

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, APRIL 20, 1932

Number 2535

## TREES NEED NOT WALK THE EARTH

Trees need not walk the earth  
For beauty or for bread;  
Beauty will come to them where they stand;  
Here in these quiet groves  
Is no pride of ancestry:  
Here are no heirlooms save those of loveliness,  
In which all trees are kingly in their heritage of grace;  
Here is but beauty's wisdom  
In which all trees are wise.  
Trees need not walk the earth  
For beauty or for bread;  
Beauty will come to them  
In the sunlight,  
In the rainbow,  
In the lilac-haunted rain;  
And bread will come to them as beauty came:  
In the sunlight,  
In the rainbow,  
In the rain.

David Ross.

April 22 is arbor day. By all means plant a tree on that day.



As the accuracy of the hour-glass depends upon an even, continuous flow . . .

**a little at a time**

. . . so the uniform flavor of Hills Bros. Coffee is produced by Controlled Roasting—the patented process that roasts evenly, continuously, “a little at a time.”

## YOU CAN BANK ON THE SAME EXQUISITE FLAVOR IN EVERY POUND OF HILLS BROS COFFEE

MEAL AFTER MEAL—day after day—even year after year, you'll get the same pleasure from Hills Bros. Coffee. It never varies in flavor! Here is the reason:

Instead of bulk-roasting . . . the common practice . . . Hills Bros. use their patented Controlled Roasting process. The blend flows through the roasters in an even, continuous stream . . . *a little at a time.*

The roast that results can't be equalled for accuracy! No berry is underdone nor overdone—all are roasted to the same perfect degree . . . with a marvelous, unvarying flavor. It is a flavor no other coffee can have, because Hills Bros. patented the process.

**Variation prevented by Controlled Roasting—Hills Bros' patented process**

**“A little at a time”—instead of in bulk—permits uniform roasting all the time**

Hills Bros. Coffee can't go stale! The vacuum process of packing coffee is the only method that fully preserves coffee freshness—the air is removed from the can and kept out. It was originated by Hills Bros. over thirty years ago. There is no magic about a vacuum can—it will not make poor coffee good, but it will keep good coffee fresh.

Order Hills Bros. Coffee by name, and look for the Arab trade-mark on the can.

# HILLS BROS COFFEE

© Hills Bros. 1932

---

**YOU CAN BANK ON EVERY HILLS BROS COFFEE CUSTOMER TO  
KEEP ON BEING ONE! THE FLAVOR NEVER CHANGES—NEVER  
DISAPPOINTS THE TASTE.**

---



# MICHIGAN TRADESMAN

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, APRIL 20, 1932

Number 2535

## 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.

## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

I hope every merchant who has been victimized by the crafty old rascal who goes by the name of 'Mann reads the paragraph I give him in Out Around this week and acts on my suggestion regarding the swearing out of a warrant for his arrest for future use. Any victim of the perambulating old crook who fails to avail himself of this opportunity is not doing his duty to himself or his fellow merchants.

The same mail yesterday brought me letters from Howard City and Sparta, enquiring about the reliability of two different Chicago concerns which claim to undertake the collection of doubtful accounts on a 25 per cent. basis of compensation. The solicitor in one case offered to buy old accounts outright on the basis of 75 cents on the dollar. In the other case the agent offered to pay the owner of the claims 75 cents on the dollar as soon as collections were made. I have not seen the contract the merchant is asked to sign, but I have every reason to believe that it contains no reference to their promises, but states very plainly that no agent has any authority to alter or amend the contract form and that any verbal agreements not embodied in the printed form have no legal bearing. I am getting detailed reports on these concerns for my friends, but I am inclined to the opinion that when I receive the reports I will find that the opinion I already entertain about such sharks is fully justified. Under no circumstances should a merchant entrust his collections to a stranger or put his name to any contract which has not been passed on by his attorney or the architect of this department.

I have been interested in a case which involves an important legal principle about which, I think, I have not written. Yet at any time almost

any reader of these articles might be confronted with it, therefore it will not be amiss to say a little about it.

The facts of the case will disclose the principle. A certain business man, call him A, was an officer in the B Corporation. A's name was not a part of the corporate title. A was the treasurer and had control of all expenditures. The corporation discovered one day that A had embezzled about \$40,000, and the way he did it was to pay his personal bills out of company funds. For instance, he and his family had accounts at retail stores, department stores, garages and so on. When he would get bills from these he would pay them with the checks of the B Co. signed by himself as treasurer. Since he was in charge of the accounts it was easy to do the book-keeping necessary to take care of these expenditures and A did it successfully for several years.

A was arrested when discovered, confessed and was sentenced to imprisonment for a term of years. He turned over all he had to the B Co., but it nowhere near covered his defalcations, and then the B Co.'s attorney had a bright thought. He made a list of all the firms whose personal bills to A had been paid by A with the B Co.'s checks, and made demand on them all to refund the money, in the aggregate a substantial sum. These firms couldn't see it and referred the matter to their attorneys. The attorneys advised them that they would have to pay, and all but one did pay. One man, a garage keeper, refused to pay as he had something in the nature of a defense, and the B Co. entered suit. At the trial the case was settled, and the garage keeper paid about half the sum involved. The others all paid in full.

Now the principle involved here is this: when a merchant sells a corporate officer goods, service or what not, obviously for his personal or family use, renders bills to the officer personally, but gets paid by a corporate check, that merchant is under the law charged with notice that something is wrong, because on the surface it is unusual and irregular for an individual officer in a corporation not solely owned by him to pay his personal bills by the company's check. In other words, he must look into it. If he does not look into it, and it turns out as it did in the above case, that the man in question is paying his bills with company money, the recipients of that money must give it back.

How easy it is for this to happen is seen from the fact that several of the firms involved in the case I have described were big, well-organized concerns, with trained credit men supposed to know all about these things.

I remember another case in which the officer of a corporation ran a personal stock account with a firm of

stock brokers, and made all his remittances on the checks of his company. This ran into a lot of money. It was discovered after awhile that the company's money had been thus embezzled and demand was made on the stock brokers to refund it. They refused, the matter went to court, and the court applied the principle I have explained and the brokers had to give back a very tidy sum. The same principle would apply in case the individual customer wasn't necessarily a corporate officer, but, let us say, was an employee of some concern—corporation or partnership, and paid his personal bills with that concern's checks. Superficially at least that is a peculiar thing to do—a thing not ordinarily done—and the recipient of such a check, if he is to play safe, is obliged to say to his customer, "I see I'm getting somebody else's checks for my bills—how come?" If the explanation is not 100 per cent. convincing, there is no other course open to him than to get in touch with the corporation or the employer as the case may be, and see what it is all about. The latter course will of course be avoided as long as possible, but I repeat that it is the only way in which, in the last analysis, the merchant who gets such checks can completely protect himself.

Elton J. Buckley.

[Copyrighted, 1932.]

The Federal Trade Commission has dismissed a complaint charging Associated Knitting Mills Outlet Co., Inc., Bay City, Michigan, with use of phrases in advertising which would indicate that the company owned mills, when this was not true. The dismissal was based on the fact the company has gone out of business.

Because the Auto-Science Association, Inc., and others, have gone out of business, the Federal Trade Commission has dismissed a complaint which charged them with misrepresentations of a course in so-called "mental healing" or "auto-suggestion." Besides the association, other respondents, who are connected with it, are Ernest C. Feyrer, Josephine W. Feyrer, and Edward A. Dalton.

A complaint charging Charles Atlas, New York, proprietor of a correspondence course in physical culture, with misrepresentation, has been dismissed by the Federal Trade Commission.

The Federal Trade Commission has dismissed a complaint against D. T. Bohon Co., Inc., Harrodsburg, Kentucky. The matter involves the advertisement of paint as sold by mail order.

As far as the individual is concerned, the chief competition in business is between himself and his job.

## Future Grocer To Be a Food Expert.

Retail grocers of the present day are changing fast as purveyors of food and are becoming experts as dieticians and chefs. Housewives are depending more all the time upon their food supplier as a source of advice as to how to cook this or that and what is a balanced meal, whether food contains vitamin "D." The care of children is particularly taking added importance.

According to the Home Economics Department of the U. S. Department of Agriculture it is necessary to begin early to give the child a carefully chosen variety of foods at regular meal times, child specialists of the Department assert. In the exercise of this care among children they will gradually form habits of eating that will influence their nutrition throughout life.

There are no food prejudices at birth and need not be any later if food experiences are pleasant, the specialists declare. Strange foods should be introduced tactfully, one at a time, until the flavor becomes familiar. The food of a very young child differs from that of older ones mainly in the way it is prepared and in the amounts served at various ages.

Considerable modification of ideas about feeding children has occurred in recent years. Even babies still on a sieved diet have tomato and orange juice, egg, cereals, and pureed vegetables besides their milk, and as their capacity for digesting coarser materials increases other foods and dishes are added to their diet. In the past, mistaken ideas, passed along in families and communities, have kept many good foods out of the child's menu.

Different foods must be eaten to supply the various needs of active, growing children. No one food or single type of foods furnishes everything the child should have to build and repair muscles and bones, teeth, and red blood cells, to increase resistance to disease, keep the body in good running order, and provide energy. When some foods are always left out of the menu, bodily troubles develop and the child has a poor physical start in life. The easiest way to be sure of most of the needed nutrients in the family diet is to provide a well-selected variety.

There are also psychological reasons for giving the child a variety of foods. When he takes pleasure in his meals he eats well and his food fulfills its purpose. Variety is obtained not only by using different foods from time to time, but also by preparing and serving them in different ways and offering them in different combinations.

If you can stand being laughed at, you'll probably rise.



## DETROIT DOINGS.

## Late Business News From Michigan's Metropolis.

Temporary receivers for A. Krolik & Co., Inc., have been appointed by Circuit Judge Joseph A. Moynihan, it was announced Monday. They are the Detroit Trust Co. and Day Krolik. The petition for receivership showed an excess of assets over liabilities of \$625,000 on March 31. Officials of the firm said there would be no suspension of business activity and that they hoped to reorganize the business and assure its continuance.

Boston Boot Shops, operators of a chain in Michigan, have a new store opening in Monroe and have recently opened a new store in Wyandotte. Other stores are located in Highland Park and Detroit.

A first year's expenditure of \$2,000,000 in advertising to promote the sale and use of gas appliances is contemplated by the Manufacturers' Section of the American Gas Association, John A. Frey, vice president and secretary of the Detroit-Michigan Stove Co., and chairman of the section's advertising committee. The three-year program would cost \$6,000,000.

"The next step in the procedure is to raise the money," Mr. Frey said. "Until contributions are definitely assured, we are not making any selection of an agency and are not attempting to work out in detail any of the plans."

An involuntary bankruptcy petition has been filed in U. S. District Court here against D. & K. Shoe Co. by attorneys Meisner & Meisner, representing Hubbard Shoe Co., \$68; Roger Bros. Shoe Co., \$10,600; Nathan Katz Shoe Co., \$6,800.

Kelvinator Corp. has acquired all assets and patents of the Rightway Oil Burner, manufactured by the Maize Corp. of Detroit, according to George W. Mason, president of Kelvinator. Manufacture of the Rightway burner will be continued under the direction of Kelvinator Corp. and the product will be merchandised through the present Rightway organization and through Kelvinator branches. In commenting on the acquisition, Mr. Mason said, "It is our belief that the purchase of an oil burner such as the Rightway will serve to keep our production and sales curve more even and that our distribution organization, which is Nation wide, will be in a position to strengthen Rightway sales materially."

The George F. Minto Co., Inc., who announced some time ago the discontinuance of the men's furnishing goods jobbing business, has completed arrangements for a new selling policy and is now embarked in the men's furnishing goods business as direct mill representative. Sample displays of the lines carried will be on exhibition at the same quarters occupied by the Minto Co. for a number of years, at 304 Jefferson avenue, W., where the offices will also be located. According to Wilton W. Minto, the sales force will be kept up to its former strength the same as when the jobbing business was carried on. Accounts receivable will be handled by the Minto

Co., giving the trade an opportunity to make purchases from more than one mill under a single billing. Because of the closer margin of profit permitted in direct from the mill selling, the terms will naturally be curtailed over the longer period terms granted by the jobbing firms. A gradual territorial selling expansion is contemplated and a few numbers in women's furnishing goods items will be added to the lines. George F. Minto will continue in charge of credits and general direction of the business. Wilton W. Minto will direct the sales policy of the firm.

Abnormal conditions produce abnormal effects. That is the only explanation motor manufacturers have to offer for the present situation with respect to motor car prices. None questions that the price situation in the industry is abnormal. In the past, price movements have been uniform. Whether they moved upward or downward, all traveled in the same direction. To-day, however, there is the pronounced contradiction of price decreases to new low levels in the popular group of cars, increases in the medium and low medium classes. The one thing for which everybody is hoping is stability and there are indications that this hope will be gratified. The next best thing to stability at present levels, many believe, would be a general increase.

Mid-April, two weeks after the inauguration of the industry's mammoth Spring sales campaign, finds production figures tremendously interesting when they can be found. Plymouth, which introduced its new models on April 3, is aiming at a mark of 25,000 cars for this month to fill orders which are said to have been received in connection with the Nation-wide exhibition of the car.

Henry ford production gains momentum steadily and there are expectations that the schedule of 3,500 cars daily will be achieved by the end of the month. The figure of 200,000 still stands as representing the number of orders received for the new model, but it lacks official confirmation. The company announces that a total of 13,000,000 persons have seen the new car since its official debut.

Efforts at stabilization of the rubber industry naturally are of interest in Detroit, where the rubber manufacturers obtain their largest orders. The results of the intense competition which has prevailed in the tire industry for several years have been particularly patent to general observers here. George J. Bishop, Cleveland banker, who has been appointed tentatively as "czar" of the rubber industry, is well known to men in the automotive industry.

Tire manufacturers themselves have joined in an active campaign to push that new development, the "doughnut" type. They are advertising it as the greatest tire development since the balloon appeared on a general scale in 1924 with the hope of selling it first to owners as replacement equipment. Production of the new tire at present is on a somewhat restricted scale and one company has announced that it

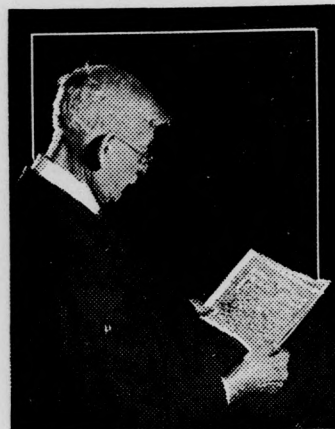
will fill requests in the order in which they are received. It is generally agreed that the tire will make considerable headway as optional equipment on passenger cars from the start, but will be somewhat slow in attaining a place as standard. Graham's price on the tires as special equipment is announced as \$75.

The Detroit Department of Street Railways reports that in three years and four months of operation its fleet of "flying red" Dodge de luxe busses

has carried a total of 17,312,912 passengers and covered 11,860,993 miles without a single fatal accident.

Thomas M. Simpson, for more than fifteen years connected with the Continental Motors Corporation as secretary, credit manager and assistant legal counsel, has joined the staff of the Motor and Equipment Manufacturers' Association as manager of the Detroit office.

J. P. Little has been appointed vice-president in charge of truck sales for



**"... I learned my lesson once!"**

**"A couple of years ago I let go of a few shares of Consumers Power Preferred Shares for another proposition that was supposed to make me more money — and I lost the whole thing. Once is enough for me. I'll hang on to my Consumers and add to it as I go along. It pays me good dividends and I know where my money is."**

.....

FOR

**42,000 Investors Here**

**The Test of Time Proves That FACTS Count Where Your Money Is Concerned**

**FOR A SOUND SECURITY INVEST IN**

**CONSUMERS POWER Preferred SHARES**

**5%**  
Use the popular monthly payment plan — get Five Per Cent. interest on all payments.

**ASK**  
Complete information gladly supplied at any of our offices or ask our employees.

**CONSUMERS POWER COMPANY**



the General Motors Truck Co., Pontiac, it is announced by Paul W. Seiler, president and general manager. Mr. Little succeeds O. L. Arnold, who has been transferred to the staff of Richard H. Grant, vice-president of General Motors in charge of sales.

Orders for the new Packard twin six, which recently went into production, are being received from all parts of the country, it is reported by the Packard Motor Co. It is expected that the first cars will be shipped shortly.

Kiefer-Whaling, Inc., retail men's furnishings, Buhl building, has filed a voluntary petition in U. S. District Court, here, listing assets of \$4,854 and liabilities of \$9,628.

Sale of the assets of Spater & Walser, retail men's wear chain, with headquarters at 5858 Fort street, West, has been confirmed for total of \$7,820. Union Guardian Trust Co. has been elected trustee. Order granting reclamation petition of Columbia Shirt Co. has been entered by the court. Assets are given as \$35,700 and liabilities \$85,592, in schedules filed in the U. S. District Court here. Detroit creditors having claims in excess of \$500 are as follows: J. F. Baker & Co., \$829; Bellows-Claude-Neon Co., \$1,182; B. V. D. Sales Corp., \$576; Cluett-Peabody Co., \$792; A. Krolik & Co., \$4,303; Majestic Co., \$1,568; Walker & Co., \$1,070; Bowles Lunch Co., \$1,500; Livell Corp., \$675; National Retailers Realty Corp., \$598.

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

Grand Rapids, April 6.—On this day was held the sale of assets in the matter of Harry F. Choals, doing business as Choals Electric Co., Bankrupt No. 4708. The trustee was present and acted as auctioneer. No bidders were present. No bids were received. The sale then adjourned without date, the trustee to make further efforts to dispose of the assets, after further investigation.

In the matter of Claire Higbee, Bankrupt No. 4857. The first meeting of creditors in this matter has been called for April 26.

In the matter of George E. Howk, as Sanitary Milk Co., Bankrupt No. 4847. The first meeting of creditors has been called for April 26.

In the matter of Paul D. Hagen, Inc., Bankrupt No. 4855. The first meeting of creditors in this matter has been called for April 27.

In the matter of Tony Varisco, as Twin City Grocery and Market, Bankrupt No. 4859. The first meeting of creditors has been called for April 27.

In the matter of John Starr Clark, Bankrupt No. 4862. The first meeting of creditors has been called for April 27.

In the matter of William Y. Koolman, Bankrupt No. 4864. The first meeting of creditors has been called for April 28.

In the matter of Layne F. Babcock, Bankrupt No. 4758. The first meeting of creditors has been called for April 28.

April 12. We have received the adjudication in the matter of Claude T. Hamilton, Bankrupt No. 4849. This is an involuntary matter, and the schedules have been ordered filed. The bankrupt is a resident of Grand Rapids.

April 12. We have received the schedules, order of reference, and adjudication in the matter of Fred D. Abbe, Jr., Bankrupt No. 4863. The bankrupt is a resident of Otsego, and his occupation is that of a laborer. The schedules of the bankrupt show assets of \$4,800, with liabilities listed at \$4,739. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Marcia Scher, Bankrupt No. 4544, the final report and account of the trustee has heretofore been filed and a final meeting of creditors was held on Feb. 18. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and preferred claims in full and a first and final dividend to general creditors of 55 per cent. 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.

April 4. On this day was held the first meeting of creditors in the matter of Stanley Hattis, individually and doing business as Cinovax Co., Bankrupt No. 4829. The bankrupt was present and represented by attorney Dorr Kuizema. Creditors present and represented by attorney Menso Bolt. Claims filed only. Bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee and his bond fixed at \$500. First meeting then adjourned to April 11.

April 11. On this day adjourned the first meeting of creditors held in the matter of Stanley Hattis, individually and doing business as Cinovox Co., Bankrupt No. 4829. Trustee present in person; bankrupt present in person and represented by attorney Dorr Kuizema. Several creditors present in person. By agreement adjourned first meeting again adjourned to April 28.

April 12. On this day was held the first meeting of creditors in the matter of Harry McAllis, Bankrupt No. 4845. Bankrupt was present in person but not represented. No creditors present or represented. Claims proved only. Bankrupt was sworn and examined without reporter. M. N. Kennedy, of Kalamazoo, was named as trustee and his bond fixed at \$100. First meeting adjourned no date.

April 12. On this day was held the first meeting of creditors in the matter of Charles E. Brown, Bankrupt No. 4848. Bankrupt was present in person and represented by E. A. Westin. Creditors were present in persons. Claims were filed but not checked and allowed at this meeting. Bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was named trustee and his bond fixed at \$100. First meeting then adjourned no date.

March 24. On this day was held the first meeting of creditors in the matter of William F. Alberts, Bankrupt No. 4825. Bankrupt was present in person and represented by attorney Glenn D. Mathews. Labor claimants present and were sworn and examined without a reporter. Bankrupt was sworn and examined without reporter. Claims were approved and allowed. Fred G. Timmer, of Grand Rapids, was named trustee and his bond fixed at \$500. First meeting adjourned without date.

March 24. On this day was held first meeting of creditors in the matter of Price J. Wilson, Bankrupt No. 4824. The bankrupt was present in person and represented by attorneys Person, Marshall & Searl. One creditor present in person. Bankrupt was sworn and examined before reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee and his bond fixed at \$100. Meeting adjourned no date.

March 17. On this day was held the first meeting of creditors in the matter of Jacob A. Besteman and James DeMeester, copartners doing business as Besteman & DeMeester, Bankrupt No. 4813. The bankrupts were present in person and represented by Dunham, Taylor & Allaben, attorneys. Bankrupts severally sworn and examined before a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee and his bond fixed at \$1,000. Meeting adjourned to March 24.

March 24. On this day was held the adjourned first meeting of creditors in the matter of Jacob A. Besteman and James DeMeester, copartners doing business as Besteman & DeMeester, Bankrupt No. 4813. Bankrupts were present in person and represented by attorneys Dunham, Taylor & Allaben. Creditors represented by Norris, McPherson, Harrington & Waer and one creditor present in person. Bankrupts were sworn and further examined before a reporter. The trustee was directed to prepare petition for surrender of assets held by Francis L. Williams under trust mortgage. Meeting adjourned without date.

March 25. On this day was held first meeting of creditors in the matter of Arthur Meyer, individually and doing business as Smither Book Co. and Meyer Bros., Bankrupt No. 4827. Bankrupt was present in person and by attorney M. DenHerder. Creditors were present in person and represented by attorneys Corwin & Davidson; Knappen, Uhl, Bryant & Snow; Dorr Kuizema, Jarrett N. Clark and Grand Rapids Credit Men's Association. Bankrupt was sworn and examined before a reporter. Fred G. Timmer, of Grand Rapids, appointed trustee and his bond fixed at \$3,000. Meeting adjourned without date.

March 25. On this day was held first meeting of creditors in the matter of the Lou-ray Co., a corporation, Bankrupt No. 4828. Officers of the bankrupt were present in person and represented by attorney Joseph Renihan. Creditors present in person and by Knappen, Uhl, Bryant & Snow and Grand Rapids Credit Men's Association. Officers of bankrupt severally sworn and examined before a reporter. Claims checked, allowed and objected to. Fred G. Timmer, of Grand Rapids, was named as trustee and bond fixed at \$1,000. Meeting adjourned without date.

## How Old Will Your Executor be When You Are 80?



Take out your will and reread it in the light of your 1932 situation . . . Have you named an individual executor? Does he enjoy good health? Is he free to take on a heavy task at any time? Have you entire confidence in his ability to settle your estate and counsel your family? Or have changes occurred in his situation which lead you to believe that a corporate executor might be a wiser choice? If you have changed your mind on this point there is no reason why you should not change your will to correspond.

Your lawyer can very soon draw up a codicil (a supplement to a will) appointing this institution. In this way you will guarantee your estate an executor whose faithful work goes on, one generation after another.

**THE MICHIGAN TRUST CO.**  
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN



## MOVEMENTS OF MERCHANTS.

Westphalia—The Westphalia Auto Co. has decreased its capital stock from \$15,000 to \$10,000.

Benton Harbor—Rudolph Haak succeeds Frank Smith as manager of the Tittle Bros. meat market.

Bay City—Fire caused a loss of more than \$1,000 in the shoe store of Stanley Zielinski, 521 South Madison street.

Detroit—The Michigan Tank & Galvanizing Co., 14101 Prairie avenue, has increased its capital stock from \$30,000 to \$60,000.

Mt. Clemens—The Boyer Jewelry Co. has been incorporated with a capital stock of \$6,000, \$3,000 being subscribed and paid in.

Detroit—The Miler Plumbing & Heating Co., 10537 Mack avenue, has changed its name to the Miller Plumbing & Heating Supply Co.

Detroit—The Industrial Art Supply Co., Inc., 3101 Chene street, has been organized with a capital stock of \$5,000, all subscribed and paid in.

Lansing—Jack Lawson, of Detroit, succeeds J. M. Feasler as manager of the Liberal Credit Clothing Co. store at 327 South Washington avenue.

Detroit—The H. Hyde Roofing Co., Inc., 8610 West Fort street, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Schulte & Aller Co., 4403 McDougall avenue, undertaking, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Lansing—George J. Goldstein, retail men's clothing, has filed a voluntary petition in bankruptcy in the U. S. District Court at Detroit without schedules.

Camden—Oliver Knapp, recently of Hicksville, Ohio, has purchased the stock, fixtures, etc., of the Schuster Produce Co., taking immediate possession.

Leoni—Fire destroyed the store building and stock of groceries and general merchandise of Burr W. Hewlett, April 15, entailing a loss of over \$14,000.

Detroit—The Absopure Water & Cooler Co., has been incorporated with a stock of 10,000 shares at \$5 a share, \$5,000 being subscribed and \$1,000 paid in.

Detroit—Paul's Shoe Co., Inc., 6237 Chene street, has been incorporated with a capital stock of 1,000 shares at \$10 a share, \$10,000 being subscribed and paid in.

Suttons Bay—L. R. Sogge has sold his stock of groceries and hardware to his son, Robert C. Sogge and the agricultural implement stock to another son, Harry L. Sogge.

Detroit—The Lakewood Hardware Co., 14234 East Jefferson avenue, has been organized with a capital stock of 1,400 shares at \$1 a share, \$1,400 being subscribed and paid in.

Detroit—Meek & Meek, Inc., 13121 East Jefferson avenue, men's outfitting and haberdashery, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Charlotte—Harry Lee has purchased the East Side Grocery, which he has completely stocked. Mr. Lee is a

former Charlotte boy but has been in Lansing for the past five years.

Midland—Officials of the Pure Oil Co. have plans out for the erection of a refinery on a forty-acre tract South of the town limits. It is expected that the plant will be completed by Aug. 1.

Detroit—The Devonshire Market Incorporated, 16117 Mack avenue, has been organized to conduct a general market for the sale of foods, with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Family Pharmacy Co., Inc., 12901 Gratiot avenue, has been organized to conduct a retail drug business with a capital stock of \$3,000, \$1,000 of which has been subscribed and paid in.

Detroit—H. C. Sill & Son, Inc., 910 Seward avenue, mercantile and trading has been incorporated with a capital stock of 3,000 shares at \$1 a share, \$1,470 of which has been subscribed and paid in.

Detroit—The Bolan Shoe Co., 1434 Farmer street has been organized to deal in footwear at wholesale and retail with a capital stock of \$15,000, of which \$12,900 has been subscribed and \$3,000 paid in.

Kalamazoo—The four City Drug Stores will hereafter be known as Walgreen System Drug Stores, the change in name having been made when they became exclusive agents for Walgreen drug products here.

Detroit—Packers Food Warehouses No. 1, Inc., 514 Hammond building, has been incorporated with a capital stock of 10,000 preferred and 5,000 shares no par value, \$5,000 being subscribed and paid in.

Flint—Reed's Furniture Store, 706 North Saginaw street, has merged its business into a stock company under the style of Reed's Furniture Co., with a capital stock of \$50,000, \$20,000 being subscribed and paid in.

Detroit—Carman Adams, Inc., 2970 West Grand boulevard, has been incorporated to deal in machinery and factory equipment with a capital stock of 500 shares at \$25 a share, \$1,250 being subscribed and paid in.

Mason—The Charles A. Parkhurst dry goods store is being remodeled and modernized throughout. New counters and lighting fixtures will be installed and alcoves for the display of coats and dresses will be provided.

Detroit—Lyle F. Runciman has merged his drug, radios, etc., business into a stock company under the style of Runciman Drug Stores, Inc., 2801 Brush street, with a capital stock of \$5,000, all subscribed and paid in.

Harbor Springs—J. F. Stein, who has conducted a men's clothing and furnishings store here for the past thirty-five years, has sold his stock and store fixtures to J. D. Viau, of Cheboygan, who has taken possession.

Monroe—The Harry Auto Accessories Co., 40 South Monroe street, has been organized to deal in auto accessories, sporting goods, hardware, etc., with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Grand Rapids—The Home Paper Products Co., 601 George L. Young

building, has been organized to deal in paper, paper products and household supplies, with a capital stock of \$4,000, \$1,000 of which has been subscribed and paid in.

Lansing—Two new departments, one for sporting goods, under the management of Robert Wright and the other for garden tools and nursery products, under the management of George Davies, have been opened by the F. N. Arbaugh Co.

Battle Creek—Contracts have been let for the remodeling of the Post building at an estimated cost of \$20,000, and which will include new elevators, elevator doors on all floors, new electric light fixtures and inlaid linoleum in all the corridors.

Lowell—Clint Hodges, who has been identified with the grocery business here for thirty-one years, conducting a grocery store under his own name for the past nine years, has sold his stock and store fixtures to George B. Shaw, who has taken possession.

Bay City—The Morris-King Tobacco Co., a corporation merging the interests of the Blackney-Hintz Cigar Co. of Saginaw and the Morris Tobacco Co. of Bay City, will have its offices here, at 200 McKinley avenue, with Morris W. Goldberg in charge.

Monroe—Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Detroit against Harold F. Schmidt, women's wear, by Ralph R. Goldsmith, attorney, representing L. & H. Simon Co., \$415; Alexander Licht, \$32; Jacob Burrows, \$69.

Escanaba—Expansion of the grocery department, including the addition of a full line of meats has been completed by the Fair store. Francis Kelly, of Sault Ste. Marie, has been placed in charge of the meat department and Theodore Livingston will continue as general manager of the store.

Laingsburg—The elevator and fuel business of the late Chapman R. Bailey, of Detroit, and managed by R. W. Bailey, for several years, has been sold to outside interests, who, with experienced elevator people, are organizing a new company under different management and will re-open the elevator about July 1.

Amasa—Arne Hendrickson has resigned his position as manager of the Amasa Co-Operative Society and will engage in the grocery business under his own name as soon as the store building he has leased has been remodeled, a modern front installed and other improvements made. Mr. Hendrickson will conduct a cash and carry store.

Ishpeming—The E. A. Johnson Co. has opened a meat market in its main store, corner of First and Bank streets, with William Johnson, son of Edwin Johnson, in charge. He recently completed a course in meat cutting in Milwaukee and has been busy since his return assembling the necessary equipment. A mechanical refrigerator and display case has been installed.

Marquette—The E. A. Johnson Co.'s remodeled food store at the corner of Bank and First streets, opened for business April 16. A meat market has

been added, carrying a complete line of fresh and smoked meats. William Johnson, who recently completed a course in meat cutting at the Milwaukee Vocational Training College will be in charge of the meat department.

Pontiac—The Lewis Furniture Co., 62 South Saginaw street, has enlarged its store to the extent of 40,000 square feet of display space, making it, according to its owners, the largest furniture store in the county. The addition of the quarters formerly occupied by the Present Jewelry Co., enables the Lewis Furniture Co. to add an optical, a refrigeration and a juvenile department.

Lansing—Benjamin F. Simons, 64, president and general manager of Simons Dry Goods Co. here, died at his home, following a brief illness. He was a life-long resident of Lansing, and a son of the founder of the business with which he had been connected 43 years. The store is one of Lansing's oldest dry goods establishments, founded in 1857. Mr. Simons is survived by the widow, two sisters, and two brothers, one of the latter, Howard, secretary-treasurer of the Simons company.

## Manufacturing Matters.

Detroit—G. E. Mitchell, Inc., 6424 Woodward avenue, has been organized to manufacture articles of clothing, with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Paramount Radio & Television Manufacturing Co., 7642 Woodward avenue, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Metalmen Manufacturing Co., Inc., 6177 West Warren avenue, has been incorporated with a capital stock of 1,100 shares at \$2 a share, \$2,200 being subscribed and paid in.

Benton Harbor—The Golden Guernsey Dairy, Inc., has been organized to manufacture and sell dairy products with a capital stock of 1,000 shares at \$50 a share, \$4,000 being subscribed and \$1,000 paid in.

Detroit—The Wm. Penn Chemical Co., 7441 Gratiot avenue, has been organized to manufacture and sell boiler compounds, soot destroyer and other chemicals with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The Bertha Confections Co., 1900 East Grand boulevard, has been organized to manufacture and sell ice cream, etc., confections and other foods, with a capital stock of 500 shares at \$10 a share, \$3,000 being subscribed and \$1,000 paid in.

Detroit—The Michigan Candy & Fountain Supply Co., 2840 St. Aubin avenue, has been organized to manufacture and sell candy, syrups, extracts, etc., with a capital stock of \$5,000, of which amount \$2,000 has been subscribed and paid in.

Detroit—The Beverage Industries Corporation, 1040 Fourteenth street, has been organized to manufacture and sell machinery for carbonizing beverages, sell syrups and beverage compounds, with a capital stock of \$10,000, \$8,500 being subscribed and paid in.



### Essential Features of the Grocery Staples.

**Sugar**—Local jobbers hold cane granulated at 4.60c and beet granulated at 4.35c.

**Tea**—The market shows no changes for the week. Primary markets show a slight firmness, but prices on this side are entirely unchanged, fairly steady with a moderate demand. The chance of a tariff being placed on tea in this country is having a little effect upon the undertone.

**Coffee**—Actual Rio and Santos coffee has shown a slight hardening when sold green in a large way during the week. The gain, however, is not very large, as business is not particularly good from first hands. Perhaps the total advance in spot coffee is 1/4c for the week. There is also some talk of a 2 cent import tax on coffee as part of the plan to balance the budget and some operators are buying on the strength of this. The future Rio and Santos coffee has shown several upward fluctuations during the week. So far somewhat over 4,000,000 bags of coffee have been destroyed in Brazil and 8,000,000 more are to be destroyed. Mild coffees are just a trifle lower for the week. Jobbing market on roasted coffee as yet shows no general change.

**Canned Fruits**—The fruit situation continues unchanged and unsatisfactory. While operators on the Coast are holding very little now, the fact remains that there are enough offerings below the price structure of the Cling Peach Agency to keep the market technically weak. This, combined with the fact that consumption has undoubtedly been off, makes the future uncertain. Florida grapefruit is well held at slightly advanced prices. Several of the packers have gone up to \$1.10, Tampa, for fancy No. 2 tins, a few are quoting \$1.07 1/2, while there are still some sellers ready to accept business at \$1.

**Canned Vegetables**—Canned foods are generally firm this week with only occasional signs of weakness, due probably to pressure. Tomatoes are holding up very well in Maryland and there are evidences of greater strength in California, although the higher prices have not been tested as yet. Corn is somewhat irregular. Fancy corn is held pretty well in Maine and New York is not cutting prices on strictly fancy quality. On the other hand, there have been recurrent weaknesses in Ohio, where some corn has been sold at a price close to the bottom of the market.

**Canned Fish**—No change has occurred in salmon, which is about steady. Red Alaska salmon is still the weakest item in the list. New prices on Japanese crab meat are expected shortly at lower prices than have been ruling. Speaking of salmon again, the Pacific Salmon Sales Corporation has cut the price of sockeye salmon, but this decline has not yet been met by all the operators.

**Dried Fruits**—The California raisin pool has made an offering to commercial packers with Thompsons advanced 1/8c per pound. Sultanas were unchanged. The fact that Thompsons were advanced is the best evidence that the pool has no doubt about its ability

to clean up its remaining holdings well in advance of new crop. In some quarters it was expected that when this offering was made it would be at unchanged prices. The higher price will be reflected soon in this market as packers have sold up their last allotments pretty well. The dried fruit market is showing indications of strength in California and it is possible that the turn has really come in California prunes. An advancing market is the one development needed to start prunes moving and interest enlivened. Distributors have been unable to do much of anything with prunes because of the declining market that has existed throughout the winter. There was very little chance for a profit and considerable chance of a loss. In order to get out of the red it has been necessary to move prunes in great lots, but the retail trade was not buying in large lots. A little more chance of profit would be the incentive to make buyers take hold. One of the reasons for the firmer tone in prunes, it is understood, is the fact that the plans looking to establishment of the prune pool in California have made much headway and are likely to go into effect in the near future.

**Beans and Peas**—In dried beans it is still the same story that it has been for many months—a weak, dull, neglected market with the tendency steadily downward. There have been no marked declines during the week. Dried peas are also in the same condition.

**Nuts**—The demand for unshelled nuts is expected to show some falling off with the coming of the Jewish holidays, but there was an encouraging movement of pecans, fancy walnuts and almonds where they could be found and Brazils. Low prices were favorable to business, although California large budded walnuts were bringing a substantial premium over the opening prices. Shelled nuts continue to drag. In spite of the meager stocks held in France and the fact that present prices of importers are about on a parity with the prices of French shippers, there is no sustained demand for stocks held on the spot here. Spanish almonds are about gone. Very little is offered from any of the districts. Valencias being particularly scarce. The filbert market is about unchanged.

**Pickles**—The picture on the pickle market showed no changes. Genuine dills remained scarce. The demand for pickles in glass was still good, indicating purchases for the store trade. Sweets and relish also did a good business. Prices all unchanged.

**Rice**—The rice market is a little more encouraged this week by improved domestic and export buying. Millers' stocks are getting down pretty well and they are forced to enter the rough rice market around prevailing levels, but are conservative in their commitments. New planting and operations are still running considerably behind normal, dry weather and lack of adequate credit being factors in the delay. Prices are about steady here. Blue Rose rice is quoted at \$2.90 to \$3 per 100 pounds.

**Salt Fish**—A quiet demand for mackerel and other salt fish is report-

ed for the week, but there is some business doing every day as stocks of most varieties are low. New codfish is in the market at prices showing a little advance. Mackerel prices show no change for the week.

**Cheese**—Cheese is in moderate demand at unchanged prices. Later in the week the market eased off a little.

**Sauerkraut**—The movement of sauerkraut was reported spotty, some finding a fair demand and others a quiet market. The price schedule remained unaltered.

**Vinegar**—Vinegar prices are steady after the recent reduction of about 5 to 10 per cent. The demand showed no improvement, remaining slow.

**Syrup and Molasses**—Sugar syrup is unchanged for the week. Prices are fairly steady and demand fair. Compound syrup rather dull at unsteady prices. Molasses in seasonable demand; prices unchanged.

### Review of the Produce Market.

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

|                                                        |       |        |
|--------------------------------------------------------|-------|--------|
| Baldwins, 2 1/2 in., A grade                           | ----- | \$1.35 |
| Baldwins, 2 1/4 in., C grade                           | ----- | 1.00   |
| Bananas, 2 1/2 in., A grade                            | ----- | 1.35   |
| Delicious, 2 1/2 in., A grade                          | ----- | 1.75   |
| Delicious, 2 1/4 in., C grade                          | ----- | .90    |
| Greenings, R. I., 2 1/2 in., A grade                   | ----- | 1.25   |
| Jonathans, 2 1/4 in., A grade                          | ----- | 1.35   |
| Pewaukees, 2 1/2 in., A grade                          | ----- | 1.25   |
| Pewaukees, 2 1/4 in., C grade                          | ----- | .90    |
| Spies, 3 in., Baking                                   | ----- | 1.75   |
| Spies, 2 1/2 in., A grade                              | ----- | 1.75   |
| Spies, 2 1/4 in., C grade                              | ----- | 1.00   |
| 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   |
| Asparagus—\$3 per crate for fancy and \$2.75 for choice. |       |        |

Bananas—4 1/2 @ 5c per lb.  
Beans—New from Calif. or Florida command \$4.50 per hamper for green or wax.

**Butter**—The only change in butter during the week was an advance of 1c per lb. Receipts are more than sufficient for the demand, which is only moderate. Jobbers hold plain wrapped prints at 20c and 65 lb. tubs at 19c for extras.

**Cabbage**—Texas, \$4.25 per crate; Calif., \$4 per crate.

**Carrots**—\$1.20 per bu. for old; new from Texas or Calif., \$4.25 per crate or \$1 per doz.

**Cauliflower**—\$2.50 for box containing 6 @ 9.

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

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

**Cucumbers**—Illinois hot house, \$1.40 per doz. for extra fancy.

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

|                              |       |        |
|------------------------------|-------|--------|
| C. H. Pea from elevator      | ----- | \$1.75 |
| Pea from farmer              | ----- | 1.45   |
| Light Red Kidney from farmer | ----- | 1.50   |
| Dark Red Kidney from farmer  | ----- | 2.30   |

**Eggs**—The egg market on account of quiet demand and abundant receipts has held steady. The market at present is rather sluggish. There is not much indication of any important

change either way in the near future. Jobbers pay 11c for strictly fresh and hold candled fresh at 13c.

**Grape Fruit**—Florida commands \$4.25 per box; bulk, \$4 per 100.

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

**Green Onions**—Shallots, 60c per doz.

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

Imperial Valley, 6s, per crate---\$3.75

Imperial Valley, 5s, per crate--- 4.25

Home grown, leaf, 10 lbs. ----- .90

Lemons—Present quotations are as follows:

360 Sunkist ----- \$5.25

300 Sunkist ----- 5.25

360 Red Ball ----- 4.75

300 Red Ball ----- 4.75

Mushrooms—40c per one lb. carton.

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126 ----- \$3.75

150 ----- 4.00

176 ----- 4.25

200 ----- 4.25

216 ----- 4.25

252 ----- 4.25

288 ----- 4.25

324 ----- 4.25

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

New Potatoes—\$2.50 per bu. for Florida.

Onions—Michigan, \$8 per 100 lbs. for yellow; Texas Bermudas, \$4.50 per crate.

Parsnips—85c per bu.

Peas—Green, \$3.25 per bu. for Calif. or Florida.

Pineapples—Floridas command \$3.50 for 16s and 18s and \$3.75 for 24s and 30s.

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—\$1.35 per bu. for Texas.

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

Tomatoes—Hot house, \$1.40 per 7 lb. basket; \$1.50 for 10 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 6 @ 7 1/2 c

Good ----- 6c

Medium ----- 5c

### Program Prepared For Veteran Traveling Men's Meeting.

Chairman—Geo. W. McKay.

America—All sing.

Invocation—D. A. Drummond.

Business session—Greetings from absentees.

Toastmaster—Walter S. Lawton.

At the piano—Wm. G. Weil.

Songs—John H. Millar.

Eulogy—Wilbur S. Burns.

Lessons of the past—Carroll F. Sweet.

Memoriscences—By old timers.

"Till we meet again."

Ferrysburg—Henry P. Bolthouse succeeds Bolthouse & Convey in the grocery and general merchandise business.



## MUTUAL FIRE INSURANCE

### Novel Fire Fighting.

A rather novel way of putting out a fire was used by the fire chief of Spirit Lake, Iowa. A fire broke out in an elevator owned by J. E. DeBeer & Son of that town. When the firemen arrived at the scene, the entire cupola was afire and it was impossible for anyone to gain access to it, so the chief put the end of the hose nozzle in the loading spout and shot the water back up the spout. This acted as a sprinkler system in the cupola, throwing water all over and it not only checked the fire, but put it out and saved the elevator from total loss.

The day before the fire, Mr. DeBeer loaded out a carload of rye in the late evening. The distributor was not removed from the loading spout, which made it possible for this method to be used. It seems, however, that this same method was at one time used in a crackerjack elevator and the property was saved in a similar way. This is an excellent thing to know, since, providing the distributor is in the proper position, the same method might be used repeatedly with just as effective results.

### Candle Holders.

Some time ago, John A. Kennelly, Fire Chief of Ridgewood, N. J., recently had brought to his attention the hazards of certain candlesticks sold in his city by a ten cent store.

These candlesticks were made of nothing but paper and light cloth covered with paraffin wax. It was formed in the shape of a large rose, with petals made of the same material, and the candle itself was of a heavier substance. Mr. Kennelly secured two of these candlesticks and sent them to this office. On making a test, we found that when the candle burned down the entire candlestick immediately took fire and burned completely.

One can readily see the great hazard of these candlesticks if they are used for decorative purposes on tables. They frequently would be left on such occasions, and perhaps forgotten. We took the matter up with the firm handling this chain store, and advised them of the test. They thanked us and seemed to appreciate our efforts.

Fire chiefs throughout the country should be particularly anxious to make a check on such materials being sold in their cities.

### An Unprotected Opening.

The Claude Neon Sign Co., at Bridgeport, Conn., had a fire, and the fire department and police investigated. They looked for the usual "discharged employe" and the companion to him, the "burglar." The building is a three-story brick, fire resisting, with metal ceilings, etc. The Neon Company stored five trucks in the grade story, the second was the work shop, art department and storage, the third the office and laboratory.

The firemen were called about midnight and found the grade floor with the trucks all ablaze. While they were fighting that fire some one discovered that another fire had started on the second floor. The second fire cleaned out the second floor and damaged the third.

The investigation was started because no opening had been burned through the second floor, and no connection between the two fires could be seen.

Careful investigation of the floor in one corner of the pattern rack on the second floor disclosed the cause of the second-floor fire. It was a one inch round hole through the floor and ceiling below made for a conduit but never used and never covered over. The fire below sucked up through the small hole into the paper patterns and did a good job, giving one of the finest examples of an unprotected floor opening imaginable.

### Making Fuses Fire-Proof.

Here is something new in fuse plugs. Many is the fire that has presumably been caused by a lazy janitor or engineer inserting a penny into a plug that has been fused. The new idea is a switch that throws itself when there is any sudden increase in heat such as would operate a fuse plug. After the circuit is broken all that is necessary in order to restore service is to flip the switch again (after the overload condition has been taken care of, of course.)

It is said that the new circuit breaker will reduce the cost of house wiring.

### Men's Wear Volume Held Down.

The combination of unfavorable weather and depressed business conditions again resulted in a poor showing by men's wear stores during the past week. One or two notable exceptions were provided by well-known chains featuring popular-price clothing, which received a good response. One chain, in particular, has consistently run ahead of last year's figures since the start of the year and continues to make an excellent showing. The clothing departments, as has been usual in recent months, were more active than the furnishings divisions.

### Better Linen Demand Expected.

Despite the recent slump in linen sales, importers are confident that the appearance of warmer weather will bring a revival of demand from men's and women's clothing manufacturers. Only a few small orders were placed in the last ten days. Most of the purchases have been for men's suitings selling from 37½ to 50 cents per yard, although the cheaper crashes have provided a fair volume of business also. Quotations continue very week, as the result of liquidations by some concerns overstocked with certain types of cloth.

### Promote Tailored Curtains For Fall.

Tailored curtains made from all varieties of nets and in colors of bronze, French ecru and green will predominate in the Fall lines of popular-price merchandise. Bedroom curtains for the coming season will be made largely in shades of apricot and orchid. Low prices of rayon will give that material a larger place in the glass curtain market than it enjoyed this Spring. Rayon voile products, comparable to curtains which retailed at \$5 to \$7 two years ago, will be promoted for Fall in the \$2.49 and \$3.50 retail ranges, it was said.

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

It's the underlying principle of Mutual Insurance.

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

319-320 Houseman Building

GRAND RAPIDS,

MICHIGAN

## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer



### Late at Night and the Cry of FIRE!

Have you ever been awakened late at night by the smell of smoke and the crackle of flames? The experience of a fire arouses one to the importance of carrying sound and complete insurance protection. You can't trust to luck that fire won't visit your home, because it comes when you least expect it. By carrying adequate fire insurance with the Federal Mutuals you are certain of a prompt payment of loss to reimburse you for the destruction a fire has left. Write today for the Federal plan of honest protection at the lowest possible cost.

## FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

## Mutual Insurance

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

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

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

## Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.



## SOME TRENDS IN TRADE.

## Sidelight on the General Business Situation.

Accepted measures of the degree of business welfare showed negative signs during the week. Freight loadings declined 4 per cent. from the preceding week, and L. C. L. shipments were 19.2 per cent. below the same week of 1921. Steel production continued to hover around 23 per cent. of capacity. Production of electric power reached the lowest level in many years. The New York Herald Tribune index of general business dropped fractionally to a new low of 53.7—the same week in 1929 it was 116.3. Even those who do not read the financial sections know what happened to share and bond prices.

On the other hand, Woolworth sales in March were within 2.1 per cent. of the good month of March last year. Life insurance companies report an abatement in the demand for loans on policies. Bank clearings, both in and out of New York, were up sharply by 39.3 per cent. Dealer stocks of new automobiles on the first of April were 39 per cent. lower than last year. Seven hundred and seventy out-of-town buyers registered in New York last week as against 590 in the same week last year.

Hens and boxing fans afford another interesting contrast. In Monday's papers it was announced that fewer eggs were laid per 100 hens on April 1 this year than were laid on that date in any one of the past seven years—and that the Madison Square Garden Corporation, encouraged by the upturn in attendance at their prize fights to believe that the depression was nearly over, had broken ground for a \$750,000 amphitheatre to accommodate 90,000 people.

The annual report of R. H. Macy & Co. and subsidiary stores shows for the year 1931 a decline in dollar sales volume of only 2.14 per cent., an increase of 13.23 per cent. in number of transactions handled, but a decrease in net profit per share of 24.7 per cent. "Volume at any cost" was the slogan of most department stores last year and Macy is one of the few to show any profit. Profits of the twenty-seven largest stores in the country declined 87.4 per cent. from the previous year.

March department store sales, measured by value, declined 20 per cent. from last year, and the Federal Reserve Board's adjusted index, based on 1923-25 as 100, fell from 79 in February to 74.

Despite the hold-offish attitude of prospective car buyers who wanted to see the new ford before deciding on a new car, retail sales during March showed a slight gain over February. General Motors sales were up 4 per cent. and R. L. Polk & Co. state that registrations of new cars in the first seven states to report completed figures were up 8 per cent. Car sales of General Motors, while showing a slight and less than seasonal increase over February, were approximately half of last year's March volume.

General Motors, Ford and Chrysler profess to be pleased by the reception given their new lines. Henry Ford is believed to have deposits on more than 300,000 new cars, which guarantees maximum production for at least three months. Plymouth took on an additional 2,500 men this week and is operating at the high production level of last June, when "floating power" was introduced. General Motors announces a 10 per cent. pickup in Chevrolet sales since the first of the month. If the courageous sales drives of the automobile companies continue to be successful most business men will believe that the back of the depression has been broken.

The A. & P. annual report discloses a net profit second only to the record-breaking year of 1930, a decrease in dollar sales of 5.3 per cent. (above the billion-dollar mark, however), and an increase of 7.2 per cent. in tonnage handled. Since the first of the year the decline in dollar sales volume has become more accentuated.

The backlog of the United States Steel Corporation declined during March (the twelfth consecutive contraction) and brought the advance bookings to the lowest point since organization of the company in 1901.

Smaller industrial companies have an advantage over their larger competitors in being able to adapt themselves more rapidly to depression conditions. Perhaps this explains why more new companies were formed during January than in any other month but one in the last two years.

Well-informed men do not expect any wide-spread revival in building operations, but indications are that the trend in the second quarter will be moderately upward from the present extremely low level, whereas last year the trend was downward after March.

Sixty blast furnaces were in operation on the first of April as against sixty-nine at the bottom of the 1921 depression, but the average output rate per furnace has increased from 408 tons a day to 514.

Charles M. Schwab's perennial optimism is not checked by the fact that Bethlehem is not earning its preferred dividend. "Bad as things are and blue as everybody is at present, I am still an optimist on the outlook of the country and our company."

## Vacuum Cleaner Sales Up Sharply.

Sales of vacuum cleaners and allied products have taken a decided spurt this month in response to intensive activities being carried on under the auspices of the Electrical Association of New York, Inc. Sales in the first two weeks of the month are expected to exceed those of the corresponding period of 1931 by 35 per cent. A large source of new business is claimed to have been opened through the emphasis placed on moth-destroying uses of vacuum cleaners. Chemicals for the destruction of moths and appliances for spraying the preparations are selling in large volume.

The dumb animals are the ones which can enjoy life without developing fool habits to cut it in half.

# More Profit to YOU

by increasing turnover. When you sell goods with an established price which protects your margin of profit — then rapid turnover makes you money. In pushing

## K C Baking Powder

Same price for over 40 years

**25 ounces for 25¢**

(more than a pound and a half for a quarter)

with the consistent quality and price advertising behind it — with the price plainly shown on the label — you can increase turnover and get more profit on your baking powder investment.

**Millions of Pounds Used by Our Government**



### MIGRANT AMERICANS.

The restlessness of America has often been commented on. The American urge to go, to move, to travel somewhere else, is traditional. That restlessness was behind the sweeping colonization which extended the Nation from the Atlantic to the Pacific. It filled the Ohio River with flatboats, dotted the prairies with clearings, peopled the mountains with trappers and sent an endless train of covered wagons out the Oregon Trail. But great as those mass migrations were, the days of '49 did not see the end of that restlessness which makes Americans pack up and move on, if only to see what lies beyond the next ridge. The movement is still on.

In the census of 1850 it was shown that one out of every five native-born Americans had moved from his native State. The census of 1930, according to a recent analysis, shows approximately the same thing. Every census between those two has shown the same trend, in the same general proportions. The only difference worth noting is that the total number of migrants has grown. In 1930 it was about 25,000,000.

Half of this migration is not so important as it seems at first glance. More than 12,000,000 of those who moved from their birthplace into another state merely moved over state lines. They were born near the border. They moved across and settled. But that still leaves more than 12,000,000 who yielded to the lure of far horizons.

Of those 12,000,000, nearly half belong to that westward movement which has been going on for 200 years. Once the dividing line was the Alleghenies; now it is the Mississippi River. Today finds 5,145,922 persons born East of that river who are living West of it. Since the turn of the century there has been a return wave, but the Eastward movement has been only about one-fourth as strong as that toward the setting sun.

The North and South movement is not so marked, and much of it has been the migration of Negro laborers toward the industrial North, accelerated by the post-war boom. The last decade, however, has seen approximately 1,000,000 Southerners settle in the North.

Taken by states, the figures are even more striking. The South Carolinians, for instance, have their State to themselves. Only 7.9 per cent. of the total population was not born within the State's border. At the other end of the list is Wyoming, with 64.4 per cent. of its people born elsewhere. Natives of Nevada seem to be born wanderers, for 49.4 per cent. of them have gone elsewhere. California must breed contentment, for only 8.3 per cent. of its native sons are lured away. Twenty states showed gains in American-born population native to other states during the decade, California heading the list with 2,401,288.

### MERCHANDISING AGENCIES.

A prediction that merchandising agencies would supplant advertising agencies was made before the conven-

tion of the American Association of Advertising Agencies last week by Walter Hoving, vice-president of R. H. Macy & Co. and chairman of the merchandise managers' division of the National Retail Dry Goods Association. The merchandising agencies of the future, he suggested, will have advertising, sales promotion, style forecasting, research and commercial designing departments. They will take over merchandising, both creative and otherwise, for the manufacturer, thus freeing him for engineering and productive efficiency.

In view of the fact that numerous agencies now operate some of the departments he cited, Mr. Hoving's forecast should readily be realized. On the other hand, the question may be raised whether retailers ought to permit all these functions to be taken over by the manufacturer. If memory serves, many progressive merchants have resented attempts to make them mere distributing agents and this plan has much this aspect.

Furthermore, it is evident that, if producers are to expand their service to this extent, their costs will be increased and upon those increased costs they will base their profits. The retailer, in short, will have to pay more for his merchandise and his own profits will be reduced. He may be able to sell such merchandise faster but he will meet greater competition on it from other distributors.

Would it not be better, perhaps, if the retailer, who, after all, is constantly in touch with consuming needs and desires, was to undertake creative merchandising in a mere substantial way? The service would cost him much less than having to pay many agencies for it, and it would be entirely in keeping with his role in the scheme of business affairs.

### EXTREME VARIATIONS.

Throughout the tax discussions and the agitation over the bonus and monetary policies, the most striking thing to many observers has been the wide divergence in views. Practical business men and their representatives have put forth many arguments which fail entirely to square with facts, while many economists and legislators have offered unsound proposals.

It is scarcely necessary to refer to the many opponents of Government extravagance who owe much of their own success to Government expenditures—one might cite the automobile industry, the shipbuilding industry and scores of other lines of activity. Many of the excessive bureau activities are those which were created upon the urgent plea of business interests.

So at one and the same time there is presented the spectacle of business men protesting very earnestly against the very things which have benefited them or which they have asked for. They demand less business in government and then very willingly accept the Federal financial assistance on a huge scale for some of the largest enterprises in the country.

It thus appears that before the economic affairs and thinking of the country are to be straightened out, some

major principles must be worked out. The theories of economists and representatives of the social order must be reconciled in some degree with the ideas of practical business men. For the good of the country there is very evidently too much distance between one set of principles and the other. No middle ground is yet visible, but it would probably help all around if agreement could be had upon at least a few fundamentals.

### CREDIT EXPANSION.

Authoritative announcement that the Federal Reserve System has embarked upon a policy of credit expansion through heavy purchases of Government securities was the outstanding financial and business news of the past week. These purchases will increase bank reserves and may thereby encourage freer loaning to trade and industry.

Whether this easing of credit will have the desired effect remains to be seen. It has been tried in the past without appreciable results because the banks apparently could not find proper risks for their funds. On the other hand, reserve expansion has been halted on several occasions due to foreign developments, and a thoroughgoing test of the plan has not been possible.

The decision of the central banking system came at an opportune time. Exaggerated statements of our fiscal condition and prospects, along with some of the arguments used to defeat the veterans' bonus proposal and to attack various tax measures, had depressed sentiment further. Security and commodity prices, with the notable exception of wheat quotations, were declining and the week brought the first halt in the drop of money in circulation on an adjusted basis. Last week attention was called to an increase in bank failures in New York. It should have been noted that this was on a weekly basis. The low point was reached early last month, after which a rise started. The month, of course, showed a large drop under the February figures, when Federal aid began to function.

### DRY GOODS CONDITIONS.

The improved level of trade has been fairly well maintained for the week. Women's apparel and accessories attract the best business. Men's wear lines are slow for the most part. Demand for home furnishings is confined to occasional pieces and to low-priced floor coverings. Gardening tools and accessories have been active.

Estimates on the business done by stores in this district for the first half month hover around 15 per cent. under a year ago. This shows a fair gain over the volume done last month. The Federal Reserve Board reported March sales of department stores at 20 per cent. below the March, 1931, figures.

The wide spread for various sections of the country has been reduced. The range last month was from 17 per cent. decline for the St. Louis district to 22 per cent. for Atlanta. The drop in this area was 20 per cent.

For the first quarter the decrease in department-store sales has amount-

ed to 20 per cent. This exceeded estimates at the start of the year by 5 per cent. The Reserve Board index has been dropping since April, 1931, when the figures adjusted for seasonal variation stood at 106. Last month it was down to 74.

In the wholesale merchandise markets a fair degree of activity was reported on apparel and accessory lines. Summer styles have been introduced, but are not meeting with much response. Sportswear, however, has become more active. Prices are still easing in various markets, but the declines have ceased to be sharp.

### A PARK OF SAND DUNES.

In taking over 46,000 acres of sand dune country in the San Luis Valley of Colorado for addition to the National park system as a National monument, the Department of the Interior has acquired one of nature's most capricious geological freaks. The Colorado dune country lies on the edge of a fertile valley surrounded by towering mountains. It is more than a mile above sea level. Except for the dunes themselves, the district is decidedly non-desert. Yet there are the dunes, hundreds of them, some rising 1,000 feet above the valley floor. They are the highest not only in situation but also in size in the United States. It has been said that they are the largest shifting dunes in the world.

Long ago the whole valley was occupied by a huge lake. With the elevation of the land the waters flowed away, leaving a rich valley. The sands of the old beaches, however, began to shift before a prevailing West wind and eventually formed into dunes and marched across the valley into a hook in the Sangre de Cristo Mountains.

Pike's Peak, which is outranked in height by sixteen other mountains in Colorado alone, is internationally famous. Colorado's great sand dunes, unique in the whole world, are virtually unknown, although they are less than 100 miles from the mountain to which Zebulon Pike gave his name.

### CANADA'S BUDGET.

Canada, like the United States, must find a great deal more revenue and make drastic cuts in appropriations in order to balance its budget for 1932-33. To meet the Dominion's requirements, estimated at \$369,900,000, proposals for adding \$55,000,000 in taxes and for decreasing appropriations by \$25,400,000 have been introduced in the Parliament at Ottawa. In proportion to the population, these figures are greater than the amounts which Congress is seeking to obtain by similar methods. It is particularly interesting to note that a 6 per cent. sales tax, an increase of 2 per cent., is boldly proposed, and that a number of articles would be removed from the exempt list. And there are no signs that these proposals will cause such turmoil in the Dominion Parliament as similar items did in the House at Washington.

Why is France so rich while America and England are hard up? The neighbor who borrows much and returns little always has garden tools.



## OUT AROUND.

Things Seen and Heard on a Week  
End Trip.

Last Saturday was another of the wonderful blue sky days we are having in such abundance this spring. All along U S 16 from Grand Rapids to Grand Haven the farmers were either plowing or dragging their fields and the women and young people were busy in the yards and gardens. With the abundance of moisture in the soil this year, we ought to have good times by fall if the farmers get good crops and are able to realize good prices therefor. Mind you, I use the word "if." It is a small word, but it involves much meaning in this connection.

I was pleased to see the main street of Grand Haven lined with vehicles and the stores full of customers. Found Jurien Ball, oldest Grand Haven born citizen, all set to observe on Monday the 57th anniversary of his starting in the grocery and dry goods business there by attending as usual to business which he has conducted in the same place for that length of time. He will be 80 years old in November and still puts in a full day's work. I think Mr. Ball and Aloys Bilz, the Spring Lake hardware dealer, are two of the most remarkable merchants in their respective lines to be found anywhere in the United States. I think the business men of the two cities should join hands in tendering these mercantile veterans a banquet and reception before 1932 passes into history.

The year 1931 deprived me of one of the best friends I ever had in the person of Louis J. Koster, of Grand Haven, who represented Edson, Moore & Co. in Western Michigan for fifty years.

I am pleased to see the progress which is being made on the short cut at McLean's bayou on U S 16, just East of Spring Lake. The new road bed eliminates three dangerous curves and elevates the track so one can see ahead for some distance. This is one of the best improvements the road department has under construction at this time. Much of the cement on U S 16 from Grand Rapids to Grand Haven will have to be replaced in the near future, owing to the wear and tear of the heavy trucks which are constantly in evidence, day and night, on the pavement. I was told at Grand Haven that the Vyn equipment alone constitutes forty-eight trucks.

While in Grand Haven I called on Cornelis Steketee, county sheriff, who told me that F. W. Mann, the clever old rascal who is serving a 60 day sentence in the Ottawa county jail, will be released from jail May 7; that he will then become the guest of the sheriff of Eaton county and placed in jail at Charlotte, pending his trial for swindling an Eaton county merchant. If those merchants who have been victimized by the old rascal will swear out warrants for Mann's arrest he can be kept in jail the remainder

of his life, occupying in the meantime every county jail in Michigan.

Evidently smarting under criticism of people who wondered why a band of young hoodlums could wreck the contents of a beautiful residence on the hill and not be exposed to the publicity they deserve, the Grand Rapids Herald presents an editorial statement that there is some chance for the reformation of the lads if their names are not paraded in the public prints. I take no stock in either the truth or sincerity of this pretended explanation—which does not explain, but only makes the matter worse. I believe that the immunity from disclosure thrown around the young men simply gives them license to repeat the offenses at the first opportunity, knowing, as they do, that their parents will condone their crimes and settle for the damages done. I have all kinds of respect for the man or boy who makes a mistake, pays the penalty for his misdeeds, rights about face and then builds up a new and chastened character by a subsequent career of rectitude. Such a person faces many hardships, but in regaining his position in the community he succeeds in creating a character which enables him to hold up his head like a man. If a poor Polish or a colored boy steals a penny he is played up day after day in the daily papers as his case proceeds through the courts, but a rich man's son can wreck beautiful homes, slash priceless pictures and burn valuable books and the daily papers are silent—because the senior controls the advertising of the concern he is identified with. I wish I were a young man again. I would conduct a daily paper which would tell the truth, no matter whether the person concerned was a prince or a pauper.

During the recent era of bank failures the daily papers suppressed the defaults which occurred from day to day—probably on the theory that the publication of such news would tend to make the public panicky. I take no stock in this idea. The worst thing which can happen to the people is to create a feeling of uncertainty. If the worst is happening, the people who pay for a daily paper are entitled to the news they pay for. If they find later that they are not being kept informed on the things which are happening in the world they naturally become suspicious about their newspapers and refuse to believe some things which they ought to be well posted on.

I happen to have a good friend in Chicago—Charles A. Heath by name—who has furnished me a poem for the Tradesman nearly every week for many years. He recently ventured into the field of prose and sent me a contribution which I published in our issue of April 6 under the heading of Are We a Race of Rainbow Chasers? I sent a copy of this paper to Prof. R. A. Moore, head of the department of agronomy, Wisconsin University, who writes as follows regarding the warning note sounded in the article:

I am so glad that you sent me the Michigan Tradesman so that I could read the wonderful article on Are We a Race of Rainbow Chasers?

I have read and re-read this article and wish everyone in the United States could read it. It does seem, especially from the older element that have been brought up with the understanding of the sacrifices made by our forefathers, should be thrown to the wind and the rainbow chasers take the place of these sturdy characters that helped make the country what it is to-day. My hope is that some people will come to their common senses and look at this whole proposition from a different standpoint than they are doing at the present time. It seems too bad to have people that seem to have no idea of the sacredness of American teachings. We are altogether too liberal in withstanding what these communistic people are striving to do.

I listened at a public meeting where a woman, while she is not deserving of the name of woman, got up and denounced our country and came here to put in the Russian ideas and bring the American people to their senses. Now what do you think of a thing of that kind. Our forefathers would have got up in open meeting and put her out of the meeting and probably tarred and feathered her.

Many people think I am too radical along the line of stopping this kind of work. They claim these people will wear themselves out, but I don't take that view of the matter. I know if you put a rotten apple on a rack with good apples the good apples will rot. I think it is high time that these things should be stopped. The article above named strikes at the very heart of the proposition.

Mr. Heath was for many years in charge of the advertising department of the Albert Dickinson Co. He is now associated with Hales & Hunter, who are engaged in the same line of business at 166 West Jackson Boulevard. Mr. Heath has a summer home at Harbor Springs and is well known in the Little Traverse Bay region.

Joseph W. Triel now wears the belt for longest service as (Grand Rapids) city salesman. He has been calling on the trade thirty-nine years. He started with Arthur Meigs & Co. when he was only twenty years of age. Three years later he engaged in the retail grocery business on South Division avenue with Charles H. Libby under the style of Libby & Triel. Four years later he retired from the retail business to take the position of city salesman for the Lemon & Wheeler Co. Sixteen years later he transferred himself to the Rademaker & Dooge Grocer Co., with which house he has rounded out twenty years. Mr. Triel is one of the most dependable men I have ever known. No one can hold his own with the same customers for thirty-nine years without possessing qualities of head and heart which enable him to command respect.

It looks as though Grand Rapids would have to take a back seat for Louisville. For many years I have called attention to the fact that Fred C. Beard, the East Wealthy street grocer, has enjoyed a turnover of thirty-four times each year. Now an interesting story comes from Louisville of a grocer who has succeeded in building up a business of \$68,000 a year in the past seven years and turns his stock sixty-four times a year. Louisville was the scene of the Louis-

ville Grocery Survey, and this grocer, J. W. Pontrich, has probably applied to his business many of the lessons learned in that survey.

According to the story, as told to the Carnation Company, he began his career as an independent retail merchant in September, 1926. He began business in a small store, with a limited capital, in the face of two well-established stores which held better locations. But, regardless of its prospect to the casual observer, Pontrich viewed the venture as one entirely to his liking.

Reared in the principle that hard work overcomes all obstacles, he plunged into business with all the vigor and enthusiasm which he could muster. He immersed his troubles in his eagerness and vitality, and very soon was able to use the many obstacles which beset his path as stepping stones to a successful future.

Lack of capital was his first and foremost problem, but it was not one destined to hamper this merchant. He quickly realized that quick turnover would go a long way to offset this deficiency. During his full year of business (1927), Pontrich carried less than a thousand dollar stock and closed his books showing sales amounting to \$43,751.26—turnover of forty-three times per year.

The next three years all bear evidence of a steady increase in business. However, Pontrich did not needlessly increase his stock so that to-day he is more than ever convinced that quick turnover is one of the best means of placing in his hands that surest guard against depression—ready assets. In 1930 Pontrich turned his stock sixty-four times. This was due to an added poultry department, where some wholesale business was done.

In conformity with his careful check of purchases, this merchant has watched his credit accounts with the same sort of parental care. As a result his losses through bad debts are at the minimum. The keynote of his credit system appears to be watchfulness. His methods of handling credit are by no means limited, but they are effective. Each and every account is given personal attention and the results are very satisfactory.

Arrangement of the store speaks for itself. Like a master craftsman, Pontrich has moulded all the features of self-service, personal service and delivery service into one first-class food market. Beginning as he did, in a store which was so small and so cut up that it offered few natural advantages, he early adapted himself to the necessity of utilizing every inch of space. As might be expected, he has followed the same procedure in the arrangement of his new store.

"A place for everything and everything in its place," is quite an appropriate phrase when one is referring to Pontrich's store. Phone orders, deliveries, meat, poultry and groceries  
(Continued on page 23)



## FINANCIAL

### Successful Trading—Price and Yield.

The argument that there are plenty of corporations that are so strong and that are increasing earnings and have good future prospects that they need not lay up earnings for a rainy day was a natural argument in the long up swing of stock prices as was existent after the post-war depression through most of 1929.

The same argument might have been and was used during the period of war time prosperity. No student of history or trends may ignore the fact that no matter how rapid a nation progresses, it is at various times interrupted by intermediate periods of depression and low profits. Regardless of brilliant current prospects, no corporation seems justified, from an executive standpoint, in neglecting to lay aside a fund for the contingencies of an intermediate depression. If we take then the two theorems mentioned in last week's article that the stock owner is entitled to receive a dividend of 6 per cent. and a corporation should not pay out more than 60 per cent. of its net profits, then the price earning ratio of 10 is a matter of mental arithmetic.

If the stock sells more than ten times earnings, one of two unfavorable situations develop. Either the company pays out more than 60 per cent. of its annual earnings or else the dividend return falls below 6 per cent. If a stock earning \$10 per share sells at 160 or sixteen times earning and pays 60 per cent. of its profit or \$6 per share, its dividend yield amounts to 3.7 per cent., which is not a fair yield from a theoretical standpoint. If, on the other hand, this same stock pays a high enough dividend to yield 6 per cent. on the market price, it would be compelled to pay practically \$10 a share annual dividends or its entire earnings for the year.

During the unhealthy inflation in early 1929 many stocks sold fifty times earnings. At that time, even granting possibilities that earnings of such a stock had increased 25 per cent. every year thereafter and had paid out every cent of such earnings in dividends, it would take five years before the company could pay a dividend to yield 6 per cent. on these high selling prices.

In recent articles, in considering dividend payments, it might be mentioned from a theoretical standpoint it is earnings and not dividend payments and dividend yields that determine the value of a stock. Jay H. Petter.

### Heavy Debt Is Real Trouble.

It is easy to lay the blame for the current slump in business confidence upon the Administration and to maintain that our position, at present, is much worse than it would be if Congress minded its own affairs. One should not forget, however, that unsound policies and bad management during the past two years have not been limited by any means to politicians. Our business leaders have an almost equally bad record on the question of solving our economic problems.

The current Congressional influence on public sentiment is merely a dra-

matic example of the bankrupt leadership which has been overhanging American business for the past two and one-half years. Such investigations as that of the stock market can accomplish nothing. Neither could many of the plans which have been put forth and supported by our business leaders. We still are floundering in an intellectual morass and reveal little or no willingness to consider fundamentals.

The trouble to-day, as it has been since the depression started, is that the world is carrying an enormous debt burden. This is spread among nations, states, municipalities and private organizations. They are debts which were contracted when prices were from 35 to 150 per cent. higher than at present.

Before there can be any lasting recovery the debt burden must be written down to a more reasonable level. Neither public nor private organizations can afford to continue large debt payments which in terms of actual purchasing power are two and one-half times the amount borrowed. Yet that is exactly what most of the policies adopted during the last two and one-half years have attempted to make us do.

In fact these policies have had the effect in many instances not of reducing the debt burden but of increasing it. A good example is the current method of handling the railroad problem. The railroads are suffering because of the burden of fixed charges—the result of their bonded indebtedness. Instead of straightening out this burden, nevertheless, there is strong pressure to add to it by granting the railroads more loans.

The same situation is found to a greater or lesser degree throughout the whole economic system. Business leaders as well as the Administration refuse to face the necessity of bringing their debt loads into harmony with the reduced price level. For over two years they have held to the hope that business recovery in the near future would eliminate needed readjustments. Business leaders have been as much to blame for the initiation of these policies as the Administration and politicians. They must share the responsibility for their failure.

Ralph West Robey.

[Copyrighted, 1932.]

### Smith's Proposal Might Satisfy the Public.

Ex-Governor Smith's proposals for handling the inter-allied debts is ingenious. From an economic point of view it amounts to comparatively little. As a means for arriving at the inevitable solution of inter-allied debts, however, it has certain advantages.

The plan, in brief, is, first, that we should agree to make no demands for payments for a period of twenty years. Secondly, to the extent that foreign countries buy from us we would credit their loan account by an amount equal to 25 per cent. of the gross amount of their purchases. Mr. Smith admits that, in effect, this would mean a cancellation of the debts.

Virtually all students of international finance recognize that it will not be possible for us to collect any substan-

tial portion of the inter-allied debts. The only question is when this Nation, as a whole, will agree with this conclusion and thereby make it possible for us to have a settlement along these lines. So far the general public attitude has been that with a little effort on the part of European nations the debts could be paid. This view fails to give proper weight to the difficulties which arise in transferring payments from one country to another. So long as this attitude continues nevertheless, the inter-allied debts and reparations remain a constant threat to world recovery.

It is possible that Mr. Smith's proposal will blur the issue of payment to some extent. Because of the suggestion that we credit foreign countries

with 25 per cent. of the amount of their purchases the public may believe we will get some definite benefits from his plan. Opposition to indefinite postponement of payment, accordingly, may be lessened.

In the final analysis it is very questionable if American trade and commerce would be materially improved as a result of Mr. Smith's proposal. Foreign nations do not expect to pay the debts and the announcement that no demands would be made for twenty years likely would be taken as notice that the debts are to be canceled. In other words, foreign countries would interpret the plan quite

### WE RECOMMEND

Low priced bonds in the following groups as exchanges for weak or defaulted securities.

Railroads  
Public Utilities  
Industrials

List furnished upon request.

**J. H. Petter & Co.**  
343 Michigan Trust Building  
Phone 4417

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

**OLD KENT  
BANK**  
2 Downtown Offices  
12 Community Offices



Established 1860  
Incorporated 1865

THE  
ONLY NATIONAL  
BANK IN  
GRAND RAPIDS

The  
Largest National Bank  
in  
Western Michigan

**GRAND RAPIDS NATIONAL BANK**

GUARDIAN DETROIT UNION GROUP

INCORPORATED



accurately, namely, as a sop to the American public.

This, it should be emphasized, does not lessen the significance of Mr. Smith's plan. The economic answer to the problem of inter-allied debts is clear—they will not be paid. The question remaining is to find some plan which will recognize this and still be satisfactory to the American public. Mr. Smith's plan is a recognition of this situation. Ralph West Robey.

#### The Will To Recover.

The statement made in the House of Commons by Walter Runciman, President of the Board of Trade, announcing that unemployment in England at the end of March stood almost half a million less than at the end of March, 1931, rang with optimism. It was characteristic of the new spirit of confidence which pervades England. Perhaps Mr. Runciman was somewhat oversanguine in his estimates of unemployment, perhaps his hopeful conclusions upon the effect of the tariff in strengthening British industry were somewhat overdrawn, but reports from England do indicate that the pressure of hard times is lifting and it may well be that, after all, Great Britain is going to lead the world out of the depression.

It is cheering, at least, to note the favorable aspect of trade reports, financial statements and unemployment figures in comparison with the dark gloom of last autumn. It is encouraging to note the happier tone of English life as reflected in press comments and such cartoons as the one recently published which showed John Bull making a neat shot out of "Depression Woods" down "Confidence Fairway." We may yet be far from clear sailing, as the prospects of higher taxation would seem to indicate, but England appears to have taken a new grip on herself and to be ready to fight the long uphill battle which lies ahead of her, whatever sacrifices it may entail as the price of eventual recovery.

To-day we are about where England was several months ago. We have not yet completed all the economic readjustments which must be made to start us on the upward path; we have not placed national finances upon the firm basis which guarantees a balanced budget. Our will to recover has not yet been aroused to the patriotic, concerted effort to get back what we have lost that has been made in England. In her national election, her abandonment of the gold standard, her new tariff schedules, Great Britain adopted heroic measures to meet the crisis which she faced. So must the United States. But even more important we need to-day something of that spirit which has enabled Britain to keep her colors flying while all the world has been laying wreaths upon the grave of her old-time prestige. What England is doing and the way she is doing it constitute a challenge to America.

#### Postage Stamps and Hay.

There was a touch of bravado in it and perhaps even remnants of the old pony express spirit, now often exemplified in the air mail, that the mail must go through at any cost, but the ship-

ment of a ton of hay by parcel post from Durango to Silverton, Col., shows what the postal service can and will do in an emergency. The rail lines were blockaded with snow. The mail was being carried over the mountains by pack-horse. Dairy cattle in snowbound Silverton needed the feed. So a Durango shipper packed it in small bundles, placed the legal \$14 worth of stamps on it and mailed it. And the hay went through by mail on pack mules at a cost to the Government of five cents a pound. So much a matter of routine has the mail service become that few persons when they drop a letter or a package in a mail box, realize that the postal department is more than an automatic machine. It takes an incident of this sort—a stunt, if you will—to bring back the personal character of the mails, the individual efforts that go to make up a service which still has its watchword, "The mails must go through."

#### A Business Man's Philosophy.

We will dig ourselves out of this depression, but each of us will have to do his own digging. At first it seemed that what was needed was a National planning council, a superhuman organization that would tell us what to do and supply us with the money with which to do it. Now it begins to seem that the last thing we need is a planning council.

The gigantic, far-flung organizations were the worst hit by the depression. After all, the men who try to manage the billion-dollar companies are not much more than ordinary men. They make mistakes like the rest of us, but their mistakes are extremely expensive.

Several thousand little men, tackling their modest problems in a thousand different ways, have a good chance of finding the right solution. If some of them find that they are wrong they can change tactics over night. A great corporation can't do that, nor could a National planning council do it. Only an unbearable National deficit could stop a National planning council.

In a depression the weaknesses of the system of individual enterprise are revealed. The good points are obscured. But if we study this system while at the bottom of a long depression, we see that it offers the quickest route back to good times. No economic council has intelligence enough to direct the energy of all the people of this Nation.

As it is, millions of us are daily making painful readjustments. We are making these adjustments because stern economic necessity tells us we must. Under the system of private enterprise, we will make more varied and drastic adjustments in the next year than we would make in a decade if we awaited orders from a National council.

William Feather.

#### Fresh Water Button Sales Ahead.

Continued pressure on men's shirt prices have proved a boon to manufacturers of fresh-water pearl buttons since the first of the year. These products sell considerably below ocean pearl buttons and are being used on many medium-price as well as cheap shirts at present. Recent keen com-

petition for shirt business forced producers to figure costs for each garment to within a fraction of a cent and the use of cheaper buttons increased as a result. According to unofficial estimates, current volume is 15 per cent. above that of Spring 1931 and 25. to 30 per cent. higher than in the corresponding period of 1929.

#### Cash-Carry Sale Successful.

Good consumer response to the "cash-and-carry" sales experiment made one day last week by James A. Hearn & Sons, Inc., New York, was reported by Leonard Ginsbergs, vice-president and general merchandise manager. Featuring a store-wide dollar-day sale, the store sought to learn the reaction of customers to the plan of taking their purchases home with them, or, if they preferred, to pay a charge of 15 cents for delivery

of packages, Mr. Ginsberg said. Shopping bags were provided at a cost of 2 cents to aid customers. The experiment was confined to one day, but was undertaken to ascertain its possibilities as a permanent store policy.

#### Business Is Thriving.

"Well, little girl, what can I do for you?" asked the grocer.

"Mama sent me to get change for a dollar," replied the little Miss, "and says to tell you she'll give you the dollar to-morrow."

The human spirit is stronger than anything that can happen to it.



#### Detroit Real Estate Bonds

Guaranty Trust Issues

Bankers Trust Issues

BOUGHT

SOLD

QUOTED

We invite your inquiry regarding unlisted Bonds.

#### Field & Company

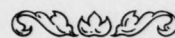
1026 Buhl Building

DETROIT

Phone Cadillac 8888

## SYMPATHETIC

Bankers who take a sympathetic interest in the business of their customers help more than by mere loaning of money. Such an interest has helped many a company prosper and grow far beyond the amount loaned.



#### GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.  
First Vice-President — Theodore J. Bathke, Petoskey.  
Second Vice-President — Randolph Eckert, Flint.  
Secretary — Herman Hanson, Grand Rapids.  
Treasurer—O. H. Bailey, Sr., Lansing.  
Directors—Hans Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; John Lurie, Detroit; E. B. Hawley, Battle Creek; Ward Newman, Pontiac.

### Some Quirks in Our Business Legislation.

As a sample of what business may expect if and when it surrenders control of itself to Washington, see the Interstate Commerce Commission ruling on the Pullman berth occupied by two persons. Pullmans asked permission to charge 20 per cent. additional fare for the extra person and their request was denied. On what ground of alleged reasoning this decision was based the gods only know. For when the second person occupies a berth, the company supplies toilet and wash-room, liberally equipped with towels, extra pillow cases and services for two.

This is a good sample of what may always be expected from any bureaucratic organization from whose decision there is no appeal. I often wonder whether the Commission really believes the country will benefit by the complete bankruptcy of our railroad service. It certainly acts as if it did.

Another quirk is this: As owner of a branded, trademarked or otherwise identified article, I may deny supplies to any customer who cuts my "suggested" price, provided that then I never sell that customer again. It seems that I may deny him supplies, under my general liberty to choose my own customers, for reasons other than the one that he cuts my prices, but if I take action on that ground I can never resume relations with him.

Minimum price regulation is not as firmly entrenched in our Pacific Coast States as it was twenty-three years ago under the favorable Grogan decision, but at least the liberty to choose customers has been unrestricted—thanks be.

A great step forward has been taken under what is known as the Fair Trade act, enacted in California in 1931. That law legalizes contract between owner and distributor of trademarked articles regarding resale price. That is valuable in that it legalizes something illegal before. Next step will be to make that effective nationally. Then will gradually follow the entire logic of the idea, when no contract will be necessary, when the trademark owner can publish his minimum resale prices and collect damages from willful violators of his restrictions.

Meanwhile, we have some queer situations. Some manufacturers are under order from somewhere—Federal Trade or other—not to publish or otherwise indicate in interstate commerce that they have or even favor any fixity of resale prices whatever. These concerns do a large interstate business, so they must watch their step. Thus we have what is called a "Stop Price"—meaning that this is a limit below which the retailer goes at his peril, so far as further supplies are concerned. It is said not to mean a minimum price because minimum means maxi-

mum to the ordinary run of tradesmen.

Let us hope for the day when all this folly will be obliterated from our statute books and when the equity of manufacturers' control over their own non-monopolistic products shall be absolute without formal contract.

Another law enacted in 1931 at the instance of the associated grocers of California is known as the Anti-Discrimination act. Under this law nobody can name a price on anything in one store owned or controlled by him different from what he names in other stores where the intent is to injure a competitor. He may name various prices in various stores, the idea being that he is thereby meeting special conditions, and he may have various prices in pure competition. But he may not go after a competitor with a cut price when the plain intent is to drive the competitor to the wall.

Well, that seems to me an age-old contention and I incline to think there exist remedies under our common law. This because we had similar conditions forty and fifty years ago, under the regime of Jondoe's original crowd. They would sell kerosene—or "coal oil"—for 3c per gallon when the normal price was ten or twelve cents, until they eliminated competition, when promptly the price went high enough again to enable complete recovery, and then some.

When a powerful organization with many outlets sells anything palpably below all reason for a purpose obvious to any person of common sense, it is well that such practice be discouraged. The case in point, I believe, was where an article commonly sold for 15c was priced by one grocer at 2 for 25c—a price which bled the margin pretty white, but left something—and a chain unit quoted the same article at 2 for 5c, which was far below anybody's cost.

But that sort of thing requires most careful handling. Otherwise, our commercial liberties are in danger. I have great fear of that and I am perfectly frank to express it.

While on this subject of legislation, let's quote what is reported to be almost a typical letter, shown as "a sample of some of the help Congress gets from the great American people." It reads thus:

Dear Congressman—If you fat-heads in Washington do not balance the budget we will elect men who will. Don't you dare give us any higher taxes or you will be sorry. Why don't you reduce Government expenses? It is a crime to spend five billions a year while people are starving and groaning under the burden. And that soldiers' bonus bill has got to be passed this session. It only costs \$2,500,000,000 to cash the bonus, which is only half of five billions. Next to that, what this country needs is a Federal appropriation of \$200,000,000 to build roads and provide employment.

Samuel Mugg.

Seeing that lots of people actually write such letters to Washington, need we wonder at some of our misrepresentatives? A typical one recently stated: "I voted against every tax bill and for every appropriation"—as is quite proper for the man who passionately wishes to retain his \$10,000 a year job—or is it \$12,000?

(Continued on page 23)

## Rademaker-Dooge Grocer Co.

### Distributors

#### Fremont Sweet Peas

#### Miss Michigan Ex Stand Cut Wax Beans

#### Miss Michigan Ex Stand Cut Green Beans

#### Miss Michigan Sweet Peas

#### Miss Michigan Early June Peas

Above all packed by Fremont Canning Co.

## Builds Sales...

Fleischmann's Yeast sells fast. Customers eat three cakes a day. They visit your store often for their supply. They soon develop livelier appetites, and buy more of your other groceries, too.

And, when you sell this product, like other Standard Brands products, you get all the advantages of the modern merchandising plan of frequent deliveries, small stocks, quick turnover and quick profits.

Recommend Fleischmann's fresh Yeast to all your customers.



## FLEISHMANN'S YEAST

a Product of  
STANDARD BRANDS INCORPORATED

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

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



A complete line of canned vegetables and fruits



## MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

### Speaks With Authority.

Propaganda promoted by various food faddists and others regarding meat being a harmful food has no doubt resulted in the prejudice toward a perfectly wholesome food, Miss Matilda Peters, foods authority at the agricultural college of the University of Nebraska, says:

"Eat sparingly of meat and eggs," and "do not eat meat more than once a day, or better, not more than three times a week" are examples of the type of advice which had led people to believe that the eating of meat was injurious to health, Miss Peters points out. A sanitarium with a nationwide reputation serves no meat and is responsible for circulating a number of posters which are misleading, to say the least, in the college foods authority's opinion.

There has also been published a number of unfair circulars, Miss Peters maintains. Two of them are entitled "The Story of Too Much Meat," and "The Story of Too Much Sugar." In contrast to these, the same organization has published "The Story of Milk," and "The Story of Whole Grain Cereals," as though these last named Cereals," as these last named foods Miss Peters says, has certain limitations as well as values, this organization should also have published "The Story of Too Much Milk," and "The Story of Too Much Cereals."

At present retail prices, meat and eggs are the least expensive sources of animal protein. Meat is a wholesome nutritious and palatable food, and there is no reason, in Miss Peters' opinion, why most people should not include it in their diets. Considered from a practical standpoint, it is impossible to meet the protein needs of the body without some of the protein being from animal sources.

"In addition to protein, lean meat is an excellent source of both of the minerals phosphorus and iron," Miss Peters said. "An analysis of the diets of students who do not eat meat very frequently shows the protein to be at a lower level than is desirable and in addition to this the phosphorus and iron are below a satisfactory standard.

"Studies of dietaries of city families frequently reveal a marked deficiency as to iron. Iron is essential for the development of red blood cells and the prevention of anemia. Anemia, as we all know, is a very common disorder and is one of the common causes of people being run down and below par. At present prices, meat and eggs may be considered as inexpensive sources of this important element. Liver and kidney are even richer in iron than muscle meats.

"Many people who pride themselves on doing without meat do not have sufficient knowledge of food values to recognize all of the essentials of an adequate diet," Miss Peters thinks. "These people may labor under the delusion that their diet is satisfactory

because it does not contain meat, when as a matter of fact, the diet may actually be deficient in the very factors which meat contains. They may not know how to select other foods to make good these deficiencies.

"An all-meat diet is no more to be desired than an all-cereal diet, an all-fruit and vegetable diet, or an all-milk diet. It is possible to unbalance the diet because of a preponderance of any single food."

Housewives, who have reduced the meat consumption in their families because of high prices which prevailed during the past few years, may have established the habit of doing without meat, Miss Peters feels. Since they and their families have become accustomed to a limited amount of meat in their diet, they may not be aware of the low prices which have prevailed during the past two or three months.

### Do And Don't For Clerks.

Do be tactful; don't be smart.

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

We came to the conclusion in a short time, and here's what we wrote to our friend:

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

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

### Woolen Mills in Quiet Period.

With the demand for spot suitings falling off and with initial orders yet to be placed on Fall lines, woolen and worsted mills are encountering the slowest period in months. The only active item in Spring goods has been flannels and even this style is experiencing a reduced demand at the present time. Clothing manufacturers have been looking over Fall lines and comparing the more or less tentative prices which have been made. The market does not appear to have reached any

basis of stability on heavy weight goods yet and manufacturers are not expected to place orders for several weeks.

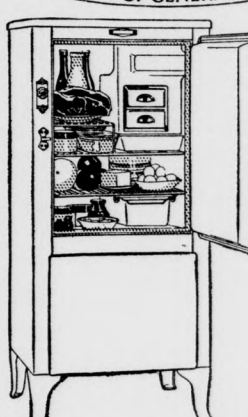
### The Pranks of Spring.

After a mellowness that seemed  
Our Spring was really here  
The weather turned and just careened  
To blizzard ice—so drear  
The early robin sighed and sighed  
The daffodils all froze and died  
The tender crocus crumpled too  
Before the wintry blast which blew  
The sparrows scolded down the street  
And wanted stockings for their feet  
The milkman's cream was solid ice  
The butter was too hard to slice  
The radiator ceased to dream  
When once again it felt the steam  
The weatherman said Spring was here  
I'd like to take him by the ear  
His faulty ways he ought to mend  
And better weather quickly send  
A warm, sunshiny, pleasant day  
So children can go out and play.

Charles A. Heath.

Playing the game's the thing, not the score.

**FRIGIDAIRE**  
ELECTRIC REFRIGERATING SYSTEMS  
PRODUCT OF GENERAL MOTORS



WITH  
FAMOUS  
COLD  
CONTROL  
AND  
HYDRATOR

All  
Models  
on Display  
at  
Showroom

**F. C. MATTHEWS & CO.**  
18 E. Fulton St. Phone 93249

A novel must be silly and poorly written in order to be popular. Ask any novelist whose books don't sell.

## Beech-Nut

COFFEE • PEANUT BUTTER  
CATSUP • BUTTER WAFERS  
TOMATO JUICE  
TOMATO JUICE COCKTAIL  
and other foods  
of exceptionally fine flavor

BEECH-NUT PACKING CO., CANAJOHARIE, N.Y.

### Store, Offices & Restaurant Equipment

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

### MR. GROCER for repeat sales get your supply

## POSTMA'S DELICIOUS RUSK



Fresh Daily

**POSTMA  
BISCUIT  
CO.**

Grand Rapids,  
Mich.

50th  
Anniversary

1882-1932

**ROWENA**  
(self-rising)  
**PANCAKE FLOUR**  
brings repeat-order business



Bakes 'em  
in a jiffy!

Made by the  
**VALLEY CITY MILLING CO.**  
GRAND RAPIDS, MICHIGAN

## G. A. LINDEMULDER CO.

Wholesale Grocer

1438-1440 Eastern Ave., S. E.

Grand Rapids, Mich.

Little Boy Blue Canned Goods  
The Wm. Edwards Co. Olives  
Libby, McNeil & Libby, Inc., Canned Goods  
RED CROSS Macaroni and Spaghetti



## HARDWARE

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

### Suggestions in Regard To Hardware Advertising.

In addition to his other spring activities, the hardware dealer at this time of the year should devote considerable attention to advertising.

In the spring months there is normally a strong buying movement, and advertising is needed, not to create demand, but to stimulate and direct it. Even this year there is a certain latent demand, and though the buying tendency may not be as strong as in normal years, it is worth fostering. Indeed, the very fact that the demand is not so strong as usual is all the more reason why the advertising tonic should be used.

Your publicity should start early. Some dealers wait until spring has actually arrived before they begin. The wideawake hardware dealer, however, will have long since started his spring advertising; and if the advertising is kept up as it should be, the results will show in the spring business.

Next to an early start, there is nothing that counts for so much in advertising as persistence. Indeed, it may be said that persistence is even more important than an early start.

The spring demand being of a widely diversified nature, advertising copy should be changed often. It can be taken for granted that the dealer, or whatever member of his staff is responsible for the advertising copy, will have his hands full. Where there is a daily paper, your copy should be changed every week.

To insure the best results, it is good policy to draft beforehand a definite schedule of the goods to be advertised, and the approximate dates when each article or special line in the list is to be given advertising space. Supposing the paper is a daily, your schedule for a week might run thus: Monday, vacuum cleaners and housecleaning lines; Wednesday, garden tools; Friday, farm tools, wire fencing, cordage. The next week, other lines can be brought in.

In each advertisement it is important to deal with one specific line of goods, or with a series of related lines. The system here outlined will insure all lines their fair share of publicity and obviate the risk of any important line being overlooked.

Some lines should, of course, be advertised more than once. The frequency with which certain lines are featured will depend on the trade to which you cater. In a country district, wire fencing, farm tools, implement repair tools, implement and barn paints and the like should be played up. In a city, household goods, factory supplies, mechanics tools and similar lines may be featured.

In your spring advertising, two points should be emphasized—quality and service. The demand, or at least the need, is there already, in most cases. Housecleaning goods, paint, wire fencing, garden tools and similar lines are needed and, in most cases, wanted. Your objective is to convince the prospective customer that the

brand or make you handle is just the thing he should buy.

It pays, therefore, to stress quality, emphasizing in your advertisement the strong points of the article you are featuring. With an article not in general demand, or with a newly-introduced novelty, your arguments must of course be directed to creating demand; but with most spring lines you appeal to a demand already latent.

In addition to quality, you should talk service. With many spring lines there is little real difference between the article you handle and the one handled by your competitor. And quite often your customer knows or suspects that fact. In such cases, it is service that counts; intelligent attention, prompt delivery, and willingness, readiness and ability to explain any difficulties that may arise. A store which builds up a reputation for real service has a priceless asset.

In your advertising, talk service. The service your store is willing and able to give may be the deciding factor in a great many sales.

While a schedule of advertising dates to cover all the main spring lines is desirable, this need not be a hard and fast arrangement. As emergency or opportunity arises, the schedule may be altered. But it gives you something definite to work from and will be very helpful in your spring advertising campaign.

Window display should be planned along similar lines. It is a good rule to co-ordinate your window trims and your newspaper copy. If you are using your newspaper space to advertise garden tools, it is good business to run a window display of the same lines at the same time. The same thing holds good with other lines.

In your interior display, also play up the advertised lines.

One of the most obvious forms of advertising inside the store is the use of hangers and other material provided by the manufacturers. There are few hardware stores in which this material is not used to some extent. In many cases, however, such advertising is merely hung up, without much thought as to where and how the material should be placed so as to secure the greatest advertising value and add most to the attractiveness of the store. Advertising material of this nature should never be so placed as to detract from the neatness and effectiveness of the interior display.

As a rule, such material should be used in that part of the store where the specific lines are displayed or stocked; or if this is not feasible, it should be shown in conjunction with similar or related goods.

Clever and well written signs and show cards are helpful. If you have a clerk who shows an aptitude for sign-writing, make use of his talents.

Show card writing calls for more than the ability to form neat and legible letters. In the wording, don't allow the desire to say something funny overshadow the real purpose of the card—to help sell goods. Too many cards are given over to wisecracks or meaningless generalities; to proclaiming the superior merits of your store, or to a mere play upon words that means little or nothing.

Avoid such pitfalls. Aim to produce results. Outside of stressing store policy, let your show card deal with the specific merits of the specific article—the features which will make the intelligent customer want to buy that article. Such cards can be used very effectively in connection with window and interior displays.

Victor Lauriston.

### Trade Reserved on Artificial Wool.

Various factors in the woolen industry are inclined to reserve comment on the announcement by Professor Ralph McKee of Columbia University that he had perfected a process for making artificial wool from jute until they know more about the product and its possibilities. It is pointed out in research circles that similar efforts have been under way in Italy for the last five years and that the results have apparently been rather negative. Current wool prices are too low to interest the men's and women's wear, blanket, floor coverings and other industries using the material, in any artificial process. Since any product using the synthetic material would probably have to be labeled as made of such, this might hurt sales, it is thought.

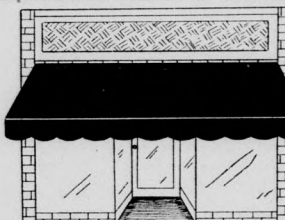
If we would guide by the light of reason we must let our minds be bold.

### Cutlery Orders Show Slight Rise.

A seasonal increase in the demand for pocket knives and other outdoor cutlery equipment is reported. Sales are considerably below those of last Spring both in volume and dollar value. Pocket knives to retail at 25 cents are in greatest demand this season. Novelty products, including penknives decorated with pictures of George Washington and other Revolutionary figures, sold in only limited quantities, it is said. Kitchen cutlery continues in small demand.

### Necklace Demand Shows Gain.

A gain in the demand for necklaces features current buying in the novelty jewelry trade. These items were more or less dormant earlier in the season, because of the lack of the stimulating and wearable types. Larger necklaces are now being featured, particularly in multiple strand effects in small and seed beads. The call for bracelets is beginning to pick up, with the active styles including single bracelets to retail at \$1 and the cluster of three to retail at the same price. Galalith is favored in the materials used. Clips appear to be holding their own in the metropolitan stores, but apparently have made less headway with retailers in the smaller towns.



**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.**  
GRAND RAPIDS, MICHIGAN

PHONE 65106



## Corduroy Tires

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

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

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

## CORDUROY TIRE CO.

Grand Rapids, Mich.

Wholesale Only

Wholesale Only

**DISTRIBUTORS of PINE TREE Brand FARM SEEDS**

Vigoro

Inoculation

Semesan

**Bulk**

**GARDEN SEEDS**

**Packet**

Vegetables and Flowers

We specialize in

**LAWN GRASS and GOLF COURSE Mixtures**

# SEEDS

Write for our special prices

**INSTANT SERVICE**

Telephone 4451

**ALFRED J. BROWN SEED CO.**

**25-29 Campau Ave.**

**Grand Rapids, Mich.**

Wholesale Only

Wholesale Only



## 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.**

### Programme For Traverse City Convention.

Lansing, April 18—A meeting of the program committee was held in Grand Rapids, attended by Messrs. Milliken, Pratt, McCormack and Hammond. The suggestions of the former meetings of the committee were duly considered and after much consideration the following tentative program was prepared.

It is understood that the Traverse City convention is practically a one-day affair, although the preliminary meetings will be held in the afternoon and evening of May 25. We wish to impress the idea that, in view of all the conditions, the convention is to be made as brief and inexpensive as possible. We believe that there will be a good attendance and, knowing the excellent condition of the roads, persons residing not too far distant may return at the close of the evening session. We give herewith the program as tentatively arranged. Further information will be given by our bulletins and changes as necessary will be pointed out. Plan now to attend.

#### Wednesday Afternoon—May 25

2 p. m.—Informal meetings of board of directors of the Michigan Retail Dry Goods Association and the Grand Rapids Merchants Mutual Fire Insurance Co.

3 p. m.—Enrollment of officers, members and guests.

Reception at hotel by Traverse City citizens and members of Chamber of Commerce.

Get acquainted and drive among the cherry orchards.

6:30 p. m.—Informal dinner and program in dining room.

Opening remarks and introduction of officers by B. H. Comstock, President of Globe Department Store, Traverse City.

Former President, Fred E. Mills, presiding.

Address—"Profitable Store Management" by W. H. Whittenburg, President of Jorgenson-Blesch Co., Green Bay, Wis.

Question box—Selected questions assigned to members.

To E. W. Smith, Sparta—Exchange of merchandise among small town merchants.

To J. C. Grant, Battle Creek—Housekeeping and Store Arrangement—Independent Stores vs. Chain Stores.

To Henry McCormack, Ithaca—Discussion of topics presented above. General discussion.

#### Thursday Forenoon, May 26.

9 to 11—Director W. E. Thornton, Muskegon, presiding.

Address—"How much system and stock control necessary for medium sized store to use?" by Carl Edgell, J. W. Knapp Co., Lansing.

Discussion—H. R. Brink, L. W. Robinson Co., Battle Creek.

Address—"Training of employees—methods used," by O. G. Drake, Herpolsheimer Co., Grand Rapids.

General discussion of both topics.

Report of committee on nomination and election of officers.

#### Noon and Afternoon.

12:30—Luncheon. Opened by President J. T. Milliken, introducing as presiding officer Vice-President Geo. C. Pratt, Grand Rapids.

Address—"Publicity in average Michigan store," by former President J. B. Mills, Detroit.

Discussion.  
 Remarks on Retailing—Thos. Pitkethly, controller, Smith-Bridgman Co. and Secretary-Treasurer of Association, Flint.

Discussion—To include turnover, model stocks, maintaining mark up, importance of style, etc., to be assigned by chairman to members in attendance.

Report of Committee on Resolutions. Recess to visit local places of interest.

#### Evening.

6:30 p. m.—Dinner. Dining room (informal, modest price) President J. T. Milliken, presiding.

Invocation.

Music.

Unfinished business.

Address by U. S. Senator Arthur H. Vandenberg, Grand Rapids, or Oscar Webber, Detroit, or Alfred H. Koch, Toledo.

Those who are reading the Michigan newspapers have been informed regarding the doings of the special session of the Legislature. We do not anticipate that anything pertaining to the business of retail merchants will be enacted at this session, although we will be on the alert and give our members information in case any bill is presented that bears directly upon the business of retailing.

Jason E. Hammond,  
 Mgr. Michigan Retail Dry Goods Association.

### Report 20 Cent Shirt For Chain.

While reports that Woolworth's will carry a man's shirt to sell at 20 cents are still unconfirmed, the shirt trade hears that one manufacturer is preparing a line of plain colored goods for promotion by the chain. According to some of the details, the shirts will be priced at \$2.75 per dozen net, with the chain charging the 35 cent loss to advertising. The fabric is expected to be of percale instead of broadcloth and will have six buttons instead of seven. The cuffs will lack lining, according to reports, and the garment will contain fewer stitches than a regular shirt. The industry, as a whole, is rather critical of the attempt, feeling that it may depress further current price levels and lead basement divisions of department stores to seek competitive goods, possibly to retail at four for \$1.

### Style Stability Seen Buying Help.

To overcome consumer reluctance based on the idea that merchandise bought now will soon be out of date because of rapid style changes, the view is being advocated in one quarter that the stores should begin to emphasize style stability. To a degree, it is pointed out that this is a reversal of the former tactics of retailers in continuously pushing newness, so that the life of any style was comparatively short. To-day it is argued, many customers are seeking styles which are likely to prove right for a season. A policy of this type, it is asserted, will develop consumer confidence and means steadier sales and smaller markdowns for the store.

### Swim Suit Orders Show Gain.

Orders from jobbers and retailers for men's and women's bathing suits came into the market in heavier volume last week and on some items mills cannot guarantee deliveries for several weeks. The styles most in demand are women's novelty-stitch suits in the higher price brackets and shipments on these cannot be promised before the early part of June by a few producers. All-white styles for women are in pronounced favor and a good season is expected on them. Men's and boys' numbers are moving

in a fair way, with deliveries promised in two to three weeks. Prices are very steady.

### Hits Levy on Novelty Jewelry.

The proposed 10 per cent. excise tax on jewelry "threatens the existence" of the novelty or costume jewelry business, according to a statement issued by Jules Schwab of the novelty jewelry importing firm of the same name. He drew a distinction between high-price jewelry and the novelty type which has little intrinsic value, but depends on its style appeal. Mr. Schwab asserts that the net profit on turnover on costume jewelry is only from 2 to 4 per cent. and hence it will be impossible to absorb the levy.

Fixed chain and department store price lines prevent it being passed on.

### Order Toilet Sets For Fall.

A revival of demand for comb, brush and mirror sets has led manufacturers and retailers to feature such merchandise for Fall. For the first time in several years early orders for such items have been placed with representatives of foreign manufacturers and with a few domestic producers. Imported sets with enamel decorations on copper, nickel silver and sterling silver, were ordered last week in retail ranges of \$13.75 to \$50. The call for domestic goods is confined to merchandise to retail around \$10 and \$20.

## MICHIGAN BELL TELEPHONE CO.



### Employers often summon additional help by telephone

When applicants apply for work today, they usually are asked to leave their telephone numbers. For the easiest and quickest way to summon additional help is by telephone.

In many instances, other things being equal, the person who can be reached by telephone gets the job.

Your telephone is one of your most important business and social assets. And, in emergencies, such as fire, accident or sudden sickness, your telephone is PRICELESS PROTECTION.



## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN



## HOTEL DEPARTMENT

### How the Grand Canyon Impressed Mr. Verbeck.

Santa Fe, New Mexico, April 16—On two previous occasions have I paid visits to the Grand Canyon, but this time I have it from an entirely different angle, having come in via Las Vegas, Nevada, and over what is called the North Rim. Somebody, I have forgotten whether it was Elbert Hubbard or George Ade, said: "One should start off on the Bay of Naples, do that until he has perfected it; then tackle the sunset on the hills of Stamboul and work on that until he has achieved 100 per cent. Then sunrise on Mount Rigi, the Vale of Cashmir, and others of Nature's wonderful attractions, and perhaps by the time he would be prepared for the wonders of Grand Canyon," but when one can describe this delightful effort of nature in its forming, he certainly crowns all previous efforts. I have previously told my friends if they were contemplating a tour of America, to view everything else first and leave this for the cap-sheaf. Not only is the Grand Canyon one of the scenic marvels of the world, but it seems to be appropriately framed by an enchanted region in the heart of the oldest happenings in America. Everyone I have ever met here seems to have had a different idea of this wonderful view, and some were inclined to be cynical in their impressions of first acquaintance. You are bound to approach the scene with a feeling of doubt and dread. You are inclined to feel that you will be disappointed. If you are, it is no fault of the Canyon; it is simply a condition of mind.

When the sightseer first advances on the Rim, he finds a level stretch of possibly a hundred feet, he makes a few guesses with his eyes closed, but opens them to see, at first glance—nothing. It is as though this wall marks the end of the world and the beginning of the next. It is not until the sightseer reaches the edge that the full force of the view strikes him with a shock which makes him gasp. Everything he has been promised, everything he has imagined, is there, and something besides. Silently he stands, gaping at the frightful immensity of the view. It is as though the world had dropped away, leaving one clinging on the very edge, with fascinated eyes fixed on mountains so vast and so unexpected as to be unreal. Seeing this always takes me back to the old cyclorama picture of Lookout Mountain, which we used to see in Chicago during the World's Fair. You are again looking at pictures of highly colored mountains and mysterious gorges, so artistically done as to suggest an infinity of space. The uninitiated spectators are always spellbound. They can think of nothing to say which will meet the emergency. The weather was a trifle moist and blue-black clouds were bursting out of the gorges and giving a wierd mystery to the canyon that was anything but earthly. The brilliant red peaks changing to blue as the clouds passed over them. Great mountains faded in the mist and a moment later reappeared like the dawn of a city rising from an ocean. The weather not being particularly favorable, and knowing that my schedule would not suffer, I finally pulled in at the famous El Tovar Hotel and decided to spend a few hours with hotel folks I had met on previous visits and who are still lingering on their jobs. When worst comes to worst on a trip like this, there is always the resort to postal cards, telling your friends: "Having a wonderful time. Wish you were here." But I am here to tell you that after retiring, slumber comes slowly when you realize that your apartment is only a few hundred feet at best from that awful

chasm, as deep as the ocean and silent as the grave. But in the morning! That is different. Brook trout, fresh from a real brook, fried like mother used to prepare her doughnuts, and offered you on a well-filled platter. Well, it is different. It is just the one meal you will remember for ages, and you would like to linger over it for a while, but there are the burro drivers out in the front of the hotel, waiting to escort you to the very bowels of the earth. The drivers are passive, but the mules are just "honing" to go. Maybe! They all had a lot of fun in mounting and getting away, and my hotel friend was inclined to guy me because my O'Sullivan heels were "scratching gravel." They always try to talk me out of indulging in one of the greatest thrills of my young life, but this trip always brings me back sumptuous recollections of my boyhood's happy days on the farm, when I used to pilot Old Dobbin between the rows of waving corn, etc. Again down Bright Angel Trail, at a grade angle of about 45 degrees, and looking down into that awful depth, which to my notion is far more exciting and not near so comfortable as weaving around the Rim, in an auto built for six. But then there are a lot of likely looking companions, who might require your kindly advice in an emergency—besides knowing a lot of easy dancing steps which are serviced during the evening. Now this trip around the interior of the universe is said to be of the extent of fifteen miles. On each succeeding visit the statement is offered that it is much shorter, but the impression which is left to you is that Annanias was a juvenile—in the kindergarten class, as it were. A lot of people think the Grand Canyon—of the Colorado—is in Colorado. Nothing like it. It is really formed by the Colorado River, in Arizona, and supplies drainage facilities for millions and millions of acres of land, or would if the land were worth draining. It used to be far from the routes of travel, but now with a perfectly good auto road it is practically at your front door. I have talked about Grand Canyon in the past. Maybe I have said too much about it. I usually do, about almost everything. But I just can't keep quiet when I see all this excitement going to waste and that I am about the only hotel operator who had a vision and quit my job while there was "still tobacco in my old tobacco box." The early history of Grand Canyon. Some misstatements have been made concerning its origin, I believe. For example, one old frontier "bandit" told me it was carved out by the Franciscan Fathers in '49, but another, who reminded me of a colored man down at Mount Vernon who sold me leaves from Washington's cherry tree, advised me it was a product of Buffalo Bill. You can accept either version, but I am skeptical about either statement. Anyhow, if you attempt to say anything about it or its origin, you will just elicit "Oh, yeah." We all finally started down Bright Angel Trail, which leaves almost directly from the hotel soon discovered that riding on a 45 per cent. grade—or more—and looking down that awful depth, would not prove what it was cracked to be, so I let the guide lead my gallant charger part of the way, renewing my contact when the danger seemed less hazardous. On this fifteen mile trip, traversed slowly to give the guide and trapper a chance to get in his work, he told us much of interest, besides describing each situation as it developed. The average man measures periods of time by centuries. To a geologist a hundred years are but the tick of a clock. He deals in ages and eons. Many of these rocks are among the very oldest of earth's strata, but the Canyon itself is accounted geographically modern. It happened, so scientists say, only yesterday. But from the observations of

a layman, I take the liberty of asserting that they will be there to-morrow, for if not what is going to become of the galaxy of guides who have prepared themselves for the arduous task of telling "bed time" stories. We are advancing along the South rim and looking at the North wall. The North rim is three times as far from the Colorado River as is the South rim, and is 1,000 to 1,500 feet higher, or five to six thousand feet high, as compared with the South rim, above the river. But I am not reporting a scientific expedition and will consequently give you more of my impressions and fewer statistics, which, like Volstead enforcement, are always dry. It is bad enough anyway you name it. There is a span of ten to thirteen miles from rim to rim which only looks like a stone's throw, and East and West of the Colorado, encompassed in the Painted Desert view, are a hundred square miles. In fact Navajo Mountains, 120 miles away, look like a cinch for a hitch hiker. We are, as I should explain, in the country of the Navajo and Hopi Indians, immediately adjacent to the petrified forests of Arizona. I have always wished I could express myself in a manner that would supply a word picture of the Canyon as I have seen it. Imagine this chasm, a dozen miles wide from rim to rim, more than 200 miles long in its meanderings, and more than a mile deep. A mighty river, the Colorado, has chiseled out this gigantic gorge which is flanked on each side by tier upon tier of huge architectural forms—veritable mountains—carved by erosion from the solid rock strata which lie exposed in great layers to the desert sun and are painted in the various colors of the rainbow. When you descend into the Canyon itself one after another of these forms seem to creep upward, until soon they take their place in familiar fashion along the horizon. Come back to the edge of the abyss in the late afternoon and witness the marvelous transformation. Immense forms are gushing out from the sheer walls. They float in a purple sea of mysterious shadows. Heretofore I have gone more into detail concerning the Canyon trip. Now I am giving you my impressions from a different viewpoint, avoiding reference to

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



### Warm Friend Tavern

Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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

### PANTLIND HOTEL

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

### MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

#### RATES

\$2.50 and up per day.

### Park Place Hotel

Traverse City

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

### New Hotel Elliott

STURGIS, MICH.

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

### HOTEL CHIPPEWA

MANISTEE, MICH.

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

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

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

### HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.



the tribulations of making a subterranean trip on a sway back burro. To be able to say you have been here once in a lifetime is quite something, but to be able to prove that you are a "regular" is evidence of opulence, though when you come down to estimating on the basis of dollars and cents, you are not so greatly in the red. It is a great advantage to be able to visit this wonderful place with the knowledge that you are really going to enjoy all the comforts of home, at very fair charges. When you consider that every article of food which is so carefully prepared for your delectation by a Harvey chef, is also transported for thousands of miles, and that the very water which is used for all purposes is hauled for 120 miles on special trains, and then discover that the charges for service are no greater than those exacted in localities which are virtually food centers, you feel like commending a management which accomplishes these wonders. And then you want to consider that any day in the year you can visit this extraordinary area and find the same excellent service awaiting you. El Tovar Hotel is a veritable palace, with every attribute of a city club. From the time you register until you check out, you are given treatment which would do credit to a Statler or a Pantlind hotel, and always at a reasonable charge.

I believe I have written before about my trip through the Indian Detour, so I am not going to enlarge on same, although I will confess I saw much more and realized more fully just what the trip really means. It starts in at Albuquerque and trails through to Las Vegas, New Mexico, via Santa Fe, and is replete with Indian antiquities, legends, lore and with much Indian in evidence. At Santa Fe I am to visit my good friends, ex-Governor and Mrs. Miguel A. Otero, who have lured me here with the promise that I will be inducted into the secret councils of the Navajos, or Mohawks, or something like that, and I am going to feel at liberty to rehearse Indian dances, pow wows, and hot tamales with an ethical knowledge of each of them. But I am also going to eschew saying anything about the doughty governor until I have gotten out of gunshot, for in his infantile days he had a very bad—acquired—habit of toting a couple of cannons at one and the same time. I will, however, say at this time, that a lot of people make a grave error in attempting to essay this wild Western country via the Pullman route unless they stop overnight at some of the delightful Harvey hotels which align with the railroad system from Chicago to the Pacific ocean. I am not saying this from a publicity standpoint, but the facts are that when one makes a trip to any far distant point he always misses that portion of the scenery passed through on the Pullman night ride. By stopping over at these convenient hotels you are always assured of a comfortable night's sleep in a regal room, and the next day you may proceed with the feeling of satisfaction engendered by a wonderful night's rest.

Frank S. Verbeck.

#### Gabby Gleanings From Grand Rapids.

The Family Circle Stores, Inc., which was organized by men who had had no experience in the grocery business, to engage in the exploitation of a chain of local stores in towns of 2,000 to 40,000 population, has made another change in its ideas on retail storekeeping. Of the originators of the scheme one (H. E. Southard) died about a month ago and the other (H. T. Morphy) has withdrawn from the concern. E. L. Withey has been elected President and Treasurer and Harry A. Yeider has been elected

Secretary. Mr. Withey will be recalled as the promoter of a Florida real estate undertaking a few years ago which resulted in a total loss to his associates. Mr. Yeider has until lately been engaged in the sale of used autos. Up to the present writing no stores have been established, every undertaking along that line having flashed in the pan. With no previous experience in the grocery business on the part of the organizers or present managers, with a depleted treasury and without an established credit, there is every reason to believe that the business will soon glide into history as a chimerical scheme which never had the slightest chance to achieve success from any standpoint. The company is in arrears in its payments to the real owners of the building occupied and apparently has no assets except a few nominal office fixtures.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Lake-State Oil and Gas Co., Grand Rapids. Lansing Investment Corp., East Lansing. Michigan Rubber Co., Pontiac. Belle Isle Creamery Co., Inc., Detroit. Grand Rapids By-Products Co., Grand Rapids. Fairbanks-Morse Water Supply Co., Detroit. Birmingham Properties Corp., Detroit. Flint Home Builders Ass'n., Flint. C. E. Johansson, Inc., Highland Park. Supply and Equipment Co., Flint. Economy Shoe Co., Pontiac. Reliable Fuel Co., Lansing. Maunson Lumber Co., Muskegon. Pittsburgh Bridge & Iron Works, Detroit. Adams Theater Co., Detroit. Penn-Guardian Oils Co., Detroit. Sherbeck & Trede, Mt. Clemens. Michigan Soap Products Co., Muskegon, Heights. Home Service Corp., Detroit. A. S. Hermann, Inc., Detroit. Penninsular Drug Co., Detroit. Northeastern Realty Co., Detroit. St. Louis Motor Sales Co., St. Louis. Duffield Realty Corp., Detroit. Ann Arbor Fur Shop, Ann Arbor. Loomis, Robinson and Bagley, Inc., Detroit. Derrick Oil and Gas Co., Dearborn. Crystal White Market, Inc., Detroit. Parkinson Fuel Co., Detroit. Mansfield Clothes Shop, Detroit. Cleveland-Pontiac Motor Freight Lines Inc., Detroit. C. W. Kotcher Realty Co., Detroit. Commonwealth Associates, Inc., Grand Rapids. D. A. Blodgett Co., Grand Rapids. Bon-Air Ventilator Co., Ferndale. March Wells, Inc., Grand Rapids. United Open Markets, Inc., Detroit. Trenton Oil Co., Detroit. Warren Land Co., Warren. Southwest Land Co., Detroit. Levine Lease Holding Corp., Detroit. Stimpson Computing Scale Co., Detroit. Griswold Motor and Body Co., Detroit. Thetis Products Co., Detroit. Radioelectric, Inc., Pontiac. Marks Stores, Inc., Grand Rapids. Whitney Brothers Co., Marquette. Monroe Sheet Metal Co., Monroe. Stiles Electric Co., Detroit.

Saginaw—J. E. Anderson, dealer in books, stationery, gifts, etc., has merged the business into a stock company under the style of the J. E. Anderson Co., 119 South Jefferson avenue, with a capital stock of \$5,000, all subscribed and paid in.

# Quaker Brand Products

A line of Merchandise with  
Recognized Quality  
Popular Price  
Satisfied Consumers

Sold by Independent Merchants only.

Quaker Radio Program now  
on the air over Stations  
WOOD Grand Rapids  
WBCM Bay City  
WXYZ Detroit

Every Tuesday and Thursday at  
6:30 p.m.

WKZO Kalamazoo  
Every Wednesday and Friday at  
6:30 p.m.

# LEE & CADY



## 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, Croswell.  
Treasurer—Clarence Jennings, Lawrence.

### Postage Stamps in the Drug Store.

In a recent issue of the N. Y. Herald Tribune a Brooklyn druggist cries out against the custom of selling postage stamps to the public in drug stores. Very naively he refers to it as having gone on "for years" and opines that "the practice probably originated with some well-meaning druggist, who, thinking to attract customers in that way offered them the convenience of purchasing postage stamps in his store." "But now that all drug stores keep stamps for sale" safely concludes the writer "there can be no advantage to any individual store." This reformer-druggist is not only trying to emulate Cervantes' redoubtable windmill fighter (and probably with same effect) but he is an arch-iconoclast as well. For the custom which he is attacking is so time-honored as to amount to no less than a hallowed institution. Forty-five years ago, when I entered upon my pharmaceutical career it was already well and firmly established, and many a druggist of that time was cursing it for a nuisance, as he considered it, even as this Brooklyn pharmacist does now. But, strange, institutions that serve a public convenience or necessity have a way of persevering despite age or opposition. And with Uncle Sam so niggard with his post office branches, placing them so far apart, stamps in the drug store on the corner is certainly an irreplaceable public convenience. Small wonder then, that the astute druggist of a bygone day saw into it, capitalized it to his advantage and adopted it as his very own. And the succeeding generations held on to it, adding it to the multifarious accommodations and services which the druggist renders the public gratis, for which he is so renowned, but, alas, receives so little appreciation in return.

"Why is it that stamps cannot be obtained in dry goods stores, grocery or meat markets, etc.," asks this perplexed druggist. Why, bless you! In stamp selling the druggist has the field all to himself, with no danger of competition. For what other business requires so many days of the year and so many hours of the day to yield a man a living, as the drug business, and thus can render this valuable service to the belated letter writer or to him who makes wise use of Sunday or holiday by catching up on correspondence?

But despite the malcontent's indictment, the truth is, that while the general public accepts the stamps at the drug store as a matter of course and makes little demonstration over it, the druggist does benefit by the kindly,

little service, and the time he gives to it is well and profitably spent. For, being such a universally needed commodity, the druggist finds many an opportunity to turn the casual stamp customer into a profitable one, and often the accommodation is highly and demonstrably appreciated. Especially, with a newly settled family in his neighborhood his first contact and opportunity for making a lasting, profitable impression comes in many cases by way of the despised stamp. All this, of course, depending on the manner in which he proceeds to make his impression. If he feels about the matter as our complainer does, having a stamp in his store is sure to be fatal to his business. Doing one a little favor with ill-concealed chagrin or an air expressive of martyrdom, or demanding the immediate bestowal of a halo upon the benefactor, is hardly conducive to evoking genuine gratitude in the recipient. But the druggist who can meet the stamp customer with a smile, not too obviously artificial, but denoting his pleasure at being able to help one out in a little difficulty, finds that there are at least two or three people in a couple of hundred who receive a kindly rendered favor graciously and with real appreciation. He may learn of these, particularly, for instance, when a new store opens in his immediate vicinity.

In my own store I have made it a point to always have a plentiful supply of postage in all the popular denominations and have handed them out without discriminations or restrictions of any sort all the time the store is open for business. If I get a word of graciousness, I am pleased. If I do not, I think nothing of it. During the recent Christmas week I sold from \$30 to \$50 worth of stamps daily.

Many a crusty or ignorant clout comes up for a stamp who sours your love for mankind. Like the one who tends you a \$5, \$10, or even a \$20 bill in payment for a stamp and resents your being unable to make the change. He even lets you know in an injured tone that he was only buying the stamp in order to get the bill changed. Or the lady who raps impatiently for attention while you are engaged in tending a customer and is sore because you did not drop the customer and wait on her out of turn. But so do such occasionally turn up at the sales or prescription counter as well. It's all in a day's work.

May it not be one of the signs of decadence into which the drug business is fallen—which with its conglomerate and mongrel stocks and character no longer wants to be called a drug store, but insists upon being known as a "pharmacy"—that such a wail against a harmless, friendly accommodation as selling a postage stamp, is being voiced? In the present chaotic state of the business, with the almost total absence of profit and the evanescence of every vestige of professionalism from its functions. I am almost tempted to suggest that the postage department is the best department the druggist has left in his store: It requires but a small investment, has a quick turn-over, no dead or shop-

worn stock to carry, sales are all cash and taking a minimum of time, and—once in a while you receive a "Thank you."

Our complainant might look into the stamp vending machine market. He could buy one outright or acquire one on commission basis. He would then make the profit on stamp sales he craves for, and save himself the time of the sale. Albeit he would lose the human contact with his neighbor in quest of a friendly act, and would substitute the nuisance of changing quarters and dimes for the stamp machine and giving information how to operate it, for his present difficulty. So there is no escape. Such is the penalty for being a druggist, er—beg pardon—a pharmacist, if you please.

Leo Weinstein.

### The Independent Merchant Is an Unsung Hero.

In this community there are humble heroes who are doing much—perhaps more than all others put together—to prevent the outbreak of critical social trouble.

Who are they?

They are retail merchants. Not chain store managers, not "cash and carry" merchants, but so-called "independents," local citizens who have hearts, sympathetic neighbors who extend credit to many families who would not be regarded as acceptable risks by any banker on the face of the earth.

It is time someone paid a tribute to such unsung heroes, such large-hearted citizens who put neighborliness ahead of cold business considerations, who are motivated more by humane considerations than by cold credit rules.

In the small community where I live there are merchants who are "carrying" families utterly unable to pay. These merchants were born and raised locally. They don't give credit because they figure that it is good business to give credit. They give credit because they know that John Smith and Bill Jones have lost their jobs and cannot pay. They have known John Smith and Bill Jones from school days. They know that John Smith and Bill Jones are at heart honest fellows, who pay when they have the money. But they know that John Smith and Bill Jones have been out of work for months. They know, too,

that Mrs. John Smith and Mrs. Bill Jones used to buy quite a lot of things from chain stores when they were in a position to pay cash.

Now that there is no cash, the chain stores refuse to sell them a dollar's worth. How John Smith and Bill Jones are to feed their families is no business of the clerk in charge of the chain store. His orders from headquarters are, no credit.

Suppose every small retailer, every "independent," were to act as the chain store managers act, and refuse to supply a single vegetable or a loaf of bread or a pound of meat, what would John Smith and Bill Jones do?

Do you imagine for a moment they would sit idly at home and watch their wives and their children starve? They would not! They would doubtless do what Daniel Willard, president of the great Baltimore and Ohio Railroad, said he would do rather than see his loved ones starve to death! Find food for them by hook or crook, by violence if necessary.

Is it not true, therefore, you and I owe more than we probably realize to local merchants who are extending credit to needy families?

One of these merchants writes:

"In your column and elsewhere I have seen many branches of business praised for the work they have performed during the present depression. But there is one branch never praised. I refer to the independent retail merchant, to which branch I belong.

"The independent merchant is today feeding more people, without remuneration, than all welfare organizations combined. If they discontinued credit to all those not able to pay, I believe the situation would come to a head immediately.

"Please mention the plight of the independent merchant in your column as I know thousands of merchants would be very glad to know that their methods are at least thought of by someone."

That humane appeal is here responded to sincerely, whole-heartedly, for I know—and you must know—that it is entirely worthy, that it is based on the indisputable truth.

Thank God for the local "independent" retail merchant.

(Copyright, 1932, by B. C. Forbes.)

So grasshoppers have ears on their legs? Well, females of another species have eyes on theirs.

## MOTHERS DAY MAY 8<sup>th</sup>

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.



**Blanket Prices Hold Steady.**

Prices on wool and part-wool blankets continue to hold steady at the new levels to which they were advanced recently, although the market is entering a quiet period, following a mild spurt of buying by wholesalers. Many retailers have stayed out of the primary market entirely, feeling resentful because of the 5 per cent. price differential accorded to jobbers, and are not expected to place any business until it is absolutely necessary. The 4 pound blanket priced at \$3.78 for quantities has received the major part of business in the all-wool division. While cotton styles have been advanced about 2½ per cent., the steady price tone evident in the other groups is lacking.

**Cleanser For Walls.**

To three tablespoonfuls of washing-powder, three tablespoonfuls of sal soda, add two of scouring powder or of prepared chalk. Pour over these ingredients one pint of boiling water and stir thoroughly. Add to this three tablespoonfuls of vinegar. Apply to walls with a Turkish cloth, and wipe off with damp cloth. If the walls are quite soiled, such as over the range, add less water to the dry ingredients, forming a paste that will remove the dirt.

**New Bankruptcy Bill Favors Food Dealers.**

A new bankruptcy bill will soon be presented to Congress under recommendation of the National Retail Credit Association. This is the bill containing a clause that is of the utmost importance to the retailers of the country. This is the clause, "A discharge in bankruptcy shall release a bankrupt from all of his provable debts, except such as are for necessities of life furnished him or his family for which he is indebted."

As soon as this bill is presented the members of this association should write or wire their congressmen asking for their support.

**Just an April Day.**

It's just an April day  
Chilly, perhaps,  
Enough for wraps  
That winter would require;  
The wind so raw  
A mackinaw  
Need we—and goodly fire  
To take the chill away.

It's just an April day  
The sky is fair  
Yet yonder there  
Appears a little cloud  
A minute more  
The thunders roar  
While heaven draws on a shroud  
Where lightning flashes play.

It's just an April day  
That always will  
Give Spring a thrill  
Bestirring life anew  
Till wood and lea  
With melody  
Are sweetly calling you  
To join the roundelay.

It's just an April day  
Warm shines the sun  
The children run  
And romp across the lawn  
The red-breasts sing  
A song to bring  
The showers for tomorrow's dawn  
And wake the flowers for May.  
Charles A. Heath.

**BROOKSIDE BRAND  
WHISK BROOMS****ALL STYLES  
AND PRICES****SPRING SPECIALTIES**

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

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

**Hazeltine & Perkins Drug Co.**

Grand Rapids

Michigan

**WHOLESALE DRUG PRICE CURRENT**

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

|                     |                 |                       |             |                                 |               |
|---------------------|-----------------|-----------------------|-------------|---------------------------------|---------------|
| <b>Acids</b>        |                 | <b>Cotton Seed</b>    | 1 25@1 50   | <b>Benzoin Comp'd.</b>          | 2 40          |
| Boric (Powd.)       | 11% @ 26        | Cubeb                 | 5 00@5 25   | Buchu                           | 2 16          |
| Boric (Xtal)        | 11% @ 26        | Eigerson              | 4 00@4 25   | Cantharides                     | 2 52          |
| Carbolic            | 36 @ 43         | Eucalyptus            | 1 00@1 25   | Capsicum                        | 2 28          |
| Citric              | 40 @ 55         | Hemlock, pure         | 2 00@2 25   | Catechu                         | 1 44          |
| Muriatic            | 3 1/2 @ 10      | Juniper Berries       | 4 00@4 25   | Cinchona                        | 2 16          |
| Nitric              | 9 @ 15          | Juniper Wood          | 1 50@1 75   | Colchicum                       | 1 80          |
| Oxalic              | 15 @ 25         | Lard, extra           | 1 55@1 65   | Cubeb                           | 2 76          |
| Sulphuric           | 3 1/2 @ 10      | Lard, No. 1           | 1 25@1 40   | Digitalis                       | 2 04          |
| Tartaric            | 35 @ 45         | Lavender Flow.        | 6 00@6 25   | Gentian                         | 1 35          |
|                     |                 | Lavender Gar'n.       | 1 25@1 50   | Guaiac                          | 2 28          |
|                     |                 | Lemon                 | 2 00@2 25   | Guaiac, Ammon.                  | 2 04          |
| <b>Ammonia</b>      |                 | Linseed, boiled, bbl. | @ 60        | Iodine                          | 1 25          |
| Water, 26 deg.      | 06 @ 18         | Linseed, raw, bbl.    | @ 57        | Iodine, Colorless               | 1 50          |
| Water, 18 deg.      | 5 1/2 @ 13      | Linseed, bld., less   | 67 @ 75     | Iron, Clo.                      | 1 56          |
| Water, 14 deg.      | 5 1/2 @ 13      | Linseed, raw, less    | 64 @ 72     | Kino                            | 1 44          |
| Carbonate           | 20 @ 25         | Mustard, artifl. oz.  | @ 30        | Myrrh                           | 2 52          |
| Chloride (Gran.)    | 08 @ 18         | Neatsfoot             | 1 25@1 35   | Nux Vomica                      | 1 80          |
|                     |                 | Olive, pure           | 3 00@5 00   | Opium                           | 2 50          |
|                     |                 | Olive, Malaga,        |             | Opium, Camp.                    | 1 44          |
|                     |                 | yellow                | 2 50@3 00   | Opium, Deodor'd                 | 2 50          |
|                     |                 |                       |             | Rhubarb                         | 2 12          |
|                     |                 | Olive, Malaga,        |             |                                 |               |
|                     |                 | green                 | 2 85@3 25   | <b>Paints</b>                   |               |
| <b>Balsams</b>      |                 | Orange, Sweet         | 4 00@4 25   | Lead, red dry                   | 12 @ 12 1/2   |
| Copaiba             | 50 @ 80         | Origanum, pure        | @ 2 50      | Lead, white dry                 | 12 @ 12 1/2   |
| Fir (Canada)        | 2 75@3 00       | Origanum, com'l       | 1 00@1 20   | Lead, white oil                 | 12 @ 12 1/2   |
| Fir (Oregon)        | 65 @ 1 00       | Pennyroyal            | 3 25@3 50   | Ochre, yellow bbl.              | @ 2 1/2       |
| Peru                | 2 00@2 20       | Peppermint            | 3 50@3 75   | Ochre, yellow less              | 3 @ 6         |
| Tolu                | 1 50@1 80       | Rose, pure            | 13 50@14 00 | Red Venet'n Am.                 | 3 1/2 @ 7     |
|                     |                 | Rosemary Flows        | 1 50@1 75   | Red Venet'n Eng.                | 4 @ 8         |
|                     |                 | Sandalwood, E.        |             | Putty                           | 5 @ 8         |
|                     |                 | L                     | 12 50@12 75 | Whiting, bbl.                   | @ 4 1/2       |
| <b>Barks</b>        |                 | Sassafras, true       | 2 00@2 25   | Whiting                         | 5 1/2 @ 10    |
| Cassia (ordinary)   | 25 @ 30         | Sassafras, arti'l     | 75 @ 1 00   | Rogers Prep.                    | 2 45 @ 2 65   |
| Cassia (Saigon)     | 40 @ 60         | Spearmint             | 3 00@3 25   |                                 |               |
| Sassafras (pw. 45c) | @ 35            | Sperm                 | 1 25@1 50   | <b>Miscellaneous</b>            |               |
| Soap Cut (powd.)    |                 | Tany                  | 5 00@5 25   | Acetanilid                      | 57 @ 75       |
| 30c                 | 15 @ 25         | Tar USP               | 65 @ 75     | Alum                            | 5 @ 13        |
|                     |                 | Turpentine, bbl.      | @ 63        | Alum, powd.                     | 05 1/2 @ 13   |
|                     |                 | Turpentine, less      | 60 @ 58     | Bismuth, Subni-                 |               |
| <b>Berries</b>      |                 | Wintergreen,          |             | trate                           | 1 72 @ 2 00   |
| Cubeb               | @ 75            | leaf                  | 6 00@6 25   | Borax xtal or                   |               |
| Fish                | @ 25            | Wintergreen, sweet    |             | powdered                        | 06 @ 13       |
| Juniper             | 10 @ 20         | birch                 | 3 00@3 25   | Cantharides, po.                | 1 25@1 50     |
| Prickly Ash         | @ 50            | Wintergreen, art      | 75 @ 1 00   | Calomel                         | 2 12 @ 2 40   |
|                     |                 | Worm Seed             | 6 00@6 25   | Capsicum, pow d                 | 4 2 @ 55      |
|                     |                 | Wormwood              | 7 00@7 25   | Carmine                         | 6 00@7 00     |
|                     |                 |                       |             | Cassia Buds                     | 35 @ 45       |
| <b>Extracts</b>     |                 | <b>Potassium</b>      |             | Cloves                          | 25 @ 35       |
| Licorice, box       | 1 50@2 00       | Bicarbonate           | 35 @ 40     | Chalk Prepared                  | 14 @ 16       |
| Licorice, powd.     | 50 @ 60         | Bichromate            | 15 @ 25     | Chloroform                      | 47 @ 54       |
|                     |                 | Bromide               | 48 @ 51     | Choral Hydrate                  | 1 20 @ 1 50   |
| <b>Flowers</b>      |                 | Bromide               | 54 @ 71     | Cocaine                         | 12 85 @ 13 50 |
| Arnica              | 75 @ 80         | Chlorate, gran'd.     | 21 @ 28     | Cocoa Butter                    | 40 @ 85       |
| Chamomile (Ged.)    | 35 @ 45         | Chlorate, powd.       | 17 @ 23     | Cork, list, less                | 30710 to      |
| Chamomile Rom.      | @ 90            | or Xtal               | 17 @ 24     |                                 | 40-10%        |
|                     |                 | Cyanide               | 22 @ 30     | <b>Copperas</b>                 | 3 1/2 @ 10    |
| <b>Gums</b>         |                 | Iodide                | 4 06 @ 4 25 | Copperas, Powd.                 | 4 @ 10        |
| Acacia, 1st         | @ 50            | Permanganate          | 22 1/2 @ 35 | Corrosive Sublim                | 1 37 @ 1 60   |
| Acacia, 2nd         | @ 45            | Prussiate, yellow     | 35 @ 45     | Cream Tartar                    | 25 @ 40       |
| Acacia, Sorts       | 20 @ 30         | Prussiate, red        | 70 @ 75     | Cuttie bone                     | 40 @ 50       |
| Acacia, Powdered    | 25 @ 35         | Sulphate              | 35 @ 40     | Dextrine                        | 6 1/2 @ 15    |
| Aloes (Barb Pow)    | 35 @ 45         |                       |             | Dover's Powder                  | 4 00 @ 4 50   |
| Aloes (Cape Pow.)   | 25 @ 35         | <b>Roots</b>          |             | Emery, All Nos.                 | 10 @ 15       |
| Aloes (Soc. Pow.)   | 75 @ 80         | Alkanet               | 30 @ 40     | Emery, Powdered                 | @ 15          |
| Asafoetida          | 50 @ 60         | Blood, powdered       | 30 @ 40     | Epsom Salts, bbls.              | @ 03 1/2      |
| Pow.                | @ 75            | Calamus               | 25 @ 35     | Epsom Salts, less               | 3 1/2 @ 10    |
| Camphor             | 80 @ 1 00       | Elecampane, pwd.      | 20 @ 30     | Ergot, powdered                 | @ 4 00        |
| Guaiac              | @ 60            | Gentian, powd.        | 15 @ 25     | Flake, White                    | 15 @ 20       |
| Guaiac, pow'd       | @ 70            | Ginger, African,      |             | Formaldehyde, lb.               | 09 @ 25       |
| Kino                | @ 90            | powdered              | 20 @ 25     | Gelatin                         | 60 @ 70       |
| Kino, powdered      | @ 1 00          | Ginger, Jamaica       | 40 @ 50     | Glassware, less 55%             |               |
| Myrrh               | @ 60            | Ginger, Jamaica,      |             | Glassware, full case 60%.       |               |
| Myrrh, powdered     | @ 75            | powdered              | 35 @ 40     | Glauber Salts, bbl.             | @ 03          |
| Opium, powd.        | 21 00 @ 21 50   | Golden seal, pow.     | 2 00 @ 2 40 | Glauber Salts less              | 04 @ 10       |
| Opium, gran.        | 21 00 @ 21 50   | Ipecac, powd.         | 3 00 @ 3 60 | Glue, Brown                     | 20 @ 30       |
| Shellac, Orange     | 25 @ 35         | Licorice              | 35 @ 40     | Glue, Brown Grd                 | 16 @ 22       |
| Shellac, White      | 35 @ 45         | Licorice, powd.       | 15 @ 25     | Glue, White                     | 27 1/2 @ 35   |
| Tragacanth, pow.    | 1 25 @ 1 50     | Orris, powdered       | 35 @ 40     | Glue, white grd.                | 25 @ 35       |
| Tragacanth          | 1 75 @ 2 25     | Poke, Powdered        | 35 @ 40     | Glycerine                       | 15 @ 35       |
| Turpentine          | @ 25            | Rhubarb, powd.        | @ 1 00      | Hops                            | 60 @ 75       |
|                     |                 | Rosinwood, powd.      | @ 50        | Opium                           | 6 45 @ 7 00   |
| <b>Insecticides</b> |                 | Sarsaparilla, Hond.   |             | Iodoform                        | 8 65 @ 9 00   |
| Arsenic             | 7 @ 20          | ground                | 1 00 @ 1 25 | Lead Acetate                    | 17 @ 25       |
| Blue Vitriol, bbl.  | @ 06            | Sarsaparilla, Mexic.  | @ 50        | Mace                            | @ 1 50        |
| Blue Vitriol, less  | 07 @ 15         | Squills               | 50 @ 70     | Mace powdered                   | @ 1 60        |
| Bordea, Mix Dry     | 11 1/2 @ 21     | Squills, powdered     | 70 @ 80     | Menthol                         | 4 88 @ 6 00   |
| Heliolebe, White    |                 | Tumeric, powd.        | 15 @ 25     | Morphone                        | 13 58 @ 14 33 |
| powdered            | 20 @ 30         | Valerian, powd.       | @ 50        | Nux Vomica                      | @ 25          |
| Insect Powder       | 30 @ 40         |                       |             | Nux Vomica, pow.                | 15 @ 25       |
| Lead Arsenate, Po.  | 11 1/2 @ 26     | <b>Seeds</b>          |             | Pepper, Black, pw.              | 35 @ 45       |
| Line and Sulphur    |                 | Anise                 | 15 @ 20     | Pepper, White, po.              | 55 @ 65       |
| Urv                 | 09 @ 23         | Anise, powdered       | @ 25        | Pitch, Burgundy                 | 10 @ 20       |
| Paris Green         | 23 1/2 @ 43 1/2 | Bird, is              | 13 @ 17     | Quassia                         | 15 @ 20       |
|                     |                 | Canary                | 10 @ 15     | Quinine, 5 oz. cans             | @ 57          |
| <b>Leaves</b>       |                 | Caraway, Po.          | 25 @ 25     | Rochelle Salts                  | 21 @ 31       |
| Buchu               | @ 50            | Cardamon              | 2 00 @ 2 25 | Saccharine                      | 2 60 @ 3 75   |
| Buchu, powdered     | @ 60            | Coriander pow.        | 30 @ 35     | Salt Peter                      | 10 @ 22       |
| Sage, Bulk          | 25 @ 30         | Fennel                | 20 @ 30     | Sedlitz Mixture                 | 30 @ 40       |
| Sage, 1/4 loose     | @ 40            | Flax                  | 6 @ 15      | Soap, green                     | 12 1/2 @ 25   |
| Sage, powdered      | @ 35            | Flax, ground          | @ 15        | Soap, mott cast                 | @ 25          |
| Senna, Alex.        | 50 @ 75         | Foenugreek, powd.     | 10 @ 20     | Soap, white Castile,            |               |
| Senna, Tinn. pow.   | 30 @ 35         | Hemp                  | 8 @ 15      | case                            | @ 15 00       |
| Uva Ursi            | 20 @ 25         | Lobelia, powd.        | @ 1 100     | less, per bar                   | @ 1 60        |
|                     |                 | Mustard, yellow       | 10 @ 20     | Soda Ash                        | 3 @ 10        |
| <b>Oils</b>         |                 | Mustard, black        | 20 @ 25     | Soda Bicarbonate                | 3 1/2 @ 10    |
| Almonds, Bitter,    |                 | Poppy                 | 15 @ 25     | Soda Sal                        | 02 1/2 @ 08   |
| true, oz.           | @ 50            | Quince                | 2 00 @ 2 25 | Solids Camphor                  | @ 1 20        |
| Almonds, Bitter,    |                 | Sabadilla             | 30 @ 40     | Sulphur, roll                   | @ 4 11        |
| artificial          | 3 00 @ 3 25     | Sunflower             | 12 @ 18     | Sulphur, Subl.                  | 4 1/2 @ 10    |
| Almonds, Sweet,     |                 | Worm, American        | 25 @ 30     | Tamarinds                       | 20 @ 25       |
| true                | 1 50 @ 1 80     | Worm, Lavant          | 5 00 @ 5 75 | Tartar Emetic                   | 50 @ 60       |
| Almonds, Sweet,     |                 |                       |             | Turpentine, Ven.                | 50 @ 75       |
| imitation           | 1 00 @ 1 25     | <b>Tinctures</b>      |             | Vanilla Ex. pure                | 1 50 @ 2 00   |
| Amber, crude        | 75 @ 1 00       | Aconite               | @ 1 80      | Vanilla Ex. pure                | 2 25 @ 2 50   |
| Amber, rectified    | 1 50 @ 1 75     | Aloes                 | @ 1 56      | Zinc Sulphate                   | 06 @ 11       |
| Anise               | 1 25 @ 1 60     | Asafoetida            | @ 2 28      |                                 |               |
| Bergamont           | 5 00 @ 5 20     | Arnica                | @ 1 50      | <b>Webster Cigar Co. Brands</b> |               |
| Cajeput             | 1 50 @ 1 75     | Belladonna            | @ 1 44      | Websterettes                    | 33 50         |
| Cassia              | 2 25 @ 2 60     | Benzoin               | @ 2 28      | Webster Cadillacs               | 33 50         |
| Castor              | 1 35 @ 1 60     |                       |             | Golden Wedding                  | 75 00         |
| Cedar Leaf          | 2 00 @ 2 25     |                       |             | Panateilas                      | 75 00         |
| Citronella          | 75 @ 1 20       |                       |             | Commodore                       | 95 00         |
| Cloves              | 2 50 @ 2 80     |                       |             |                                 |               |
| Cocanut             | 22 1/2 @ 35     |                       |             |                                 |               |
| Cod Liver           | 1 00 @ 1 50     |                       |             |                                 |               |
| Croton              | 8 00 @ 8 25     |                       |             |                                 |               |



# GROCERY PRICE CURRENT

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

## ADVANCED

## DECLINED

Clorox Cleaner  
Purity Oats

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



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

| APPLE BUTTER              |      |
|---------------------------|------|
| Quaker, 12-33 oz. doz.    | 2 00 |
| Musselman, 12-33 oz. doz. | 2 00 |

| BAKING POWDERS          |       |
|-------------------------|-------|
| Royal, 2 oz., doz.      | 93    |
| Royal, 4 oz., doz.      | 1 80  |
| Royal, 6 oz., doz.      | 2 45  |
| Royal, 12 oz., doz.     | 4 85  |
| Royal, 2 1/2 lbs., doz. | 13 75 |
| Royal, 5 lbs., doz.     | 24 50 |



|                        |      |
|------------------------|------|
| KC, 10c size, 8 oz.    | 3 20 |
| KC, 15c size, 12 oz.   | 4 40 |
| KC, 20c size, full lb. | 6 80 |
| KC, 25c size, 25 oz.   | 9 00 |
| KC, 50c size, 50 oz.   | 8 50 |
| KC, 5 lb. size         | 6 50 |
| KC, 10 lb. size        | 6 50 |

| BLEACHER CLEANSER    |      |
|----------------------|------|
| Clorox, 16 oz., 24s  | 3 00 |
| Lizelle, 16 oz., 12s | 2 15 |

| BLUING                    |      |
|---------------------------|------|
| Am. Ball, 36-1 oz., cart. | 1 00 |
| Boy Blue, 18s, per cs.    | 1 35 |

| BEANS and PEAS            |      |
|---------------------------|------|
| Chili Beans               | 5 00 |
| Dry Lima Beans 100 lb.    | 6 90 |
| Pinto Beans               | 5 50 |
| White H'd P. Beans        | 2 75 |
| Split Peas, Yell., 60 lb. | 3 65 |
| Split Peas, Gr'n, 60 lb.  | 3 90 |
| Scotch Peas, 100 lb.      | 5 20 |

| BURNERS                       |      |
|-------------------------------|------|
| Queen Ann, No. 1              | 1 15 |
| Queen Ann, No. 2              | 1 25 |
| White Flame, No. 1 and 2 doz. | 2 25 |

| BOTTLE CAPS                          |    |
|--------------------------------------|----|
| Ohl Lacquer, 1 gross pkg., per gross | 15 |

| BREAKFAST FOODS      |      |
|----------------------|------|
| Kellogg's Brand      |      |
| Corn Flakes, No. 136 | 2 50 |

|                         |      |
|-------------------------|------|
| Pep, No. 224            | 2 70 |
| rep. No. 202            | 2 00 |
| Krumbles, No. 424       | 2 70 |
| Bran Flakes, No. 624    | 2 45 |
| Bran Flakes, No. 602    | 1 50 |
| Rice Krispies, 6 oz.    | 2 25 |
| Rice Krispies, 1 oz.    | 1 10 |
| All Bran, 16 oz.        | 2 25 |
| All Bran, 10 oz.        | 2 70 |
| All Bran, 1/2 oz.       | 1 10 |
| Kaffe Hag, 6 1-lb. cans | 2 75 |

| BROOMS               |      |
|----------------------|------|
| Peacock, 4 sewed     | 3 45 |
| Our Success, 5 sewed | 5 25 |
| Hustlers, 4 sewed    | 6 00 |
| Standard, 6 sewed    | 7 50 |
| Quaker, 5 sewed      | 8 40 |
| Warehouse            | 6 50 |
| Toy                  | 1 75 |
| Whisk, No. 3         | 2 25 |

| ROLLED OATS    |  |
|----------------|--|
| Purity Brand   |  |
| Instant Flakes |  |



| Small, 24s                                          |          |
|-----------------------------------------------------|----------|
| Large, 12s                                          | 1 77 1/2 |
| Large, 12s                                          | 1 85     |
| Regular Flakes                                      |          |
| Small, 24s                                          | 1 77 1/2 |
| Large, 12s                                          | 1 85     |
| China, large, 12s                                   | 2 95     |
| Chest-O-Silver, lge.                                | 2 98     |
| *Billed less one free display package in each case. |          |

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

| BRUSHES           |      |
|-------------------|------|
| Scrub             |      |
| Solid Back, 8 in. | 1 50 |
| Solid Back, 1 in. | 1 75 |

| Stove  |      |
|--------|------|
| Shaker | 1 80 |
| No. 50 | 2 60 |

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

| BUTTER COLOR |      |
|--------------|------|
| Dandelion    | 2 85 |

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

| CANNED FRUITS |      |
|---------------|------|
| Hart Brand    |      |
| Apples        | 4 95 |

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

| Gooseberries |      |
|--------------|------|
| No. 10       | 8 50 |

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

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

| Black Raspberries    |      |
|----------------------|------|
| No. 2                | 3 65 |
| Pride of Mich. No. 2 | 3 10 |

| Red Raspberries  |      |
|------------------|------|
| No. 2            | 4 50 |
| No. 1            | 3 15 |
| Marcellus, No. 2 | 3 60 |

| Strawberries     |      |
|------------------|------|
| No. 2            | 4 25 |
| 8 oz. @          | 1 40 |
| Marcellus, No. 2 | 3 25 |

| CANNED FISH                  |      |
|------------------------------|------|
| Clam Ch'der, 10 1/2 oz.      | 1 35 |
| Clam Chowder, No. 2          | 2 75 |
| Clams, Steamed, No. 1        | 2 75 |
| Clams, Minced, No. 1         | 2 40 |
| Finnan Haddie, 10 oz.        | 3 30 |
| Clam Bouillon, 7 oz.         | 2 50 |
| Chicken Haddie, No. 1        | 2 75 |
| Fish Flakes, small           | 1 35 |
| Cod Fish Cake, 10 oz.        | 1 35 |
| Cove Oysters, 5 oz.          | 1 35 |
| Lobster, No. 1/4, Star       | 2 75 |
| Shrimp, 1, wet               | 1 85 |
| Sard's, 1/4 Oil, Key         | 5 40 |
| Sardines, 1/4 Oil, K'less    | 4 15 |
| Salmon, Red Alaska           | 2 80 |
| Salmon, Med. Alaska          | 1 85 |
| Salmon, Pink, Alaska         | 1 35 |
| Sardines, Im. 1/4, ea. 10@22 |      |
| Sardines, Im. 1/4, ea.       | 25   |
| Sardines, Cal.               | 1 10 |
| Tuna, 1/2 Van Camps,         |      |
| doz.                         | 1 85 |
| Tuna, 1/4s, Van Camps,       |      |
| doz.                         | 1 35 |
| Tuna, 1s, Van Camps,         |      |
| doz.                         | 3 60 |

| CANNED MEAT                |      |
|----------------------------|------|
| Bacon, Med. Beechnut       | 3 00 |
| Bacon, Lge. Beechnut       | 2 10 |
| Beef, Lge. Beechnut        | 5 10 |
| Beef, No. 1, Corned        | 2 40 |
| Beef, No. 1, Roast         | 2 70 |
| Beef, 2 1/2 oz., Qua., all | 1 35 |
| Beef, 4 oz. Qua., all      | 2 25 |
| Beef No. 1 Runt, all       | 4 50 |
| Beefsteak & Onions, s.     | 2 70 |
| Chili Con Car., 1s         | 1 20 |
| Deviled Ham, 1/4s          | 1 50 |
| Deviled Ham, 1/2s          | 2 85 |
| Potted Beef, 4 oz.         | 1 10 |
| Potted Meat, 1/4 Libby     | 52   |
| Potted Meat, 1/2 Libby     | 80   |
| Potted Meat, 1/4 Qua.      | 75   |
| Potted Ham, Gen. 1/4       | 1 45 |
| Vienna Saus. No. 1/2       | 1 00 |
| Vienna Sausage, Qua.       | 90   |
| Veal Loaf, Medium          | 2 25 |



|                      |      |
|----------------------|------|
| <b>Hominy</b>        |      |
| Pearl, 100 lb. sacks | 3 50 |
| <b>Bulk Goods</b>    |      |
| Elbow, 20 lb.        | 05   |
| Egg Noodle, 10 lbs.  | 15   |

|                     |      |
|---------------------|------|
| <b>Pearl Barley</b> |      |
| 0000                | 7 00 |
| Barley Grits        | 6 00 |
| Chester             | 3 50 |

|             |    |
|-------------|----|
| <b>Sage</b> |    |
| East India  | 10 |

|                       |         |
|-----------------------|---------|
| <b>Taploca</b>        |         |
| Pearl, 100 lb. sacks  | 7 7 1/2 |
| Minute, 3 oz., 3 doz. | 4 05    |
| Dromedary Instant     | 3 50    |

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

|                          |      |
|--------------------------|------|
| <b>FLOUR</b>             |      |
| V. C. Milling Co. Brands |      |
| Lily White               | 5 10 |
| Harvest Queen            | 5 20 |
| Yes Ma'am Graham,        |      |
| 50s                      | 1 40 |

|                              |  |
|------------------------------|--|
| <b>Lee &amp; Cady Brands</b> |  |
| Home Baker                   |  |
| Cream Wheat                  |  |

|                       |      |
|-----------------------|------|
| <b>FRUIT CANS</b>     |      |
| Mason                 |      |
| F. O. B. Grand Rapids |      |
| Half pint             |      |
| One pint              | 7 35 |
| One quart             | 8 55 |
| Half gallon           |      |

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

|                 |      |
|-----------------|------|
| <b>GELATINE</b> |      |
| Jell-O, 3 doz.  | 2 37 |
| Minute, 3 doz.  | 4 00 |
| Plymouth White  | 1 55 |
| Quaker, 3 doz.  | 1 75 |

|                            |      |
|----------------------------|------|
| <b>JELLY AND PRESERVES</b> |      |
| Pure, 30 lb. pails         | 2 60 |
| Imitation, 30 lb. pails    | 1 60 |
| Pure, 6 oz., Asst. doz.    | 90   |
| Pure Pres., 16 oz., dz.    | 2 20 |

|                      |    |
|----------------------|----|
| <b>JELLY GLASSES</b> |    |
| 8 oz., per doz.      | 34 |

|                     |  |
|---------------------|--|
| <b>Margarine</b>    |  |
| I. VAN WESTENBRUGGE |  |
| Food Distributor    |  |



|                  |    |
|------------------|----|
| Cream-Nut, No. 1 | 12 |
| Pecola, No. 1    | 09 |

## BEST FOODS, INC.

Laug Bros., Distributors



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

Wilson &amp; Co.'s Brands

|              |    |
|--------------|----|
| Certified    | 10 |
| Nut          | 10 |
| Special Roll | 13 |

## MATCHES

|                         |      |
|-------------------------|------|
| Diamond, 144 box        | 4 75 |
| Searchlight, 144 box    | 4 75 |
| Ohio Red Label, 144 box | 4 75 |
| Ohio Blue Tip, 144 box  | 4 75 |
| Ohio Blue Tip, 720-1c   | 3 80 |
| *Reliable, 144          |      |
| *Federal, 144           |      |

## Safety Matches

|                       |      |
|-----------------------|------|
| Red Top, 5 gross case | 4 75 |
|-----------------------|------|

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

|                       |       |
|-----------------------|-------|
| <b>NUTS—Whole</b>     |       |
| Almonds, Tarragonna   |       |
| Brazil, large         |       |
| Peanut Mixed          |       |
| Almonds, Sicily       |       |
| Peanuts, Vir. Roasted |       |
| Peanuts, Jumbo, std.  |       |
| Peanuts, 3 star       | 25    |
| Peanuts, Jumbo        | 40    |
| Peanuts, Mammoth      | 50    |
| Walnuts, Cal.         | 23@25 |
| Hickory               | 07    |

|                       |   |
|-----------------------|---|
| <b>Salted Peanuts</b> |   |
| Fancy, No. 1          | 8 |

|                   |       |
|-------------------|-------|
| <b>Shelled</b>    |       |
| Almonds Salted    | 95    |
| Peanuts, Spanish  |       |
| 125 lb. bags      | 5 1/2 |
| Peanuts           | 32    |
| Peanuts Salted    | 55    |
| Walnut California | 40    |

|                       |        |
|-----------------------|--------|
| <b>MINCE MEAT</b>     |        |
| None Such, 4 doz.     | 6 20   |
| Quaker, 3 doz. case   | 3 15   |
| Yo Ho, Kegs, wet, lb. | 16 1/2 |

|                           |      |
|---------------------------|------|
| <b>OLIVES</b>             |      |
| 4 oz. Jar, Plain, doz.    | 1 15 |
| 8 oz. Jar, Plain, doz.    | 1 40 |
| 16 oz. Jar, Plain, doz.   | 2 25 |
| Quart Jars, Plain, doz.   | 3 25 |
| 5 Gal. Kegs, each         | 7 25 |
| 3 oz. Jar, Stuff., doz.   | 1 15 |
| 8 oz. Jar, Stuffed, doz.  | 2 25 |
| 16 oz. Jar, Stuffed, doz. | 4 20 |
| 1 Gal. Jugs, Stuff., dz.  | 2 40 |

|                    |    |
|--------------------|----|
| <b>PARIS GREEN</b> |    |
| 1/2s               | 34 |
| 1s                 | 32 |
| 2s and 3s          | 30 |

|                           |      |
|---------------------------|------|
| <b>PETROLEUM PRODUCTS</b> |      |
| Including State Tax       |      |
| From Tank Wagon           |      |
| Red Crown Gasoline        | 15.3 |
| Red Crown Ethyl           | 18.3 |
| Stanoline Blue            | 13.3 |

|                        |      |
|------------------------|------|
| <b>in Iron Barrels</b> |      |
| Perfection Kerosene    | 10.7 |
| Gas Machine Gasoline   | 38.2 |
| V. M. & P. Naphtha     | 16.4 |

|                           |      |
|---------------------------|------|
| <b>ISO-VIS MOTOR OILS</b> |      |
| in Iron Barrels           |      |
| Light                     | 77.2 |
| Medium                    | 77.2 |
| Heavy                     | 77.2 |
| Ex. Heavy                 | 77.2 |



|                         |      |
|-------------------------|------|
| <b>Iron Barrels</b>     |      |
| 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.        | 7.5  |
| Parowax, 40, 1 lb.      | 7.55 |
| Parowax, 20, 1 lb.      | 7.8  |



|              |      |
|--------------|------|
| <b>SMDAC</b> |      |
| 12 pt. cans  | 2 95 |
| 12 qt. cans  | 4 90 |

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

|                    |      |
|--------------------|------|
| <b>Sweet Small</b> |      |
| 1 Gallon, 500      | 7 25 |

|                      |      |
|----------------------|------|
| <b>Dill Pickles</b>  |      |
| Gal. 40 to Tin, doz. | 8 15 |
| 12 oz. Glass Pickled | 2 25 |
| 12 oz. Glass Thrown  | 1 95 |

|                          |       |
|--------------------------|-------|
| <b>Dill Pickles Bulk</b> |       |
| 5 Gal., 200              | 3 65  |
| 16 Gal., 650             | 11 25 |
| 15 Gal., 1300            | 30 00 |

|                              |  |
|------------------------------|--|
| <b>PIPES</b>                 |  |
| Job, 2 doz. in bx. 1 00@1 20 |  |

|                      |      |
|----------------------|------|
| <b>PLAYING CARDS</b> |      |
| Battle Axe, per doz. | 2 65 |
| Bicycle, per doz.    | 4 70 |
| Torpedo, per doz.    | 2 50 |

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

|                     |    |
|---------------------|----|
| <b>FRESH MEATS</b>  |    |
| <b>Beef</b>         |    |
| Top Steers & Heif.  | 14 |
| Good Strs & Hf.     | 11 |
| Med. Steers & Heif. | 10 |
| Com. Steers & Heif. | 09 |

|             |    |
|-------------|----|
| <b>Veal</b> |    |
| Top         | 12 |
| Good        | 11 |
| Medium      | 9  |

|               |    |
|---------------|----|
| <b>Lamb</b>   |    |
| Yearling Lamb | 17 |
| Good          | 15 |
| Medium        | 10 |
| Poor          | 08 |

|               |    |
|---------------|----|
| <b>Mutton</b> |    |
| Good          | 08 |
| Medium        | 06 |
| Poor          | 04 |

|             |        |
|-------------|--------|
| <b>Pork</b> |        |
| Loin, med.  | 11     |
| Butts       | 09     |
| Shoulders   | 06 1/2 |
| Spareribs   | 06 1/2 |
| Neck bones  | 03     |
| Trimnings   | 06     |

|                      |             |
|----------------------|-------------|
| <b>PROVISIONS</b>    |             |
| <b>Barreled Pork</b> |             |
| Clear Back           | 16 00@20 00 |
| Short Cut Clear      | 16 00       |

|                           |  |
|---------------------------|--|
| <b>Dry Salt Meats</b>     |  |
| D S Bellies 18-29@18-10-8 |  |

|                      |       |
|----------------------|-------|
| <b>Lard</b>          |       |
| Pure in tierces      | 5 1/2 |
| 50 lb. tubs—advance  | 1/2   |
| 50 lb. tubs—advance  | 1/2   |
| 10 lb. pails—advance | 1/2   |
| 5 lb. pails—advance  | 1/2   |
| 3 lb. pails—advance  | 1/2   |
| Compound tierces     | 8 1/2 |
| Compound, tubs       | 9     |

|                 |    |
|-----------------|----|
| <b>Sausages</b> |    |
| Bologna         | 13 |
| Liver           | 15 |
| Frankfort       | 15 |
| Pork            | 20 |
| Veal            | 19 |
| Tongue, Jellied | 25 |
| Headcheese      | 15 |

|                          |         |
|--------------------------|---------|
| <b>Smoked Meats</b>      |         |
| Hams, Cer. 14-16 lb. @15 |         |
| Hams, Cer., Skinned      |         |
| 16-18 lb. @15            |         |
| Ham, dried meat          |         |
| Knuckles                 | @25     |
| California Hams          | @12 1/2 |
| Picnic Boiled            |         |
| Hams                     | @16     |
| Boiled Hams              | @22     |
| Minced Hams              | @15     |
| Bacon 4/6 Cert.          | @15     |

|                |        |
|----------------|--------|
| <b>Beef</b>    |        |
| Boneless, rump | @22 00 |

|              |    |
|--------------|----|
| <b>Liver</b> |    |
| Beef         | 11 |
| Calf         | 40 |
| Pork         | 04 |

|                 |        |
|-----------------|--------|
| <b>RICE</b>     |        |
| Fancy Blue Rose | 3 50   |
| Fancy Head      | 06 1/2 |

|                           |      |
|---------------------------|------|
| <b>RUSKS</b>              |      |
| <b>Postma Biscuit Co.</b> |      |
| 18 rolls, per case        | 1 80 |
| 12 rolls, per case        | 1 20 |
| 18 cartons, per case      | 2 15 |
| 12 cartons, per case      | 1 45 |

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

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

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

|                        |    |
|------------------------|----|
| <b>HERRING</b>         |    |
| <b>Holland Herring</b> |    |
| Mixed, Kegs            | 76 |
| Mixed, half bbls.      |    |
| Mixed, bbls.           |    |
| Milkers, Kegs          | 86 |
| Milkers, half bbls.    |    |
| Milkers, bbls.         |    |

|                     |  |
|---------------------|--|
| <b>Lake Herring</b> |  |
| 1/2 Bbl., 100 lbs.  |  |

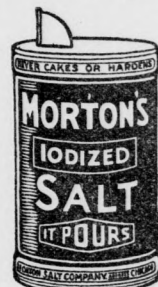
|                              |  |
|------------------------------|--|
| <b>Mackeral</b>              |  |
| Tubs, 60 Count, fy. fat 6 00 |  |
| Pails, 10 lb. Fancy fat 1 50 |  |

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

|                        |       |
|------------------------|-------|
| <b>SHOE BLACKENING</b> |       |
| 2 in 1, Paste, doz.    | 1 130 |
| E. Z. Combination, dz. | 1 30  |
| Dri-Foot, doz.         | 2 00  |
| Bixbys, Doz.           | 1 30  |
| Shinola, doz.          | 90    |

|                        |      |
|------------------------|------|
| <b>STOVE POLISH</b>    |      |
| 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 |
| Stovall, per doz.      | 3 00 |

|                              |      |
|------------------------------|------|
| <b>SALT</b>                  |      |
| <b>F. O. G. Grand Rapids</b> |      |
| Colonial, 24, 2 lb.          | 95   |
| Colonial, 36-1 1/2           | 1 20 |
| Colonial, Iodized, 24-2      | 1 35 |
| Med. No. 1 Bbls.             | 2 30 |
| Farmer Spec., 50 lb.         | 1 00 |
| Packers Meat, 50 lb.         | 65   |
| Crushed Rock for ice         |      |
| cream, 100 lb., each         | 85   |
| Butter Salt, 280 lb. bbl.    | 40   |
| Block, 50 lb.                | 40   |
| Baker Salt, 280 lb. bbl.     | 3 80 |
| 6, 10 lb., per bale          | 93   |
| 20, 3 lb., per bale          | 1 00 |
| 28 lb. bags, Table           | 40   |



|                              |      |
|------------------------------|------|
| <b>Free Run'g, 32 26 oz.</b> | 2 40 |
| Five case lots               | 2 30 |
| Iodized, 32 26 oz.           | 2 40 |
| Five case lots               | 2 30 |

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

## CLEANSERS



|                               |  |
|-------------------------------|--|
| 80 can cases, \$4.80 per case |  |
|-------------------------------|--|

|                        |        |
|------------------------|--------|
| <b>WASHING POWDERS</b> |        |
| Bon Ami Pd., 18s, box  | 1 90   |
| Bon Ami Cake, 18s      | 62 1/2 |
| Brillo                 | 85     |
| Climaline, 4 doz.      | 3 80   |
| Grandma, 100, 5c       | 3 50   |
| Grandma, 24 Large      | 3 50   |
| Snowboy, 12 Large      | 2 55   |

|                            |      |
|----------------------------|------|
| <b>Gold Dust, 12 Large</b> | 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 |
| Rinso, 40s                 | 3 20 |
| Rinso, 24s                 | 5 25 |
| Rub No More, 100, 10       | 3 85 |
| oz.                        |      |
| Rub No More, 20 Lg.        | 4 00 |
| Spotless Cleanser, 48,     |      |
| 20 oz.                     | 3 85 |
| Sani Flush, 1 doz.         | 2 25 |
| Sapolio, 3 doz.            | 3 15 |
| Soapine, 100, 12 oz.       | 6 40 |
| Snowboy, 100, 10 oz.       | 4 00 |
| Speedee, 3 doz.            | 7 20 |
| Sunbrite, 50s              | 2 10 |
| Wyandotte, 48s             | 4 75 |
| Wyandotte, Deters's, 24s   | 2 75 |

## SOAP

|                            |       |
|----------------------------|-------|
| <b>Am. Family, 100 box</b> | 5 60  |
| Crystal White, 100         | 3 50  |
| Big Jack, 60s              | 4 30  |
| Fels Naptha, 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    |

## SPICES

|                       |     |
|-----------------------|-----|
| <b>Whole Spices</b>   |     |
| 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. | @40 |
| Nutmegs, 70@90        | @50 |
| Nutmegs, 105-1 10     | @48 |



## 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.

### What Can a Merchant Afford To Sell?

The public has been given everything in the hopes that it would buy a volume of shoes; but the public is not interested in a surplus of shoes. It wants only what it needs when it needs it and will buy few extras at any price.

Because of this we sense a significant change in the "thinking-through" of the shoe merchant. He now also says: What can I afford to sell the public? That significant change in viewpoint indicates that he hopes to make a living wage for himself, his store and his capital. He has turned to quality and that means honest effort on all grades of shoes in all types of stores. The merchant has found that a "cheap" shoe at a cheap price, moved by cheap advertising eventually destroys his business. Far better to build up and to spend some time and effort in showing the public what it is getting in footwear and why the price is justified.

We are now endeavoring to find out what is the average cost per person, per day, in footwear. Our figures show that less than 3c per day, per customer is spent in footwear. In fact, the compilation now stands at 2½c per person, per day. Figure it out for yourself—not much for the splendid product and service given.

One merchant writes:

"I highly commend you for the splendid editorial, 'Beware of Scavengers.' While this commendation may appear very strange coming from a dealer who temporarily is distributing cheap shoes—nevertheless you cannot hide the truth—cheap shoes are cheap shoes and have proved profitless to both manufacturer and dealer and worthless to the consumer."

A decided change in the nature of thinking by the retail shoe man brings him to the point of believing that the public can be taught an appreciation of honest values—quality in the meaning of "grade-integrity."

There has been too much exaggeration of thrift in footwear. The public is still buying hundreds of "what-nots" representing less in value and service than a good pair of shoes.

A certain percentage of shoes may be needed in the cheap grades, but there also is a market for shoes in all grades. We sense a return of the appreciation of better quality and the fact of its ultimate economy.—Boot and Shoe Recorder.

### Lines of Interest About Council No. 131.

Everyone present at the party last Saturday evening voted it a big success. It could be analyzed to-day as several big successes. The writer has attended and has helped direct many social affairs for the United Commercial Travelers, and in all my experience, have never been present when there was more genuine good feeling and fraternal spirit prevailing. First, we really began on time. The entertainment being "keno," others could

find their places as they arrived and when the room was crowded at about 9:30 p. m., the committee in charge of the "Team Work in Business" program conducted a meeting that will long be remembered by those present. Grand Counselor Blackwood, of Kalamazoo, was introduced by "Al" Guimond, Jurisdiction Director of Detroit, and spoke briefly. He was followed by "Jim" Daly, editor of the Sample Case, Columbus, Ohio, who spoke on "Team Work in Business." It is not often that we have the opportunity of listening to a speaker who possesses the many strong characteristics that Brother Daly possesses. He has vision of the possibilities in the organization; he has faith that we will measure up to them; he is very logical and decidedly a clear thinker; he expresses himself pleasingly and yet forcefully. It is my opinion that he had most of us at the "mourners bench," asking for another trial. I am sure all present have a clearer conception of what they should do to become efficient counselors.

Brother Guimond made a speech, largely to the ladies, endorsing the Ladies Auxiliary. We all endorse the Auxiliary, but few of us can tell it as he does. He "went over" big, but a handsome man always has the advantage.

Kalamazoo Council sent a fine delegation to the meeting. We hope they enjoyed themselves as much as we enjoyed their being with us. The "Welcome" mat is always down for you, and we meet the first Saturday of each month during the year, except July and August. Let us continue the pleasant social relations and the fine friendships created.

It is hoped the salesmen of America sense their opportunity and realize the immensity of the job ahead of them. Salesmen, are you really conscious of the fact that such eminent men as Gov. Franklin D. Roosevelt of New York, Roger Babson, whose name is a household word, and our President, Herbert Hoover, have delegated to the traveling salesmen the task of bringing back prosperous conditions to America? There is no other class of men better qualified to do it. Our own organization, numbering more than one hundred thousand men, and on the basis of ten calls a day, means a million contacts daily by our own men. All thinking people concede that the great obstacle to returning prosperity is fear and suspicion. Fearful of the future; suspicious of the motives of competitor, manufacturer, jobber and almost all others. If one hundred thousand men make a million contacts daily in the right state of mind and courageously facing the future, even our number alone will create an influence that will be quickly effective and far reaching in results. We must work concertedly, attend our council meetings and line up with the "Team Work in Business" program, and we will be doing something very creditable to the order and very profitable to America as a people and a Nation.

Did the Ladies Auxiliary serve a lunch? No, not a lunch; a banquet. If it were not for those lunches served by the ladies, my reducing program would be a success. As it is, my boy-

ish figure is ruined and my triple chin will remain prominent and I am glad of it. Ladies, we thank you for your splendid co-operation; you have done much to make the meetings the big success they have been.

The merchants responded most generously with specimens of their various lines. Boys, remember the brands you saw there when placing your orders, and incidentally, it will be a good thing to mention it to your neighbor also.

It was rumored that Ray Bentley and party are about to retire from business and become professional "keno" players. The goddess of chance sometimes flirts with us, but she just took a seat at their table and remained there, until about midnight, when she embraced Harry Nash for a moment and awarded him the door prize.

Senior Counselor, B. C. Saxton, was "down on his luck" but a S. C. is not supposed to get anything but the kicks while he is in office.

The wife of Brother Jack Behler, living at 818 Neland avenue, has been ill with the "flu" for some time, but is now recovering nicely.

The Salesmen's Club of Grand Rapids closed their season last Saturday with a lecture by Dr. C. L. Schuman, of the Ford Paint and Varnish Co., who gave them much information on the ingredients in paints, varnishes, etc., and why they are used. Also some musical numbers extraordinary. The only depressing note in the meeting was the inability of Amos Graves, Vice-President, to be present, being confined to his home by illness, due to

exposure while on business in New York State some time ago.

Official Reporter.

### Offers New Paper Umbrella.

A new convenience or pocket umbrella made of paper, which will retail at 15 cents, is just being placed on the market. It is described as the first paper umbrella to feature the use of a detachable wooden handle. The umbrella, made of 75 pound kraft paper, has eight folding cardboard ribs provided with eyelets through which the handle passes to the top center. The fact that the handle is removable or "free" enables the entire making of the item to be done by automatic machinery. The umbrella will be available in colors. It will be sold in convenience outlets, including dry goods stores, news stands, etc.

### Dinner Ware Buying Improves.

A fair re-order business on popular price dinner ware encourages manufacturers this week. Dinner sets to retail at \$7.95 to \$11.95 are favored by buyers. A growing trend toward assortments which include from one to two extra plates, saucers and cups is remarked by producers. The extra pieces are included so consumers can replace broken items. A number of retailers have promoted the extra piece sets successfully by advertising the dinner ware as sets which "make provision for an unexpected guest."

Profitable price standards are not a panacea but they are an essential element to wage scales and economic recovery.—Calvin Coolidge.

# \$475,000.00

## HAVE YOU RECEIVED YOUR SHARE?

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

Share in these profits by insuring  
with us

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

LANSING, MICHIGAN

Mutual Building

Phone 20741



**OUT AROUND.**

(Continued from page 9)

are each handled separately but, at the same time, systematically. There are few conflicts, and when they do occur they are usually due to personal carelessness rather than faulty arrangement.

Attractive window displays are ever in evidence and are duly supplemented with neat floor displays and handbills, which are distributed about the neighborhood each week. Every item in the store is always openly displayed and within easy reach of every customer. As a further convenience, baskets are furnished the housewife so that she may serve herself leisurely and comfortably. However, if it is seen that the customer is not particularly pleased with this mode of service, she is immediately given the courteous personal service which should always be the outstanding characteristic of the independent merchant.

Many years of experience with the buying public have convinced Pontrich that the best way in which to please customers is to cater to their desires through Nationally advertised brands. Cut-price goods, sooner or later, naturally must convey the idea of cheap goods and ultimately a cheap store, which is not the ambition of Pontrich.

As has already been stated, Pontrich began business in the face of strong competition. However, it did not greatly disturb him then, nor does it do so at the present time. Rather than waste his energy worrying about his competitors or their tactics, he devotes it to his own business. Perhaps his attitude can be better stated in his own words: "God never intended all of the business for one man." He is firmly convinced that the natural advantages of the independent grocer will certainly balance—if not outweigh—the advantages of the chain store.

Pontrich has been in business seven years. He started with a capital of \$400. His fixtures to-day alone are worth \$3,500; this includes one truck. His volume in 1931—\$68,000, an increase over 1930, was due to his new model store and his handbill advertising.

He has a small room to the side of his store proper. As orders are filled they are lined up in order of their delivery in this room, leaving the main store clear of delivery boxes. His store has a friendly, obliging and courteous atmosphere and Pontrich and his clerks are well-liked by the people in his community as they take part in church affairs, etc., getting a lot of favorable publicity in this way.

In case a substitution is necessary, if the product wanted cannot be obtained at a nearby store, the substitute product is sold to the customer on approval. They use handbills every week; the two windows in this store are changed once a week; no wall posters are allowed; shelf signs and danglers are only left up two or

three days. This store not only has an outstanding personality with food consumers, but many salesmen and grocers think it is one of the outstanding stores of Louisville.

Small banks are closing and unless there is a general improvement there are going to be many more suspensions. The slow unwinding red tape of the Government's assistance is going to force many to close before they perfect arrangements to assist them. It reminds one of two expert swimmers arguing relative to ways and means on the bank of the river while the poor cuss who had fallen in and could not swim drowned. The big banks do not like to pass it along. They prefer to absorb it and then dole it out as they suggest. Meanwhile little banks are going under. The smaller banks are not getting the money and when they are able to it is under conditions which are embarrassing. For instance, a country bank made application for a small loan. They were examined. In two weeks they were advised they could have it at 6 per cent. and a bonus of \$100. That is sympathetic assistance with a vengeance. They can loan at a profit. Loans are being asked for and granted the big fellows who are using it to pay their indebtedness. Instead of buying material and employing labor, it is not reaching the common laborer or the farmer and until it does no genuine prosperity can come or even easier times. It may be that I am pessimistic, but I look upon the Government's assistance "from the top down" as pure bunk. When the farmer prospers others prosper. Manufacturers can work. When goods do not sell they stop manufacturing them, but the farmers' crops keep growing.

Allen Durfee, a pioneer undertaker of Grand Rapids, had a habit of shedding tears because of the death of a person when friends called to arrange for the casket. His grief was so manifest that such a thing as asking for a reduction in price seldom occurred. A few years before he died Hon. Suel Sheldon, of Marne, called on Durfee and told him this story: "A woman moved into our township from Canada two weeks ago and died last night. As she had no funds, the neighbors passed the hat and collected \$30 to purchase a coffin. Show me what you can give me for \$30." Mr. Durfee remarked that he "believed he knew the woman" and started the pumps. He proceeded to show his customer his line of \$60 caskets, when Sheldon immediately interrupted him with the following statement: "Mr. Durfee, you didn't know this woman. Now you sell me this \$60 coffin for \$30 and we will furnish the tears." The old gentleman was somewhat stunned by the offer, but soon regained his composure, took in the ludicrous feature of the situation and remarked, "I'll do it."

The Grand Rapids Association of Commerce has taken a long step forward in deciding to discontinue its official organ, the Spectator, which placed a pretty heavy embargo on the members of that organization. In its place has appeared the News Bulletin,

four pages in size, without advertising of any kind, and bristling with valuable information concerning the accomplishments of the organization and the effort being made to secure additional accomplishments. Owing to the abuses which crept into the organization during recent years the present management has had much to overcome in order to satisfy the exacting demands of the members, but for a year or more actual tangible results have been constantly in evidence. Of course, not much can be expected of the industrial department in times like this, because few manufacturers are willing to consider a change of location which involves a severance of banking connections during a period of dull business, but much valuable information is being assembled for future use. The traffic department has been especially active and has many valuable accomplishments to its credit. The discontinuance of the publication feature is greatly to the credit of the present officers, who appear to have reached the conclusion that the invasion of fields already well covered by existing publications is not only unfair and unjustified, but a severe handicap in the proper functioning of an organization which is capable of doing much good to the community so long as it confines its efforts to approved lines of action. E. A. Stowe.

**Some Quirks in Our Business Legislation.**

(Continued from page 12)

"Should the retail grocer be in politics?" asked a grocers' lawyer. He went on to show that we are actually all of us in politics, whether we know it or not. Every one of us who pays taxes knows it—and we shall all have to do something about it in the near future, or suffer plain confiscation.

Consolidation of units by the chain grocers, closing out duplicate stores and otherwise retrenching, is a course that was plainly indicated by recent conditions. The process proceeds, though it is slowing down, and some chain grocers already show increased net earnings as contrasted with two years ago.

In certain places the chief sufferer seems to be the Piggly Wiggly units and various explanations are forthcoming. A chain executive remarked to me lately: "The Blank people are closing the Piggly's rather fast. I think they have got tired of paying the royalty."

That may be one explanation, and in these days of close figuring every fraction of margin is a serious consideration. But to my mind there is a consideration that in any event would account for discontinuance of the Piggly's. That is that the plan and system are out of date.

As far back as 1922 the originator of a totally different self-serve layout discovered that folks bought more freely when they did not have to circulate through every aisle, and low fixtures are to-day the rule.

Paul Findlay.

**Handbag Re-orders Continue Active.**

With the stores tending to put greater emphasis on accessories to develop late Spring trade, re-orders on handbags are said to be coming

through in good volume on numbers to retail at \$1.95 to \$3.95. Some retailers are reported to be doing well with higher price styles ranging up to \$10, but find rapid copying a competitive factor. Envelope shapes are outstanding, with interest shown; however, in medium size pouch styles. Patent leather numbers continue to be played up, with diversity of stocks afforded by calfskin and novelty leather bags. Fabric and sports bags are expected to figure actively in Summer purchasing.

Correct this sentence: "I don't care how many millions the boss makes," said the red, "so long as I get what I earn."

Another thing that makes it impossible to reduce Government expenditures is the ability to borrow.

**GREENE SALES CO.**  
SPECIAL SALES CONDUCTORS  
Reduction — Money-raising or  
Quitting Business Sales.  
142 N. Mechanic St. Phone 9519  
JACKSON, MICHIGAN

**Sand Lime Brick**

Nothing as Durable  
Nothing as Fireproof  
Makes Structure Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof Weather Proof  
Warm in Winter—Cool in Summer

**Brick is Everlasting**

**GRANDE BRICK CO.**  
Grand Rapids.  
**SAGINAW BRICK CO.**  
Saginaw.

Phone 61366

**JOHN L. LYNCH**  
**SALES CO.**

**SPECIAL SALE EXPERTS****Expert Advertising****Expert Merchandising**

209-210-211 Murray Bldg.  
Grand Rapids, Michigan

**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

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



## Additional News Notes.

Detroit—Kiefer-Whaling, Inc., retail men's furnishings, Buhl building, which recently filed a voluntary petition in bankruptcy, has offered a composition of 35 per cent., according to a report sent to creditors by the American Clothing & Furnishings Bureau of New York. The composition is payable 17 per cent. in cash, 5 per cent. in three months, 5 per cent. in six months, 5 per cent. in nine months, and 3 per cent. in twelve months. An investigation is being made, it is stated, and the co-operation of all creditors with the bureau is invited, so that all creditors' rights may be fully protected.

Lansing—The filing of a voluntary bankruptcy petition by George J. Goldstein, men's clothing, follows an unsuccessful attempt to consummate a settlement of 40 per cent. with creditors. The effort fell through, a report sent to creditors by the American Clothing & Furnishings Bureau, of New York, says, because four of Goldstein's creditors insisted on taking judgments against him. In view of these developments, the co-operation of creditors is asked with the Bureau.

Royal Oak—The American Clothing & Furnishings Bureau, of New York, in a report to the creditors of Codling, Inc., retail clothing, dry goods and jewelry, suggests that they co-operate with an investigation being made into the affairs of the bankrupt. An involuntary bankruptcy petition was recently filed against the Codling concern, as noted, and the Union Guardian Trust Co., of Detroit, appointed receiver.

Kalamazoo—In the bankruptcy case of Master Modes, Inc., sometimes known as Raphael's, the trustee's final report and account have been approved and an order made for the payment of expenses of administration, preferred claims and a first and final dividend of 9.48 per cent. No objections were made to the discharge of the debtor firm and the case will be returned to District Court at Grand Rapids in the near future.

Plainwell — The Commercial Club will have at its guest of honor on April 21. Harvey C. Chamberlain, who has been in active business here sixty-four years. The meeting will be known as the Harvey C. Chamberlain luncheon club meeting. Mr. Chamberlain opened his grocery store at its present location on Bridge street, April 5, 1868, and has continued at the same location since.

Saginaw—Alexander McDougal, Detroit, an experienced clothier, has engaged in the clothing and men's furnishings business at 202 Genesee avenue, under the style of Sandy McDougal's Store. Associated with Mr. McDougal, will be N. A. Wahl, also an experienced clothier.

St. Ignace—Louis Winkelman, dealer in dry goods, clothing, shoes, etc., has merged the business into a stock company under the style of the L. Winkelman Department Store, Inc., with a capital stock of \$15,000, all subscribed and paid in.

Detroit—The LaSalle Window Shade Co., 8424 Linwood avenue, has been organized to deal in window shades, floor coverings and kindred merchandise, with a capital stock of \$10,000, \$2,000 of which has been subscribed and paid in.

Detroit—Nielso, Inc., 1707 Washington boulevard building, has been organized to manufacture and deal in machinery and mechanical appliances with a capital stock of 100,000 shares no par value, \$1,000 being subscribed and paid in.

LeRoy—James Sutherland succeeds Sutherland & Swanson in the grocery and meat business.

## Items From the Cloverland of Michigan.

Sault Ste. Marie, April 19—The county highways, which have been almost impassible in places for the past two weeks, are now in better condition again. The dry weather for the past few days has made a big difference, so we have no poor roads to worry about. The only thing now is to dig ourselves out of the depression, but each of us will have to do his own digging. At first it seemed that what was needed was a National planning council, a superhuman organization which would tell us what to do and supply us with the money with which to do it. Now it begins to look like the last thing we need is a planning council. In a depression the weakness of the system of individual enterprise is revealed. The good points are obscured, but if we study this system while at the bottom of a long depression, we see that it offers the quickest route back to good times. No economic council has had intelligence enough to direct the energy of all the people of the Nation. As it is, millions of us are daily making painful adjustments. We are making these adjustments because stern economic necessity tells us we must. Under the system of private enterprise, we will make more varied and drastic adjustments in the next year than we would make in a decade if we awaited orders from a National council.

Our local flop house will close the end of April. Not that the depression is over, but Camy More, the promoter, states that it has been going in the red without any encouragement for the future. The free hotel was a success, however, as it almost stopped the house begging and, according to police reports, there were not nearly the number of petty robberies since the flop house was in operation. Camy is an optimist and looks for better times, now that navigation is open and work is more plentiful.

The nice thing about the restaurant business is that it is possible to do business with the same customers three times each day.

Barney Lovell, the well-known cigar merchant at 309 Portage avenue, suffered a severe loss by fire last week, in which most of his stock was ruined.

The Arnold line of boats expect to resume business about April 30 and operate on Central Standard time. The schedule as announced contemplates leaving St. Ignace at 8:45 a. m. daily and 3 p. m. Thursdays. Leave Mackinac Island at 11 a. m. on Tuesdays 9:45 a. m. and 4 p. m. and Saturdays at 4:30 p. m. Excursions will be run to Cheboygan every Saturday, leaving St. Ignace at 8:45 a. m. and Mackinac Island at 9 a. m. Looks as if they will not make the Sault this year.

The many friends of Michael Hoban, at St. Ignace, were shocked to hear of his sudden death from a heart attack while attending the Democratic convention at Saginaw last Thursday. He is survived by his widow and two children, Mike, as he was known by his large circle of friends in the Upper

Peninsula, was very popular in politics and in the insurance business, which he has followed for many years. He was one of the few who could most always be counted upon being in attendance at any business meeting held in the various cities throughout this part of Cloverland and surely will be greatly missed.

Exel Smyth has purchased the interest of the late John Maki in the barber shop at 522 Ashmun street. Mr. Smyth will be in partnership with Joseph Fornicola, Mr. Maki's former partner. Mr. Smyth has barbered here for many years, having at one time conducted his own shop.

We get ahead of ourselves by helping other people forward.

The Fryer hat shop at 407 Ashmun street has discontinued business here and the stock has been sent to stores at Escanaba and Manitowac. The store space was leased to other parties and the Fryer Brothers, unable to find another suitable location, were forced to vacate.

W. Parker, of Manistique, has opened a new restaurant in the place formerly occupied by N. Rousseau.

Our board of education last week voted a reduction of 10 per cent. on the teachers' salaries. This is only what we could expect, according to conditions in general, but the teachers have this to be thankful for—they are receiving the money for their services promptly, which is more than is being done in some of the other places.

The new ferry plying between Kensington Point and Campment D'Our Island, Ontario, is now in operation. George Campbell, who is in charge, expects to make regular trips daily. The Kensington road, which has been in bad condition since last fall, has been straightened, widened and gravelled and as soon as the frost is out will be in good condition for motor travel.

The Union Carbide Co. returned to half time, starting April 18, after having operated on full time since Jan. 1. This was made necessary by the limited storage space. How long the operation will continue on half time depends entirely upon industrial and business conditions. William G. Tapert.

## Safety Glass Sales Steady.

Safety glass sales to automobile manufacturers are holding fair and steady, the American Glass Review will say. Shipments by one large producer for the first quarter of the year were announced last week to be over 100 per cent. larger than the corresponding period of 1931. Production of window glass has been ample to fill the orders filtering in intermittently. Production schedules in the glass container field reflect moderate activity. Orders for the moment remain below production, but stock is being put in readiness for future dates which will see standing orders confirmed.

They fill a hundred table needs



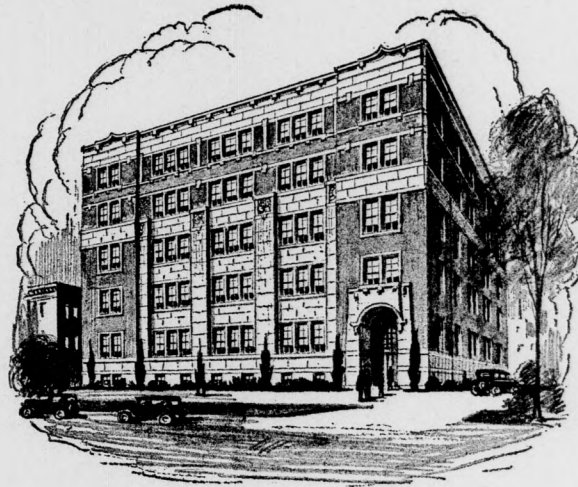
Superiority  
such as only Hekman  
Bakers can impart



The Supreme Achievement in Cracker Baking



The  
Mutual Building



Lansing,  
Michigan

Michigan's **largest** Mutual Fire Insurance Company and Michigan's **largest** Mutual Insurance Agency, occupying the first two floors and basement of this (their own) building. Employing over one hundred and twenty-five people. Five telephone trunk lines are available for quick service to assureds.

The Company  
MICHIGAN MILLERS MUTUAL FIRE  
INSURANCE COMPANY

(Organized 1881)

The Agency  
THE MILL MUTUALS AGENCY

(Organized 1921)

Affiliated Home Company  
MICHIGAN SHOE DEALERS MUTUAL FIRE  
INSURANCE COMPANY

(Organized 1912)

Insurance in all its Branches

**We Give You Service**  
**We Save You Money**

No Risk Too Small

No Risk Too Large

Phone — Lansing 20741

We have a man in your Territory

### **BRANCHES**

GRAND RAPIDS—601 Grand Rapids Trust Building  
Telephone 95923

DETROIT—716 Transportation Building  
Telephone Randolph 0729



# THE GREATEST OPPORTUNITY you have ever had TO SELL A CANNED FOOD BRAND!



## Important facts about vitamins and what DEL MONTE "vitamin-protection" means

(Clip and file. Your customers may ask questions)

Vitamins are now recognized as among the most important health elements in foods. An adequate supply of these substances is absolutely essential to normal growth and well-being.

Vitamins are easily lost or impaired, however. To protect and retain them, in canning calls for a degree of care, skill and organization far beyond ordinary canning requirements.

As illustration, feeding tests indicate that fruits and vegetables must be harvested at *just the right points of maturity* to be sure of all the health-promoting elements these foods *should* have

—that they must be canned promptly and by the speediest, *most efficient methods*, if maximum vitamin content is to be retained.

To secure only vitamin-rich foods and to protect them against deterioration calls for far greater care, far greater speed, far greater resources than just to "put them in a can".

Exactly the same methods and advantages which have established the uniformity and fine flavor of DEL MONTE Foods, make DEL MONTE "vitamin-protection" possible.

Copyright 1932, California Packing Corporation

## A BIG IDEA

- based on real facts
- of tremendous interest to women
- giving them an entirely new appreciation of DEL MONTE Quality and a brand new reason for insisting on getting it!

## A BIG CAMPAIGN

- introduced through full-page newspaper ads in 55 leading markets, tied right up with National Cannery Association advertising
- now being advertised in full color pages in the American Weekly and Sunday magazine sections of 28 leading papers
- backed up by a double-page center spread in the April 23rd Saturday Evening Post; also color pages this month in Collier's, Liberty and the Literary Digest!

## TIMED RIGHT

- just when every family should be eating plenty of fruits and vegetables
- just when you should be getting your biggest canned food sales!

This advertising is of the greatest importance to every grocer handling canned foods. Women now have another reason—a very *special* reason—for demanding DEL MONTE. It's certain that more of them are going to shop for DEL MONTE—and are going to get DEL MONTE—than ever before. Will *you* get this business?

Don't miss it! Remember, it's an opportunity to sell the whole DEL MONTE line—not just one or two varieties. See that you're well supplied! Build DEL MONTE displays—in your windows and on your counter. Feature DEL MONTE "vitamin-protected" Foods in your circulars and store advertising. Make sure that you get *all* the business this new campaign should bring you.