we must contribute

what we can to the profits of our distributors if we in turn are to receive their consideration and co-operation during the coming year.

"The craze for volume, pursued by every group in the food field has contributed a great deal to the demoralizing conditions existing during the past two years. We must reconcile ourselves to being content with our present existing share of the prevailing consumption of our commodities. Undue expansion now will promote further drastic price cutting, ruinous to the recovery of the grocery industry.

All are striving to maintain volume, but at the sacrifice of profits. This is having the result of shopping around on the part of the housewives, who are going around from store to store, with the consequence that too large a percentage of sales are of the profitless type.

During this year I have endeavored to serve the State Association the best I could. I am a firm believer in organization. I believe every town or city can derive benefits from them. Through organization you can serve the best interests of the individual food dealer in a way which would be utterly beyond his personal efforts. What can the independent do about the competition of the vagrant, fly by night hawker, who comes into your town or city, unloads great quantities of special food stuff in their particular line, individually nothing, collectively a great deal.

I am sure we will fully appreciate the time and efforts of the Battle Creek Association has put forth in preparation for this convention. I commend them on their efforts in inviting our ladies to be present. I am sure that they will not go away without the most hearty appreciation for the efforts put forth for their entertainment and I am sure that it will be very beneficial to the food business in the future.

In arranging this program for this convention we are presenting practical men and plenty of time has been left for open discussion during which time you can talk about any subject you desire. No one will have the right to leave this convention saying he did not have an opportunity to speak his own mind.

Secretary Hanson then read his annual report, as follows:

A year ago, I fully expected to be sitting in the side lines and hear another Secretary deliver the 1932 report at this convention.

The unprecedented business chaos undoubtedly is entirely to blame, as I fully expected to be managing the biggest food show ever held in Grand Rapids about this time of the year in our new million dollar civic auditorium, but the auditorium is still a dream, as I presume you retailers can also refer to your supposedly new secretary.

At last year's convention there was prevalent a limited amount of sentiment to secure a full time Secretary for our Michigan State Association and naturally the question of being able to pay a reasonable salary for a full time man with our present organization construction, was thoroughly investigated by your officers and directors, and I deem it only just at this time to remind you, that your Board of Directors exercised good old horse sense in making the investigation, ignoring all wild illusions, that every association is subjected to more or less,

and as a result, I was requested to continue as Secretary from one board meeting until another.

As a result, two proposed constitutional changes will be submitted to this convention for consideration. The proposed changes have been published twice in our publication and undoubtedly is familiar to every member at this time.

The principle change proposed provides that the initial dues for a new individual member be raised to \$5 for the first year, and \$3 for each succeeding year. The individual dues now provide for a flat \$2.50 per year rate.

If this advance is adopted, it would permit a reasonable commission to be paid to a solicitor for securing new members and an advance of 50c in the dues for each year following. Surely this could not be classed as prohibitive to any retailer and would permit making a greater effort for additional members and at the same time conserve our modest treasury for any worthy emergency.

The proposed change also provides for a 25c increase in all group rates, which would still leave the rate low enough to discourage locals from only paying on a portion of their membership, which has been our experience in years gone by, when the group rate was double.

The other amendment proposes changing the close of fiscal year from Feb. 15 to Dec. 31, which affords, who ever the Secretary may be, more time to collect the dues before each annual convention, so that the convention may be conducted on a strictly business basis, by insisting that only paid-up members be privileged to vote, rather than permit anyone and everyone regardless of the status to vote at our business meetings, as was the custom up to a couple of years ago.

At the last convention held in Ann Arbor, a resolution was recommended by the resolution committee to discontinue our quarterly publication, depriving the officers of the valuable contact that can only be kept intact by an official association publication, owned and operated under the direct supervision of your officers and board of directors and was unsuspectingly adopted without due deliberation, during the Secretary's absence from the room and at a time when only a small representation was present, all in a hurry to get through and return home.

According to my information, the officers have been unable up to this time to learn whether or not the resolution in question was submitted by a member of our Association, in view of the fact, just a year previous, a resolution was proposed instructing the Board of Directors to inaugurate a monthly publication instead of the quarterly publication, and was not even considered when your Secretary advised the convention it would be necessary to secure another editor, if the resolution was adopted, stating as his reason, his inexperience and lack of time available would make it impossible.

The matter was discussed next at a noon day meeting while attending the National convention in Milwaukee last July which was attended by twenty-eight representative Michigan members of our State Association, and it was decided at that time, that the Secretary issue a letter of explanation and enclose a postal card containing a printed ballot, affording every member in the State Association an opportunity

ity to express himself in regard to the matter. While all did not return their cards, the result was five to one favoring a monthly publication.

Your officers and directors assumed this to be a fair poll of the membership and felt they were perfectly justified in abiding by the decision as a consequence, the new monthly publication was authorized and inaugurated January of 1932, with an entire change of form, in keeping with the modern trend, necessitating the conservation of unnecessary printing expense, and making it possible to offer advertising on a more reasonable cost basis, and render a greater service.

At no time have we issued less than 1,000 copies, using the surplus copies to contact prospective members, affording us an opportunity of valuable contact, we could not possibly make in any other way.

As an illustration of the possibilities and value of contact, our publication affords, practically all of the principle retailers in all the cities and towns surrounding Battle Creek, our 1932 convention city, received a copy of the March issue inviting them to this convention. In all, 1326 copies were mailed and we still have an overage of approximately \$70 from the March issue.

No one has been urged to advertise and I challenge anyone to prove that high powered or unethical methods have been employed in the solicitation of advertising, and no attempt has been made to commercialize, the sole objective has been to create and maintain an effective contact with information the retail grocers and meat dealers are most concerned.

It would indeed be a sad occasion for this Association to permit a repetition of last year's experience and should serve to impress the members of the extreme importance of properly considering each resolution presented, taking into consideration the sponsors, its purposes and the effects if carried out.

It is indeed a privilege accorded me to report to this convention the numerical strength of our association and the financial condition of our treasury. While the report may not measure up to the expectancy of many, it must nevertheless be a sad disappointment to the persons responsible for the persistent barrage of malicious criticism, based strictly on greedy, selfish motives. It occurs to me from time to time, when the attacks are called to my attention, How long will the retailers tolerate such unjust attacks upon their chosen representatives, unselfishly striving to accomplish for the benefit of all?

Last year our State association paid per capita tax to the National Association on 432 paid-up members and reported 320 paid-up members previous to the opening of the convention. This year I take pleasure in reporting 312 paid-up members previous to the opening of the 1932 convention, showing a loss of 8. It is possible for us to show an increase over last year before the time rolls around for us to pay our National per capita tax. It should interest you to know that Pontiac local paid for eighteen more members this year as compared to last year and helped to overcome the losses suffered by some of the larger and older locals.

Last year we reported a cash balance in the treasury of \$888.70, while this year we have a balance in the treasury of \$1,105.63, with \$191.32 unpaid advertising accounts and unpaid bills amounting to \$106.05, which shows a gross gain of \$302.20.

I would recommend to this convention at this time, that our trustworthy and efficient Treasurer, Orla H. Bailey, Sr., who has served this Association faithfully for a number of years in various capacities and the last two years as Treasurer and having attended every board meeting held during the past year, at his own personal

expense, be highly commended for his services and rewarded at least in a measure that will suitably express our appreciation.

I would also recommend that this convention express their appreciation to the officers and directors who have unselfishly served during the past year, in an able, fearless and businesslike manner and in this I wish to be permitted to express my personal appreciation for their wise counsel, sincere and whole-hearted co-operation.

This convention will be privileged to consider several important National legislative measures that are of vital importance to all retailers and should result in the adoption of several resolutions urging our congressmen and senators to use their influence in the passage of the several important measures.

We will also be privileged to consider a state legislative program and to plan a dignified program in order that we might acquaint the members of the Legislature of our sincerity of purpose, strive to merit their confidence and to retain same, and when the proper time for discussing this subject is at hand, I wish to acquaint this convention with the methods employed by the California state association.

During this period of business chaos, when so many thousands of able bodied men are unable to obtain employment, to my mind affords an unusual opportunity to accomplish wonderful results and is the opportune time to prove to the buying public, that their buying habits are a vital factor in their daily pursuit of a livelihood and prosperity.

This must be accomplished, however, by honest, frank and businesslike methods, devoid of all racketeering and ballyhooing and should be managed and controlled by sincere organized effort, rather than stampeding to follow the murmurs of false prophets. The time for the building of consumer good will is now at hand and is yours for the bidding.

In order to retain the consumer good will, we should fortify ourselves with knowledge and tact. There is no reason why independently owned stores cannot be just as appealing as any of the syndicate stores and there is no reason why the independent merchants should not be just as efficient in merchandising as syndicate stores.

The required knowledge and training may be attained by every retailer by organizing groups and secure the co-operation of your public school officials. Practically every locality prides itself on its high standards of public schools and should willingly aid in conducting classes of the conference type, requiring a trained leader who understands bringing out the exchange of ideas that are contained within the group itself. The educational privileges should also be extended to the clerks, as most every store is judged by the conduct of its hire.

Your officers and board of directors, acting in conjunction with the local committee, have purposely endeavored to avoid taking up the convention's time with theoretic pep speakers and have endeavored to supply important retailer topics as suggestions for discussion, believing more real benefits will be derived by all concerned.

In closing, I wish to express my personal appreciation to the Battle Creek members and committee, who have left nothing undone to record this 1932 convention among the most worthwhile of our many annual conventions.

The President announced the usual convention committees, when Paul Schmidt, of Lansing, opened the question box.

Standard Brands then presented its educational film, Food for Thought, and the convention adjourned until Tuesday.

Tuesday morning the convention was opened by community singing.

Reports of delegates and members were received.

John A. Lake, of Petoskey, then delivered an address, which is published verbatim elsewhere in this week's paper.

Rev. John P. Battema, of Grand Rapids, delivered an address setting forth the work undertaken by the Independent Merchants Council of Western Michigan.

The meeting then adjourned until afternoon, when the Visual Training Corporation presented an educational film on How to Build Community Prestige.

Gerritt Vander Hooping, of Grand Rapids, then headed a round table discussion on a number of important topics of vital interest in the grocery and meat trade.

In the evening a very enjoyable banquet was held in the ball room of the W. K. Kellogg Co., which was the host of the occasion.

Wednesday forenoon an address was given by William C. Geagley, State Analyst, reports were received and acted on, officers were elected, and place of holding the 1933 meeting decided on.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 5—We were all fooled on April 1 by the weather man when he put a fierce December blizzard on for the day, but we all took it gracefully, letting some of our hoarded money go to the garage man for thawing the brakes and giving the car the once over, so that we were certain that the trouble was only due to the severe weather, with slush ice frozen solid to the bottom of cars, which was unusual in this Northland.

John McInnis, who for the past several years has been engaged as traveling salesman for the Purina Mills, has resigned to accept a position with the MacLaughlin Bros. Co. here. Mr. McInnis has had considerable experience among the dairymen and poultrymen of this county and adjoining counties and is an expert salesman.

The American Legion have decided to rebuild the clubhouse recently destroyed by fire. Plans for a one story structure have been submitted and accepted. It will be built on the former site on the Fort Brady Park, facing the river.

Spring is beginning to be in evidence on the farm. The hot dog stands are being painted and the "rooms for tourists" signs brightened up for the 1932 trade.

The hay crop seems to be moving again. Records show that over 500 carloads were shipped out from here during the month of March, most of it going to Minneapolis and St. Paul and some to Wisconsin points.

The Upper Peninsula Development Bureau have opened their office in Chicago at 161 North Michigan avenue. The show window is well trimmed for the 1932 season and will continue from April 1 to about October. The State of Michigan and the Michigan Tourist and Resort Association are participating with the Bureau. Miss Mildred Howe will be in charge of the office again this year. She has been manager for the past three years and has had much experience in tourist information work.

Harold Bushman and Harold Saunders have taken over the Standard Oil station formerly operated by Arza Swart at 315 Portage avenue. Mr. Bushman has been previously attendant at the Federal gas and oil station. The new proprietors will operate the filling station, grease and wash cars, also repair tires. This is a good location, opposite the Hotel Ojibway, and

should do a nice business during the tourist season.

Snow or no snow, the folks are coming back from Florida in droves and in a few weeks nobody will be sure who had money enough to go South the past winter and who didn't.

Jacob Schopp, the well-known merchant at DeTour, has taken advantage of the quiet days during the winter by redecorating his large store. The fixtures have been rearranged and the stock distributed in a manner which would make some of the A. & P. stores jealous. The meat refrigerator with a large glass front affords a fine display of the best quality meats. A more complete stock of groceries and meats would be hard to find in the county.

Hugh McDonald, DeTour's popular barber and proprietor of the confectionery and soft drink parlor, is spending a week in Cincinnati, Ohio. He is accompanied by his wife, making the trip by automobile.

Miss Bobb has had her ice cream parlor redecorated and put in a new stock of candy and stationery and is all ready for the summer tourist trade.

The coal dock at Spring Bay is employing about forty people, which will mean additional prosperity to the DeTour merchants.

Next will come summer trips to Europe. The rates are so cheap this year that one can hardly afford to stay at home.

Mr. Kelly, who has been with "The Canteen" in charge of the meat department, has resigned to accept a similar position at Escanaba. Herman Roe has succeeded him at "The Canteen." Mr. Roe needs no introduction to the Sault people. He is an expert meat cutter with over thirty years' experience, being associated with his brother, the late John Roe, until the latter retired. He also had charge of the meat department for the Soo Co-Op Mercantile Association for about ten years, so he has won the confidence of most of the housewives who need only to tell him what they want and leave it to Mr. Roe. The Canteen is fortunate in securing his services, which means increased patronage.

A. M. Edling, D. C., has opened a new chiropractic office in the Zellar block. Mr. Edling is a graduate of the Palmer school, three year course, post graduate in Phipiotherapy, licensed and registered by the State of Michigan.

Fashion decrees broader shoulders for men this year. Necessity also demands stiffer backbones.

The Clifton Hotel, at Marquette, which has been closed since Jan. 1, has been purchased by A. B. Hargrave, of Houghton, and opened for business on March 17. Prior to the opening, Mr. Hargrave had the entire house redecorated and the woodwork refinished. The kitchen and dining room have been remodeled and the lobby has been improved. Most of the rooms have been reconditioned. Miss Elyse Morton, who has had twelve years' experience in the hotel business, will manage the Clifton. Miss Morton has been manager of the Jonquil Hotel, in Chicago, and last summer conducted the Hillcrest, at Lake Gogebic, previously having been assistant manager of the Chicamingo Country Club, near Chicago. Several years ago she was associated with the Baltimore Hotel, in Kansas City. The hotel was previously owned by Dr. James H. Dawson, now living in California.

William G. Tapert.

Apparent Incongruity.

"I'm glad you're so impressed, dear, by these explanations I've been making about banking and economics," remarked the young husband.

"Yes, darling. It seems wonderful that anybody could know as much as you do about money without having any of it."

She turned around and walked out!

*Principal Products
distributed by*
**GENERAL FOODS
SALES COMPANY
INC.**

POSTUM CEREAL
INSTANT POSTUM
GRAPE-NUTS
POST TOASTIES
POST'S BRAN FLAKES
WHOLE BRAN
DIAMOND CRYSTAL SALT
JELL-O
LOG CABIN SYRUP
MINUTE TAPIOCA
WALTER BAKER'S COCOA
WALTER BAKER'S CHOCOLATE
MAXWELL HOUSE COFFEE
AND TEA
FRANKLIN BAKER'S COCONUT
CERTO
CALUMET BAKING POWDER
LA FRANCE
SWANS DOWN CAKE FLOUR
SATINA
SANKA COFFEE

© 1932, G. F. Corp.

SHE WAS a newcomer in the store. Her husband was a crank about coffee.

She asked the grocer for the well known brand of coffee she knew her husband liked. He tried to substitute an unadvertised, unknown brand. She resented his questioning her judgment. She knew what she wanted and—

She Turned Around and Walked Out!

The grocer shrugged his shoulders. *Not much loss!* No, not on the one sale, but he lost her trade. Hundreds of dollars of profitable business that went to his alert competitor across the street who appreciated the business-building power of well-known advertised brands!

And it is a fact that many women will walk out when an attempt is made to substitute little-known brands for Jell-O, Maxwell House Coffee, Swans Down Cake Flour, Post Toasties and other advertised food products they have used and liked for years.

Proof? Last year alone, hundreds of thousands of women went "across the street" to grocers who didn't antagonize them by attempting to substitute unknown, unwanted brands. They spent two billion dollars for advertised food products—and millions more for additional grocery items.

"Ask the General Foods Salesman!"

|| East Side Grocery & Market, Grand Junction, Colorado, asked him—and women *walked in* to buy ||
1,692 packages of General Foods Products in 2 days. ||

MOVEMENTS OF MERCHANTS.

Coldwater—The Regal Gasoline Engine Co. has changed its name to the Regal Marine Engine Co.

Detroit—The Eagle Dairy Products Co., 5071 Tillman avenue, has increased its capital stock from \$15,000 to \$20,000.

Houghton—Nathan H. Glass has engaged in business at 158 Sheldon street, under the style of the Glass Haberdashery.

Battle Creek—The stock and fixtures of the local store of the bankrupt B. S. Chapin, Inc., were sold at auction for about \$3,500.

Detroit—The G. & R. McMillan Co., New Center Bldg., wholesale and retail grocer, has increased its capital stock from \$325,000 to \$425,000.

Detroit—The Uptown Shoe Store, Inc., 3100 East Grand Blvd., has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Standard Hardware & Auto Supply, Inc., 1361 Gratiot avenue, has been organized with a capital stock of \$5,000, all subscribed and paid in.

Saginaw—The Public Service Plumbing & Heating, Inc., 93 West Genesee avenue, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Lansing—Nehi Beverages, Inc., 408 Kalamazo Plaza, has been incorporated with a capital stock of 2,000 shares at \$10 a share, \$9,000 being subscribed and paid in.

Saranac—Stebbins Ice Cream Co. has changed its capitalization from \$40,000 common and \$30,000 preferred to \$30,000 preferred and 4,000 shares no par value.

Detroit—Withowski's, Inc., 6305-11 Chene street, department store, has been incorporated with a capital stock of 1,000 shares no par value, \$50,000 being subscribed and paid in.

Detroit—Witkowski of Hamtramck, Inc., 9741 Jos. Campau avenue, department store, has been incorporated with a capital stock of 1,000 shares, no par value, \$10,000 being subscribed and paid in.

Detroit—The Detroit Varnish Works, Inc., 4401 East Six Mile Road, has changed its name to the Mc-Namara-Detroit Varnish Works, Inc., and decreased its capital stock from \$15,000 to \$5,000.

Mt. Clemens—The Fleming Co., confectioner, having suffered two disastrous fires in 1931, is re-establishing its business in a new location at 15 North Gratiot avenue and will open its store May 2.

Grand Rapids—American Paper Chemicals, Inc., 1100 G. R. National Bank Bldg., has been organized with a capital stock of 10,000 shares at \$1 a share, of which \$4,999 has been subscribed and \$1,000 paid in.

Saginaw—Clare Haight, associated with the drapery department of the M. W. Tanner Co., has engaged in the drapery and interior decorating business at 121 South Baum street, under the style of the House of Draperies.

Muskegon—John J. Schuitema has merged his electrical business into a stock company under the style of the Schuitema Electric Co., 885 Terrace street, with a capital stock of \$20,000,

\$10,000 being subscribed and paid in.

Bay City—John G. Arnold has merged his bakery and delicatessen business into a stock company under the style of the Arnold Baking Co., 819 Saginaw street, with a capital stock of \$8,000, all subscribed and paid in.

Cadillac—Peter E. Torbeson, who engaged in the drug business here March 13, 1909 and occupied the same location all these years, has removed his stock to the remodeled American State bank building which he purchased and modernized.

Charlotte—Marshall W. Field has merged his grocery, meat and bakery business into a stock company under the style of Field's Pure Food Market, Inc., with a capital stock of 1,000 shares at \$10 a share, \$5,000 being subscribed and paid in.

Jackson—Michigan Wholesalers, Inc., 104 West Ganson street, wholesaling and jobbing of lumber, building materials, supplies and fuel, has been incorporated with a capital stock of 5,000 shares at \$10 a share, \$1,000 being subscribed and paid in.

Bay City—The Norris Tobacco Co., 200 McKinley avenue, has merged its wholesale and retail tobacco, candies and cigarettes business into a stock company under the style of the Norris-King Cigar Co., with a capital stock of \$125,000, all subscribed and paid in.

Detroit—The Italo America Lega Del Popolo Grocery Co., 2305 Mack avenue, has been organized to deal in groceries, provisions, hardware and dry goods, with a capital stock of \$4,000 preferred and 200 shares at \$5 a share, \$1,100 being subscribed and \$1,000 paid in.

Detroit—Charles F. Becker, wholesale and retail dealer in cigars, tobacco, pipes and confectionery, has merged the business into a stock company under the style of the Chas. F. Becker Cigar Co., 226 Woodward avenue, with a capital stock of \$100,000, all subscribed and paid in.

Iron Mountain—The Ford store, located at the corner of South Carpenter and Woodward avenues, which opened here about eight years ago, is being closed, having outlived its usefulness according to the announcement of Victor Perini, superintendent. The closing order does not affect the Ford store at Pequaming.

Cedar Springs—Howard L. Russell, owner of a hardware store here, passed away at his home here on Wednesday of last week. Mr. Russell was only 39 years of age and had been sick about two weeks with the flu, aggravated by heart trouble. He leaves his wife and two children, Donald and Lowell. He had lived in Cedar Springs for five years.

Lowell—Delbert Kropf, formerly connected with the J. I. Case Co., of Lansing, has removed here and engaged in the agricultural implement business in connection with L. W. Rutherford. A cream buying station will be conducted in connection with the store, Mr. Rutherford giving his attention to that department and Mr. Kropf assuming the management of the store.

Bay City—The Buckingham Clothing Co., conducting a clothing store at 400 South Saginaw street, Flint, is

named defendant in an involuntary petition in bankruptcy filed in Federal Court here. A second petition filed simultaneously, seeks the immediate appointment of the Union Guardian Trust Co., Detroit, as receiver. Liabilities of the company are in excess of \$100,000 and its assets less than half of that amount.

Charlevoix—Andrew I. Creamer, who was manager of the Inn, near Charlevoix, for more than twenty-five years for the Pere Marquette Railway, owner of the property, will open the hotel next summer under lease. Negotiations are now under way and will be concluded shortly. The Pere Marquette recently gave out the statement that the Inn would be closed this season. Mr. Creamer is co-proprietor of the Southern Pines Resort, at Southern Pines, North Carolina.

Owosso—A petition asking for the dissolution of the Harris Lumber & Coal Co., and the appointment of a receiver has been filed. It is set up in the petition that while the assets exceed the liabilities, the dissolution of the firm and the naming of a receiver is necessary to protect the interests of both the stockholders and the creditors, due to the fact that many of the assets are frozen, being in the form of real estate and contracts. Clark V. Harris has been named receiver and it is planned to continue the business under the receivership.

Lansing—Financial report of the members of Redman Brothers, a corporation consisting of forty-two independent food dealers of Lansing, disclosed that the organization had made a gain in 1931 as compared to a loss in 1930. The organization, which buys merchandise as a group and thus eliminates overhead and wholesaler and distributor margins, came into being two years ago. An interesting film on tuna fishing in the Pacific was shown. Redman Brothers has now its own warehouses on Borden court. Members of the organization, however, unload much of their requirements directly from the cars into their own delivery rigs. There is no overhead for traveling salesmen nor delivery.

Muskegon—Edward Greenspan, doing business as the Fair Store, has been adjudicated bankrupt in the U. S. District Court at Grand Rapids on petition of the following creditors: Booth Newspapers of Michigan, doing business as the Muskegon Chronicle, \$1,150; Universal Leather Co., Chicago, \$223, and Pitzer Bros., Inc., New York, \$80. Creditors with claims exceeding \$500 are: City of Muskegon, taxes, \$983; H. J. Block, New York, \$644; Brown & Durrell, New York, \$760; Carson-Pirie-Scott, Chicago, \$1,250; Ely Walker, St. Louis, \$788; Muskegon Chronicle, \$1,150; E. A. Worden, Redlands, Calif., (rent) \$1,130. Schedules list merchandise valued at \$14,525; fixtures and equipment, \$8,094; debts due on open account, \$2,383, and negotiable securities, \$8,770. Liabilities are listed at \$27,365 and nominal assets at \$34,113.

Manufacturing Matters.

Detroit—The Progressive Engineering Corporation, 2832 East Grand River avenue, has been organized to design and manufacture machinery

and appliances with a capital stock of \$2,000, all subscribed and paid in.

Detroit—Simple Simon Food Products, Inc., 12824 Livernois avenue, has been organized to manufacture and deal in food products with a capital stock of 20,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Grand Rapids—Hodges Tool & Manufacturing Corporation, 331 Ionia avenue, has merged its business into a stock company under the same style, with a capital stock of 2,000 shares at \$10 a share, \$20,000 being subscribed and paid in.

Muskegon—The National Irrigation Co., 625 West Western avenue, has been organized to manufacture and trade in manufactured goods and raw materials, with a capital stock of 1,000 shares at \$2.50 a share, \$1,260 being subscribed and \$1,050 paid in.

Flint—The Flint Nut Co., with offices at 2035 Dime Bank Bldg., Detroit, has been organized to manufacture nuts, bolts and auto parts, with capital stock of 10,000 shares no par value preferred, at \$1 a share, 20,000 shares common A at \$1 a share, and 60,000 shares of common B no par value, at \$1 a share, \$33,506 being subscribed and \$1,000 paid in.

Gabby Gleanings From Grand Rapids.

The sixth annual reunion of the Old Time traveling men will be held at the Association of Commerce restaurant Saturday, April 23, from 3 to 10 p. m. Banquet will be served at 6 p. m. at \$1 per plate. Geo. W. McKay is chairman, as usual, and will see to it that every detail which will contribute to the comfort and happiness of his guests is given due attention.

J. L. Clute, meat dealer at 1512 Plainfield avenue, has added a line of groceries. Lee & Cady furnished the stock.

John Barents, meat dealer at 4352 South Division avenue, has added a line of groceries, furnished by the Rademaker-Dooge Grocer Co. The business will be conducted under the name of Barents Food Market.

Auto Buying To Help Glass Sales.

Flat glass, and especially plate glass, has renewed possibilities of meeting increased demand through the newly launched campaign by large automobile producers to induce buying of cars. Safety glass is playing a large part in the sales of new automobiles. Purchases by automobile makers have been considerably below the average for the first quarter of the year. Makers of lenses and other glass products used in automobiles also await a renewal of demand from the automotive manufacturers. The window glass market continues fair.

Pork Eaters in Lead.

Pork has made up an increasing proportion of the Nation's meat diet in the last ten years, says the United States Department of Agriculture. Fifty-two per cent. of all meat consumed in the United States last year came from hogs. The per capita consumption of pork last year was 69.6 pounds, compared with 69.3 in 1930. A record was established in 1923 and 1924, with 74.7 pounds per capita.

Essential Features of the Grocery Staples.

Suar — Local jobbers hold cane granulated at 4.60c and beet granulated at 4.40c.

Tea—The firmness in English sterling rates is continuing to have effect upon the tea markets in this country. The feeling in teas centering in London, such as Indias, has been strong during the week and there has been considerable business done. Consumptive demand for tea is, of course, about ordinary. All the manifestations have been in the first hands market.

Coffee—There has been some little firmness in the future market for Rio and Santos, green and in a large way, due to the improvement of political and financial conditions in Brazil. This has produced some slight advances both in the Rio and Santos list, but this has been confined almost entirely to futures. Spot Rio and Santos, green and in a large way, has remained about unchanged. Milds are unchanged from last week and so is the jobbing market on roasted coffee. Consumptive demand for coffee is without incident.

Canned Fruits—Canned fruits are showing firmness in a general way, but, of course, there are still some offerings of cheap peaches from California. It is doubtful if any considerable amount of business in peaches is going on, but offerings below the price structure of the Cling Peach Agency tend to give the market an easier tone, regardless of how inconsiderable these stocks are in volume.

Canned Vegetables — The major vegetables are firm, generally. Maryland tomatoes have been selling on a higher price basis. Corn is irregularly firmer. The Maine market on fancy Bantam shows signs of stiffening up, and Crosby is holding to its former level. Standard evergreen continues around the former level in the Midwest. There has been some business done in peas of late, many holders offering fancy and near fancy grades at attractive prices.

Canned Fish—Salmon is pretty firm, but there is still some shading both in Alaska pinks and fancy sockeyes. Pinks, however, are the firmest item in the list and the shading is being confined to small lots and will probably soon disappear. Other tinned fish is quiet and unchanged.

Dried Fruits—Dried fruits are moving in hand-to-mouth fashion, with prices down to a point where it is difficult for anyone to make any money. Stocks on the spot are moderate and there are shortages of some counts of prunes here and there, but the retailer can get his requirements without much difficulty. Second hands are keeping inventories low to hold down their warehousing expenses as much as possible, but there have been sufficient stocks consigned here by packers to take care of requirements. Raisins show continued strength and choice bulk Thompsons are held at 6c on the coast by most factors. Spot prices run close in California, but here and there shading occasionally develops. Some times lower prices may mean only that the merchandise is off grade. Unfavorable export conditions have had a bearish influence on fruits this sea-

son and importers and dealers abroad have also had the disadvantage of working against a declining market. This declining market has merely created a situation in foreign countries much like that here. Business is being done on a hand-to-mouth basis, and no one wants to anticipate. However, spot demand for prunes has shown some improvement, both in Germany and England of late. Oregon prunes have moved to the Continent in fairly large amounts, while stocks in England have been steadily reduced. The dried apple market is still largely affected by adverse world conditions, although New York State evaporators have moved fair amounts of stocks.

Beans and Peas—Perhaps California limas are a little steadier for the week, but outside of that the entire list of dried beans and dried peas is very dull, weak and draggy.

Cheese—Cheese has had a quiet week at steady prices, although toward the middle of the week the market weakened somewhat.

Nuts—The Levant filbert market is again advancing abroad, probably on improved Continental buying. Spanish almonds are, about cleaned up, and Italian shippers are showing an inclination to hold their own stocks. The French walnut market is indifferent and cashews are unchanged. Brazils have declined to a point where importers now feel must be bottom and they look for no lower prices than those prevailing at present.

Rice—Trading here is largely of routine character, with buyers not anticipating their needs very far ahead. Blue Rose is unchanged. The rough rice market is still showing more firmness than the clean rice market. Millers cannot pay the present asking prices of growers and hope to make money at their own present prices.

Salt Fish—The passing of Lent has brought considerable decline in the demand for mackerel and other salt fish. Business was continuously good, however, throughout Lent and the trade seemed to be well satisfied. Spot stocks are low with some varieties almost out of the market. Prices show no particular change for the week. The hearing on the effort to get higher duty on imported mackerel is scheduled for April 19. If it succeeds, prices will without doubt be directly affected.

Sauerkraut—Sauerkraut has a steady undertone. Activity shows some increase, with most of the demand still for the bulk kraut. Cans are in little demand. Advancing costs for cabbage have given a firmer tone.

Syrup and Molasses—Sugar syrup has continued steady to firm during the week with a regular demand for actual wants only. Compound syrup remains unchanged and in fair demand. Molasses moderately active, without change in price.

Vinegar—New production prices have not been released yet on vinegar. These were not expected before early in May. A regular flow of business is reported.

Nature gives bright colors to poisonous things, so this idea of decorating taxicabs isn't new.

Separate beds, separate bedrooms; separate cars, separate lives.

Review of the Produce Market.

Apples—Current prices are as follows:

Baldwins, 2½ in., A grade	-----\$1.25
Baldwins, 2¼ in., C grade	----- .85
Bananas, 2½ in., A grade	----- 1.25
Delicious, 2½ in., A grade	----- 1.75
Delicious, 2¼ in., C grade	----- .90
Greenings, R. I., 2½ in., A grade	----- 1.25
Greenings, R. I., Bakers, 3 in.	----- 1.50
Jonathans, 2¼ in., A grade	----- 1.50
Kings, 2½ in., A grade	----- 1.50
Kings, 3 in., Bakers, A grade	----- 1.75
Golden Russett, A grade	----- 1.50
Spies, 3 in., Baking	----- 1.75
Spies, 2½ in., A grade	----- 1.75
Spies, 2¼ in., C grade	----- 1.00
Cooking Apples	----- .65
Speckled Culls	----- .35

Washington box apples are sold on the following basis:

Extra fancy Delicious	-----\$3.00
Fancy Delicious	----- 2.75
Extra fancy Romes	----- 2.25
Fancy Romes	----- 2.00
Extra fancy Winesaps	----- 2.00
Fancy Winesaps	----- 1.75

Bananas—4½@5c per lb.

Butter—Butter has shown some weakness during the week and the market is 2c lower. Receipts of better grades of butter now seem to be rather larger than the demand. Jobbers hold plain wrapped prints at 22½c and 65 lb. tubs at 21½c for extras.

Cabbage—Texas, \$4.50 per crate; Calif., \$4 per crate.

Carrots—\$1.20 per bu. for old; new from Texas or Calif., \$4.50 per crate or \$1 per doz.

Cauliflower—\$2 for box containing 6@9.

Celery—30@50c according to size; box of 15 bunches, \$1.50.

Celery Cabbage—\$1.20 per doz.

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

Cucumbers—Illinois hot house, \$1.50 per doz. for extra fancy.

Grape Fruit—Florida commands \$3.75 per box; bulk, \$3.75 per 100.

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

C. H. Pea from elevator	-----\$1.70
Pea from farmer	----- 1.40
Light Red Kidney from farmer	----- 1.50
Dark Red Kidney from farmer	----- 2.50

Eggs — The market for fine fresh eggs has been firm during the past week. Receipts were not very heavy and the demand was good. Cheap eggs have been in excellent demand. No particular change has occurred since the last report. Jobbers pay 12c for strictly fresh and hold candled fresh at 14c.

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

Green Onions—Shallots, 60c per doz.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate	-----\$3.50
Imperial Valley, 5s, per crate	----- 4.00
Home grown, leaf, 10 lbs.	----- .50

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:

126	-----\$3.25
150	----- 3.50
176	----- 3.75
200	----- 4.00
216	----- 4.25
252	----- 4.25
288	----- 4.25
324	----- 4.25

Floridas—\$4 per box; bulk, \$4.50@5 per 100.

Onions—Michigan, \$9 per 100 lbs. for yellow; Texas Bermudas, \$5 per crate.

Parsley—40c per doz. bunches.

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

Poultry—Wilson & Company pay as follows:

Heavy fowls	----- 15c
Light fowls	----- 13c
Ducks	----- 16c
Geese	----- 11c
No. 1 Turkey	----- 18c

Spinach—\$1.50 per bu. for Texas.

Sweet Potatoes—Kiln dried Indiana Jerseys, \$1.75; Tenn., \$1.50.

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

Veal Calves—Wilson & Company pay as follows:

Fancy	----- 6@7½c
Good	----- 6c
Medium	----- 5c

Scales in Colors.

Six new standard colors have been adopted by scale manufacturers, in addition to the usual white. These were chosen as the result of a color standardization program worked out by a group of ceramic manufacturers, using a porcelain finish on the products in conjunction with the United States Bureau of Standards. The colors are green, ivory, blue, leghorn tan, black, and light brown. This range of colors fits in with practically any color scheme prevailing in modern retail stores which have adopted striking but, at the same time, practical decorative effects through use of unusual colors. The scale manufacturers supply these colors at a small additional charge.

Food Sales Off For Quarter.

Sales of packaged, canned and other prepared foods during the first quarter of the year fell below the levels of any similar period for the last ten years, according to unofficial estimates by producers. The heavy carry-over of stock by many retail and wholesale establishments at the close of the year, slowed sales through January, while price uncertainty in the last two months has discouraged volume purchasing. Manufacturers seem convinced that the wave of price cuts has ended and will launch sales campaigns this month in an attempt to bring the second quarter business to normal levels.

Mr. George Potts, dealer in dry goods, ladies' and gents' furnishings at Royal Oak renews his subscription to the Tradesman and writes: "I would not like to do without it, as it is read from cover to cover as fast as I get time after receiving it."

Of course the meek will inherit the earth if nobody else has any children.

MEN OF MARK.

Lz Adam Brown, President Corduroy Rubber Co.

We laud and celebrate the individual who has achieved extraordinary merit in art, letters, military renown, statesmanship, and world wide fame largely rests on such distinctions. Men also become famous in law, jurisdiction, medicine and scientific study and demonstration. Yet all such matters in their several spheres do no more, often not so much, for the well being of mankind as the ingenious and untiring mechanics who discover something and makes it conduce to the benefit of an industry that is the foundation on which rest the stability, livelihood and happiness of many thousands of people. Peace hath her victories no less renowned than war and no victors are more deserving of acclaim among the chieftains of peace than those who invent something which adds to productive power and successfully apply it to general use. The man who evolves from the fertile mind a contrivance whereby a utility can be developed so as to greatly enlarge capacity to produce useful things, and at the same time give permanent employment to hundreds who otherwise would have to struggle for a meager and squalid existence, has done more for community and state than a general or legislator or judge or any other celebrity whose name figures among the galaxy of notables in ordinary historical annals.

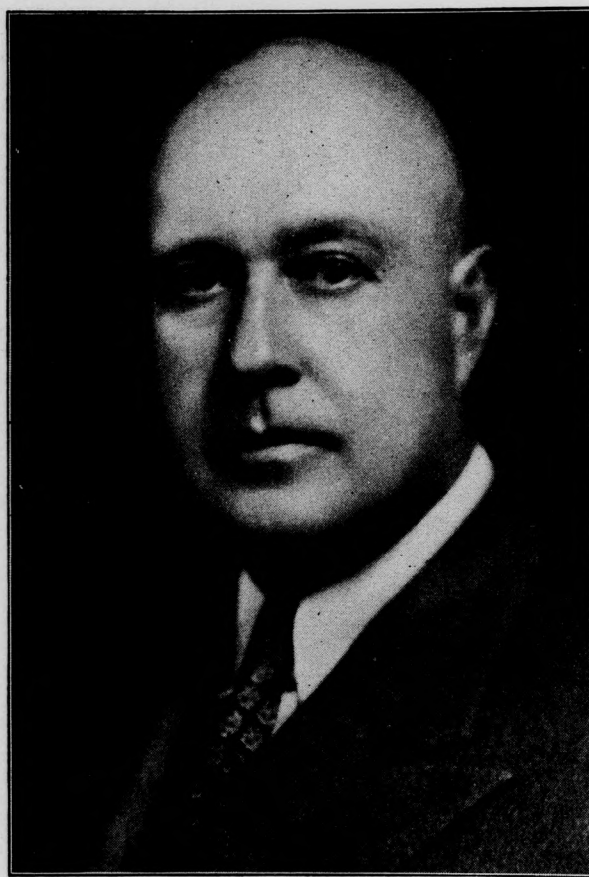
The foundation of society and the state is in the productive industries, for they are the means whereby the population pursues an orderly and prosperous life. In the absence of war and consequent destruction of human life there is growth of population. Productive capacity must keep pace with this increase of human units or the people will lapse into a horde of vagrants, becoming savage, degraded and, like hungry predatory animals, devouring their fellows weaker than themselves. By natural increase and by immigration the population of the United States is rapidly enlarging and it is necessary that the productive industries shall have a corresponding augment in order to prevent the social disaster that would follow a lack of employment. For this reason no one can confer a greater benefit upon the country than he who contributes to the enlargement of productive capacity.

Not to everyone is given the privilege of adding something of value to the commerce of this world. Those who do enjoy this privilege have not lived their lives in vain and their greatest satisfaction should be the knowledge that their efforts have been of practical, material benefit to mankind.

Lz Adam Brown was born at Potterville, April 27, 1882. His father and mother were both two-thirds Scotch and one-third Pennsylvania Dutch. They conducted a hotel at Cadillac for a great many years. They are still in good health, living summers at Whitneyville, and winters at Lakeland, Florida. Mr. Brown was a contemporary with Judge Higbee, formerly presiding officer of the Kent County

Probate Court. His parents resided in Potterville until he was 7 years old, when they moved to Nashville where Mr. Brown obtained most of his scholastic education.

Mr. Brown has spent practically all of his business life in the rubber industry. In 1908 he signed up with the Continental Caoutchouc Co., of Hanover, Germany, to work in a sales capacity. A year later this company was succeeded by the Revere Rubber Co., which bought the right to manufacture Continental Caoutchouc tires in this country. A year later the Revere Co., the Continental Co., the Hartford Rubber Co., G. & J. Rubber Co. and Morgan & Wright consolidated under the style of the United States Tire Co., which is the selling organ-



Lz Adam Brown.

ization for the United States Rubber Co. Mr. Brown was sent to Kansas City to consolidate four of his company's branches into one that would serve all the former territory in Western States. Since each of the four original branches consisted of complete sales and distributing organizations, the task Mr. Brown successfully fulfilled at that time was in no wise an easy one.

In those days there was no such thing as a cord tire and the manufacturers had not yet learned to use the fabric in the tire diagonally.

He remained in Kansas City from 1909 to 1917, when he became Vice-President and General Manager of the Mid-Continent Tire & Mfg. Co., which then conducted a fabric tire factory in

Wichita, Kansas. Mr. Brown was one of the first tire executives to sense the tremendous possibilities of the cord tire, and it became a burning desire with him to popularize this type of tire. After a year with the Mid-Continent concern, he severed his connection there and came to Grand Rapids where he immediately organized the Corduroy Rubber Co. This was in 1919, and Mr. Brown's new company was the first exclusive manufacturer of cord tires in the world. The company was capitalized with 10,000 shares of preferred stock and 20,000 shares of common. He was made President of the company, which has prospered much beyond his expectations. The company now has 50,000 shares of prior preferred, 50,000 shares

taverns en route from Kalamazoo to Grand Rapids. Mr. Brown is an Elk and a member of the Peninsular Club and the Cascade Country Club. He owns up to three hobbies—horseback riding, hunting and golf, but insists he is not a very hot golf player.

During the time Mr. Brown has been connected with the Corduroy Rubber Co. he has paid his stockholders \$700,000 in cash. An uncompromising proponent of honest management, Mr. Brown has inspired a tremendous spirit of wholehearted and enthusiastic co-operation among the almost 2,000 stockholders of his company. Though adverse conditions in the world rubber industry, long preceded and abetted by the general slump in all business, have made great profits a distinct rarity among the tire companies of the United States, it is L. A. Brown's prime ambition to-day to put his company back on a dividend basis in the not distant future. That great strides in this direction have been made is evidenced by both dollar and unit gains in sales in recent months, by the wonderfully clean financial condition, and by the aggressive sales promotional policies which have been put into effect. That the company is succeeding where others are failing is proved by the fact that the company to-day, largely through the almost unanimous support of its stockholders, has put its house in order and faces the future with three times as much cash and Government bonds as current liabilities, and with no funded debt.

And this has been done in a period when prices have fallen to almost unbelievable lows. When Mr. Brown started the Corduroy Co., a single cord tire sold to the dealer for \$26.50. A tire of to-day for the current car—many times better in quality, safety, riding comfort, appearance and mileage—sells for \$3 and less.

Mr. Brown attributes his success to hard work and close application to his business. He is certainly faithful to his business to a remarkable degree. He is a plain, sincere man, who attends to his own affairs. All of the time he has away from the business is devoted to his family and home. He was born with a fund of good nature and a fine quality of dry humor. He has three ambitions: To do business all the time at a fair profit to his company and his customers; to use what time is necessary in the affairs of his business; and to devote the remainder of his time to the benefit of those about him. The reader of human character will recognize by the excellent portrait of Mr. Brown, which is published herewith, that he is a man of quick nervous temperament and of great mental alertness.

New Hardware Store at Kingsley.

Kingsley, April 2—Chas. Hoeflin has moved the Brownson building and remodeled it into a hardware store. He is starting the store this week. He has all new stock which he purchased from the Michigan Hardware Co. and Buhl Sons Co. Mrs. R. H. Meyer has been pricing the goods and helping to arrange the stock.

Forrest Manigold and Tharon Brown are erecting a new building on South Maine street, West, for the purpose of conducting a cream station and also a barber shop. Anna M. Meyer.

of participating preferred and 50,000 shares of common. It is officered as follows:

President—L. A. Brown.
Vice-President—R. C. Murphy.
Secretary—M. J. Goldner.
Treasurer—B. T. Schall.

The directors are as follows,
L. A. Brown, Grand Rapids,
R. C. Murphy, Grand Rapids,
M. J. Goldner, Grand Rapids,
B. T. Schall, Grand Rapids,
Charles W. Boltwood, Grand Rapids,
Clifton G. Dyer, Detroit,
A. G. Roussin, Durand.

Mr. Brown was married thirty years ago to Miss Goldie Winters Adley, of Grand Rapids. They have no children. They reside at Whitneyville in a home that was originally one of the stage

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Cluett, Peabody & Co., Inc., shirt and collar manufacturers of Troy, announce a re-arrangement of their Middle West sales policy. The local branch, in which stock was carried at 25 Jefferson avenue, W., has been transferred to Chicago. V. H. Skidmore, H. C. Acton and Coles Dunne, representatives, will work from the Chicago office in the same capacity as formerly. Don Smith, credit manager, will also join the Chicago organization. L. W. (Larry) Long, in charge of the Detroit branch for a number of years, will be in charge of the local office at 819 David Stott building, where a complete line of samples will be kept on display.

The General Hosiery Co. has opened for business at 170 Jefferson avenue, W., where a complete range of men's, women's and children's hosiery will be carried in stock. The organization is headed by Ruby Goldberg, well known to the dry goods and furnishing goods trade in Michigan. According to Mr. Goldberg, plans have been made for an expansion of activities including enlargement of the territory covered by the company.

The Reliable Cap Co. has moved its factory and salesrooms from 250 Jefferson avenue, W., into the recently remodeled building at 170 Jefferson avenue, W.

Schoenfeld & Schoenfeld, for a number of years in the wholesale clothing business at 158 Jefferson, East, have engaged in the manufacture of men's clothing and pants. Forty-seven machines are being installed in upper floors of the building. The firm formerly conducted a jobbing business.

According to Louis Alpert, head of the Pennant Neckwear Co., who moved a short time ago to larger quarters at 122 Jefferson avenue, East, the company has enlarged its production facilities and larger floor stocks are being carried in anticipation of business from newly developed territory. The company manufactures and distributes popular priced neckwear exclusively.

The Hamel Bros. Co., manufacturer of sausage, will build a new plant 100x100 feet at Davison and Riopelle streets. The building will consist of two stories and basement and will be equipped with the latest type of machinery. The present quarters of the firm are 2459 Riopelle street.

Members of the Detroit Auto Dealers Association celebrated the twenty-fifth anniversary of its organization on Monday evening, with a dinner at the Hotel Fort Shelby. Walter Dunham, president of the Detroit Savings Bank, discussed the economic situation from the auto dealers standpoint. H. K. Chambers is president of the auto dealers association.

Salary cut of 33 1/3 per cent. from April 15 to July 1, in addition to recent 10 to 20 per cent. reduction, is recommended to the Council by joint finance committee for all city employes receiving less than \$20 weekly. This would obviate payless June.

A great change has taken place in Detroit. The automobile industry has begun to move at a feverish pace reminiscent of those climatic days of 1929. There is a widespread conviction that the industry finally has done the thing that everyone has been waiting for, as heralded in pronouncements by two of the leading figures in the industry. One is the statement of Henry Ford coincidental with the introduction of his long deferred 1932 models: "I'll say candidly we have quit figuring costs on the car. The more you figure costs the higher the price goes, and this is no time for high prices. Time and money have not entered into our calculations. We have believed it our duty to do everything necessary to start employment again."

Much the same spirit of sacrifice—the sacrifice of temporary profits—is seen in the statement of R. H. Grant relative to the radical re-organization in the sales and manufacturing program of General Motors. Mr. Grant made it clear that in no sense was the move one of economy or retrenchment, but a drastic step to get business moving at a faster pace.

The reputations of Mr. Grant in the sales field and of W. S. Knudsen in the realm of manufacture corroborate the General Motors denial of an economy move in the re-organization. They are recognized as the aces of the corporation's staff. With the former as head of the newly formed Buick-Olds-Pontiac Sales Co., the year's program envisages the sale of 350,000 units among this group. Last year their combined total was 223,600. Flat denial is made of any intention to abandon the Oldsmobile and Pontiac at the end of the year. Both cars are regarded as indispensable to the new set-up.

Henry Ford's announcement of his new car eased the tension that had prevailed here for three months. Those who think that only the lower priced cars suffered from the buying stalemate during the first quarter are wrong; the feeling here is that cars in all price classes up to the luxury field have been affected. Now it is all over, and there is a new feeling of confidence.

Not a single one of his competitors is conceding to Ford the bulk of the business that was deferred pending the arrival of his new cars. As long as the Ford was not on the market they were fighting against a phantom whose very mystery gave it a phenomenal appeal. Now the fight is out in the open. And what a fight Detroit knows it will be!

Plymouth's new 1932 model, which reveals the company's intention to go after 200,000 sales in the low-priced field this year, indicate the intensity of the conflict now brewing. Plymouth's competition is going to be on the basis of dollar value with a car having 112 inches of wheelbase and a 65-horsepower engine, the big car in the popular price class. The particular model which has attracted the industry's attention, however, is the seven-passenger sedan with a wheelbase of 121 inches. This car, listing at \$725, represents Chrysler's hope of winning the patronage of the large family with

a small income, a buying class that has heretofore been dependent upon the used car market. The price is the lowest at which a model of such dimensions ever has been offered.

Right behind Ford, General Motors and Chrysler, come others with aggressive sales campaigns. Hudson, Hupmobile, Studebaker, Packard and other makers are expanding their sales programs. All these efforts contribute to the change that has taken place in Detroit.

When On Your Way, See Onaway.

Onaway, April 5—The grand opening of the new Onaway theater took place Saturday night, April 2. A full house greeted the opening. Parking spaces on the street were all taken in spite of the blizzard which raged—the worst of the season's storms. A greeting and hearty welcome composed of twenty-five business firms, chamber of commerce and city officials occupied a full page in the Onaway Outlook. Messrs. Wilson and Watson are to be commended upon their thrift and the confidence displayed in the development of Onaway. Already the show is attracting patrons from surrounding towns and "after the show" the restaurants are securing their share of the business.

Perhaps it is general, yet it is so different to have a nice run of sleigh-

ing, together with a crisp cold atmosphere after so long a term of "semi this and semi that." However, it is all right and demonstrates the fact that winter has not been a complete failure; neither has it really forgotten us entirely. Wonder how the smelt dippers enjoy it. Fishing is all right in its place, but it is a question between sport and appetite.

The senior high eclipsed anything so far in the theatrical line when they presented Wild Oats last Thursday night at the high school auditorium. The acting was pronounced 100 per cent, by the entire audience and the play was well patronized. Miss Doppen, the director, knows her actors when it comes to selecting her cast; she also displays talent as a make-up artist.

Dan Farrow, city manager, has had his clean-up crew busily engaged during the past week and as the last brushful of sweepings disappeared that beautiful fall of snow arrived; well, it is clean under the snow and the glittering pavement will look fresher than ever after election. Squire Signal.

For Travel Comfort.

Here is a prophecy from a manufacturer in Wisconsin: "I am sure that within the next two or three years, we will see practically all of the trains, at least those which are through trains and special trains of any kind, equipped with air conditioning equipment."

They fill a hundred table needs



Superiority
such as only Hekman
Bakers can impart



The Supreme Achievement in Cracker Baking



HELPING PEOPLE TO RISE.

The Negro schoolboy who, in response to a Northern visitor's question of what message he should take back home, said: "Massa, tell 'em we's risin'," has many of his own race nowadays who are leading in the process with inspiring results. Some of these Negro teachers, young and inexperienced, bring about community changes which testify both to their innate ability and to the quality of the training they have received in college. One such person, whose story is told by John Hope, president of Atlanta University, on her graduation from Spelman College was offered the position of teaching in a red-dirt Georgia village at \$35 a month. Although she might have had a larger salary and pleasanter surroundings elsewhere, she took the position. Stepping from Atlanta to the red-dirt village, says President Hope, was like stepping into another century. Even though the year was 1928, he adds, that girl was a pioneer.

She taught and taught well, but her teaching was only a beginning, for she was the only educated person in that Negro community and all of its inhabitants looked to her for advice in everything. Her first work outside of her teaching was to improve the town's sanitation. Three or four cases of typhoid fever had developed. She told the people what was the matter and how to clean up the town and thus averted an epidemic. Then she saw that the children she taught and their parents were not getting proper food. She went into their homes and helped the mothers plan the meals. "What have you got in the cupboard?" she would ask. Then she would say, "Let me suggest this kind of meal." In this way she introduced ideas of healthful diet.

This one person, working at her first real job, transformed the community. Schools and colleges that graduate young people of such mettle deserve every encouragement.

TRUST-LAW AGITATION.

Agitation in many industries for changes in the anti-trust laws which would permit the control of production, "price stabilization" and curbs on competition through agreement reaches a more feverish state as the depression grows more severe. At the same time the growth of price-fixing schemes of one kind or another is remarked upon, so that apparently many producers are not waiting for these changes but anticipating them.

One spearhead of the movement for trust-law amendment is the effort being made to permit the so-called natural resource industries of timber, petroleum and coal to adopt restrictive measures under the guise of conservation and the elimination of waste. What these industries desire, of course, is the conservation of profits and the elimination of competition.

The price to be paid for industrial agreement is government supervision, which would require full reports on operations and adequate protection against monopoly and unreasonable

prices. If the industries concerned could see their way clear toward controlling this supervision as they have in numerous public service commissions, it is pointed out, then perhaps they would accept such terms. But evidently they are afraid of such regulation and balk at it.

The proposals before Congress dealing with trade practice conferences are aimed at achieving a modification of the trust laws without requiring their amendment. The ridiculous attempt to prevent "selling below cost" is the chief end sought and undoubtedly will be used to fix minimum prices.

Before Congress allows modification of the present regulations it should go ahead with its plan to investigate the whole subject of trust-law enforcement. Possibly it may discover that in many quarters the law, like prohibition, is no longer observed.

RESULTS DISAPPOINTING.

While the quarter just closed saw the credit situation rescued from the verge of disaster, it furnished very little in the way of actual business improvement. However, as this disappointing period closed, the long awaited sales drive of the largest automobile producers was launched and now offers a basis of hoping for better things within the near future.

In March last year there was an upswing in business which seemed to point to the beginning of trade recovery. Payments on the veterans' certificates provided the additional buying power which helped along this improvement. Approach of the European crisis, however, soon brought about a relapse.

The upturn last month was both smaller and shorter and apparently has been affected not only by the failure of employment to make its usual gains but also by the uncertainty created by the taxation program. The weekly business index has fallen to its previous low, chiefly as a result of the decline in car loadings which were temporarily increased by coal shipments.

Commodity prices have also shown further weakness. Inflationary influences have failed so far to bring about any firming of quotations, and it must be presumed that a real pick-up in business will be required before there is price recovery.

Since the construction business offers little evidence of expanding, and in fact is failing to make even seasonal progress, it rests with the automobile industry to supply the stimulation required for an upturn in business.

PERCALE PRICE FIXING.

That retailers have a stake in liberties taken with the trust law is apparent in many directions. One of the most flagrant examples at present is to be found in the cotton goods field. Prices have been fixed for percales by large corporation printers and converters. One house has taken a leading part in those movement and is understood to have the backing of the banks in this "stabilizing" movement.

Three price advances were put into effect with the precision of clock work.

The support of wholesale houses was enlisted by restoring the old differential. A meeting was held last week with large jobbers in the West to bulwark this alliance. In the meantime, large retailers, whose purchases would exceed by a wide margin the orders of some jobbers and chains, are forced to pay the higher retail prices.

The leading spirit in this enterprise is a "vertical" manufacturer and several of the plants are understood to be run day and night with women and minors—a practice against which the Cotton Textile Institute has been waging war for more than a year with excellent results. Other converters, who condemn the price pact in the most severe terms and predict that it will collapse with the usual dire results, complain that "they are looking for the appearance of gunmen at any moment."

QUALITY CAMPAIGN.

The campaign to promote quality in merchandise and to reduce the emphasis upon price has gained numerous adherents among both manufacturers and retailers. Directors of the National Retail Dry Goods Association during the week endorsed the move.

Attention has been drawn here before on several occasions to the mistaken ideas entertained on the matter of trading up. Too often in the past, it was pointed out, trading up has been confused with pricing up. Value has not been raised.

Supporters of the present campaign, however, declare that what they intend to do is to push good quality at reasonable prices. But there is still the inference, of course, that prices must be higher if quality is to be improved.

Such may be necessary in many cases, but, as any real merchant knows, there are numerous products which might be greatly improved and offered at practically the same prices for which cheap qualities are now selling. The difference lies merely between studying a product from the angle of improving it and purchasing anything the market has to offer.

In view of the fact that public purchasing power has reached a very low ebb, it would seem that the maintenance of prices at their present or even lower levels would be desirable while, at the same time, every effort is made by merchant and manufacturer to step up the quality. This plan would follow almost exactly the study and speculation carried out by the ten-cent stores, which have so greatly improved quality standards in the very low price brackets.

DRY GOODS CONDITIONS.

Some improvement is reported in retail trade, although the day-to-day results are rather spotty. Several of the stores here equaled their figures last week for the same week last year. Dress accessories and apparel attracted the best demand. Men's wear results are rather disappointing.

A report from the largest mail-order-chain organization disclosed that sales for the four weeks up to March 26 ran 19 per cent. under those in the corresponding period last year. This placed

the loss for this company at 17.7 per cent. since the beginning of the year, which does not exceed the drop in prices.

While there was an upturn right before the holiday, March sales for the stores here probably ran about 18 per cent. under last year's. The daily average will show a larger loss because there was one more business day in the month. Comparisons for this month are likely to show the effect of the later holiday last year.

Among store executives, now that the decline in sales has increased, there is an attitude of greater reconciliation to smaller volume. When the margin is not so wide strong effort is made to reach the comparison figures. The trend at present is toward accepting less volume, but at the same time driving hard for a profit on it. Retail financial statements have lent vigor to this movement.

A GREAT DISCOVERY.

Fifty years ago—March 24, 1882—Dr. Robert Koch established as certain the fact that tuberculosis is caused by infection through a germ and is not hereditary, as had previously been thought. That discovery is the basis of methods of tuberculosis control which have greatly reduced the prevalence of the disease and which in this city alone, since the organization of the New York Tuberculosis and Health Association twenty-five years ago, have saved thousands of lives. The golden anniversary of the Koch discovery is appropriately being made the occasion for impressing upon the public the importance and the manner of control of this disease. Members of a family in which there is or has been a known case of tuberculosis should be examined, since the disease is many times as frequent among "contacts" as among people in general. There is no inoculation or other specific preventive of tuberculosis. The protection against it is general good health, with the body resistance which that condition implies.

TAXES ON EDITORIAL FAITH.

One of the greatest trials of the newspaper profession is that its members are compelled to see more of the shams of the world than any other profession. Through every newspaper office, week after week, go all the weaknesses of the world; all the vanities that want to be puffed; all the revenges that want to be reaped; all the mistakes that want to be corrected; all the dull speakers who want to be thought eloquent; all the meanness that wants to get its wares noticed gratis in the editorial column, in order to save tax in the advertising columns; all the men who want to be set right who were never right; all the crack-brained philosophers with stories as long as their hair, and as gloomy as their finger nails in mourning because bereft of soap; all the bores who come to stay five minutes, but talk five hours. Through the editorial and reportorial rooms all the follies and shams of the world are seen, day after day as they pass by in a continuous panorama.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

We undertook to have two Out Arouns last week. On the assurance of the local weather prognosticator that Thursday and Friday would be fair days, we started for Lansing Thursday, but were forced to start back home by a driving snow storm which rendered the guidance of an automobile extremely dangerous.

Made our first call, as usual, on John Affeldt, Jr., whose store is one of the first we are in the habit of calling on when entering the city via East Grand River avenue. Mr. Affeldt is a very busy man and has a very busy store, but he soon found time to greet us cordially and promised to return some one of the many calls we have made on him in the past. John Affeldt has one quality which has always been cherished by R. E. Olds. When his associates fail to live up to the tenets of their organization or vote to do one thing and then deliberately proceed to nullify their action by doing the opposite thing, he quietly retires from all participation in the activities of the organization. That explains why he is not present at the annual convention of the retail grocers and meat dealers association at Battle Creek this week. Mr. Affeldt is always in evidence when he attends State conventions and his absence will be noticeable in more ways than one.

Saturday afternoon took me to Ionia—a city I am always glad to visit because of the many warm friends the Tradesman has on every business street. Found much interest in the General Motors automobile show in progress in Grand Rapids this week. Was unable to find parking space on main thoroughfare, as usual. Sorry to see some vacant stores on the main business street, which is noticeable in every city of any size I visit these days. Called on Fred Green, as usual, only to find him away from the factory. I have never yet found him in his office Saturday afternoons, but when he was governor he was seldom away from Lansing Saturdays. I think I never knew a governor who put in more hours at the capitol than he did.

Some one asked me the other day how much Will Rogers received for an hour's talk he gave the furniture men at their winter banquet here two or three years ago. A member of the committee told me he was paid \$2,500, which is a somewhat higher rate than he was paid twenty odd years ago when he appeared fourteen times on the programme of the vaudeville show at Ramona theater, for which he was handed \$200. This included his calico trick horse, rope and chewing gum.

A leading grocer in a nearby city informs me that the chain stores in his bailiwick are demanding a portion of the patron-

age of the poor commissioners in making purchases of staple groceries for the indigent people under their jurisdiction and asks what he can say to the poor superintendents to justify them in refusing the request. That is an easy matter. I would call the attention of the officials to the fact that the chain stores do not own the store buildings in which their stores are located; that they deliberately falsify the value of their stocks to the assessors, which enables them to escape proper taxation; that they employ children under age in their stores and pay starvation wages to their clerks and helpers; that they ruin the farmers in the country tributary to their stores by bringing in foreign products and selling them at less than the nearby farmers can afford to produce them. In other words, they demoralize everything they touch and deliberately impair and destroy every condition which contributes to the success and prosperity of legitimate business. Because of this they are not entitled to the trade which belongs exclusively to independent merchants who own their own stores, contribute to the support of schools, churches and civic undertakings, assist in building up reasonable living conditions among the farmers and create a spirit of friendliness and co-operation among their home people.

The most amusing feature of the city election on Monday was the appearance of the union label on the cards and circulars of many of the candidates for public office. No business man of any standing in the community would consider the use of the label on his business stationery under any circumstances, but when some men run for office they are easily persuaded that they must have the label on a portion of their cards, so they can be prepared to hand out a clean card to decent people and a card with the label printed thereon to the cohorts of arson and anarchy. When it is recalled that less than 5 per cent. of the voters in Grand Rapids are unionists, the untenability of their position is clearly apparent. Every man who makes this mistake should be rebuked at the polls by thinking people.

I am exceedingly sorry to note that Col. John G. Emery has decided to enter the political field as a candidate for Congress against Carl Mapes, who has served the Fifth District so well and faithfully for many years. His announcement that he proposes to make the run as a wet, pledged to the repeal or modification of the Volstead law, leads me to the belief that if he is nominated he will be elected, because the wet voters of this district are undoubtedly in the majority. In view of this line up of the voters, I think Mr. Mapes would change his ideas on the liquor question, because he has always undertaken to accurately and understandingly interpret the views

of his constituents, rather than enforce his own personal ideas on any great public question.

Mr. Mapes has now been our representative in Washington so long that he has become very valuable to the people of this district. Because of his wide acquaintance and long experience he is able to do things for his constituents which no new men could possibly do for many years. He presents the highest type of a faithful and conscientious legislator. His record for attendance in the sessions in the House is approximately 100 per cent. Probably no member now in Congress can equal his record in this respect. He has come to be regarded as one of the fairest and best posted presiding officers the House has ever possessed. He is not a spell binder when it comes to oratory, but he never rises to his feet that his line of talk does not at once command the close attention of his colleagues, because it is universally conceded that he never undertakes to make any remarks until he has mastered the subject by close study and observation and has satisfied himself as to the correctness of his conclusions.

I have not a word to say in disparagement of Col. Emery, with whom I have only a slight acquaintance. He came to this city a few years ago from Mancelona, where he was highly respected. He has made himself a good citizen of his adopted city and proved to be a good soldier in the kaiser's war. He would, undoubtedly, make a good record for himself in Congress, but I greatly dislike to see so faithful a representative as Mr. Mapes relieved from a position he has filled with such signal ability and energy, solely because he is not personally in accord with his constituents on one of the most difficult problems which has ever confronted the American people.

In common with all humanity I possess the natural sentiment of religion; in common with all humanity I have received an early training in accord with that sentiment, and in common with multitudes of people I have undergone experiences and have formed religious conclusions in relation thereto. It matters not here whether I am an earnest Methodist, a devout Catholic, a solemn Episcopalian, a serene Baptist, an intellectually zealous Unitarian, an ardent Presbyterian, Congregationalist or Universalist. It does not matter a particle whether I am a Christian Scientist, a Hebrew, or a follower of the New Thought.

Never have the cardinal principles of Christianity been more thoroughly believed in than they are to-day, and this fact is very largely due to co-operation between the pulpit and the press. Occasionally the press tells to the ministers things that are good for them to know and once in awhile the ministers get back at the press in kind. Mind you, I am now referring to the real, humanly devout and upright representatives of both pulpit and press, who have the general welfare

sincerely at heart. The essence of Christianity is understood, appreciated and practiced to a greater extent today than ever before because the press and the pulpit, both of whom are amenable to public opinion, are working together harmoniously, broadly, intelligently and fairly. More than half of the world, including all the really worth while ministers, are readers; and thereby religious liberty is becoming more real and so more holy every day in the calendar.

Looking backward into my boyhood I can see a saintly man, perhaps 25 years of age, and his equally saintly bride as they came into a little backwoods lumber town, accessible only after a fifty mile drive through the forest. The husband had accepted a pastorate which carried with it a salary of \$300 and a house in which to live. The congregation did not exceed forty members and cord wood, bear meat, pork, corn meal and potatoes were locally legal tender. Cash was at a premium, and the annual barrels and boxes of second hand clothes, old books and old magazines and old everything else that came to this minister were not half so valuable to him as would have been the cash paid out for expressing the stuff by rail and wagon to him. In the winter that man drove the tote team for a lumber camp with the understanding that he could answer a sick call at any time. During spring and summer he worked about his house for his yearly supply of vegetables and feed for chickens and hogs. He had no horse and he walked.

Work? He worked, physically and spiritually, all the time and hard, and I have known him to borrow a horse and ride the animal ten, fifteen and sometimes twenty miles through the woods to answer a sick call or to offer consolation and spiritual comfort to bereaved ones—and all for \$300 a year and a house in which to live.

"If they would send me the magazines and \$5 in cash," he once remarked to one of his flock, "this help would be greater," and then he told how carefully he read the magazines and how generously and discreetly he circulated them among his people and added, "and you have no idea how eagerly they read the magazines and how carefully they handle them that they may be passed on to others."

That information and such experience coming to my notice, even as a boy, made a lasting, valuable impression upon me. For one thing, it enlightened me as to the meaning of genuine generosity and real missionary effort. It also taught me that that minister was a social economist of the highest order and that it is quite as possible to find legitimate priests of God in isolated, out-of-the-way pulpits as it is in the metropolitan temples.

That minister was the first to put up to my intelligence the splendid possibilities—which are now being realized, thank God—awaiting broad minded, fair minded, joint effort on the part of the press and the pulpit.

There is no earthly reason why the pulpit and the press should not coordinate their work. The minister, viewed as a social factor and not as the mere advocate of a certain association—a man who teaches and preaches the Golden Rule—is an obvious, individual character directly attached to and the representative of humanity. And it is such a man who transcends and spiritualizes his function as minister that is the true representative of humanity—the really great minister. So it is with the representative of the press who is really great in his vocation. Such men are made for the especial purpose of working together for the great general good, and there are many, many such.

Such men did not exist in the day of the wondrous Voltaire else there would have been no Voltaire; such men were not numerous when Tom Paine wrote his Age of Reason, and so that age had not yet arrived, and even fifty years ago conditions were such that Robert G. Ingersoll was able with his glorious eloquence and his wonderful personality to achieve a fame which would be impossible to-day.

Sermons of the highest merit and most sincere devotion go out to them daily through the pages of periodicals and every Sunday over millions of radios and by virtue of these sermons the ministers are able to be alive and earnest and effective and altogether splendid. And thus through the united effort the congregations, regardless of sect, are daily coming nearer to the ideal age of real Christianity.

Let the yellow journals and the pulpitering bigots go their way. They are not open to discussion—just yet—and when they are ready they will not need to be discussed. They will have made their own argument and rendered their own verdict and all the world will rejoice as it imposes the sentence of unqualified religious liberty.

What is religious liberty? It is that condition of mind which develops human intercourse on equal terms, which recognizes no caste save that which is dominated by intelligence, kindness and love one for another. And it is that kind of liberty, I am sure, which is the end aimed at by the God-fearing men and women of this generation.

Dr. John Harvey Kellogg is ranked as the noblest of the world's twenty-four outstanding men listed by Grenville Kleiser, poet and a frequent visitor in Battle Creek, in the current issue of Pathfinder, weekly magazine. Mr. Kleiser has made his selections on the basis of the outstanding characteristics of each of the twenty-four men. President Hoover is ranked as the foremost man in the world and Calvin Coolidge as the mutest. The remainder of the list follows: Smartest, Henry Ford; kindest, John D. Rockefeller, Jr.; soundest, Owen D. Young; mildest, Andrew Mellon; boldest, Benito Mussolini; sanest, Dr. Harry Emerson Fosdick; gravest, Justice Charles Evans Hughes; truest, Rabbi Stephen Wise; gentlest, Sir Wilfred

Grenfell; broadest, Nicholas Murray Butler; brainiest, Elihu Root; gloomiest, Dean William Inge; dearest, former Justice Oliver Wendell Holmes; cleverest, Arthur Brisbane; drollest, Will Rogers; cheerless, Prof. William Lyon Phelps; frankest, Gen. Charles G. Dawes; justest, Senator William E. Borah; brightest, O. O. McIntyre; vainest, George Bernard Shaw; humblest, Mahatma Gandhi.

Careful perusal of the John A. Lake talk at the retail grocers convention at Battle Creek leads me to remark that that one talk alone was well worth the time and expense involved in a trip to Battle Creek by any grocer.

E. A. Stowe.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 12—In the matter of Hubert V. Vander Myde, Bankrupt No. 4741, the first meeting of creditors has been called for April 12.

In the matter of William B. Bos, Bankrupt No. 4842. The first meeting of creditors has been called for April 12.

In the matter of Leroy Patton, Bankrupt No. 4846. The first meeting of creditors has been called for April 12.

In the matter of Carry L. Craig, Bankrupt No. 4831. The first meeting of creditors has been called for April 12.

In the matter of Charles E. Brown, Bankrupt No. 4848. The first meeting of creditors has been called for April 12.

In the matter of Harry McAllis, Bankrupt No. 4845. The first meeting of creditors has been called for April 12.

In the matter of Walter H. Rohde, Bankrupt No. 4843. The first meeting of creditors has been called for April 12.

In the matter of Thomas C. Lightfoot, Bankrupt No. 4694. The final meeting of creditors has been called for April 18.

The trustee's final report will be approved at such meeting. There probably will be a small first and final dividend to creditors.

In the matter of Neal Verwys, doing business as Verwys Auto Supply Co., Bankrupt No. 4743. The final meeting of creditors has been called for April 18.

The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Juda Bazzett, Bankrupt No. 4672. The final meeting of creditors has been called for April 18.

The trustee's final account will be approved at such meeting. There may be a small first and final dividend to creditors.

In the matter of Jacob Heibel, Bankrupt No. 4720. The final meeting of creditors has been called for April 18.

The trustee's final report will be approved at such meeting. There may be a small first and final dividend to creditors.

In the matter of Enoch H. Beckquist, Bankrupt No. 4716. The final meeting of creditors has been called for April 18.

The trustee's final report will be approved at such meeting. There may be a small first and final dividend to creditors.

In the matter of Lyell E. Frisbie, Bankrupt No. 4639. The final meeting of creditors has been called for April 18.

The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Ned W. Talbot, Bankrupt No. 4640. The final meeting of creditors has been called for April 18.

The trustee's final report will be approved at such meeting. There may be a small first and final dividend to creditors.

In the matter of Paul Weinberg, Bankrupt No. 4632. The final meeting of creditors has been called for April 18.

The trustee's final report will be approved at such meeting. There may be a small first and final dividend to creditors.

In the matter of Pearl D. Gibb, individually and doing business as the State Shop, Bankrupt No. 4697, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 19. The bankrupt was not present or represented. The trustee was present in person. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as funds would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Hamilton-Anderson Co., Bankrupt No. 4489, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 29. The trustee was not present or represented. The bankrupt

was not present or represented. One creditor was present in person. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to creditors of 20 per cent. All preferred claims have heretofore been paid in full. No objections were made to the bankrupt's discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

March 31. We have received the schedules, order of reference, and adjudication in the matter of Vern Eicholtz, Bankrupt No. 4852. The bankrupt is a resident of Grand Rapids, and his occupation is that of an oil station attendant. The schedules show assets of \$750, with liabilities listed at \$6,324.20. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

March 31. We have received the schedules, order of reference, and adjudication in the matter of Harold Smalley, Bankrupt No. 4851. The bankrupt is a resident of Grand Rapids, and his occupation is that of an artist. The schedules of the bankrupt show assets of \$175, with liabilities listed at \$2,152.90. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

March 31. On this day was held the first meeting of creditors in the matter of W. B. Bera & Sons, and individually, Bankrupt No. 4833. The bankrupts were present in person and represented by attorney Grant Sims. Creditors were present in person. Claims were proved and allowed. The bankrupts were each sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was named trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

April 1. We have received the schedules, order of reference, and adjudication in the matter of the Addac Co., a corporation, Bankrupt No. 4854. The bankrupt concern is a resident of Grand Rapids. The schedules show assets of \$8,867.07, with liabilities listed at \$18,645.28. The list of creditors of said bankrupt is as follows:

U. S. Government	\$ 307.00
City of Grand Rapids	108.73
State of Delaware	150.00
P. T. Hendriksen, Grand Rapids	600.00
J. A. Klise, Grand Rapids	30.00
Rubberset Co., Newark, N. J.	30.30
C. Sophus Johnson, Grand Rapids	3,072.61
Gerhard & Hey Co., New York	127.50
Old Kent Bank, Grand Rapids	516.53
W. A. Nelson, Mebane, N. C.	8.20
J. A. Klise, Grand Rapids	2,302.96
A. J. McCarthy, Towanda, Pa.	4.60
P. T. Hendriksen, Grand Rapids	1,659.02
Andrew Ekman, Grand Rapids	146.40
Klise Mfg. Co., Grand Rapids	2,870.00
Bears Mfg. Co., Chicago	13.26
Blackmer Rotary Pump Co., G. R.	63.24
Boyer Stamp & Seal Co., St. Joplin, Mo.	21.00
Brownell Poto-Lithograph Co., Det.	16.24
Wm. Brummeler's Sons Co., G. R.	13.10
Business Equipment Publ. Co., N.Y.	327.50
Caskie Paper Co., Lynchburg, Va.	67.20
Corporation Trust Co., Wilmington, Del.	68.50
Consumers Power Co., Grand Rap.	10.64
Chamber of Commerce of U.S.A., Washington, D. C.	25.00
Excelsior Ink Co., Chicago	7.00
Galmeyer & Livingston Co., G. R.	60.69
G. R. Enameling Works, Grand R.	92.60
G. R. Plating Co., Grand Rapids	2.00
G. R. Electrotype Co., Grand Rap.	9.96
G. R. Pattern & Model Works, Grand Rapids	45.00
G. R. Varnish Corp., Grand Rapids	14.75
Gummed Industries Ass'n., N. Y.	4.10
Hodges Tool & Mfg. Co., Grand R.	1996.68
Indiana Cash Drawer Co., Shelbyville, Ind.	31.15
Linsey, Shivel & Phelps, G. R.	15.00
Metal Trades Ass'n., G. R.	22.00
Mich. Bell Tele. Co., Grand Rapids	14.50
Multi-Selecto Phonograph Co., Grand Rapids	54.75
Paramount Translation Bureau, Chicago	3.08
W. J. Peterson & Co., Grand Rap.	335.45
Raenell Press, Grand Rapids	154.45
Rice & Rice, Grand Rapids	10.20
S.A.S. Translation Bureau, Chicago	4.35
Rolfe C. Spinning, Inc., Detroit	49.80
Tanglefoot Co., Grand Rapids	12.94
Vanden Bosch & McVoy, Grand R.	11.80
A. J. Van Oeveren Prtg. Co., G.R.	30.00
Western Felt Works, Chicago	5.55
O. B. Whitaker Mfg. Co., Joplin, Mo.	83.82
Wicks, Fuller & Starr, Grand Rap.	85.00
Wooster Brush Co., Wooster, Ohio	19.81
Old Kent Bank, Grand Rapids	3,000.00

March 31. On this day was held the adjourned first meeting of creditors in the matter of Mason F. Maynard, Bankrupt No. 4565. The bankrupt was not present or represented. No creditors were present or represented. The matter was further adjourned to April 7.

On this day also was held the first meeting of creditors in the matter of Edward Greenspan, doing business as the Fair Store, Bankrupt No. 4808. The bankrupt was present in person and represented by attorney Alexis J. Rogoski. Creditors were represented by attorney

Harold H. Smedley. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. George D. Stribley, of Muskegon, was elected trustee, and his bond placed at \$5,000. The first meeting then adjourned without date.

April 1. On this day was held the first meeting of creditors in the matter of Fred Schaal, Bankrupt No. 4830. The bankrupt was present in person and represented by attorney Clair S. Beebe. Creditors were represented by attorney Fred A. Mills. The bankrupt was sworn and examined with a reporter present. M. N. Kennedy, of Kalamazoo, was named trustee, and his bond placed at \$500. Reclamations were allowed. The report of the custodian was approved, as filed. An order was made for the adjournment of the hearing without date.

On this day also was held the first meeting of creditors in the matter of David I. Abrahams, Bankrupt No. 4783. The bankrupt was present in person and represented by attorneys Rosenberg & Painter. Claims were proved, but not allowed at this meeting. No creditors were present or represented. M. N. Kennedy, of Kalamazoo, was appointed trustee, with bond of \$500. The bankrupt was sworn and examined with a reporter present.

April 4. We have received the schedules, order of reference, and adjudication in the matter of Earl J. Newton, Bankrupt No. 4856. The bankrupt is a resident of Chickaming township, and his occupation is that of a laborer. The schedules of the bankrupt show assets of \$638, with liabilities of \$658.73. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

April 4. We have received the schedules, order of reference, and adjudication in the matter of Claire Higbee, Bankrupt No. 4857. The bankrupt is a resident of Benton Harbor, and his occupation is that of a laborer. The schedules of the bankrupt show assets of \$500, with liabilities listed at \$1,316.01. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

A Business Man's Philosophy.

A reader confirms from experience and observation something suggested in this column, to wit:

"A job is something like an investment. The job holder, like the investor, must have patience. The average fellow fails because he lets go too soon."

This man writes: "So many fellows get the idea that they are bettering themselves if they can make a few more dollars by changing jobs, but nine times out of ten they are merely kidding themselves. They seem to lose sight of the fact that every time they take a new job there is an entirely new environment to which they must adjust themselves before they can become efficient. Also they forget that the company for which they worked before had a certain amount invested in them and that they had a certain amount invested in the company."

No man is worth much to anybody the first six months. It may take a man three or four years to master a job.

Most employers prefer to let men inside the ranks work up into better positions. That's why it usually pays to stick to the company where one is known.

William Feather.

Calling His Bluff.

In the smoking room of the big hotel the Scot had been boring everyone with tales of the great deeds he had done.

"Well, now," said an Englishman at last, "suppose you tell us something you can't do, and, by jove, I'll undertake to do it myself."

"Thank ye," replied the Scot. "I canna pay ma bill here."

"All that I am I owe to my wife" isn't a new confession. Adam said it first.

What Constitutes Loyalty To Home Interests.

After fourteen years we again have an opportunity to prove our patriotism in the use of food. Now, however, we are not called upon to deny ourselves of home grown products which we enjoy, nor to reduce our fare to the lowest limit consistent with adequate nutrition. On the contrary, we may eat all we need of preferred foods, provided we can pay for them, and thus help sustain home interests. There is plenty for all.

Home interests embrace our own communities, our State and the Nation. Loyalty demands that we endeavor to promote each in the order named. Whatever helps our neighbors helps ourselves.

We might begin our enumeration of foods which claim attention with milk. Nutrition authorities place milk as a principal food for children, and economists tell us that this winter in many families the quantity of milk has been reduced to save expense and at the same time these people have paid an equal amount for foods which afford less nourishment.

For some years producing milk was one of the most profitable lines for farmers to engage in. Dairy herds were increased in numbers; many took up selling milk as more profitable than butter or cream. Areas about the cities were enlarged and more and more milk shipped to the creameries, which tried to take care of the surplus by making butter, cottage cheese, dried milk, etc. Then unemployment came and the cuts in prices paid to milk producers followed at intervals until now, even with low cost of feed and labor, the profit has gone. Cows which eighteen months ago would have brought \$100 each are being sold in Detroit markets for meat at \$25 each, from which must be deducted trucking, yardage, commission and insurance fees.

Whereas there was formerly a definite area which supplied Detroit (a circle of about fifty miles) we are told that milk tanks now come from as far as Reed City, about 200 miles.

Last year for the first time I saw Maine potatoes in Ann Arbor, and was told that Idaho potatoes also came in. Michigan potato growers needed the patronage of every resident of our State. Wisconsin has naturally been a competitor in Michigan markets and that was enough.

It would be a task to discover how many outside brands of butter are on sale in Michigan towns and cities where the home creameries could have supplied all needed. My visits to Ann Arbor are now few and far between but there one can see Swift & Co.'s creamery brand of butter and cartons of eggs. This is absolutely unnecessary. A Wisconsin creamery has for years sold its entire output to the Kroger Grocery Co. Then there are brands of butter from Michigan towns near and far.

Do they satisfy at the lower price than home creamery butter? Mr. E. J. Herrick, who was once in the grocery business in Grand Rapids, told me that he had discontinued handling any butter except that made in an Ann Arbor creamery. Although he must

charge two or three cents per pound more it ended all complaint about the butter sold by him. He had had plenty of complaints about other brands.

I judge that Ann Arbor grocers order garden truck largely from Detroit, while truck gardeners not far away ship to Detroit. There are at least three reasons for this: They can obtain exactly the grade needed for their trade in adequate quantities of all kinds and as often as once a day. Formerly gardener's trucks from near or far made their rounds at stated intervals, each supplying certain grocers so far as their loads held out. With varying seasons the supply of home grown vegetables, etc., would be adequate, inadequate or so plentiful that gardeners must dispose of a portion elsewhere or suffer loss.

Not long after the war when all the blame for high cost of living was by some attributed to profiteering merchants a movement started in Ann Arbor to relieve the oppressed consumers. In time a curb market—better a curbstone market—was started. Two blocks adjoining the courthouse square were assigned to farmers and gardeners on Wednesday and Saturday forenoons. Instead of being a real city market where grocers could secure a supply at wholesale in a short time, they were debarred from the market until after 11 o'clock, so consumers could have their pick. In effect, the city said to grocers: "You can have the leavings—the remnants." Did that please the grocers? Nor did it please or meet the needs of producers who wanted to dispose of a load in the shortest possible time and return to their work. It was all right for those who carried a little of everything and had no urgent work at home. It has continued for years—a camp in the street—but next year is to have a market place off the street. Whether consumers save or not it is a diversion to many and grades and qualities can be disposed of which no grocer would handle.

The old-time custom of farmers making Saturday their market day does not fit into present day methods. Saturday is the grocer's rush day and he wants everything in stock and well displayed. When the store is opened Saturday morning, they don't like even to be bothered by being asked if they need this or that fruit or vegetable. And they don't like to see a regular customer bring in eggs on Saturday unless they are actually short.

Customs, habits, established methods and channels of trade, aided by unpleasant occurrences, prevent the loyalty and co-operation which is best for all.

Now apples: Only New York excels Michigan in quality of apples. Why, then, when our State has plenty should our citizens pay more for Western apples? It is the color, size, uniformity and package that sells them—not quality. Not to be unfair, it must be said that the Western apple allowed to ripen on the tree has quality, but for shipment to Eastern markets it is picked slightly green, as are lemons, and never can attain its mature flavor.

As to products of other states, we must use our own judgment. Each one can help home interests if they apply

themselves to the task. Get out of old ruts and new methods may become as convenient as present ones.

E. E. Whitney.

Quality Not Quantity.

"How much for this big dog?"
 "Five dollars."
 "For this smaller one?"
 "Ten dollars."
 "For this tiny one?"
 "Fifteen dollars."
 "Heavens; how much will it cost if I don't buy a dog at all?"

Americanism: Boasting of this generation's frankness; driving off in the

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 CATSUP · BUTTER WAFERS
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FINANCIAL

England's Taxes and Our Own.

The people of Great Britain have heartened the world by standing the immense tax levies of their non-partisan, "National" government and ending their fiscal year with an actual surplus of a million dollars.

All honor to them! Our hats are off!

The people of this country are ready to show an equal devotion, a like patriotism. They are ready to "pay until it hurts" for the sake of balancing the budget and maintaining the National integrity. Yet they look with longing upon the case of their cousins across the sea, hard taxed as they are.

For England, in her troubles, has had intelligent leadership. Upon the problem of balancing her budget her very best financial brains were concentrated. A program, hard and bitter though it may have been, was formulated with the complete confidence of the electorate. People could scrape and save and pare down in order to meet its demands because they had faith in it. No tax is perfect, but these taxes were imposed with every possible regard to the welfare of the goose that had to lay these golden eggs.

In Washington all is different. There is very little regard for the National welfare and every regard for the local welfare of political candidacies. A "jackass rabbit" House, in a burst of madness, throws out of the window the sales tax, the only fair and easy tax that would distribute the burden upon all our shoulders. Then, in hurried remorse, this same unintelligent and unconscientious House votes tax after tax, so quickly and so unpreparedly that even the trained correspondents of the newspapers can barely keep up with them.

Simultaneously, one hundred and sixty-six members of the House, who are publicly pledged to balance the budget, are announced by the grafting veterans of the kaiser's war as pledged to vote a budget-breaking bonus of two billion dollars. Also, the Senate looms in the near foreground, the Senate that has lost its old reputation for sound and conservative statesmanship. The country looks to it to undo the tax vagaries of the House. Yet what hope have we there? At its very threshold, Chairman Jones of its appropriation committee says that he has been so very busy that he hasn't "had time" to find out about the tax bill. And we know that under President Hoover's established policy we can hardly expect from him an aggressive leadership over Congress.

The truth is that our system of Government in this world crisis is not functioning as well as is that of England. The real brains of the Democratic party is holding aloof from the vital matter of taxes. Governor Roosevelt's supporters, indeed, inspired and organized the successful fight against the sales tax. Al Smith and Baker and Ritchie, and even the Olympian Owen Young have not raised their hand or voice for their party or their country. They have left everything to the sloppy and untrained mind of a Speaker

of the House who says that the kind of taxes voted is "inconsequential." So, with the stock transfer tax and the triple dividend tax, the country's greatest market place, the New York Stock Exchange, faces to-day stark ruin.

Members of the Exchange and the allied community of Wall street are not lacking in patriotism. They proved that to the hilt in the kaiser's war. They will meet and obey whatever tax system the Government imposes. They would close up the Exchange, if the law required. And they would do it without a murmur, if they thought that their representatives in Washington had made this requisition of them in a fair and wise consideration of the country's needs.

But this is not the case. Neither Wall street nor the country is being given the benefit of an even half-way unprejudiced scheme of taxation. Politics is in the program. Sloppy-mindedness is in the program. We are not getting either a fair deal or an intelligent deal. Give us that and our people will be inspired with the same staunchness that has made England's so brave and memorable an example.

Shameful Statesmanship.

The American people are eager to balance the budget and willing to bear the tax burdens which this process entails, but:

What a shameful lack of statesmanship there is in the tax bill as passed by the House to date!

The original refusal to pass the only fair, easy and general tax, the succeeding fear that no attempt would be made to balance the budget have been followed by an era in which any and every tax is rushed through to passage as fast as a sleepless committee can throw together new proposals.

Was there ever a more dangerous, a more unscientific, a more sheerly incompetent process of legislating upon one of the very few most important problems in all the history of the United States?

Who knows what effect these hastily slung together provisions are going to have either upon business or for revenue?

No one.

Why was first-class postage given the enormous advance of 50 per cent., when all the money that it is counted upon to bring in might be saved by cutting out the enormous and familiar postal wastes? And what will this new penalty do to business? We know of one charitable institution with an operating postal charge of \$6,000. How will it fare with that budget raised to \$9,000?

And what about this ¼ of 1 per cent. tax upon stock transfers? In motive this was a "soak the rich" penal tax. It will almost certainly kill floor trading and thus kill the broad, resilient market which is the New York Stock Exchange's greatest value to the country. It will limit public re-entrance into the market at the time business needs it most. It will cut out the profits of brokers, cause them to reduce staffs and close offices. And, as the best-informed opinion agrees even while it thus vitally strikes at one of the most important instruments of recovery it

will fail to bring in to the Treasury a larger revenue than the Government is receiving from its stock tax to-day.

And how about these hit-or-miss, here-and-there sales taxes which they try to call "excise" taxes? Instead of spreading a small even sales tax upon all industries, why do they pick out an industry like the manufacture of automobiles, one that is essential also in leadership to return to prosperity, and slap upon it a heavy direct tax?

Why don't they, in fact, admit the hurried unwisdom of all this stop-gap legislation and go back to the original sales tax? Why don't they have the decency at least to attend the debates and vote in the roll call? Why should so vitally important a matter as the stock sales tax be voted on by barely half of the 435 members of the House?

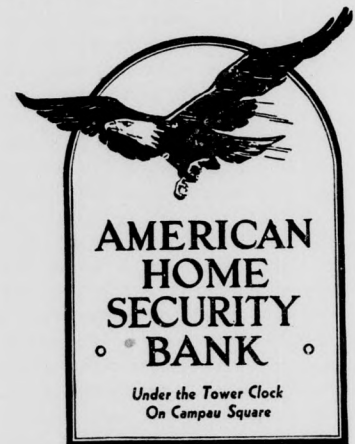
The American people are not afraid of bearing their tax burdens. They want their National budget balanced and they know that this can't be done without heavier taxation than they have ever known. They know, too, that if they start complaining about specific taxes they will break down the whole machinery of adjustment. They are fundamentally willing to accept the best tax bill they can get and then shut their mouths and "take it on the chin." But it is the very gallantry of this spirit that makes the more shameful the hurried slapdash tax legislation which they are getting from the Washington Representatives who do not "represent" and from a Speaker who thinks an intelligent tax program "inconsequential."

He wins who wills—and works!

House Action on Tax Bill Most Favorable Development.

The action of the House of Representatives Tuesday on the tax bill was the most favorable development from the point of view of business recovery since the start of the depression. It was a genuinely constructive move and reflected the realization that we cannot "squander our way out" of our difficulties. Nothing else could have happened within a period of a few hours that could so materially change the outlook.

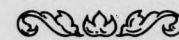
Of course, we still are a long way from a balanced budget. Not only must more taxes be voted, but the Senate action remains ahead of us. It is probable that the upper house will make substantial changes in the tax bill when it is submitted to it and that extensive compromises will be necessary. Finally, nevertheless, Congress is headed in the right direction.



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Bringing the budget into approximate balance alone does not constitute business recovery. Rather it merely is one of the steps which points toward stability in our financial system. This is significant because until it is accomplished it is useless to hope for a discontinuance of credit liquidation.

More specifically, bringing the budget into approximate balance will mean in due time the elimination of Government borrowing. This will remove the heavy burden which has been overhanging the Government bond market. Relief of pressure here will be reflected throughout the high grade list. It will become possible, accordingly, for the necessary long-term private financing to be handled at more reasonable rates.

This will be merely the direct effect. In addition, an improved bond market will tend to instill confidence in the whole community and thereby to strengthen the secondary reserve position of the commercial banks. The importance of this is that such strength will have much more effect upon the lending policies of the banks than artificial measures, such as the National Credit Corporation, the Reconstruction Finance Corporation and the Glass-Steagall bill.

On the other side of the picture is the fact that the increased taxes necessarily will be a burden on business. Some of the levies voted by the House are extremely heavy and unquestionably they will reduce the demand for products by the public. Further, it is quite possible that the amount of revenue which will be derived from various of the levies is overestimated with the result that we still have a deficit large enough to make Government borrowing significant in the bond market.

Regardless of these limitations, nevertheless, the net result of the House action must be interpreted as decidedly favorable. If the House will continue along this path and the Senate follows the same course one of the darkest clouds overhanging business recovery will be removed.

Ralph West Robey.
[Copyrighted, 1932.]

Farm Prices Are Out of Line.

One of the major causes for distress at present is the disequilibrium between the prices for agricultural commodities and that for manufactured articles. On March 15, according to the Department of Agriculture, the general level of agricultural prices was 61 per cent. of the average for 1910-14. The price level for manufactured articles relatively is about 50 per cent. higher.

It is not necessary, of course, for these two price levels to be in perfect harmony. When the disequilibrium becomes as much as 50 per cent., however, it is certain to have serious effects upon the entire productive machinery of the country. This is because agriculture still contributes such a large proportion of the total purchasing power in the United States that it is impossible for us to have great prosperity if the farmer's ability to buy goods is materially impaired.

Various factors have contributed to the development of this disequilibrium. First has been the fact that it is ex-

tremely difficult for agriculture to adjust its production to changes in the volume of consumption. This is not so much a question of the relatively long period between planting and harvesting as it is that the selective process among farmers operates very slowly. The fact that farmers have to make relatively few cash payments enables them to continue producing on an unprofitable basis. Manufacturers, on the other hand, with their larger proportion of cash payments and fixed expenses are forced into bankruptcy more quickly.

A second important factor leading to the disequilibrium between agricultural and manufactured products has been that the former do not lend themselves to price-fixing. In most instances, it is true, industries are unable to maintain a given price indefinitely, but, except in those fields where there are a large number of strongly competitive units the prices of manufactured articles are more stable than those for agricultural commodities.

The most important question at present is whether the two general price levels will be brought into equilibrium through agricultural prices advancing or through other prices declining. March 15 showed a slight advance in agricultural prices for the first time in nine months, but this, of course, is not sufficient to indicate a trend. It is quite probable that further substantial readjustments will be made in the price level for manufactured products. There still are many parts of the industrial field that have failed to bring their prices into line with the general lower purchasing power of the dollar.

These readjustments must be made and no credit policies on the part of our banking system can prevent them. Liberal bank lending at present will aggravate the disequilibrium between agriculture and manufacturing, rather than the reverse. Temporarily the fundamental difficulties may be hidden by inflation, but ultimately the farming section of this country must be given sufficient purchasing power to enable it to take its proportionate share of our output.

Ralph West Robey.
[Copyrighted, 1932.]

Price and Yield in Stock Analysis.

In the last few articles attention was paid, in stock analysis work, to factors such as the company's business, its balance sheet and earnings.

The study of these cannot be completed without considering the selling price of the stock. It would be inconsistent to say that all stock companies with good business, strong balance sheet positions and high earnings are attractive or to say that those without these qualifications are poor risks.

The stocks of companies with good business, strong financial positions and high earnings may be selling two to three times their worth in which case they are not attractive. Conversely, stocks without these qualifications may have good prospects and be selling at bargain prices.

It is therefore logical to say that the position of the company must be considered in relation to market quotations before a decision can be made

regarding its attraction as an investment.

The most important factor in judging a stock under normal conditions is price in relation to its other and basic attractions because both the buyer and seller are interested in its price. A difference of opinion causes the trading in the stock. The seller feels that the market price received is its worth and the buyer that it is below its true value. This statement is not true as technical conditions enter into the picture and stocks do not always sell for what they are supposed to be worth. Trading indicates divergence of opinion as to price, whether or not it is actual value or future market price for the stock in question. The understanding of true stock market forecasting and analysis

decides these points and helps sway the opinion either for or against the purchase or sale. Jay H. Petter.

Things I Am Tired Of.

- The Depression.
- The Farm Depression.
- The Foreign Depression.
- The Railroad Depression.
- The Industrial Depression.
- Economic Aspects of the Depression.
- Social Aspects of the Depression.
- All Aspects of the Depression.
- Reading about the Depression.
- Talk about the Depression.
- The Depression.

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WXYZ Detroit

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WKZO Kalamazoo

**Every Wednesday and Friday at
6:30 p.m.**

LEE & CADY

Past and Present Declarations Based On Experience.

In every article I write I avoid repeating a statement. Nor do I intentionally harp on an old subject. There are declarations, however, which should be repeated often enough and by a sufficient number of persons to impress a reader. For once, I submit past and present statements.

Merchandising should never be regarded as a game—a contest—to beat another person. He who thinks it legitimate business to profit by another's inexperience or ignorance is in the wrong. He has imbibed false sentiments; he has been trained by false teachers or influenced by unwise associates. He is bound to fail. I once heard two young men arguing that a man could not be strictly honest and succeed as a merchant. They gave up their jobs with a city daily at fair wages and went into the retail grocery business. They were out of it some months later.

No man can practice deception or falsify in his dealings with customers or in his advertising and hold for long his trade. He must frequently seek a new location and have strangers for customers.

No merchant can gamble. Unwise speculation is nothing less than gambling. All too often a merchant is led to overstock in hope of extra profit by advance in prices. The anticipated rise in prices may never come or if it does he learns that the cost of holding the surplus stock, the need of the space occupied and a decreased amount of ready money to avail himself of positive bargains outweigh the increased profit.

No merchant should add new lines which promise richer returns without considering whether there is actual need or demand for a line of goods or whether he alone can devote time and energy to build up a trade in it.

No one should be discouraged by the net results of his first year in business or his first year in a new location. If he holds his own his position is safe. The same careful, strict attention and added experience will result in advance each year.

A merchant should be wary in re-ordering any novelty which sells on sight—which goes like hot cakes. The second or third lot may stay like stale cakes.

Stick by your old, well reputed wholesaler. A trial order with an unknown firm may be satisfactory and save you money. Later you may find goods not equal to the samples, shortage in count, substitutions without your consent, and so on until you drop the firm for good.

Discount every invoice even if you have to hire money to pay them. Better pay your banker 6 per cent. than the wholesaler 12 per cent. or more.

All too many young men think that business affords opportunities to amass wealth without work. Experience alone will teach them otherwise. Others are looking for positions where work is light and salary good. They are never likely to be other than employes, with no business responsibilities and no assurance of permanent positions. Still

other are ambitious and willing to work. They could succeed in various occupations, but are averse to inclement weather, work that requires coarse clothing or is accompanied by dirt, dust, mud or strenuous physical activity, like farming, handling produce, coal, lumber, operating a truck or such. Such a one decides to be a druggist. In due time he is a registered pharmacist at a good salary. Eventually he becomes a proprietor and prospers. Having an auto he loses the benefit of a walk to and from the store four or more times a day. Before he reaches the age of forty, he may be on the verge of a physical breakdown. Social entanglements, advanced education for his children and so forth demand increased expenditures. He cannot give up business and take a long vacation; he dares not change to any other occupation. He hires an additional pharmacist and takes up golf for his afternoons at quite an expense. He may regain a measure of health, but he must always plan for outdoor exercise and live on the border of collapse.

No one should go in debt beyond his ability to secure the indebtedness. I can hardly regard one as having both sense and honor who will do so.

He who engages in business with capital furnished wholly by relatives or friends without being able to furnish security is quite apt to experience strained relations for years to come. Whatever net profit is shown at the end of each year, not more than one-half should be used to increase stock. The other half should be applied on indebtedness if any; otherwise it should go into a reserve surplus.

The grocer who neglects to re-order goods when his supply is low because the salesman is due in three or four days is liable to disappoint customers, even compel them to go elsewhere for one article, when he should mail an order at once, even if he has to add sugar or soap to make an economical freight shipment.

It pays to accommodate one customer who must have a brand that no one else calls for. The grocer may never make a profit on that thing, unless he can secure a broken lot. Drive one customer away and he influences others.

It does not pay to argue with a customer over a difference in the amount of an account. It won't break a dealer to loose a small amount. The customer must be appeased.

E. E. Whitney.

And Even Goats.

Pigs are not the only barnyard critters whose hairs may take on a new industrial importance.

The goat appears likely to have his day, too.

Interesting experiments have been under way in Chicago this winter which indicate that offices can save themselves a lot of the bad results of noise by the simple use of mohair velvet hangings. If, for instance, a typist's desk is in front of a hard-surfaced wall, a mohair hanging will cut to a third or even a seventh the intensity of the echoes.

MUTUAL FIRE INSURANCE

Everybody's Business.

In connection with the last Fire Prevention Week, Secretary of Agriculture Arthur M. Hyde made a plea to farmers and rural dwellers to reduce the gigantic annual fire loss on farms—a loss said to total \$100,000,000 in property and 3,500 lives.

Fire Prevention Week is over. But that advice is still good—and will always be good. Every fire prevented, as Secretary Hyde pointed out, represents that much gain for the community, and a reduction in farm fire loss is equivalent to an increase in farm income.

At present, farm property losses due to fire total about a fifth of the entire National waste in property, and a third of the waste in lives. Practically all farm fires, like those in cities, are preventable. The principal causes are defective chimneys and flues, sparks on combustible roofs, lightning, careless use of matches and smoking, spontaneous ignition of farm products, careless handling and storage of gasoline and other inflammable and explosive liquids, defective wiring and improper use of electrical appliances. Almost all of these menaces may be minimized by care and thought on the part of the farmer.

Every community should organize in an effort to prevent fire. It should do this, not for one week each year only, but for fifty-two weeks. Public opinion should be used to bring home to the individual his personal responsibility for fire. Every fire damages the whole community, and costs the whole community money. It is one case where one's business is everybody's business.

Cause Unknown.

The "unknown" fires are for the most part night fires and, of course, the losses are always total.

We are quite interested in this office in ferreting out loss causes because every time we can definitely lay our fingers on a hazard it helps with our work of prevention.

Personally we feel that loss adjustments of all kinds center too much on getting the papers signed up in nice shape rather than in a thorough investigation of all facts surrounding the fire. Spontaneous combustion covers a multitude of sins, but to one familiar with its workings it is not a satisfactory loss cause.

Adjusters get to handling figures like bank tellers handle money, and they lose their perspective. Now what we need more than anything else in loss adjustments is a careful analysis of all factors bearing on the cause of the fire. A day or two spent in work of that kind will pay large returns in the way of saving to policyholders because it will mean fewer fires, and fewer fires mean reduced insurance cost.

Policyholders can help in this work if they only will. It is a mistaken idea that a claimant should withhold definite information from the adjuster on the theory that he may jeopardize his claim. On the contrary, the man who is open and above board always gets

the best treatment. The Standard Policy says the insured shall "submit to examinations under oath by any person named by this company, and subscribe the same." This is seldom done, but it may be one way out.

A Few Things That Should Be Kept Apart.

Sparks and gasoline.
Heat pipes and wood.
Caps and dynamite.
Electric wires and metal objects.
Children and matches.
Electric bulbs and combs and hair pins.
Careless people and inflammable substances.
Gas jets and lace curtains.
Kerosene lamps and shaky tables.
Oily waste and cigarette stubs.
Ashes and wooden containers.
Rubbish piles and careless smokers.
Overloaded electric wires and bad connections.
Celluloid combs and hot curlers.
Coins or metal connections and safety plugs.

"At a time like this, with widespread business depression, high taxes and unemployment, the temptation to get rid of unproductive property is very strong," Alfred Hogston, State Fire Marshal of Indiana, stated. "In many of the above cases the property in question has been glaringly over-insured. There is no doubt that incendiarism is on the increase, the object being to 'sell the property to the insurance companies'."

Neutron May Explain Cosmic Rays.

The neutron, the physical concept brought into prominence by research reported by Prof. James Chadwick, of Cavendish Laboratory, Cambridge, England, is a close combination of two other more familiar parts of the atomic structure, the electron and the proton. The electron is the negative particle or unit of matter and electricity, while the proton is the unit of positive charge. The neutron, being a combination has no charge at all.

The neutron may be the solution of the mystery of the cosmic ray. Since physicists began to study these extremely penetrating radiations from outer space there has been a difference of opinion as to whether they are electromagnetic waves like light and X-rays or streams of electrons, the negative particles of electricity. Prof. Chadwick's researches just reported from England may give evidence that they are neither, but that they are instead streams of neutrons. This would fit the experimental facts of other investigators here and abroad that show that cosmic rays cannot be deflected by magnetic fields as electrons should be and yet do not wholly fit the character of an electromagnetic vibration.

New California Bean Introduced.

Farmers of Southern California are expected to reap an additional \$2,000,000 annually because of the introduction of a new variety of small lima beans developed by the University of California.

Ten years ago Prof. W. W. Mackie, university agronomist, found the Hopi Indians in Arizona growing an inter-

esting hardy variety of beans to which had been given the name of their tribe. In spite of attempts to introduce commercial varieties of an established reputation among them, the Indians clung to their own variety because they deemed it more satisfactory.

Starting with these Hopi beans—a heterogeneous mixture of colors, and sizes—Professor Mackie has developed within those ten years a market variety now known as Hopi No. 56. The beans are free from defects, uniform in size, shape and color.

Interested in Many Different Undertakings.

South Haven, March 29—Miss Myhan, of this city, is a leader in Michigan's big summer industry, vacation resorts. She is a director of the Michigan Tourist & Resort Association,

president of the South Haven Resort Association, educational committee chairman of the Michigan Hotel Association, program director for the hotel short course at Michigan State College and chairman of the resort and convention committee of the South Haven Chamber of Commerce.

Times have changed. The Michigan Central Railroad no longer runs weekly excursions here. The ill-fated Eastland and City of South Haven no longer race for this holiday port. The largest hotels, the Avery and Sleepy Hollow, have burned, but others have sprung up and automobiles bring more visitors than ever during the season.

In the opinion of Miss Myhan the peak of resort business has not been reached, as the greatest unutilized resource to-day is leisure time.

Science has now found a way to vaccinate you against nearly all plagues except patriotism.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

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

It's the underlying principle of Mutual Insurance.

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

319-320 Houseman Building

GRAND RAPIDS,

MICHIGAN

Finnish Mutual Fire Insurance Company Of Calumet, Michigan

Has paid dividends of 40 to 68 per cent for the past 40 years and have accumulated more assets and surplus per \$1000.00 of risk than leading stock companies.

We insure at Standard Rates and issue a Michigan Standard Policy.

We write Mercantile, Garage, Church, School and Dwelling risk.

Write for further information.

JACOB UETTI, Manager
444 Pine Street
Calumet, Mich.

WASHINGTON'S FAREWELL.

His Last Address To Congress of United States.

The unity of government which constitutes you one people, is also now dear to you. It is justly so; for it is a main pillar in the edifice of your real independence—the support of your tranquility at home, your peace abroad, of your safety, of your prosperity, of that liberty which you so highly prize. But as it is easy to foresee that, from different causes and from different quarters, much pains will be taken, many artifices employed, to weaken in your minds the conviction of this truth; as this is the point in your political fortress against which the batteries of internal and external enemies will be most constantly and actively (though often covertly and insidiously) directed—it is of infinite moment that you should properly estimate the immense value of your National union to your collective and individual happiness; that you should cherish a cordial, habitual and immovable attachment to it; accustoming yourselves to think and speak of it as of the palladium of your political safety and prosperity; watching for its preservation with jealous anxiety; discountenancing whatever may suggest even a suspicion that it can in any event be abandoned; and indignantly frowning upon the first dawning of every attempt to alienate any portion of our country from the rest, or to enfeeble the sacred ties which now link together the various parts.

For this you have every inducement of sympathy and interest. Citizens by birth or choice of a common country, that country has a right to concentrate your affections. The name of America, which belongs to you, in your National capacity, must always exalt the pride of patriotism, more than any appellation derived from local discriminations. With slight shades of difference, you have the same religion, manners, habits and political principles. You have, in a common sense, fought and triumphed together; the independence and liberty you possess are the work of joint counsels and joint efforts—of common dangers, sufferings and successes.

It is important, likewise, that the habits of thinking in a free country should inspire caution in those entrusted with its administration to confine themselves within their respective constitutional spheres, avoiding, in the exercise of the powers of one department, to encroach upon another. The spirit of encroachment tends to consolidate the powers of all departments in one, and thus to create, whatever the form of government, a real despotism. A just estimate of that love of power, and proneness to abuse it which predominates in the human heart, is sufficient to satisfy us of the truth of this position. The necessity of reciprocal checks in the exercise of political power, by dividing and distributing it into different depositories, and constituting each the guardian of the public weal, against invasions by the others, has been evinced by experiments, ancient and modern; some of them in our country and under our own eyes. To preserve them must be

as necessary as to institute them. If, in the opinion of the people, the distribution or modification of the constitutional powers be, in any particular, wrong, let it be corrected by an amendment in the way which the Constitution designates. But let there be no change by usurpation; for though this, in one instance, may be the instrument of good, it is the customary weapon by which free governments are destroyed. The precedent must always greatly overbalance, in permanent evil, any partial or transient benefit

advantages which might be lost by a steady adherence to it? Can it be that Providence has not connected the permanent felicity of a Nation with its virtue? The experiment, at least, is recommended by every sentiment which ennobles human nature. Alas! is it rendered impossible by its vices?

Against the insidious wiles of foreign influence, I conjure you to believe me, fellow citizens, the jealousy of a free people ought to be constantly awake; since history and experience prove that foreign influence is one of

confidence of the people, to surrender their interests.

The great rule of conduct for us, in regard to foreign nations, is, in extending our commercial relations, to have with them as little political connection as possible. So far as we have already formed engagements, let them be fulfilled with perfect good faith. Here let us stop.

Europe has a set of primary interests, which to us have none, or a very remote relation. Hence she must be engaged in frequent controversies, the cause of which are essentially foreign to our concerns. Hence, therefore, it must be unwise in us to implicate ourselves, by artificial ties, or the ordinary vicissitudes of her politics, or the ordinary combinations and collisions of her friendships or enemies.

Our detached and distant situation invites and enables us to pursue a different course. If we remain one people under an efficient government, the period is not far off when we may defy material injury from external annoyance; when we may take such an attitude as will cause the neutrality we may at any time resolve upon, to be scrupulously respected; when belligerent nations, under the impossibility of making acquisitions upon us, will not lightly hazard the giving us provocation; when we may choose peace or war, as our interest, guided by justice, shall counsel.

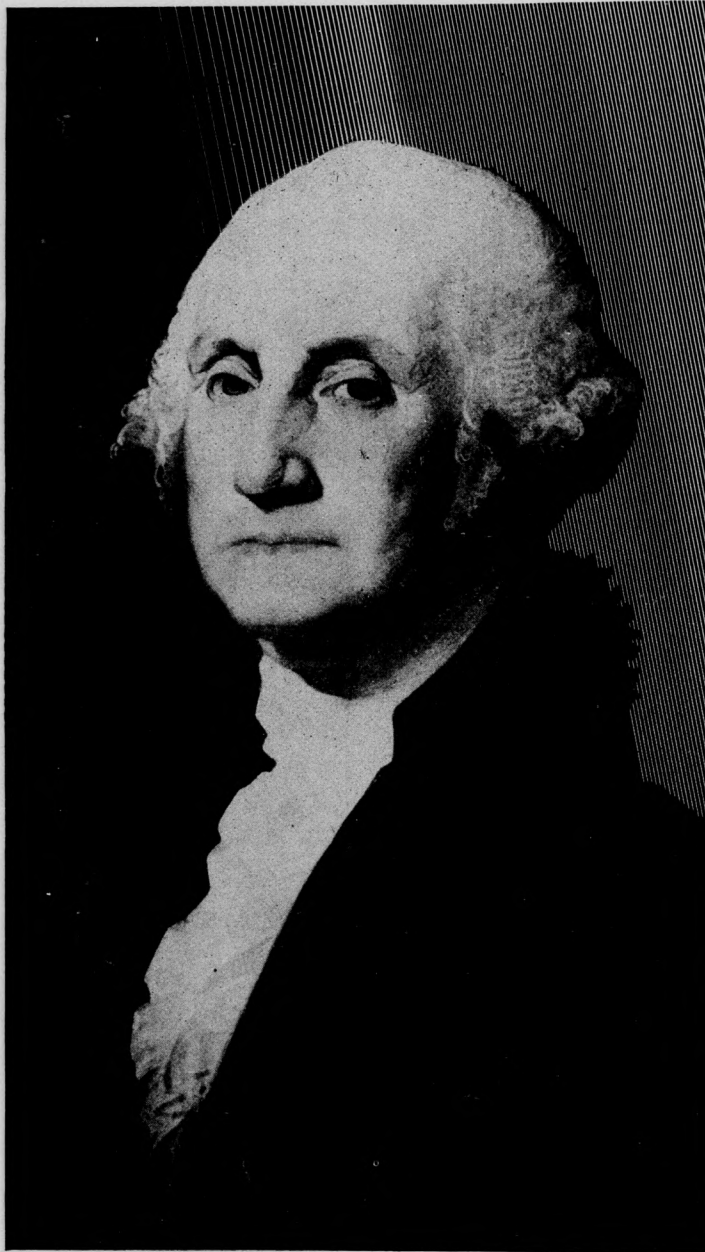
Why forego the advantages of so peculiar a situation? Why quit our own to stand upon foreign ground? Why, by interweaving our destiny with that of any part of Europe, entangle our peace and prosperity in the toils of European ambition, rivalship, interest, humor, or caprice?

It is our true policy to steer clear of permanent alliances with any portion of the foreign world; so far, I mean, as we are now at liberty to do it; for let me not be understood as capable of patronizing infidelity to existing engagements. I hold the maxim no less applicable to public than to private affairs, that honesty is always the best policy. I repeat it, therefore, let those engagements be observed in their genuine sense. But, in my opinion, it is unnecessary and would be unwise to extend them.

Taking care always to keep ourselves, by suitable establishments, on a respectably defensive posture, we may safely trust to temporary alliances for extraordinary emergencies.

In offering to you, my countrymen, these counsels of an old and affectionate friend, I dare not hope that they will make the strong and lasting impression I could wish; that they will control the usual current of the passions, or prevent our Nation from running the course which hitherto has marked the destiny of nations; but if I may even flatter myself that they may be productive of some partial benefit, some occasional good, that they may now and then recur to moderate the fury of party spirit, to warn against the mischiefs of foreign intrigues, to guard against the impostures of pretended patriotism, this hope will be full recompense for the solicitude for your welfare by which they have been dictated.

George Washington.
United States, September 17, 1796.



which the use can, at any time, yield.

Observe good faith and justice towards all nations; cultivate peace and harmony with all. Religion and morality enjoin this conduct; and can it be that good policy does not equally enjoin it? It will be worthy of a free, enlightened, and, at no distant period, a great nation to give to mankind the magnanimous and too novel example of a people always guided by an exalted justice and benevolence. Who can doubt that, in the course of time and things, the fruits of such a plan would richly repay any temporary ad-

the most baneful foes of republican government. But that jealousy to be useful, must be impartial; else it becomes the instrument of the very influence to be avoided, instead of a defense against it. Excessive partiality for one foreign nation, and excessive dislike of another, cause those whom they actuate to see danger only on one side, and serve to veil, and even second, the art of influence on the other. Real patriots, who may resist the intrigues of the favorite, are liable to become suspected and odious, while its tools and dupes usurp the applause and

POOR LIVING CONDITIONS.

Recent Experiences in Rome, Nice and Paris.

(All rights reserved)

Expecting to remain in Rome several weeks, we wished to rent an apartment and promptly encountered a slant not exclusively Italian or European: the "can't" attitude. We found this in Nice and Paris, so our experiences may all be lumped together. It was "impossible" to find what we wanted, for the time we could use it, and there were other inhibitions.

The Roman top-notch among estate agents was a Mr. Anderson, with office in the Via Frattina, adjoining the Piazza de Spagna, one of the most characteristic and historic localities in the better part of modern Rome, so called because the Spanish embassy has been housed in an ancient palace in that square for more than three centuries.

Anderson was Scotch, long resident in Rome, spoke English and Italian perfectly; regretted that he "could not" get us what we wanted; small apartments not having as yet come to Rome; what apartments were to be had must be taken for the minimum of three months. Our persistence, our failure to accept at par his "could not" stuff, irked Anderson; but our pressure induced what seldom can be evoked in Europeans—a trifle of original soul-searching for the one apartment we sought.

It was fun to listen to him argue on the telephone with landladies about his prospect who would rent for one month, perhaps staying for several months until he got one favorable response. Then with an air of resignation, to indicate he was ready to do his best and maybe thus get rid of persistent Americans, we started out.

He had no car. Only one realtor, a Parisian, had a car. Anderson called a taxi, after he had made sure we would not walk for twenty minutes. We had experienced these European twenty minute walks, knew they were hours long, so declined. The drive was replete with interest. Any drive anywhere in Rome is interesting, but this took us through districts we later got to know intimately, across the Piazza del Popolo, against Rome's Northern gateway, which was the main way into the city from prehistoric days until the railroad came. The sun was bright, the air translucent and bracing, as we entered a newer section.

He showed us a magnificently spacious ground floor six room apartment. Furnishings were luxurious, high grade, placed and combined as exquisitely as only Italians have the faculty to accomplish. But it would not do. The layout, characteristic of most we saw, was awkwardly across a spacious, chilly hallway entrance, kitchen and bath on one side, dining, living and sleeping rooms on the other. Floors, like all Roman floors, were of tile, penetratingly chill. There was a water heating plant, boiler in the hallway. The boiler was about the size of a 30 gallon barrel, firebox like that of an old style parlor magazine heater. For six high ceilinged rooms, so spacious as these, we could not believe this would more than modify the winter chill.

Hawthorne calls Roman residence buildings "immense seven storied, yellow washed hovels," and they have altered little for the better in the intervening seventy-five years. Exteriors are imposing, but the rooms are vast caverns of four bare walls, with not even a built-in closet. Walls join the tile floors with no baseboard finish and plaster dust gathers indefinitely at the junction. The great windows admit all the cold there is, which is plenty in Roman winter months—truly, from our standpoint, sepulchers within, whether whitened or yellowed, regardless of exterior embellishments.

These layouts contemplate one to several of the deceptively low-cost continental servants, always of a lower order, accustomed to regard themselves and accepted by their betters as hewers of wood and drawers of water in a literal sense, who have never known a household convenience. Those above them are naturally not conscious of any lack of service facilities, so progress toward modernity is incredibly slow.

Anderson figuratively threw up his hands and actively shrugged his shoulders to indicate he had "told us so." Subsequent experience mostly confirmed his contention. We took another cab and, as we went his way, Anderson rode with us. That we paid for both cabs seemed humorous in view of experiences with American real estate agents, but we saw that Anderson was not prepared to pay—and the cost of each cab was about 25c—and both drives were worth more than that—so what were the odds?

On only two men did we fasten a cab fare. One showed us a basement hovel filled with junk and dirty. We turned it down and let him pay the 50c. The other showed what he called a comfortable, roomy flat. It was as much that as a rambling second-hand furniture store would have been—and he also paid.

A voluble boy, Edinburgh born of Italian parents, educated in the Scots capital and speaking excellent English, we found in the C I T office. His specialty, developed to a perfection I have never seen equalled, was ostensible eagerness to "do something for us," then side stepping performance with the blandest skill. He guided us to a real estate agent who could speak no word of English, with whom we saw the basement place aforesaid.

This man was typical of continental estate agents: no car; rudimentary use of telephone; office opened at 10, closed at 1 for luncheon and siesta, reopened at 3, sealed for the day at 4.30. As with most similar European "services," his clients did the heavy work of seeking what they wanted. He mostly remained seated, his greatest exertion being extreme volubility. Truly he led a hard life, but this was not the only indication we had that Europe might solve her troubles if Europeans would work half as hard for half the hours habitually put in by American business men.

One Cesare advertised and we visited him. He also had his doubts, but started out bravely, optimistically, but we did not get far. Having seen two glaring filthy hallways with janitress's doors giving onto the main stairways,

we left him. A few more leads to many angles of humanity, mostly discouraging, and we about concluded to remain at the Inghilterra or go to the Princess's, and I must tell you of those.

We liked the central location of the Inghilterra. The porter had spent the years 1904-7 in the Antlers Hotel, Colorado Springs, spoke fair English and knew something of American ways. Then our room was large, with two big windows, top floor, facing South and above the opposite roofs and got all the sunshine; furnished with grotesquely shabby but extremely comfortable antiques so genuine as to make one's mouth water. It was equipped with that jocular thing Italians call central heating: a water radiator which at times was warm to the touch; but also there was a fireplace for which a big basket of wood cost 52½c, so we could keep warm for little cost, and during our stay we were quite comfortable with controlled heat.

In Naples we had learned of the Princess Wolkonsky, refugee Russian aristocrat reduced by necessity to keeping what Europeans call a pension—pronounced, Irvin Cobb says, "pong-see-ong, only different;" in plain American, a family boarding house. We visited the Princess in the Piazza Mignanelli. The place was charming, the Princess delightful; but the climb up three flights of draughty stone stairs seemed forbidding, although we later got inured to such features.

The Princess was dubious about us in an apartment.

"You cannot manage servants without dialectical Italian," she assured us, "and they will rob you on every purchase."

"But," we smiled in answer, "we do not have servants—not even one—and we are too familiar with household costs to fear extortion, even in a strange land."

"No servant?" she countered, and she was bewildered, for it must be understood that not in her direst straits had she done entirely for herself. Not the most poverty stricken landlady we saw did a physical thing about her household. In those lands such things simply are not done. "Who does your cooking and housekeeping?" she asked.

We told her that did not worry us; that we had kept our own home for years; had camped out in many places, roughing it with keen enjoyment that we were now eager to provide ourselves with American food, particularly American coffee; and that we should feel we had missed a main feature of our expedition if we did not keep house in various parts of Europe.

Light broke over her countenance as she got the idea. "How lovely," she explained with genuine, sincere approval. "You are completely independent, aren't you?" and there was an undercurrent of wistfulness in her tone, as if she envied us our ability thus to fend for ourselves.

There will be more of this highly refined lady later.

The wiser half of our party, making a last effort, mentioned at Warner's Library what we sought—and thereby located a real find. It was a pent house atop a new co-operative building

in the Northern outskirts of Rome, with a large terrace whence we looked over miles of the Roman Campagna right up to the Sabine Mountains on the North.

The lessor was a five-months bride, husband a newspaper man unexpectedly sent around the world and she with her newly leased apartment on her hands until the following March, hence to let for the interval. Divergent notions of what constituted a furnished apartment were part of our adventure. She had a few items which, with her wedding presents, were her idea of furnishings. Humorous conferences followed in process of extracting the minimum of necessities—then we purchased many items ourselves.

But to get hold of such a place, with elevator, for six weeks with privilege of a month to six weeks more, for about \$48 per month, including gas and electricity, was too fortunate to be foregone for any little inconveniences in a land where convenience standards fall so short of our own. True, the tile floor was not laid in the living room, and was relaid twice, with care free good humor before we got in. The place was damp until the last day before we occupied it. The bathroom radiator never functioned and she had to provide an oil heater. But we submitted because of the charm of the place, located in a purely Italian section of many-storied villas.

Except for the bathroom, heat was exceptionally good. We were generally quite comfortable. But the elevator, which bore the name of Otis, was another adventure. During seven days it could not be operated and we walked the six flights. Appeal to the manager met with the stoniest stare I ever saw, this man being overwhelmingly impressed with his own dignity. He shrugged his shoulders in emphatic indication that he could do nothing and, moreover, he would not even consider trying. Others gave us voluble assurance that it would be adjusted in the evening. Nothing resulting, next morning's assurance was that it would be fixed during the day. In face of still no result, we were assured, most solemnly, that it would be the next day.

To us this seemed serious, but workmen on the job quit at 4:30. Overtime was not institutional among them, apparently. It was puzzling, for here was Otis, an American company, with a Roman office, and seemingly, big prospective business in this awakening country, especially in this Italian capital, yet there was no haste or evidence of anxiety. We learned this was due to Otis having Italian representation and Italians had not developed out of the old European trade attitude that a deal once consummated was finished, responsibility on the part of the seller ceasing literally. The element of good will had not yet penetrated Italy.

The docility of the other tenants surprised us more. Here was a co-operative house. The occupants owned it among them. Each had paid his share. It seemed that some would take the initiative and start vigorous action. But day followed day and they walked the long flights without complaint, accepting the imposition as

(Continued on page 31)

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.

Prices Worry Wash Dress Trade.

Some of the large wash dress producers, who are still receiving percales purchased on contract before the higher prices went into effect, are worried over what action to take when they must re-order cloth at the new quotations. While a fairly good business is being done from a volume standpoint at the present time, it is not up to expectations and this, combined with the sharp price cutting prevalent, is a source of disturbance to them. They feel that they cannot advance quotations on garments in the present situation and must therefore find means of reducing costs, which have been fairly well deflated already. The weak credit situation among retailers is also worrying them.

Sterling Rise Firms Import Prices.

Advances in pound sterling have imparted a much firmer tone to present quotations in the linen, chinaware and other import markets for English products. The trading which marked sales over the last few months has disappeared completely. Keen competitive conditions, however, prevent importers in these trades from advancing prices. Scandinavian goods and products from other countries governed by sterling firmed also, but no houses apparently feel confident enough of their markets to advance quotations. Purchasing by many importers, limited because of business conditions, has been further curtailed as buyers waited to see if the sterling rise would be maintained.

Buying Starts in Low-End Lamps.

Manufacturers of popular price lamps are meeting unexpected success in promoting regular merchandise in the low-end retail brackets. The demand for a complete unit of lamp and shade to sell up to \$8 took an upward turn ten days ago and has been increasing ever since. Much of the buying ordinarily done at trade shows is being completed now. Retailers and jobbers are reported as feeling more confidence in the market for low-end goods, although still doubtful of the sales possibilities of merchandise priced above \$10. As far as popular items are concerned, the call is said to be 15 per cent. above the levels of the two preceding months.

Glassware Trade Enjoys Revival.

Demand for beverage glasses and complete beverage sets of all types is furnishing an exceptionally heavy volume of business for producers of stemware this month. Glasses in all price ranges and a wide variety of patterns are being re-ordered by retailers. Conservative crystal as well as novelty designs in which contrasting colors, pictures of horses, dogs and ships are used, are among the types in which consumers show interest. The most active retail ranges are those between 60 cents and \$3 a dozen. Producers attribute the revival to the unusual at-

tention given to the styling of 1932 lines.

Cotton Dress Vogue Growing.

Previous indications that the coming season in cotton dresses would prove an exceptionally active one are being borne out. Retailers are placing extensive orders for the merchandise and both large and small stores are according more prominent locations on sales floors to these dresses. The new lines being shown show a strong tendency toward novelty weaves, with prediction made that types which resemble hand-crocheted effects are likely to meet with favor. Ensembles for beach and club wear of more formal nature than sports models are receiving increased attention.

Low Sheet Prices Reported.

The slackening in demand for sheets and pillow cases, although more or less seasonal, has again brought forth a certain amount of trading on the cheaper goods and some low prices have been heard in the market recently. These, however, have been confined to a few mills anxious to move stocks, which are a little heavier than they should be. Producers, who reduced discounts since the start of the year, have been holding quotations fairly steady and are keeping production in line with demand.

Novelty Notion Lines Changed.

Novelty merchandise for late Spring and early Summer made its appearance in the novelty notion markets this week. Sewing kits and bags, waste baskets and writing desk accessories were featured by the producers. Floral chintz patterns are favored in most of the goods shown. Producers explained yesterday that results obtained through promotion of designs based on the Colonial theme were satisfactory for early Spring but the demand for such goods in their field is on the wane. Most of the new items have been produced to retail under \$1.

"Specials" Wanted in Appliances.

Demand for special sales merchandise in the electrical home wares field overshadows the call for regular goods to such an extent that many producers have ceased to emphasize normally priced merchandise. Reports in the trade are that Spring business to date has consisted of close to 80 per cent. sales merchandise with the balance on regular goods. This trend is expected to have a considerable effect on Fall lines which will be curtailed as far as new numbers are concerned. Re-orders on Spring items have been smaller than for any season in a decade, selling agents said yesterday.

Novelty Picture Frames Ordered.

Demand for low-price novelty picture frames has resulted in the production recently of a number of new designs by manufacturers in that field. A current novelty frame, retailing at 10 cents, has attracted wide attention. The frame, modernistic in design, consists of two glass disks one and one-half inches in diameter set in a metal base. It is offered in finishes of silver, gold, black and a number of pastel shades. Another active item in the same field is a metal frame with a

border decorated with black and other shades of glass, to retail around \$1.

The question of the hour is "What time is it?"

The Russians are funny. Everybody over there works to provide spending money for the Government, and they call it communism instead of Americanism.

MICHIGAN BELL TELEPHONE CO.



"A job for me? Gee, that's great! I'll report in the morning, sure"

The man who can be reached quickly and easily by telephone usually is the first to be called back to work.

A telephone in the home is *protection*, too, making it possible to summon aid instantly in case of fire, sickness or accident.



Corduroy Tires

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

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

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

CORDUROY TIRE CO.
Grand Rapids, Mich.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

SHOE MARKET

Michigan Retail Shoe Dealers Association.
 President—Elwyn Pond, Flint.
 Vice-President—J. E. Wilson, Detroit.
 Secretary—Joe H. Burton, Lansing.
 Asst. Sec'y-Treas.—O. R. Jenkins
 Association Business Office, 907 Transportation Bldg., Detroit.

Beware of Scavengers in the Shoe Trade.

A pair of shoes lies before me on my desk. An industry might well hide its face in shame at such a product. It is true that it is made in the shape of a foot covering, but at that point all resemblance to a shoe ceases. If it is on the basis of shoes like these that the pairage figures hold up to high National totals, then it is time to throw away statistics.

We applied the pencil test to the sole and with slight pressure pushed the point of the pencil through the sole. To say that the soles were "belly-soles" is to insult the animal. Tanned tripe would be tougher. If the maker paid more than 10 cents per pair, he was a poor leather buyer. The best we can say about the soles is that there was nothing wrong with the finish.

For insoles, the less said the better.

As lining goes, good brown paper would have been better stock. We pinched the lining and the ridges were made permanent.

For uppers, remember the motto: "Save the surface and you save all." Given the optical test, they looked a style of fad and fancy. A rainy day would prove that as upper leather it was good for nothing.

We had hopes of finding some character in the thread but even that had gone through the process of cheapening.

As examples of how cheap shoes can be made they might have had some value as museum pieces, but for foot-wear they were impossible.

And yet a factory is operating somewhere, perhaps to capacity, with shoes of such component parts that represent only a search for cheapness. The shoe sold at retail at \$1.95. Its wholesale price must have been around \$1.25. Pity the poor that get so poor a shoe.

Last week Everit B. Terhune was stopped on the street by a salesman who asked: "Where can I get a new line of welts to retail at \$1.90? I could do a tremendous business." Those of you who know Everit B. Terhune can quite appreciate the vehemence of his utterance: "I can't help you. It's men like you who destroy an industry. Cheap, cheap cheap. Is there no bottom to the shoes that you offer to the retailer? You haven't got guts enough to go out and sell a real line, in a real way, to real merchants who know what a real shoe is. It is high time that this industry called a halt to such dishonest shoe making and shoe selling. We are going to make it uncomfortable for men like you in the shoe business."

The salesman was pop-eyed and glibberish. He didn't know what to say. He had never been up against such a verbal drubbing.

It is time that the entire industry made a crusade against "slop-shoemaking." This industry will be injured irreparably by the kind of product that

is turned out in the low \$1 brackets.

It is time for the industry to establish some standards, even in cheap shoes. There are good shoes to be made at the price the public can afford to pay but no man, woman or child wants shoddy shoes whose wear is limited by day, week or month.

It is possible to make a low-priced shoe, with a well-balanced sole and upper ingredients properly molded on a last and suitable for human use. The very efficiency of our industry makes it possible to produce this shoe at a reasonably low price. There isn't a consumer that can't see the advantage of paying a dollar more for a shoe that is well balanced in ingredients in comparison to one that is dishonest.

It is high time for an industry as serviceable as shoes to take a little more courage, a little more explaining to convince the public that its money's worth is to be found in reputable shoes, by reputable stores in a reputable way. There never was a shoe worth wearing in the first dollar bracket, and that goes also for the second bracket. If some people must get the most for their money, at the lowest possible price, they will find honest shoes at an honest price, made by honest manufacturers and sold in an honest way.

But beware of the scavengers. Their motto is: "Save the Surface and You Save All," and there is no substance in their product or their service. It is time the truth were told in no uncertain terms—that a good shoe can only be made one way, and that its worth, measured in dollars and cents, is determined by reputable manufacturers and merchants.

The time has come to turn away from the price alone in shoes. The time has come for truth in shoe ingredients and shoe service.

Throw the scavenger out of the store before his oily tongue tells you that the public won't pay any more. The truth is, the real public is finding anew its money's worth in shoes. In a way, the public had to get acquainted with cheap shoes before they could rebel against them. The merchant, as the selector of shoes for his community, must now see the folly of shoddy shoes at any price.

Stop trying to think how much money a man or woman has in his or her pocket, and begin to think of what you have to offer in a shoe in wholesome ingredients, in real fashion, in honest service and in values. Show your good goods—the public will find the money.

We hope this marks the end of the scavenger and the beginning of sanity in shoes.—Boot and Shoe Recorder.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Michigan Machine Co., Detroit. Harry A. Paul, Inc., Detroit. American Mutual Automobile Insurance, Grand Rapids. Lake Shore Building Corp., St. Clair Shores. Amber Oil Co., Owosso. Lamlein-Herbert Holding Co., Inc., Detroit. West End Beverage Mfg. Co., Detroit. Plymouth Elevator Co., Plymouth.

The Harris Holding Co., Detroit.
 Bancamerica-Blair Corp., Detroit.
 Kleinsmith Co., Detroit.
 National Freight Co., Detroit.
 Gar Wood Engineering Co., Detroit.
 Fairmont Stoker Corp., Detroit.
 American Tourist Ass'n., St. Joseph.
 Arbor Manor Co., Jackson.
 Royal Aircraft Corp., Royal Oak.
 H. M. Hopkins Electric Co., Detroit.
 Riker Holding Co., Pontiac.
 G. Vella & Co., Detroit.
 Wayne Dairy, Inc., Wayne.
 G. A. Bowne Co., Benton Harbor.
 Continental Illinois Co., Detroit.
 Ball Drug Co., Detroit.
 Great Lakes Terminal Warehouse Co., Detroit.
 Manufacturing Finance Acceptance Corp., Detroit.
 Sewell Cushion Wheel Mfg. Co., Detroit.
 Norman Meginnity & Co., Detroit.
 Home Styles Bureau, Detroit.
 Ferndale Theater Co., Detroit.
 Superior Carved Moulding Co., Grand Rapids.
 American Cyanamid Sales Co., Detroit.
 National Spring & Wire Co., Grand Rapids.
 Buckeye Oil & Gas Co., Detroit.
 Blue Book Publishing Co., Grand Rapids.
 McMorris Service Station, Inc., Saginaw.
 Presbyterian Land Co., Mt. Clemens.
 John W. Brown Manufacturing Co., Detroit.
 Electric Auto Lite Co., Hillsdale.
 Flintkote Co., Lansing.
 Remington Cash Register Co., Detroit.
 Superior Terminal Railway Co., Marquette County.
 United Lumber and Supply Co., Plymouth.
 McNaughton, Lovington & Griffin, Inc., Detroit.
 Lockhart and Lockhart, Inc., Jackson.
 Lansing Mortgage Co., Lansing.
 Moore Salt Co., St. Clair.

Metropolitan Builders, Detroit.
 John Harvey Co., Detroit.
 McComb and Sons Laundries, Inc., Lansing.
 Color-Ad Corporation, Battle Creek.
 Pryale Construction Co., Pontiac.
 Office Lunch Co., Detroit.
 Ohmer Register Co., Detroit.
 Investment Share Corp., Detroit.
 Burke Engineering Co., Holland.
 Wolverine Barrel Co., Bangor.
 Mullet Lake Orchard Co., Bay City.
 Sport Shop, Inc., Muskegon Heights.
 Detroit Eskimo Pie Co., Detroit.
 Wyandotte Portland Cement Co., Detroit.
 Platers, Inc., Hamtramck.
 Litchfield Farmers Mutual Telephone Co., Litchfield.
 Grand River Lumber & Coal Co., Redford.
 Au Sable Holding Corp., Detroit.
 Hupp Investment Co., Detroit.
 Edward R. Ladew Co., Inc., Detroit.
 Royal Importing Co., Detroit.
 Battery Warehouse Corp., Detroit.
 Consolidated Bond Depositing Co., Detroit.
 Graham-Paige Co., of El Paso, Detroit.
 Buchanan Line Service, Detroit.
 Maclean Building Co., Detroit.
 Tunncliffe Shops, Inc., Grand Rapids.
 Minneapolis Threshing Machine Co., Bad Axe.
 Richey, Browne & Donald, Inc., Detroit.
 Variety Rolling Door Co., Detroit.
 Farmer Street Corp., Detroit.
 Trybuna Codzienna Publishing Co., Detroit.
 Model Baking Co., Kalamazoo.
 Pratt Building Co., Inc., Detroit.
 Three Oaks Auto Sales Co., Three Oaks.
 Beaver Coal Co., Bay City.
 Rice and Miller Co., Detroit.
 Racine Trunk Co., Detroit.
 Vogt Manufacturing Co., Saginaw.
 Germain-Warner Construction Co., Detroit.

\$475,000.00

HAVE YOU RECEIVED YOUR SHARE?

This amount has been paid to our policyholders in dividends since organization in 1912.

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LANSING, MICHIGAN

Mutual Building Phone 20741

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—William Schultz, Ann Arbor.
First Vice-President—Paul Schmidt, Lansing.

Second Vice-President — Theodore J. Bathke, Petoskey.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

Directors — Ole Peterson, Muskegon; Walter Loeffler, Saginaw; John Lurie, Detroit; Clayton F. Spaulding, Battle Creek; Ward Newman, Pontiac.

Let Us Consider Legislation Fairly and Equitably.

The impression has gained ground that I do "not advocate legislation in business." That is true if we say "class legislation" or such as is aimed at any one segment of our people as a punishment or such as is designed to promote any one interest or set of interests. It is not true that I do not favor laws designed in keeping with our Constitution and the spirit thereof.

"We, the people of the United States, in order to establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare and secure the blessings of liberty"—whatever is in keeping with that preamble I am for, unqualifiedly, wholeheartedly, as vigorously as my single poor strength and ability admit.

I am for the unqualified right of any owner of a trade name to control the distribution thereof clear through to the consumer, regardless of the channels through which it may travel; and I want this to be accomplished without the necessity of formal contract between seller and buyer, so long only as no general monopoly can result. Monopoly in my own name, identity, trademarks—these I regard as primal rights. I feel that, properly interpreted, these already inhere in the fifth amendment to our Constitution, but have been obscured and sidetracked in some way—perhaps by the mass of special, class legislation we have enacted.

Thus I am heartily for the three laws lately enacted in California at the instance of the associated merchants, but I shall review these briefly in a later article.

I fear the consequences of all attempts to enact tax laws aimed at any class of distributors, because the ultimate effect and consequence thereof it is almost impossible to foresee. Here you will note, I speak from the most purely selfish standpoint. I totally disregard the spirit of the "general welfare" clause of the Constitution.

Let us regard the latest reports from Kentucky and Indiana. The Kentucky law prescribed a graduated scale of taxes from virtually nothing on sales of \$400,000 a year and less, to 1 per cent. on sales of \$1,000,000 and over, in addition to all other taxes. This was going to produce "millions of revenue" and, because it did not hit the small merchant, no little fellow listened to the appeals of the few big department stores in the state. But to date the product has been less than \$100,000—and one report is that the cost of administration was more than \$100,000.

Now a new administration in Kentucky finds itself in urgent need of more revenue—a condition common enough elsewhere to-day. The new

governor examined the graduated sales tax and immediately saw where that could be changed so as to produce the "millions"—originally to be taken only from the "big fellows." The proposal now is to apply a gross sales tax of 2 per cent. on all business, with no exemptions; and now we see the thousands of small merchants up in arms in protest, because this law grew far beyond their original intentions.

If, when legislation is proposed, we take careful thought, get outside ourselves, try to disregard our own interests for the time being, and question ourselves earnestly and honestly, "Is this going to be for the general welfare?" we shall still make plenty of mistakes.

If, having taken such thought and proceeded with such soul-searching, we take counsel with disinterested parties, asking them to think only of the general welfare, we shall nevertheless enact plenty of laws which do not eventuate as we had expected.

All experience in the everlasting job of attaining workable, equitable self-government go to show that only as we have our eye single to the general welfare can we hope to approximate wisdom in legislation. We find that "equality of opportunity" is attained and best preserved only as we enact such laws as we are willing to have apply to each and all of us, whose tendency is to clear the way for all, with special privileges for none.

And always must we beware that we do not seek relief in legislation for anything whatever which we can do for ourselves. I take a hint on this from a story by J. E. Bullard, which I find in the Merchants Index for March 15:

"The average American business man does not look upon conditions in Russia as being the most favorable under which to do business. Everything is under government control or regulation. We consider ourselves in this country much more advanced than the Russians. Yet rather than co-operate voluntarily, the Government is being called upon to solve more and more problems. We are drifting into the conditions where all control and regulation will be in the hands of the Government. Unless this trend is corrected, there is serious danger that the taxes that are adopted as emergency taxes now will become permanent."

You said it, Mr. Bullard—only you stopped too soon. The well known fact is that taxes are never repealed, foregone or reduced. Under one form or another, for one reason or another, by one subterfuge or others, taxes are always retained and always grow.

Let us beware of setting up laws to control the other fellow. Those are always Frankensteins which turn on their sponsors unexpectedly and more or less disastrously.

I almost omitted to say that news from Indiana indicates that the special chain tax law is proving disappointing as a revenue producer, is hitting many lines not contemplated and is otherwise running wild.

Such are the basic reasons why I do not "advocate legislation in business." Legislation for the general welfare, carefully considered and enacted spar-

(Continued on page 30)



A Big Sales Booster

Once customers start eating Fleischmann's Yeast, they visit your store oftener. For they buy this healthful food daily.

Fleischmann's Yeast also develops better appetites. Your customers buy more of your other products. And this product like other Standard Brands products offers you all the advantages of a modern merchandising plan.

You buy in small quantities; you have no stocking problems. Your turnover is rapid—your profits quick! You sell more groceries. It pays to recommend this product.

FLEISCHMANN'S YEAST

a Product of STANDARD BRANDS INCORPORATED

Dear Eddie:

Lots of grocers hold their trade because they're known as reliable. Well, I guess SHREDDED WHEAT helped a lot of 'em to that reputation. S.W. has weathered competition for over 37 years and has seen lots of 'em come and go. Steady advertising and keeping up the quality have done it. Folks know they can rely on SHREDDED WHEAT. They know it's nothing but whole wheat in tasty, healthful form -- and who could ask for more than that?

Yours,



The "Uneda Bakers" Man

MEAT DEALER

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

Pioneer Meals Usually Built Around Meat.

The average housewife to day is probably a better shopper than she was two years ago to-day. Reduced budgets have necessitated economy in purchasing food and women have been studying marketing in an attempt to get the greatest possible value out of their food dollar.

In one large city, there has been a movement which has drawn the attention of residents of that city to the fact that it is possible to serve good, substantial meals consisting mostly of plain foods, for an extremely low cost. A great many families have made a habit of serving one of these inexpensive meals—called pioneer meals—each week, and giving the difference between the cost of this meal and the cost of the meal which they would ordinarily serve to some charitable organization. Many other families have copied the menus for some of the pioneer meals and followed them closely because they had to choose between serving some inexpensive meal or serve nothing.

The meals which were eaten by the pioneers were usually built around meat. In those days it wasn't as easy to serve meat as it is to-day, because it was difficult to get fresh meat at all seasons of the year, but even so a large percentage of pioneer breakfasts, dinners and suppers were built around meat in some form.

There isn't any doubt that an inexpensive meal has a great deal of appeal at the present time. Somehow or other, it doesn't seem to make much difference whether a meal contains a lot of fancy foods or plenty of plain foods, just as long as the main dish is meat. And from every possible angle, meat demands a place in the menu to-day. It remains just as high in food value as it ever was. Its flavor is just as good as ever and its price is lower than it has been in years.

Dealers should find it distinctly helpful to feature at the present time the cuts of meat which are lowest in price. For example, some dealers have specials on spareribs, neck bones, corned beef, brisket bacon, breast of veal, ham shanks and other similar cuts. In one store in which the writer spent some time recently, more than half of the orders in a given space of time were for these "economy cuts".

To carry the idea still further, it should help to be able to suggest menus which can be prepared inexpensively, menus which, of course, call for one of the meats which is on sale. Dealers can have such menus printed at very little cost, and they should result in a good increase in sales of the meat items, and other items as well, which appear on them. For example, here is a menu for a dinner of which anyone could be proud:

Old Fashioned Navy Bean Soup
 Fresh Spareribs, Baked
 Creamed Cauliflower
 Browned Potatoes
 Bread Banana Salad Butter
 Cottage Pudding

Such a menu as that could be printed up, with the approximate cost of each item and the cost of the entire meal. It may well be astonishing to some housewives to see that a meal as delicious as that could be prepared for such a small sum of money.

When properly prepared, the less-demanded cuts of meat are equally as delicious as the more popular cuts. Many of the most famous restaurants have built their reputations because they were able to serve these cuts in a delicious manner. European cookery, for instance, is not confined to steaks and chops and roasts. Famous dishes such as Hungarian goulash, Irish stew, smoked pork and red cabbage, and spareribs and sauerkraut testify to the appeal which inexpensive meats can have, if they are properly prepared. The success of one of the most popular restaurant systems in this country has been due in part, at least, to the fact that in these restaurants one could buy delicious corned beef and cabbage.

As sales of the less-demanded cuts increase, demand for all cuts tends to equalize. This points in the direction of what the entire meat and live stock industry would consider perfection—a condition where demand for chucks, shanks, fancy meats, ribs, rounds and loins was relatively equal. No one cut would have to yield the profit for the entire carcass, the consumer would get her steaks and chops at lower prices and profits would be easier to obtain.

John Meatdealer.

More Use For the Hog.

And now hog's hair is to be used in house construction!

This information comes to us from an interested reader who saw our report, last month, of the use of porcelain enamel.

Sterilized, odorless hog hair, stitched between two sheets of kraft paper in which a layer of asphalt cements the two top sheets and the two bottom sheets together, has been coming into use during the last two years as an insulating material in refrigeration trucks. It has to be odorless, and tests at Armour Institute have proved that it is, on account of the food carried in such trucks. For truck use, it also has the advantages of being among the lightest of all flexible insulations, and of not absorbing water by capillary action. It is one of the relatively few materials that made a sales gain in 1931.

The first real tests of this new material as a building insulation are being made in school buildings in Boston.

Grade A Frankfurters Now State Standard.

Grand Rapids, April 2—In the Tradesman of March 30 under the heading "Why Kill Demand For a Wonderful Product?" several statements are made which are incorrect. The article as a whole, however, was timely and in the main the topic was well covered.

We wish, however, to call your attention to the paragraph in which Mr. Casey says the following: "I, personally, would like to see a standard formula set up for frankfurters and to penalize anyone who produced and offered for sale a frankfurter which would not conform to such a formula. I am sure if this could be accomplished, which I know full well cannot be done, we would all see a great increase in the sale of frankfurters and at a satisfactory profit."

Mr. Casey, whoever he may be, was right in that such a formula, properly designated, would aid the sausage business. To that end the Michigan Sausage Manufacturers Association caused to be enacted, a law specifically defining a sausage to be labeled "Grade A." Labeling any product "Grade A" which does not conform to the formula covered by the law makes the manufacturer of such an article liable to punishment according to the provisions of the law.

The enactment of this law is a recent accomplishment. The people of the State will, through various means, soon be appraised of this designation of sausage products, so that they may at all times be assured of being able to procure a frankfurter which measures up to a certain standard.

We call this to your attention, knowing that you will be interested in any accomplishment which will tend to insure the consuming public better and more wholesome food.

We enclose, herewith, for your perusal, the second pamphlet of a series now being distributed throughout the State. You will notice that copy of said law may be obtained by writing E. E. Doty, of Detroit, Michigan. We

are sure that a copy would be appreciated by Mr. Casey, if you care to forward one to him.
 Herrud & Company.

Seek To "Stabilize" Overall Trade.

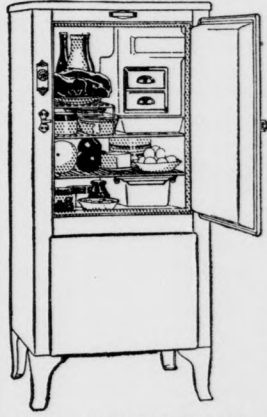
Following the recent failure of overall prices to be advanced after a 50 cents per dozen reduction by the leading producers, a movement has been started by some manufacturers to improve present chaotic conditions in the trade. The denim trade is being canvassed for suggestions, the thought being advanced that since it has the smallest number of operators of any single branch of the entire industry, effort to stabilize conditions might logically start there. While some leaders are doubtful that anything can be done, it has been suggested that a committee composed of representatives from the fabric, cutting-up and chain store fields be appointed to work out a plan.

Just look for your business and quit worrying about the business outlook.

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G. A. LINDEMULDER CO.
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 Lin-dee Spices

HARDWARE

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

The Amateur Gardener as a Source of Business.

With the advent of spring, the average individual awakens to the glorious possibilities of planting something and watching it grow. The amateur gardener who buys a packet of radish or lettuce seed for five or ten cents may not look like a big purchaser. Yet he represents potentialities that are often unrealized.

Seed sales are small sales. Most back-yard gardeners limit themselves to a few favorite vegetables. The hardware dealer who sells only what the customer asks, is not apt to add much to his turnover. But the wide-awake hardware dealer who realizes the opportunity open to him can often sell a great deal.

Here is where a good many hardware salesmen make a bad mistake. The average back-yard gardener is hopeful but apologetic. He is apt to make a jest of his purchase. "Really, it is cheaper to buy your vegetables from the store," he may say, or "Ten cents' worth of seed to produce a half cent's worth of radishes." And the unthinking salesman promptly laughs and murmurs, "That's about right, isn't it."

That is the big mistake. For the apologetic purchaser—though he may not realize it himself—craves encouragement. I remember one hardware dealer who was himself an enthusiastic gardener. He had a rather different response for the apologetic jocular customer who asked for a packet of lettuce seed.

"It all depends," he said. "I've had good luck with my garden. And so has Joe Brown. You know Joe? Of course Joe's made a hobby of it. He uses fertilizers, and has a pretty complete line of tools—oh, maybe he has \$5 or \$10 invested in equipment. But you ought to see the garden stuff he raises. He makes money on his investment and enjoys himself and the outdoor work is just enough to keep him fit. Say, there's nothing like a half hour or so in a backyard garden to quiet one's nerves after a hard day."

Then he went on to talk about this and that fellow gardener, his favorite methods of growing this or that vegetable, how it paid to cultivate thoroughly and how cultivation was made easy by having the right equipment. The upshot being that the customer spent in the course of the season a good deal nearer \$10 than 10 cents, and got real results from his back yard plot, as well as a lot of very real satisfaction.

You can't laugh at your prospect's hobby and expect him to spend money on it—no, not even if he laughs at it himself.

But you can, after encouraging him in a general way, do a great deal to develop additional sales. For instance, you can suggest that he try some of the newer vegetables, or some other flowers than those he has planned to grow. Then you can urge fertilizer. Then, too there's the matter of the right kind of tools to use. And, later,

there's the watering can and the garden hose. The initial seed packet paves the way for a lot of sales-making suggestions on the part of the alert salesman.

You can't make all these sales at once. One wide-awake dealer adopted a different method. He made mental note of every back-yard gardener among his customers. And when he saw the man again, he asked how the garden was getting along. Not very well—perhaps it needed cultivating. Tired of carrying pails of water. How about a sprinkling can or a garden hose? Bugs getting at the rose bushes. Here was the very thing for them, cheap and easily applied. A follow-up of this sort will make quite a lot of additional sales in the course of the season.

Window displays of seed packets, garden tools and accessories are helpful in developing business. These lines should be shown a little ahead of the actual planting season. A bit of green or of something growing is a great help in making such a display effective.

Here is a suggestion which many dealers have found helpful. Get a number of long, flat boxes, a couple of inches deep, and fill them with good black loam. Then plant them with seeds in such a design that the green sprouts will spell a word or a phrase. "Our Seeds Grow," is a good slogan for a window display of seed packets and garden tools. Corn is about as good as anything, but grass or any of the grains will do. Plan your seed boxes so that you will have the green sprouts coming up just when you need them for a display. If they grow too long, it is apt to spoil the effect.

The fertilizer business will pay for pushing. If a back-yard gardener tells you his vegetables last year were a failure or his flowers were weak and spindly, ten to one enquiry will disclose that he fed no fertilizer whatever to the exhausted soil. Study the subject of fertilizer yourself, and be in a position to tell the gardener just what he needs for certain crops. Flowers, especially, have their preferences, and it pays to understand these.

The more you know about gardening in a practical sense, the better fitted you are to sell things to gardeners.

From now until the beginning of June, window displays can occasionally feature garden tools and allied lines. You can begin with a display of seeds and tools. A little later you can repeat, stressing the idea that the best results are secured by the gardener who is properly equipped for the work. Later, you can devote a display to lawn mowers, lawn rakes, turf edgers, weed cutters, etc. Still later you can feature lawn seats, lawn swings and strictly summer lines. You can work in fertilizers and garden hose and accessories where you see fit.

Displays can be helped out by what may be called decorative accessories. Thus, a display featuring garden hose or lawn mowers can be made more effective by carpeting the floor of the window with green turf.

Naturally, the dealer who has an intelligent understanding of gardening,

horticulture, fruit growing or similar activities has a distinct advantage in catering to this class of trade. But even if your basic knowledge in respect to these matters is weak, it is not difficult to give the subject a little

study and thereby better equip yourself to meet your customers. Here, as everywhere else in the hardware business, knowing your goods is essential.

Victor Lauriston.



**How does
YOUR STORE
look to the passerby?**

New COYE AWNINGS
will give it that clean, fresh
look that attracts business.

Write for samples and prices.
CHAS. A. COYE, INC.
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**LANCO
Water Ballast
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Four sizes carried in stock.
Plain Bearing and Hyatt Bearing.

Ask your dealer.
Write for catalog.

**LANSING-CO.
Lansing, Mich.**

Are You Reaching in the Dark

for

**EXTRA
PROFIT?**



Are you one of the thousands of merchants that are neglecting to look at their insurance costs for an extra profit? This is one item of expense that is often forgotten in reducing overhead. The Federal Mutuals have played an important part in helping merchants reduce operating costs so that their business will show a greater profit. You can still carry the same amount of fire, wind-

storm and hail protection—but at substantial savings ranging from 30 to 40 per cent. The Federal Mutuals after 32 years of operation have saved merchants over 40 million dollars. If your property meets the rigid requirements of Federal inspection, you too can save on your insurance costs. We will welcome your communication for complete details.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

Retail Hardware Mutual Fire Ins. Co.
Minneapolis, Minnesota

Hardware Dealers Mutual Fire Ins. Co.
Stevens Point, Wisconsin

Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

STRUGGLE THAT IS TO COME.

Grocers Must Soon Face a Great Problem.*

As I look over the names and faces of the members of this Association I am surprised at the few I recognize among you who were active when I was your president. I recall that those days were long ago. It was in 1917 and 1918. I was elected your president in 1916 in this very city. Among the members then were such men as De-Batts, Neilson, McMorris, Christiansen and others like them who have since passed to the Great Beyond. Mrs. Lake, too, has joined their ranks. We miss their faces, but their words of cheer, courage and the high principles for which they stood lead us on and lend hope to our cause, even in these dark hours of discouragement.

How conditions have changed since then! Then we were in the midst of the world's greatest war. Destruction and waste existed everywhere. Our sons, with those of our allies, were going forth in countless thousands. Only one object guided our people and



John A. Lake.

that was united action against the enemy. Prices had no upward limit. But conditions have changed in these few short years. We are now paying for the orgy. Our friends of those days whose appeals we heeded now want us to pay their bills by a general cancellation of debts when we are loaded with debt ourselves. Besides the loss of life and the general disruption of business and industries, we find ourselves and posterity mortgaged for generations to come. It will take the assessed valuation of that vast section West of the Mississippi to pay for war and the pensions to come. If this is the price of victory, I am happy that we were not defeated.

This is not all, however. The automobile has taken the place of the horse. Great bands of concrete link our principal cities. Trucks haul most of our freight. The interurban has ceased to exist and the railroad is putting up a last desperate fight for existence. Most small independent factories, banks, newspapers, etc., have given up the fight and become a part of a great

*Address before Grocers and Meat Dealers convention, at Battle Creek, by John A. Lake, of Petoskey.

system of monopolies whose ever tightening hold is slowly strangling our rural communities and robbing us of our wealth, our initiative and even the liberties and opportunities which we, as Americans, hold so dear. All of this is done in the name of progress and economy. Progress for a few and economy for the rest of us.

In addressing you I am speaking to one of the organizations which stands for free and independent business and a fair opportunity in life for all—one of the organizations which stands between opportunity and legalized commercial slavery. You live, work and die in the community you serve. You personally know and have an interest in every man, woman and child in your community. Their success is your pleasure and their sorrows your misfortune. You aid every worthy enterprise—church, school and home—and every benevolent enterprise is benefited by your contributions. Your test of a man is the principle for which he stands and not a cold blooded cash transaction, which some competitors call efficiency. Let me urge you to carry on this fight. America has been made great and strong by men of independent thought and action. You are fighting individually for the same principle that our colonies fought for in the Revolutionary days and your victory will make America greater. Your defeat will rob our young men of the inherited right of an opportunity for themselves and make them slaves of a great system, which, although it becomes rich, ultimately makes America poor.

My talk to-day will not cover the requirements which are necessary for success in the retail grocery and meat business, for, as you know, the Good Book says, "A child shall lead them." When my sons failed to follow in my footsteps, I sold out the business and went with them, selling drugs and the sidelines which go with them. However, your problems are our problems and an attack on you is felt by us. We both stand for the same principles and while conditions may have changed there are certain fundamentals which every successful business must possess and without which it cannot succeed. Some of which I shall mention here.

The selection of merchandise is important to any retail store. Quality is the biggest factor in success. Goods well bought are half sold and there is as much money made in the buying as in the selling of merchandise. Turnover is important and it is the only place where actual profit can be made, for no profit exists until goods are sold and the money is in the cash register. Freight is a part of the cost of your merchandise and should be added to the cost before marking. Your mark-up should be on the retail price, because all expense is figured from your sales at retail.

Credit is the biggest problem of the retail merchant. There are thousands of good worthy men out of work to-day through no fault of their own, men who will make good if times improve and they are given a chance. It seems too bad to make a county charge

of such accounts. Such a method destroys the independent spirit of a man, for once becoming a county charge it becomes easier thereafter. It is also quite obvious that merchants cannot carry this burden alone, therefore it behooves us to be careful in the extreme. Were all stores service stores, as a few years ago, it would materially help conditions to-day and we would feel the depression much less. Our friends, the chain stores, however, have introduced the cold blooded system of measuring a man's value by the cash in his pocket. Our people have persisted in patronizing them. Many of us are carrying accounts far beyond our means to do so. Thousands of our merchants are down and out because of it. I see no way to handle the situation except by county aid, even though it encourages pauperism, makes property worth less or confiscates it through taxation.

The little leaks are numerous in business such as breakage, lost accounts, theft, spoiled goods, shrinkage, lost time, forgotten charges, excessive use of light, heat and water. They are the unseen losses which lower our profits and must be checked closer to-day than ever before.

Competition to-day is cold blooded. Nothing counts but the dollar. I fail to get this feeling towards my fellow man or see its benefit. Big corporations have sprung up with retail stores by the thousands. Their trucks operate on State free highways. They pay starvation wages only for the very few active years of a man's life, then he

becomes a county charge. They make or break prices, render no local service, carry no local insurance, have no phones and advertise only that the newspaper will be silent. They are experts on store display, selling Nationally advertised goods at cost and tax dodging. In my judgment their influence on the country in forcing the producers of the farm and factory down to ruinous production prices have an indirect effect on labor and the farmer. Such business methods are more to blame for the present depression than either the war or our extravagant expenditure of money. It is such institutions as these that are ruining our rural communities, transferring our wealth to the large cities and robbing our young men of just opportunities and these must necessarily make of us a second Europe within a few generations unless checked. Gentlemen, it is this competition that you must face, but fight it to the last in the interest of free America and if that sad time comes, and it sometimes looks as if it may, let us take one last manful look at the Stars and Stripes and

Furl that banner softly, slowly,
Treat it gently—it is Holy—
For it droops above the dead—
Touch it not, unfold it never,
Let it drop there, furled forever,
For its people's hopes are dead.

Michigan has been most fortunate in having a trade paper through all these years that has led the fight for the independent

(Continued on page 30)

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DISTRIBUTORS FOR

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OUR AIM

Is To Serve and Help the Retailer To Succeed. Unless We Succeed In This—We Will Not Be Successful.

HOTEL DEPARTMENT

How the Mojave Desert Looked To Verbeck.

Victoryville, Cal., March 31—The Heidenbrand clan has forwarded me a portable "bill board" expressing information to the effect that they are expecting me to come and see them this summer and "stay as long as we can make you happy." What a chance they are taking. Why, here is one from Preston Norton, telling me to ship my trunk direct to Hotel Norton "for the summer," and on ordinary hotel paper. I will confess I never used to believe in signs, but this "Hildy" affair arouses my curiosity, and I see that after I get started East it will be my farewell to California auto plates for 1932.

One of my particular friends sent ye editor a sack of marbles on his 73d birthday, admonishing him "not to play in the streets and to look out for automobiles." Now this friend sends me the donee's acknowledgment, and asks me—if I am unable to read it—to turn it over to some Swami or other oriental interpreter. He says: "I don't want this boy to be mad at me, but nobody here seems to be able to tell from his communication whether he is or not."

George Dauchy, manager of Warm Friend Tavern, Holland, is sending out some classy letters announcing that Sunday dinners are going to be served at a dollar each, and that the piece de resistance will be carved out of a 2½ pound milk-fed chicken. Seems reasonable enough.

The Pullman Co. is restrained from making an extra charge when two persons occupy the berth simultaneously. The Interstate Commerce Commission which made the ruling probably went on the assumption that any time two people decide to occupy a Pullman berth jointly they are motivated by dire necessity for the most rigid economy, although it would be going a little bit too far to infer that anybody so doing could possibly be in a "straightened" condition.

Now a party of friends, in several autos, are starting me on my way East assuring me of most amicable intentions, but convincing me that it is a well-planned act of deportation. But I am soaking in the sunshine and just sawing wood, for where in the wide, wide world has nature better demonstrated her ability in the floriculture line.

A trip into the desert at this time of the year is never time wasted. Out here where spaces are vast and the air has the quality of a first-class tonic, some of the cobwebs of this too-exacting existence are automatically swept away. It is a rest just to look at the scenery without a foreground of billboards, telephone poles and wires. Snow capped mountains sparkle rays of light down through this peaceful canyon and keep one reminded that Time is a nagging old woman who can make city folks rustle around like a nest of crazy ants, but out here his pestiferous voice is lost. Even our car seemed to sense that Time had somehow become less important. As there were many things to see we were busting no traffic regulations, but just moving along. There were even plans for stopping en route, and investigating the contents of thermos bottles, and incidental lunch baskets. Included in the itinerary of scenery we find, for instance, an old Indian cemetery where the tablet tells us that two white men and scores of red faces are resting together in one happy hunting ground. Somebody says that no desert trip is complete without some such visitation as this. There is always a particular feeling of awe and reverence, vague longing to have lived and seen the

sights which passed in review before ancient eyes. A wondrous phenomenon is taking place in this front door to the desert. Abundant rains in this section last winter soaked the desert soil and transformed the valley into a verdant garden of gorgeous hue that during the coming few weeks will give tourists a thrill long to be remembered. Flamboyant cacti blooms, dainty blue-bells, desert lilies, wild heliotrope, columbine, evening primrose, daisies and sun flowers, creeping verbena, the over welcome poppy, all put on a show such as has never been seen before in all the wide-open spaces of Southern California. Driving through the Mojave desert the motorist is introduced to the first chapter of the desert flora on his itinerary. The gigantic waxen bells of the yucca and Joshua tree are just on the point of bursting into blooms and like sentinels guard the portals to the vast amphitheater Nature has so satisfactorily and successfully constructed, for its presentation of this spring time pageant. The motorist gasps for breath as the Valley unfolds below, cloaked in delicate mantel. On either side, snow capped mountains with bright green vegetation right up to the snow line, something California has not enjoyed for several years. Remember this floral blanket I am telling you about is not the output of some incidental front yard. It extends hundreds of miles in any direction. Some of the blooms of the hedgehog cactus measure three to five inches in diameter and resemble the night-blooming cereus of the tropics. But woe unto him who picks any of these numerous blooms. The hoosegow is of easy access for such plunderers. If the trailing arbutus of Michigan had been so protected heretofore, there would be oodles of it everywhere.

Nearly everyone who comes to California asks me about the largest telescope in the world, at the Mt. Wilson observatory. I have never ascended Wilson, which is one of the High Sierras. But the other day I took a trip to the summit, or, at least, the timber line of Mt. Lowe. It is reached by the Pacific Electric Line, is about a dozen miles distant from Los Angeles and very near the beautiful city of Pasadena. All the way there you are passing through citrus groves, with maturing oranges and lemons in great profusion. Altadena is the terminus of the surface line. At the surface terminal you are transferred to a car on an incline railroad and rise 1,254 feet in a journey of about half a mile. On this journey, which is safe in every way, you are thrilled with the scenic grandeur as the valleys below unfold in their ever widening panorama. This incline railway is one of the world's greatest engineering feats, and in all the thirty-three years of its operation there has never been a single accident of any description. At Echo Mountain, the top of the incline, we find the Lowe observatory, which the writer visited on the evening of his return trip, and through the courtesy of the attendants had his first opportunity of inspecting some of the celestial wonders at close range—the Moon and the Pleiades. Here the last and most picturesque part of the journey begins after you change cars and take a trolley ride of three and one-half miles suspended twixt heaven and earth. In this short distance you make 127 curves, pass over eighteen trestles and gradually climb to an elevation of nearly 5,000 feet above the Pacific sea level. Bridging rugged canyons, where you can peer down a depth of 1,500 feet, skimming the sheer walls of the cliff on a roadbed of solid granite, blasted out of the mountain side. The view, with its constant changes, is sublime and awesome, with the valleys below and the mountain peaks towering above you. From this point of vantage you can view the landscape of four counties and Catalina Island, forty miles away.

The longest piece of straight track is 225 feet, and the curves combined in one direction would make sixteen complete circles. An especially marvelous piece of engineering is Circular Bridge, crossing a canyon 2,000 feet deep, the abutments being wedged into opposite sides of the valley. The railroad terminates at Mt. Lowe Tavern, but a trip may be made by a tram car hauled by ponies, 1,250 feet further up, from which a scene of grandeur on every side greets your vision. Snow capped mountains confront you everywhere and with a fieldglass, vessels on the broad Pacific may be easily distinguished. A wonderful dinner at a very reasonable charge is served at the Tavern, where a lounge room, provided with a fireplace of vast dimensions, radiates comfort for visitors. The return trip in the evening, with a 45 minute stop at the observatory, was certainly a gorgeous affair. The electric illuminations of Pasadena, Los Angeles and over sixty other cities were plainly visible. Added to this was a 3,000,000 watt searchlight from high up on the mountain. The Lowe observatory is owned by the Pacific Electric Railroad, for the free use of the public and so the only astronomical observatory which is free to visitors. It was located in 1894 by Professor Thaddeus C. Lowe, a noted scientist, after whom

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Equipment
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GRAND RAPIDS, MICH.

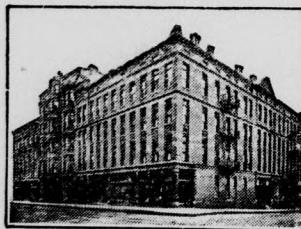


Warm Friend Tavern Holland, Mich.

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

Free private parking space.

GEO. W. DAUCHY, Mgr.



CODY HOTEL

IN THE HEART OF THE
CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath

\$2.50 up with bath

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CONNECTION

**HOTEL
OJIBWAY**
The Gem of Hiawatha Land
ARTHUR L. ROBERTS
Deglman Hotel Co.
Enjoy the delightful Govern-
ment Park, the locks, the
climate and drive.
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Park Place Hotel Traverse City

Rates Reasonable—Service Superb
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GEO. ANDERSON, Mgr.
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New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water
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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
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Cafeteria, Quick Service, Popular
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HOTEL CHIPPEWA MANISTEE, MICH.

Universally conceded to be one of
the best hotels in Michigan.
Good rooms, comfortable beds, ex-
cellent food, fine cooking, perfect
service.
Hot and Cold Running Water and
Telephone in every Room.
\$1.50 and up
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Occidental Hotel

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

Good Place To Tie To

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

HOTEL ROWE

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

Mt. Lowe was named. The observatory is located at an altitude of 3,500 feet and the site is ideal for astronomical work.

When I returned to California on my last Michigan trip I was equipped with a letter of introduction to Hugh O. Corbett, secretary of the Southwest Los Angeles Chamber of Commerce, since which time I have become very much attached to a very interesting family. Now comes forward one John P. Hughes, a resident of Seattle, and a brother of Mrs. Corbett, claiming relationship to me, on account of being born in the same Wisconsin county, and I admit I rather like the idea. Mr. Hughes nominated me as his scout and guide at first sight and we have been doing a lot of exploring together. Later on I expect to inflict my observations on Tradesman readers. This interesting gentleman spent several years on the Hawaiian Islands and knows very many people with whom I became acquainted during my visit there several years ago, and albeit is a very patient listener. I have to acknowledge very many courtesies which he has bestowed upon me.

California's auto fleet now consists of approximately two million cars—a caravan big enough to take the entire state joy riding at one time, with room in the back seat for all the people of Arizona, Nevada and Idaho, not to mention the army of "back seat drivers." Based on the latest reports of the license bureau, the state has two passenger automobiles for every five persons, or at a ratio of two for each average family. When one has an opportunity of negotiating the wonderful highways out here, this large quota of cars is easily understandable; also the excess of traffic accidents.

The delay in the United States Senate in confirming the nomination of Judge Wilkerson, of Chicago, who was advanced by presidential appointment to the court of appeals, seems to me almost inexcusable, and very poor politics. Judge Wilkerson refused to confirm an agreement entered into by Al. Capone, chief of Chicago gangsters, with the prosecuting attorney, whereby a phony sentence would be given him, and insisted that he "toe the mark," as it were. Now the auxiliary gang of bandits, known as labor leaders are making a fight on the worthy judge, presumably due to some compact between the outlaws, in the hope of assuaging his sentence. Will the citizenry stand for such actions on the part of the Nation's law makers? I hardly think so.

Some hotel man suggests that the deadly "third rail" in the old-time bar-room has been systematically converted into brass musical instruments. Such being the case non-observers of Volstead legislation may be automatically transferred to the martyr class instead of being branded as scoff-laws, especially if these instruments happen to be saxophones.

The American Hotel Association has launched a prodigious fight for a liberalization of prohibition legislation, but for the life of me I cannot see how they can possibly get anywhere with it. Promotion and education cannot possibly compete with hypocrisy and graft. To a dead moral certainty a very considerable majority of National legislators are patrons of bootleggers and indulge in alcoholic absorption to a more or less degree. But if there is any so-called "liberalization" the bootlegger will be deprived of his calling and his easy dollars will be no longer employed in advancing the cause of "temperance." Some years ago a movement was started in the Michigan associations along this line, but some of the older heads, among them the

late Mr. Statler, advanced the idea that the fourteenth and fifteenth amendments, still alive on the statute books had fallen into disuse for the reason that effort had ceased along the line of enforcement, which is an actual fact. "Stirring up the animals" is bad practice. America is now the only country which observes prohibition to the slightest degree. Not all countries have repealed such legislation, but all of them, with the exception of the United States, have ceased to observe them. Anti-prohibitionists may have their own ideas; this is my own.

The A. H. A. voices its opposition, also, to advertising in railway time-tables, questioning its value. Most hotel men are poor judges of good, practical methods of advertising. If I was operating an establishment for the sale of barber supplies, I would consider myself justified in using barbers' journals to exploit my goods, but if I was simply "barbering" I would hardly feel that I could reach prospective customers through the same channel. Why not a timetable or similar publication that is seen by the very people we look upon as possible patrons?

Now information comes to me to the effect that Fred. Davidge has been appointed manager of Hotel Tuller, Detroit, succeeding Lloyd McGregor. Mr. Davidge has been on the Tuller staff for several years. One of his first moves was to restore Harold A. Sage to an executive position. Other changes are being considered.

Lloyd Neuffer, proprietor of Hotel Traverse, Traverse City, has bought the Peoples' Savings Bank building in that city and will begin alterations at once to convert it into a modern hotel with both public and private dining rooms and two floors of guest rooms. Among the changes will be a passenger elevator.

Kohn Bros., who formerly owned Hotel Arlington at Coldwater, but who purchased Hotel Keefer, at Hillsdale, some time ago, are making extensive improvements on same. Hillsdale is one of a very few Michigan cities which is not over-hoteled, and the Kohns are very satisfactory and popular operators. They will, no doubt, be justified in making the considerable improvements they have in contemplation.

Work on the rehabilitation of Hotel Kerns, at Lansing, is said to be progressing satisfactorily. It is always a substantial evidence of good intentions when a hotel man keeps in vision the requirements of his guests and lives up to same.

The annual "cooking school" of the Michigan Hotel Association will take place at the Michigan State College, Lansing, next week, April 14 to 16. Not only will the toothsome apple pie and grandma's raised buckwheat cakes be discussed, but a lot of other incidentals in hotel life, will be "treated." The list of orators seems to be overwhelming. I will confess I would like to look in on the boys—and the girls, for that matter—and see what they are up to.

W. E. Snyder, former manager of Hotel Seward, Detroit, has been made catering manager of Hotel Netherland Plaza, Cincinnati. Mr. Snyder, for some years interested in Michigan hotel work, has been in the harness ever since he was 11 years old, beginning at Hotel Oliver, South Bend.

Frank S. Verbeck.

The reason economic problems aren't solved is because those who have full shocks of hair can't feel much interested in cures for baldness.

United Commercial Travelers Take Drastic Step.

Detroit, April 5—Following an address by Mayor Frank Murphy the team work group of the United Commercial Travelers at their regular Saturday luncheon at the Detroit Leland Hotel decided to take militant and aggressive steps on the pertinent political issues facing Detroit and Michigan citizens.

This organization, in Detroit, represents approximately 1,000 of the highest type of commercial salesmen and business executives. Heretofore, it has confined its program within the organization, but it now plans to inject itself into political issues in a non-partisan manner. Those effecting the traveling men will receive the fullest attention.

The team work group have decided that salesmanship is no longer a matter of "back-slapping" and "story-telling" but that under present economic conditions it is a question of the ability of both merchants and the public to buy merchandise and that artificial stimulations of trade have no basic value whereas this organization because of its numerical strength and intelligent leadership can best help business by taking part in the political issues that will tend to increase the potential buying power of the so-called ultimate consumer. The team work group is making an exhaustive study of the present day taxation problems especially as they affect the commercial travelers and this subject will be the topic of discussion at the next group meeting, Saturday April 9.

The people of the State of Michigan are at present paying nearly \$500,000,000 per year in taxes. The quickest way to stimulate business is to effect a saving of at least 20 per cent. of this amount which would automatically increase the buying power of Michigan citizens by \$100,000,000.

To start their entry into this program the team work group has wired to Senators Couzens and Vandenberg as follows:

"One thousand United Commercial Travelers in Detroit emphatically protest against the proposed tax of three per cent. on automobiles."

The traveling men are, perhaps, the largest users of automobiles and accessories of any group in the country. The 20,000 commercial salesmen of this great State buy \$20,000,000 worth of automobiles alone each year, which are driven 600,000,000 miles. At fifteen miles per gallon average over 40,000,000 gallons of gas is purchased in Michigan alone by traveling men each year. This means Michigan traveling men pay \$1,200,000 in gasoline taxes and \$300,000 for license and weight taxes. Now it is proposed not only to cripple Michigan's largest industry, but to add \$600,000 more to the taxes of the Commercial Travelers in the State of Michigan.

Arrangements are now in progress for another territorial team work meeting at Grand Rapids for April 16.

A. G. Guimond,
Jurisdiction Director.

Grocers Support Bank Bill.

Executives of the National Wholesale Grocers' Association went on record last Friday in support of Congressional bills intended to protect merchants against losses due to the failure of National banks in which their customers have accounts. Grocery jobbers, it is claimed, lost heavily during the last two years through inability to collect on checks drawn by customers on banks which failed before the checks were presented for payment. Under the proposed laws the holders of such checks would be treated as preferred creditors in instances where receivers are appointed for National banks.

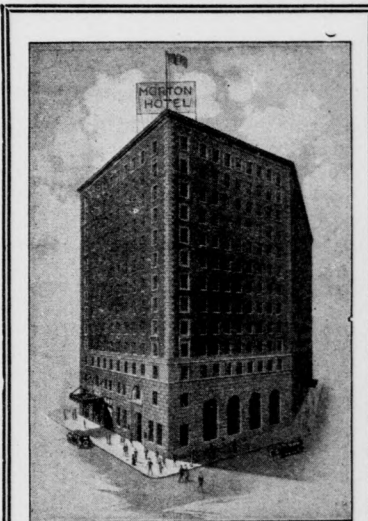


The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

MORTON HOTEL
ARTHUR A. FROST
Manager

DRUGS

Michigan Board of Pharmacy.

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

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

Michigan State Pharmaceutical Association.

President—J. C. Dykema, Grand Rapids.
First Vice-President—F. H. Taft, Lansing.

Second Vice-President—Duncan Weaver, Fennville.

Secretary—R. A. Turrell, Crosswell.
Treasurer—Clarence Jennings, Lawrence.

Finding a Manager For the Drug Store.

There comes the time when, for one reason or another, the druggist contemplates engaging a man as manager for his store. Perhaps he feels he deserves a little more time for other things; maybe he even has in mind retiring, selling the store if an attractive offer presents. Maybe there are a lot of other matters to attend to; likely, too, the druggist is desirous of going on some ocean trip. At any rate, now there is confronting the problem of selecting the proper individual to whom to assign the responsibility. To where to turn? That is the question.

Should Mr. Druggist go outside and snare some manager from another store? From a drug shop where the desired individual is known to have made a success, as manager? Maybe this particular manager has been unusually successful. Perhaps, even, his success covers a long term of years, and in one particular establishment. Maybe this manager has been an employe there for a considerable number of years. Perhaps he has grown up with the business there, so to speak. Maybe, in fact, he has worked there ever since he started in the drug store business. Well, in any case, he has proved himself a successful manager. And his abilities look desirable to a certain drug store owner who wishes to unburden himself a little bit.

When Mr. Druggist starts contracting, however, he may find that this manager is not going to chuck his job so very lightly right over his head, for something not so secure. Why leave a shop where he has held sway for such a long term of years, where he is a fixture, so to speak; where he knows everything from A to Z, forward and backward; where he holds the respect and reverence of the owner; where his job looks like something; where he belongs there; where he has a rightful place? Why gamble all of a sudden? Why take a chance in place of a sure thing? Mr. Successful Drug-Store Manager can't see the offer at all. Just nothing to it.

However, the manager-scouting druggist is insistent. He is willing to unloosen his purse strings a little bit. He is ready to tempt, to lure, for men with feather in cap are deserving of something attractive. The manager sees a little light but he demands a contract. He is not going to take on a job where he might be let out on very short notice and find himself out in the cold. No; he has been on the

earth a little too long to know something about that.

Well, when a drug store owner needs a manager, unusually so, and when some successful manager is tempted, unusually so, something is likely to happen. There may be a severance of services in favor of another establishment. And so be it.

However, when such an episode evolves we do not usually find succeeding events developing in concord with one's anticipations. Decidedly not. Far too often there is conflict with desires. Mr. Manager from another place is not always the solution to the problem. Things, somehow, just don't shape up the right way.

For one thing, the manager from another drug store, is now faced with a new set of problems. The fact that he has been unusually triumphant in a certain establishment does not guarantee similar success elsewhere, albeit he be possessed of all the desirable requisites that go to make an efficient manager.

And all the more so is this when the enticed manager is of that old-fashioned type. This man has left a store where he was at home; where he "knew everything", mind; knew enough about things, about customers, the community, the store's sales policy, the employes there, the products sold; about the requirements in all phases of the establishment in general. Can this be said also for the place where he has now assumed managership? Hardly! In fact, there may be a complete about-face. There are new conditions, different conditions, different problems. An entirely different class of customers, in all likelihood. New faces, different store policy; new merchandising practices. And it all may be so out of key with this new manager who is used to things as they were in the store wherefrom he departed.

Somehow the ship simply doesn't steer as it should. Mr. Manager may be at a loss now solving problems. And he can't get over his ideas so readily as he did in that other shop. Something's out of joint all right. Mr. Manager just doesn't feel as he would like to. Nope; things don't run the way he would like. And, to add to his misery, he finds the owner trying to butt in, perhaps. Want him to operate the store contrary to his own ideas. The wish doesn't take, so we find both miserable; the drug store owner senses now that he can't get the necessary co-operation from his new manager—interference resented. Do you see any harmony here?

Let us now jump, however, to the individual who has gotten his experience from a number of drug stores, more than from only one, anyway. This sort of manager, we find, is more reasonable, more amenable to co-operation, and would not require the tempting salary necessary to win over the manager of the old school type. Not that the latter is desirous of more money. The old-fashioned manager, or the manager functioning in one establishment for a long term of years, simply does not desire to relinquish

his position where he is known, appreciated, well-regarded. That is all very well. And there is much to be said in his favor.

Now, the manager gaining his experience from different drug stores is not so fixed in his ideas, as a rule; his experience will be more diversified. Very likely more headway can be made with him. Nor is it likely that a long-term contract is involved to employ him. It is one thing to employ a manager and another to fire him. Things somehow don't crystallize happily for the drug store owner when he has bound himself to a manager who cannot make good in the new place. There is more latitude, assuredly, when engaging a manager of distributed experience.

However, let us consider the material right now available in your own store. Very likely there is some man there deserving promotion to the managership. You know enough of the men to have some reliable, dependable knowledge to go by. This cannot be said in the case of individuals procured from outside sources. You know enough of their abilities, their foibles, their character in general, their ambitions. The assistants now at work for you know the store, the community, the products sold, the community's requirements. And the customers know your assistants. Your assistants are well versed, as a rule, with the store's policy. They are well conversant with things as now operating in your establishment. That is something well to bear in mind.

Your assistants are familiar with the store's problems. They are used to solving them as required. A man chosen from your present force for the managership is not likely to find himself at a total loss as attends the responsibilities of an utter outsider. The outsider must first find himself in the new place, adapt himself to new conditions, generally upsetting the entire schedule to which he has been so accustomed.

A man promoted from the ranks feels he is being appreciated, of course. For that reason he is sure to be all the more loyal and to help you to get over your plans. This man knows to a nicety just what the store needs to make it a success. You will find, too, that he is very agreeable to co-operate with you. This man has his future be-

fore him right now; if you get the meaning in the sense implied. He has much to accomplish; his retention is dependent upon results developing, in your establishment; not upon results that have already developed, elsewhere! And, of course, there will be no long-term contract entailed. Is that something?

There is small cause for wonder when things are all out of key when comes in a stranger undertaking the drug store's managership. Certain assistants may rightly reason they should have been selected. If some outsider with dictatorial methods tries to fasten his particular ideas onto the store, and onto the employes, with whom he has hardly become acquainted, we can



When
She Opens
the Package

Will She Be Pleased
With Her Order?

Will the meat be appetizing? Lard firm? Everything so clean and neat that she will come back for more? You go a long way to assure this when you use

**DELICATESSEN
PAPER**

It is an excellent, all-around utility product—air-proof, moisture-proof, odorless and grease-resistant. Snowy white, pure and firm, reflects the best standards of service in delicatessen, grocery and meat stores. Rolls, wall cartons or boxes. Let us send working sheets and information.

Kalamazoo Vegetable Parchment Company
Kalamazoo Michigan

**KVP PROTECTION
PAPERS**

MOTHERS DAY MAY 8th

It Costs No More to Handle the Best

Buy **LOWNEY'S** Feature Packages

BETTER THAN EVER

Distributed by

PUTNAM FACTORY

National Candy Co., Inc.

Grand Rapids, Mich.

readily appreciate why things don't materialize as desired.

The drug store owner eager to find a manager should contemplate possibilities in his own store. Why turn to some distant field? The fact that a manager has been a glowing success in one store, may, or may not, mean anything, so far as your particular shop is concerned. What you want is a manager who will be successful in your store.

Frank V. Faulhaber.

SWORN STATEMENT FURNISHED THE POST OFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, ss. County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, deposes and says that he is the business manager of the Michigan Tradesman and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids. Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids. Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids. F. E. Stowe, Grand Rapids. F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the

books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and believe as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager. Sworn to and subscribed before me this 5th day of April, 1932. Florence E. Stowe. Notary Public in and for Kent Co., Mich. (My commission expires Jan. 18, 1935.)

Man owes his growth, his energy, chiefly to that striving of the will that conflicts with difficulty, which we call effort. Easy, pleasant work does not make robust minds, does not give men a consciousness of their powers, does not train them to endurance, to perseverance, to steady force of will, that force without which all other acquisitions avail nothing.

BROOKSIDE BRAND WHISK BROOMS. The ROTARY PRIZE Whisk. AMSTERDAM BROOM CO. AMSTERDAM, N.Y. ALL STYLES AND PRICES. Image of a whisk broom.

SPRING SPECIALTIES

- Marbles — Jacks — Rubber Balls
Base Balls — Playground Balls
Tennis Balls — Tennis Rackets
Tennis Sundries — Golf Complete Sets
Golf Balls — Golf Clubs — Golf Bags
Golf Tees — Golf Practice Balls
Sport Visors — Swim Tubes — Swim Animals
Bathing Caps — Bathing Slippers — Swim Aids
Sprayers — Rogers Paints — Paint Brushes
Sponges — Chamois Skins — Electric Fans

Soda Fountains and Soda Fountain Supplies
Largest Assortment in our Sample Room
We have ever shown and only the Best Advertised Lines — We certainly invite your inspection. Lines now on display.

Hazeltine & Perkins Drug Co. Grand Rapids Michigan

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices. Categories include Acids, Ammonia, Balsams, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and Miscellaneous. Prices are listed in various formats (e.g., 11¢, 26¢, 50¢).

Hominy Pearl, 100 lb. sacks 3 54 Bulk Goods Elbow, 20 lb. 05 Egg Noodle, 10 lbs. 15

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

Sage East India 10

Tapoca Pearl, 100 lb. sacks 7 1/2 Minute, 3 oz., 3 doz. 4 00 Dromedary Instant 3 50

Jiffy Punch 3 doz. Carton 2 25 Assorted flavors.

FLOUR V. C. Milling Co. Brands Lilly White 5 10 Harvest Queen 5 20 Yes Ma'am Graham, 50s 1 40

Lee & Cady Brands Home Baker Cream Wheat

FRUIT CANS Mason F. O. B. Grand Rapids Half pint 7 35 One quart 8 55 Half gallon

Ideal Glass Top Half pint 9 00 One pint 9 50 One quart 11 1/2 Half gallon 15 40

GELATINE Jell-O, 3 doz. 2 37 Minute, 3 doz. 4 05 Plymouth White 1 55 Quaker, 3 doz. 1 75

JELLY AND PRESERVES Pure, 30 lb. pails 2 60 Imitatin, 30 lb. pails 1 60 Pure, 5 oz., Asst., doz. 90 Pure Pres., 16 oz., dz. 2 20

JELLY GLASSES 8 oz., per doz. 34

Margarine I. VAN WESTENBRUGGE Food Distributor



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

BEST FOODS, INC. Laug Bros., Distributors



Nucoa, 1 lb. 12 Holiday, 1 lb. 10

Wilson & Co.'s Brands Oleo

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

Safety Matches Red Top, 5 gross case 4 75

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

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

Salted Peanuts Fancy, No. 1 8

Shelled Almonds Salted 95 Peanuts, Spanish 125 lb. bags 5 1/2 Filberts 32 Pecans Salted 55 Walnut Burdo 56

MINGE MEAT None Such, 4 doz. 6 20 Quaker, 3 doz. case 3 15 Yo Ho, Kegs, wet, lb. 16 1/2

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

PARIS GREEN 1/2 34 1/2 31 2s and 5s 30

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

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

ISO-VIS MOTOR OILS In Iron Barrels Light 77.2 Medium 77.2 Heavy 77.2 Ex. Heavy 77.2



Iron Barrels Light 62.2 Medium 62.2 Heavy 62.2 Special heavy 62.2 Extra heavy 62.2 Polarine "F" 62.2 Transmission Oil 62.2 Finol, 4 oz. cans, doz. 1 45 Finol, 8 oz. cans, doz. 2 25 Parowax, 100 lb. 7.3 Parowax, 40, 1 lb. 7.55 Parowax, 20, 1 lb. 7.8



Semdac, 12 pt. cans 2 95 Semdac, 12 qt. cans 4 90

PICKLES Medium Sour 5 gallon, 400 count 4 76

Sweet Small 5 Gallon, 500 7 25

Dill Pickles Gal. 40 to Tin, doz. 8 15 32 oz. Glass Picked 2 25 32 oz. Glass Thrown 1 95

Dill Pickles Bulk 5 Gal., 200 3 65 16 Gal., 650 11 25 15 Gal., 1300 30 00

PIPES Job, 2 doz. in bx. 1 00@1 20

PLAYING CARDS Battle Axe, per doz. 2 65 Bicycle, per doz. 4 70 Torpedo, per doz. 2 50

POTASH Babbitt's, 2 doz. 2 75

FRESH MEATS Beef Top Steers & Heif. 14 Good St'r's & H'f. 11 Med. Steers & Heif. 10 Com. Steers & Heif. 09

Veal Top 12 Good 11 Medium 9

Lamb Spring Lamb 15 Good 13 Medium 10 Poor 08

Mutton Good 08 Medium 06 Poor 04

Pork Loin, med. 10 Butts 09 Shoulders 06 1/2 Spareribs 06 1/2 Neck bones 03 Trimmings 06

PROVISIONS Barreled Pork Clear Back 16 00@20 00 Short Cut Clear 16 00

Dry Salt Meats D S Bellies 18-29@18-10-8

Lard Pure in tierces 5 1/2 50 lb. tubs advance 7 1/2 50 lb. tubs advance 7 1/2 20 lb. pails advance 7 1/2 10 lb. pails advance 7 1/2 5 lb. pails advance 1 3 lb. pails advance 1 1/2 Compound tierces 8 1/2 Compound, tubs 9

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

Smoked Meats Hams, Cer. 14-16 lb. @15 Hams, Cert., Skinned 16-18 lb. @15 Ham, dried heel @25 Knuckles @25 California Hams @12 1/2 Ham, boiled @16 Boiled Hams @22 Minced Hams @15 Bacon 4/6 Cert. @15

Beef Boneless, rump @22 00

Liver Beef 11 Calf 40 Pork 04

RICE Fancy Blue Rose 3 50 Fancy Head 06 1/2

RUSKS Postma Biscuit Co. 18 rolls, per case 1 80 12 rolls, per case 1 20 18 cartons, per case 2 15 12 cartons, per case 1 45

SALERATUS Arm and Hammer 3 75

SAL SODA Granulated, 60 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages 1 10

COD FISH Middles 20 Peerless, 1 lb. boxes 19 Old Kent, 1 lb. Pure 27 Whole Cod 11 1/2

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

Lake Herring 1/2 Bbl., 100 lbs. Mackeral Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50

White Fish Med. Fancy, 100 lb. 13 00 Milkers, bbls. 18 50 K K K K Norway 19 50 8 lb pails 1 40 Cut Lunch 1 50 Boned, 10 lb. boxes 16

SHOE BLACKENING 2 in 1, Paste, doz. 1 130 E. Z. Combination, dz. 1 30 Dri-Foot, doz. 2 00 Bixbys, Doz. 1.30 Shinola, doz. 90

STOVE POLISH Blackne, per doz. 1 30 Black Silk Liquid, dz. 1 30 Black Silk Paste, doz. 1 25 Enameline Paste, doz. 1 30 Enameline Liquid, dz. 1 30 E. Z. Liquid, per doz. 1 30 Radium, per doz. 1 30 Rising Sun, per doz. 1 30 654 Stove Enamel, dz. 2 50 Vulcanol, No. 10, doz. 1 30 Stovoll, per doz. 3 00

SALT F. O. G. Grand Rapids Colonial, 24, 2 lb. 95 Colonial, 36-1 1/2 1 20 Colonial, Iodized, 24-2 1 35 Med. No. 1 Bbls. 2 90 Med. No. 1, 100 lb. bk. 1 00 Farmer Spec., 70 lb. 1 00 Packers Meat, 50 lb. 65 Crushed Rock for ice cream, 100 lb., each 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. 4 1/2 Baker Salt, 280 lb. bbl. 3 80 6, 10 lb., per bale 93 20, 3 lb., per bale 1 00 28 lb. bags, Table 40

SPICES Whole Spices Allspice, Jamaica @24 Cloves, Zanzibar @43 Cassia, Canton @24 Cassia, 5c pkg., doz. @40 Ginger, Africa @19 Mixed, No. 1 @30 Mixed, 5c pkgs., doz. @45 Nutmegs, 70@90 @50 Nutmegs, 105-1 10 @48 Peppercorn, Black @23

Pure Ground in Bulk Allspice, Jamaica @25 Cloves, Zanzibar @45 Cassia, Canton @25 Ginger, Corkin @27 Musard @26 Mace, Penang @85 Pepper, Black @25 Nutmegs @31 Peppercorn, White @38 Peppercorn, Cayenne @36 Paprika, Spaisih @36

Seasoning Chili Powder, lb. 1 50 Celery Salt, 3 oz. 90 Sage, 2 oz. 85 Onion salt 1 50 Garlic, 4 1/2 oz. 1 50 Penalty, 4 1/2 oz. 3 25 Kitchen Bouquet 4 50 Laurel Leaves 20 Marjoram, 1 oz. 95 Savory, 1 oz. 95 Thyme, 1 oz. 95 Turmeric, 2 1/2 oz. 75

STARCH Corn Kinsford, 24 lbs. 2 30 Powd., bags, per 100 3 25 Argo, 48, 1 lb. pkgs. 3 03 Cream, 24-1 2 20

Gloss Argo, 48, 1 lb. pkgs. 3 03 Argo, 12, 3 lb. pkgs. 2 17 Argo, 8, 5 lb. pkgs. 2 46 Silver Gloss, 18, 18 11 1/2 Elastic, 32 pkgs. 2 55 Tiger, 48-1 30 Tiger, 50 lbs. 2 75

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

CLEANSERS KITCHEN KLENZER 80 can cases, \$4.80 per case

SYRUP Corn Blue Karo, No. 1 1/2 2 54 Blue Karo, No. 5, 1 dz. 3 53 Blue Karo, No. 10 3 33 Red Karo, No. 1 1/2 2 75 Red Karo, No. 5, 1 dz. 3 79 Red Karo, No. 10 3 59

imit. Maple Flavor Orange, No. 1 1/2, 2 dz. 3 10 Orange, No. 5, 1 doz. 4 74

Maple and Cane Kanuck, per gal. 1 50 Kanuck, 7 gal. can 6 00

Grape Juice Welch, 12 quart case 4 40 Welch 24 pint case 4 50 Welch 36-4 oz. case 2 30

COOKING OIL Mazola Pints, 2 doz. 4 60 Quarts, 1 doz. 4 30 Half Gallons, 1 doz. 7 75 Gallons, 1/2 doz. 7 25 Red Star, per doz. 20

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

SOAP Am. Family, 100 box 5 60 Crystal White, 100 3 50 Big Jack, 60s 4 30 Fels Napha, 100 box 5 00 Flake White, 10 box 2 92 Grdma White Na. 10s 3 50 Jap Rose, 100 box 7 40 Fairy, 100 box 4 00 Palm Olive, 114 box 11 00 Lava, 50 box 2 25 Octagon, 120 5 00 Pummo, 100 box 4 85 Sweetheart, 100 box 5 70 Grandpa Tar, 50 sm. 2 10 Grandpa Tar, 50 lge. 3 50 Trilby Soap, 100, 10c 7 25 Williams Barber Bar, 9s 50 Williams Mug, per doz. 48

VINEGAR F. O. B. Grand Rapids Cider, 40 Gal. 17 White Wine, 40 grain 20

WICKING No. 9, per gross 50 No. 4, per gross 1 20 No. 2, per gross 1 00 No. 3, per gross 2 30 Peerless Kolls, per doz. 50 Rochester, No. 2, doz. 2 00 Rochester, No. 3, doz. 2 00 Kays, per doz. 75

WOODENWARE Baskets Bushels, Wide Band, wood handles 2 00 Market, drop handle 50 Market, single handle 50 Market, extra 1 00 Splint, large 8 00 Splint, medium 7 50 Splint, small 6 00

Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 50 3 to 5 gal., per gal. 10

Pails 10 qt. Galvanized 2 00 12 qt. Galvanized 4 50 14 qt. Galvanized 4 10 12 qt. Flaring Gal. Jr. 5 00 10 qt. Tin Dairy 4 00

Traps Mouse, Wood, 4 holes 50 Mouse, wood, 5 holes 1 00 Mouse, tin, 5 holes 1 00 Rat, wood 1 00 Rat, spring 1 00 Mouse, spring 20

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

Washboards Banner, Globe 5 00 Brass, single 5 20 Glass, single 5 00 Double Peerless 5 00 Single Peerless 5 00 Northern Queen 5 00 Universal 5 25

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

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

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

YEAST-COMPRESSED Fleischmann, per doz. 30 Red Star, per doz. 20

TABLE SAUCES Lee & Perrin, large 5 75 Lee & Perrin, small 3 35 Pepper 1 60 Royal Mint 2 40 Tobasco, 2 oz. 4 25 Sho You, 9 oz., doz. 2 25 A-1, large 4 75 A-1 small 2 85 Caper, 2 oz. 3 30

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

Japan Medium 22@27 Choice 36@40 Fancy 42@52 No. 1 Nibbs 47 1 lb. pkg. Sifting 11@12

Gunpowder Choice 40 Fancy 47

Ceylon Pekoe, medium 48

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

Oolong Medium 39 Choice 40 Fancy 50

TWINE Cotton, 3 ply cone 25 Cotton, 3 ply Balls 27

White Wine, 40 grain 20

WICKING No. 9, per gross 50 No. 4, per gross 1 20 No. 2, per gross 1 00 No. 3, per gross 2 30 Peerless Kolls, per doz. 50 Rochester, No. 2, doz. 2 00 Rochester, No. 3, doz. 2 00 Kays, per doz. 75

WOODENWARE Baskets Bushels, Wide Band, wood handles 2 00 Market, drop handle 50 Market, single handle 50 Market, extra 1 00 Splint, large 8 00 Splint, medium 7 50 Splint, small 6 00

Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 50 3 to 5 gal., per gal. 10

Pails 10 qt. Galvanized 2 00 12 qt. Galvanized 4 50 14 qt. Galvanized 4 10 12 qt. Flaring Gal. Jr. 5 00 10 qt. Tin Dairy 4 00

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YEAST-COMPRESSED Fleischmann, per doz. 30 Red Star, per doz. 20

A Few Lines From Grand Rapids Council No. 131.

The meeting of last Saturday evening must have been a "knockout," as I have had several members call me on the phone and commiserate me on missing so much. My absence was not due to a lack of interest, but to battling a severe snow storm and all that goes with it in Northern Michigan. One characteristic of a good member of 131 is his ability to always find a way to get home. I claim to be a good member, but a detour in the region of East Jordan and Mancelona was the cause of my undoing. I have heard people during the summer season refer to those township or semi-private roads as "rustic" and others style them "romantic," but the average man would use different words to describe them during a blizzard. However, experiences of that nature develop one's sense of appreciation of better things.

This is still a changing world. The Hirst Pickle Co. lost a star salesman when W. D. Dunbar decided to engage in business "on his own." On April 4 he opened a first-class eating place on Huron street, near the Pantlind Hotel. It will be conducted under the trade name of the Auditorium restaurant. We assure brother Dunbar of our best wishes for his success and our patronage whenever possible.

It has been decided. The committee in charge of the Grand Council, to be held in Kalamazoo June 2, 3 and 4, in response to numerous requests, has abandoned all plans for a street parade. They state Grand Rapids Council was the only subordinate council in Michigan that really was in favor of it. I feel a personal chagrin over this decision. A parade in itself will not revolutionize things in U. C. T. circles, but it is some evidence of "Pep, Power and Purpose" and if there was ever a time in the history of the order when we need to show we are not only alive, but have vitality, this is the time.

Walter E. Lypps, in charge of reservations and almost everything else in connection with the participation of Council No. 131 in the Grand Council is making reservations at the New Burdick Hotel, which will be the convention headquarters. It is a good plan to decide promptly how many will be in your party, what you would like in the way of accommodations, and confer with brother Lypps. An early reservation will enable him to fully satisfy you; a later one may not.

All members of the council will be glad to learn that W. G. Bancroft will move his family from Detroit to their former residence, 1447 Byron street. This will enable Mr. Bancroft to take a more active part, as a member of the Executive Committee, than has been his privilege during the past year. He will continue to cover the same territory in Michigan for the Robeson Cutlery Co., of Rochester, N. Y.

Edward L. Knapp, residing at 341 Henry street, has fully recovered the use of his hand, which was quite seriously injured. Keep your protection in force, men, for you never know what will happen to you or when it will happen. I knew a man (not a member) who fell in his own bath tub

while taking a bath recently, and fractured three ribs. We always supposed that bathing was healthy. I cite this as an illustration that you never can foretell the future, so far as accidents are concerned.

Right here it seems entirely appropriate to advise all the readers of this column to cultivate patience and fully expect the right thing to happen. About six years ago the writer was a member of the Executive Committee and tried to call on all persons who reported themselves to Columbus headquarters as injured. At this time W. M. Tenhopen, residing at 1324 Lake Drive, suffered a broken arm and the writer made a Sunday afternoon call and requested the injured brother to attend the meetings as soon as his injury would permit. Well, he attended the meeting last Saturday evening, had a real good time and assured the new Senior Counselor that he would be present at the next meeting.

Arthur Borden, with Foster, Stevens & Co., who is a Past Counselor and a real "builder" in the organization, was present also. It is deeply regretted that his health will not permit the old time activity in council affairs.

We have been assured by several present that the new Entertainment Committee, with Harry Coleman, chairman, covered itself with glory. First, they worked very efficiently with the Ladies Auxiliary in serving the lunch, which was very appetizing. Then they provided the music, which was very snappy for dancing, and to give variety to the program, introduced the Davis Sisters, entertainers, in character songs and dances. It all was much appreciated.

H. F. DeGraff, in his "Team Work in Business" program for the evening read a marvelous message sent from Columbus headquarters. Let us all rally to the support of the "Team Work in Business," for it is the biggest opportunity that we have had for a long time, to do something effective for the U. C. T.

The Ladies Auxiliary will hold their annual election at the May meeting. Their deliberation and care in selecting the right members to fill their offices is commendable. A nominating committee, consisting of Mesdames Frank Holman, C. H. Ghysels, Martin Vermaire and Harry Coleman, will analyze the fitness for office, of the aspiring leaders before their names will be placed on the ballot.

The Ladies Auxiliary will furnish the refreshments for the Big Party, under the direction of the "Team Work in Business" Committee, which will be held the evening of April 16, at 7:30 p. m. in the Moose Temple. This will be an "open meeting" and you are urged to bring your family, friends, and acquaintances. There will be an address on "Team Work in Business" by a speaker of reputation, and the remainder of the evening will be devoted to keno, with appropriate prizes. Refreshments will be served at a very modest sum.

The Salesmen's Club of Grand Rapids meets in the English room of the Rowe Hotel at 12:30 p. m. for luncheon, entertainment and instruction. At

their meeting last Saturday those attending had two real treats. County Treasurer Thomas Vidro enlightened them on the very complicated and somewhat vexatious subject of taxes. In the short time at his disposal, he told them much on the general subject of taxation. Perhaps we now will be more cheerful about paying our taxes. He was followed by Robert Benjamin, with an oration on "Men in Medicine." He had a keen grasp of his subject, and his clear expression, pleasing manner and technique reflected great credit upon his teacher in dramatic art, Miss Ernestine Anderson, of East Grand Rapids high school, who was present with him.

The annual memorial service will be held next Sunday, April 10, at 3 p. m. in Moose Temple. The offices are all filled by past counselors; one of our own members, Wm. Zylstra, will deliver the memorial address. This meeting is very appropriate and deeply impressive. A large attendance of our members is very much desired by the officers in charge and conducting the service. Official Reporter.

Let Us Consider Legislation Fairly and Equitably.

(Continued from page 20)

ingly and conservatively, is another consideration; and of that, to my mind, all good citizens must approve. It will always likewise prove beneficial to business, if it be wisely planned and therefore beneficial to anybody.

Tradesmen are making progress—a lot of it. Progress is taking the way of co-operation in one form or another. That indicates that men learn more and more that the welfare of their business as such is more important than that of any branch of it, as I expect to show more at length next week.

On March 18 the Federal Trade Commission promulgated the latest revision of trade practice rules. Consideration should seem to have been sufficient, even for the dilatory cumbersome of a Government bureau, since these have been in the making since October, 1928, and they are a final revision of what were issued Jan. 16, 1929. Here we have ten weeks from the first consideration to the first publication—admittedly fast enough—and two years and a quarter for the revision. Surely such a time as that should indicate that business in and by itself could do better than any Government bureau.

There are signs that business leaders realize fully that fair play pays, that one price to all is good business, that a fair field and no special favors is the only true basis. The very movement which resulted in the rulings of the Federal Trade Commission had its inception, I believe, in business; and as I read over the rules, it seems to me that each and every one was conceived by business.

The Federal Trade Commission had to be called in, I think, because authority was necessary to make certain members of business behave. The necessity thus to compel conformation to sound practices must be recognized, but let us also recognize the danger we always run when we go to Washington to safeguard business practices,

for that way also lies the danger of complete loss of commercial liberty—with political liberty certain to follow. Dictatorships never have been famous for self-limitation. Paul Findlay.

STRUGGLE THAT IS TO COME.

(Continued from page 23)

merchant. It has never been bought, sold or bartered. It has fought our battles with the manufacturers, transportation companies, newspapers and in our courts and legislative halls. It has stood for free opportunities for the common people and I wish here to pay a just tribute to E. A. Stowe and the Michigan Tradesman and to ask you to take his paper, read it, encourage advertising in it and to respect it, for it is one of your greatest lines of defense in the great struggle that is to come.

I don't know but that I should ask you to be politicians as well. Taxes must come down. Our total tax raised in 1931 exceeded ten billion dollars. That is over a billion dollars above the war time peak. It is twice the circulating currency of the United States. It means that we turn our entire money circulation every six months in taxes alone. Is it any wonder that our people have no money and that real estate has become an undesirable holding? You as merchants are discriminated against by our present system of taxation. It is obvious that fruit, grain, vegetables, etc., ripening but once a year, must be carried by someone. Who carries them does not matter to the consumer. They can best be carried by the factories, wholesaler and retailer combined. A firm of the chain nature depending entirely upon turnover is dodging its share of this tax burden. They carry a small stock on the shelves, having most of it on trucks that never reach the tax roll and they have experts to fight their tax battles. The only profit in business is on the sales and that is where our tax should be levied. A tax so raised is easy to collect, as it can be taken without expense from the report that every merchant must make to the Government. The amount of this tax should be taken from the real estate tax raised by the State. By such a method the local business man who owns a home or business location would have nothing to pass on to the consumer and outside concerns doing business in the State, and who refuse to own property, would leave millions of dollars with us that now leaves the State.

These and other problems which affect the welfare and independence of our country must be watched. You should be free to communicate your thoughts on these subjects, on which you are well versed, to our law makers at all times. It is only by such methods that liberty and opportunity can be saved for our common people and the Stars and Stripes continue to float over a great Nation. It can be done. Let us do our part.

And where is the prophet who said social evils would disappear when a prudish world learned to discuss them frankly?

POOR LIVING CONDITIONS.

(Continued from page 17)

they might an act of God. But also, when the elevator ran again, it was almost our private convenience. Those folks mostly walked anyway. Elevators are such novelties in Europe that Europeans use them little even when they have them.

Another feature amazed us. Although this was a new building it was a mass of patchwork. Every pipe joint I saw was made tight with oakum, threads so badly cut it would not have held otherwise. As a purely amateur pipe fitter, I should be ashamed to install one fitting so joined. Heating pipes were so unevenly hung that water would not circulate, as in our bathroom where the radiator never got warm. Yet no contractor seemed to worry or bestir himself.

Other features of Roman life and custom astonished us. A workman would knock plaster excrescences from casings five stories up, letting the debris fall to the sidewalk without guard or warning sign. No liability, apparently, attaches to anybody over there.

Despite these drawbacks, we got so to love our little pent-house, the district, even the ludicrously dirty but pretty and eternally sweet little janitress—ever good natured, cheerful and kindly—that we were loath to leave it. And thereby hangs a rather pathetic incident.

Near to our leaving, the janitress came to our apartment accompanied, as usual, by one of her infants, characteristically dirty, and begged us to "por-ter-ay" her with us to America; and we often realized while in Europe that America is the equivalent of Heaven to those folks, a haven of rest, an earthly Elysium for fair. With starting tears, she conveyed to us that her husband had struck her yesterday, and she exhibited her distinctly blackened eye. Indignation surged within us in face of any physical abuse of that gentle, ever-industrious little woman.

We had seen her husband, the chauffeur of somebody who provided him with a handsome uniform, and he was a fine figure. Introducing us, his wife had evinced the characteristic pride of womankind in the possession of a handsome male, letting no hint of unhappiness escape her. He had been drunk, but to think that a man of such size and strength should—even in his cups—strike a wife so sweet and patient stirred us deeply. Yet we could do nothing. Even to speak to him would be to harden her lot. But we carried away increased comprehension of the bleakness of some lives.

Nice, long a playground of the leisure class of Europe and, more recently, of a growing American contingent, affords wide choice of accommodations, fitted with every variety of taste—or lack of taste—large, intermediate and small. The abode of an artist couple was odd as could be, but location and outlook so far compensated for its extremely impressionistic furnishings and embellishments that it would have been taken, except for the bed.

Most French beds are good, although not up to Italian standards. French hotel beds usually are com-

fortable. But private beds in France are like those elsewhere—quality dependent on the owners' personality. And whether in France or America, or elsewhere, it ever puzzles us why folks are so indifferent to the quality of the place wherein a third of life is spent.

The luxurious palaces overlooking the Mediterranean, of which we saw several, incidentally were not for us. We also inspected impossible places—dens of unbelievable filth; overfurnished hodgpodges; and ever and again we were amazed at the complacency with which some will exhibit their personal dirt and disorderly housekeeping, their equanimity proof against any hint of embarrassment. One was a prize exhibit.

We had seen this advertised. It was central, on a main thoroughfare; building promisingly modern with elevator that worked; apartment on third floor where, at 10:30 a. m., we got no answer. Descending, we asked the concierge about the flat, and she referred us to a little girl, of nine or ten, just in from school, a sweet, pretty little thing. She spoke in pure English and on our remarking that she did speak it, she smiled charmingly: "A little."

She knocked peculiarly and somebody within answered. She spoke a few words and we were admitted by a young peroxide blonde arrayed in kimono hastily assumed—plainly a woman of the demi-monde. The rooms were well enough, light, commodious; but the clutter of disorder, the garishness, the plain dirt prompted us to take the speediest once-over and get out, wondering whence the pungent smell.

Then the kitchen door opened and gave us glimpse of a dog, a cat and some other live pets, with a bedraggled female and a blast of zoo-like atmosphere. We left, speculating on what might become of the lovely little girl under the tutelage of two such women. Everywhere many of the prettiest flowers flourish on dunghills.

The first apartment shown us was in a new, modern building, provided with elevator and heat; well planned, with charming outlook and adequately furnished. But the decorations seemed too pronounced to live with. But after days of disheartening experiences, we returned and occupied that set of rooms during our entire stay in Nice. We enjoyed every minute, even though our joy was tempered by our first contact with that strictly French institution, the concierge.

This man was as pig-headed as anyone I ever met up with, an autocrat for fair, who did not hesitate to pull the switch on the elevator when he thought I was trying to get my trunk onto it though thereby he put out all the forty-five occupants. Elevation of belongings, even a valise, is not provided for. For such operations, one must hunt men to carry things on their backs. I got even—as I learned others likewise did—by withholding all tips, and those from me alone would have increased that man's monthly income by two or three dollars—which is distinctly something when turned into francs.

Our ground was so high that our third floor, actually the fifth up, afford-

ed a sweeping view over all the city Eastward to the mountain boundary of Italy, plus outlook over the Mediterranean. The elevator was uncertain, of course, but there was also a service lift, and anyway the climb was compensated by entry to our warm little nest with its delightful outlook. This was a touch of dol-chay far ne-AYNT-te in our wanderings. The cost was perhaps \$53 per month, all inclusive, and we look back with unalloyed pleasure to our domiciliary experiences in Nice.

Mr. Bennett, of Lloyd's agency, in Paris, the one man who owned a car, was courteous, but he, too, had few places for rent by the month. He explained: "It is highly probable, as you say, that with curtailed travel many apartments will remain vacant and owners would gain by letting them by the month. But they do not yet know that, and if I were to let one for a month, I would not have that place again next year—and I must safeguard my business."

We understood, but as the unexpected had happened in Rome and Nice, so it did in Paris. We had almost decided to stay out our few weeks in a Parisian hotel when we found a place advertised so prominently we wondered why Bennett had not shown it to us. We guessed that he might not get much commission.

It was the Derby Hotel, 5 Avenue du Quesne, where we had a neat place on the third floor overlooking the military school enclosure, with elevator and daily maid service, plus telephone and mail delivery to our room for about \$55 per month, all included. We were close to the Eiffel Tower, near the American church, close to subway, adjacent to "everything."

All of which may indicate that if we travel with rigid schedule, are slightly persevering and have no false notions about insisting that everything be first class, we may enjoy ample comfort in Europe and have experiences not accessible to ordinary tourist travel on a basis of exceedingly moderate cost.

Paul Findlay.

Celery City U. C. T.'s Are Up and Doing.

Kalamazoo, April 5—Kalamazoo U. C. T. team workers were visited by state group leader "Al" (Guimond last week. The meeting was held in one of the parlors at the Columbia Hotel and plans are being made for a session of all state groups to be held in Kalamazoo during the Grand Council convention in June.

The new officers of Kalamazoo Council, No. 156, are getting off to a good start and have had two practice rehearsals—anticipating a class of candidates for our April meeting, Saturday, April 9. Entertainment will be furnished by a group of first-class artists under the direction of Junior Counsellor Morley Leach, followed by a buffet luncheon. At this meeting, which will be a stag affair, we especially invite all members who are "lady shy" (we understand there are a few of this type in No. 156) and as the Ladies Auxiliary has no regular meeting Saturday, the Council members are to come "unattended" by their wives or anyone's else.

Any members of outside councils, if in Kalamazoo on the above date, will be heartily welcomed at this meeting.

Gene Welsh, we regret to report, has been confined to his bed of late and

we hope soon to hear of his recovery, so that he may be able to attend the next meeting.

The Ladies Auxiliary will hold a luncheon and afternoon party at the home of Mrs. Claude DeFrance on Friday, April 15.

Interest is manifested all along the line and throughout the State for a fine meeting of the Grand Council here on June 2, 3 and 4.

Frank Saville.

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Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale or Trade—40-room hotel, complete, up-to-date. In most beautiful resort town in Michigan. Making money. For smaller hotel in Southern Michigan, or what have you? Address No. 509, c/o Michigan Tradesman. 509

FOR LEASE—Store room, one hundred per cent location. Five or ten year lease. In the heart of the business district in one of the best small cities in Ohio. 35,000 population. Woolworth's, Krege's, Grant's and other big chain stores in the same section. Suitable for drug store, ladies' ready-to-wear, shoes, or department store. Write JIM DUGAN, Marion, Ohio. 510

For Sale—Meat market fixtures, including Butcher Boy ice box 9x6x7 ft. 6 in. Address No. 511, c/o Michigan Tradesman. 511

Wanted—Position as manager or clerk in a dry goods store by man of ample experience. Can start at once. Address No. 512, c/o Michigan Tradesman. 512

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

TERRIFIC BLOW TO CHAINS.**Greatest Set-Back They Have Ever Received.**

Several months ago the large grocers' associations induced the Federal Trade Commission to agree to a code of trade practice rules which were supposed to cover the whole field of the proper operation of the grocery business. The code defined what should be unfair competitive practices, and the Commission agreed to take the position that anything forbidden by the code was illegal and to bring cases accordingly. It would then remain for the courts to decide whether such things were illegal or not.

During the week the Federal Trade Commission has completed a final revision of this code, which is as follows:

The secret payment or allowance of rebates, refunds, commissions or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special services or privileges not extended to all purchasers under like terms and conditions, with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade, is an unfair trade practice.

Price discrimination in violation of Section 2 of the Clayton Act is an unfair trade practice.

The offering or giving of prizes, premiums or gifts in connection with the sale of grocery products, or as an inducement thereto by any scheme which involves lottery, misrepresentation or fraud is an unfair trade practice.

Commercial bribery is an unfair trade practice.

The making, causing or permitting to be made, or publishing of any false, untrue, misleading or deceptive statement, by way of advertisement or otherwise, concerning the grade, quality, quantity, character, nature, origin, preparation or use of any grocery product is an unfair trade practice.

The use of deceptively slack-filled or deceptively shaped containers is an unfair trade practice.

Any joint trade action which purposes unlawfully to exclude any manufacturer, merchant or product from a market, or unlawfully to discriminate against any manufacturer, merchant or product in a market, whether by conspiracy, agreement, unjust and misleading propaganda for the purpose of influencing legislation or other public action, is an unfair trade practice.

The selling of goods below cost for the purpose of injuring a competitor, and where the effect may be to substantially lessen competition, is an unfair trade practice.

(a) The industry approves the practice of each individual member of the industry independently publishing and circulating to the purchasing trade its own price lists.

(b) The industry approves the practice of making the terms of sale a part of all published price schedules.

Deceptive prices on certain temporarily selected brands of advertised food specialties or staple merchandise, in order to influence consumers, creates the false impression that competitors are exacting an unfair and unwarranted profit on all merchandise and is condemned by the industry.

The abuse of buying power to force uneconomic or unjust terms of sale upon sellers, and the abuse of selling power to force uneconomic or unjust terms of sale upon buyers, is condemned by the industry.

The practice of compelling the purchase of several or a group of products, as a condition to the purchase of one or more of them, is condemned by the industry.

The failure by a wholesaler to fill orders accepted by him is condemned by the industry.

The failure by a retailer to accept the delivery of orders given by him is condemned by the industry.

The practice of certain jobbers of sniping drop-shipment business from the legitimate wholesaler, who serves a useful purpose in the grocery trade to the manufacturer, the retailer and the consumer, is condemned by the industry.

Violation by either party, buyer or seller, of the agreement between them as to the discount for cash, is condemned by the industry.

"Free deals" that affect injuriously wholesalers, retailers or consumers, are condemned by the industry.

The substitution by a wholesaler or a retailer of another product for the product ordered is condemned by the industry.

The industry recognizes as beneficial to the grocery trade the work of the duly qualified food broker, but condemns the practice of others than bona fide brokers acting in that capacity and receiving brokerage commissions.

Many of the features now condemned—and thus made illegal—are habitually practiced by the chains. These practices they will be forced to abandon in the future, if the action of the Federal Trade Commission is sustained by the courts, as it probably will be.

This is the greatest forward step the independent merchant has ever been able to take and will do more to give the chains a set-back than any blow they have ever received in the past.

Nothing that could be done will give the independents greater courage and hope than this action.

The art of selling goods is as difficult to acquire as any other art; that the proper methods can only be acquired by multiplicity of actual experiments, and the one who tries the greatest variety of experiments will become finally a master of the art and become a wealthy merchant.

Put the Lid On.

"Father, did Edison make the first talking machine?"

"No, my son, God made the first talking machine, but Edison made the first one that could be cut off."

IN THE REALM OF RASCALITY.**Questionable Schemes Which Are Under Suspicion.**

The grocery trade is hereby warned to beware of men who claim to be selling trays for the Modern Package Co., Bush Terminal Bldg., New York City. The men solicit orders aggregating \$20, but in writing out the orders for the signatures of the merchants they "stuff" the orders so they amount to ten times \$20. Any representative of the Modern Package Co. should be kicked out the back door without delay or ceremony.

Stipulations to cease and desist from alleged unfair methods of competition have been agreed upon by the following:

A publisher agrees to discontinue carrying advertising matter of a certain vendor of a device alleged to contain radium in sufficient quantity to have therapeutic value.

A publisher agrees to discontinue carrying advertising matter of a certain vendor of an alleged treatment for bladder trouble and kindred ailments.

A publisher agrees to discontinue carrying advertising matter of a certain vendor of an alleged cure for rheumatism.

A publisher agrees to discontinue carrying advertising matter of a certain vendor of an alleged remedy consisting of a saline laxative in solution.

A publisher agrees to discontinue carrying the advertising matter of a certain publisher using puzzle advertisements as a device to secure a mailing list, and certain vendors of an alleged remedial appliance for inhaling medicine and alleged cures for skin troubles, asthma, catarrh and diabetes.

A publisher agrees to discontinue carrying advertising matter of certain vendors of an electric appliance alleged to have therapeutic value, a magnetic appliance alleged to be effective in treatment of the prostate gland, and an alleged cure for constipation.

An advertising agency agrees to discontinue handling advertising matter of a certain vendor of an alleged cure for rheumatism.

Dr. William Davis, Woodbridge, N. J., agrees to discontinue representing that a certain treatment for moles, warts and growths will banish moles or big growths or that it may be safely used other than under the supervision of a physician.

A. Abramson, trading as Parisian Products Co., New York, agrees to discontinue advertising a perfume designated "Charm D'Amour," and to confine its sale to unsolicited orders.

The Atlas Medic Co., Buffalo, agrees to discontinue representing that a certain treatment will restore sufferers from asthma, catarrh and bronchitis to health, and that use of samples of this preparation will so prove, when such are not the facts.

Philip H. Simmons, trading as Park Art Co. and Universal Co., New York, agrees to discontinue representing that certain books, pamphlets and pictures were imported from France when such is not the fact.

A manufacturer of a chemical used for killing rats, agrees to discontinue the use of labels and advertising mat-

ter representing that the preparation has been endorsed by the Biological Survey of the United States Department of Agriculture, when no such approval has been accorded.

A manufacturer of men's shirts and women's blouses agrees to discontinue claiming operation of factories in certain places, when neither owning nor operating factories in the places designated.

A manufacturer and distributor agrees to discontinue representing himself as the manufacturer of the furniture he purchases for resale.

Simmons Co., New York, agrees to discontinue the enforcement of a resale price maintenance policy in the sale of springs and mattresses.

A distributor agrees to discontinue use of the words "Chromium" and "Kwickrome" to designate compounds that do not contain chromium, and to discontinue use of the words "Plate" and "Plating" to designate a compound that is not a plating for other products.

A manufacturer agrees to discontinue use of the word "extract" on labels and in advertising matter to designate products that are not malt extracts.

A distributor agrees to discontinue use of the word "Linen" to designate a product that is not derived from the flax or hemp plant.

A manufacturer agrees to discontinue substitution of other woods than those advertised and represented, without the knowledge and consent of the customer.

A distributor agrees to discontinue the use of the word "Laboratories" in firm name and in advertising matter when neither owning nor operating a laboratory.

A manufacturer agrees to discontinue use of words and pictures suggestive of Germany, on labels and in advertising matter to designate products neither made in Germany nor made of ingredients imported therefrom.

A distributor of golf tees agrees to discontinue use of the word manufacturer in a way to imply ownership or operation of factories in which the products are manufactured, when neither owning nor operating such factories.

A manufacturer agrees to discontinue using representations stating or implying that the flavors and extracts sold by competitors may not be used with safety, when such is not the fact.

A distributor agrees to discontinue use of the words "Toyo" and "Panama" to designate hats that are not made from the leaves of the Jipijapa tree nor by the process used in the manufacture of Panama hats.

A manufacturer agrees to discontinue use of the word "Extract" in firm name and to discontinue its use on labels and in advertising matter to designate a product that is not a malt extract.

To Win Success.

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