

MICHIGAN TRADESMAN

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Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, MAY 4, 1932

Number 2537

MEMORY BELLS

Memory bells are ringing, ringing
In the distant far away;
Do you hear them singing, singing?
Will you tell me what they say?
Do you hear their silver chiming?
Do you hear their mellow rhyming?
Do you hear the dear, sweet story
Of your childhood's far off glory?
Do they take you back to years
Clouded by no haunting fears?
Do they speak of sunny hours
When your way was strewn with flowers?
When a rainbow arched your sky,
And when Faith stood smiling by?

They are tolling—tolling slowly;
Hear the echoes die away—
Tender, lowly, sad and holy;
Will you tell me what they say?
Do they tell of manhood's dreaming?
Do they tell of bright eyes beaming?
Do they tell of fond words spoken?
Do they tell of young hearts broken?
Do they tell of hopes you cherished?
Do they tell how faith has perished?
Do they tell how night and day
Cruel fate has tracked her prey?
Do they tell of fond hopes blasted,
And of life's sweet treasures wasted?

Memory bells are pealing—pealing—
O'er the ruins by the way;
Through the mind's dim chamber stealing;
Will you tell me what they say?
Has your heart lost all its lightness?
Has your life lost all its brightness?
Has your day star set in gloom?
Do you hear the voice of Doom
Mocking every groan that bursts
From the aching heart that thirsts
For the love it ne'er may share,
And the joys it ne'er may wear:
For the light by clouds o'er-cast,
For the glories of the past?

Memory bells, memory bells, softly you're singing;
Through years of long silence I hear you to-day
Soothing to rest with the notes you are ringing,
Oh! Memory bells, shall I tell what you say?
Over long years you are bearing back—
Over each step of the desolate track,
Over temptation and yielding and sin,
Over the hurry and whirl and din
Of a life that was dark, and I kneel once more
At my mother's knee, as I knelt of yore,
While she tells me the story, sweet and brief,
Of the "Man of sorrows acquainted with grief,"
And I hear the lips that have long been clay
Pray for her boy as she prayed that day,
Oh! Memory bells, with your weird, strange power,
You have brought back my mother to me this hour,
And brought what you have hoarded with faithful care,
Her fervent love and her fervent prayer,
You have stilled in my bosom the tempest wild,
And made me again "as a little child."

Garnet B. Freeman.

Remember Sunday, May 8, is Mother's Day

Two new "KNOCKOUT" PROGRAMS Are Boosting Sales and Profits on POST TOASTIES and MAXWELL HOUSE

THOMPKINS CORNERS

Sponsored by Post Toasties

● "Don't say corn flakes — demand Post Toasties in the new Crisp-Pack box!" That's the sales-productive story being broadcast to millions every week by Mayor Matt Thompkins, star of that famous radio program formerly known as "Real Folks" — now being presented as "THOMPKINS CORNERS" to identify it exclusively with Post Toasties.

Tune in Thompkins Corners every Thursday evening, 9:30 to 10:00, Eastern Daylight Saving Time, over 42 stations of the N. B. C. Blue Network, Coast to Coast — the former Maxwell House Coffee hour.

Watch for Post Toasties' Thompkins Corners Comics appearing in full color in 46 Sunday newspapers and in black and white in many other newspapers and farm papers.

LANNY ROSS

Presented by Maxwell House

● "More flavor in every cup! More cups in every pound of Maxwell House!" That's the timely message millions of new listeners are hearing when they tune in the new Maxwell House Coffee program, now being presented thrice weekly over Columbia Stations — featuring Lanny Ross, the rich-voiced idol of millions and Don Voorhees' Orchestra.

Tune in Lanny Ross every Monday, Wednesday and Friday evenings, 7:15 to 7:30 Eastern Daylight Saving Time, over 44 Columbia Broadcasting System Stations, Coast to Coast.

The Maxwell House contest (\$500 in cash prizes each week) is creating tremendous interest among radiolistseners as evidenced by the record-breaking mail response. It is making thousands of new Maxwell House sales each week.

For complete details of these two great new campaigns —

ASK THE GENERAL FOODS SALESMAN

Principal Products Distributed by General Foods Sales Company, Inc.

Postum Cereal	Whole Bran	Walter Baker's Cocoa	Calumet Baking Powder
Instant Postum	Diamond Crystal Salt	Walter Baker's Chocolate	La France
Grape-Nuts	Jell-O	Maxwell House Coffee and Tea	Swans Down Cake Flour
Post Toasties	Log Cabin Syrup	Franklin Baker's Coconut	Satina
Post's Bran Flakes	Minute Tapioca	Certo	Sanka Coffee

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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.

Formal complaints charging corporations, partnerships and persons engaged in commerce with violations of the laws over which the Federal Trade Commission has jurisdiction, have been made public in ten cases during April. These cases are listed as follows:

Perfolastic, Inc., New York, engaged in the manufacture of girdles, advertises that the garments impart a constant massage-like pressure which breaks down the fat cells as the wearer walks and that a special, reduced price is being offered for a limited time only.

Champion Co., Springfield, Ohio, engaged in the manufacture of metal burial vaults, advertises that the products are made of rust-resisting, non-corrosive metals, and gives a written guarantee, which consists of an offer to replace the vault if it is ever found to have admitted water or to have rusted.

Jean Jordeau, and others, South Orange, N. J., engaged in the manufacture and sale of a depilatory, are alleged to misrepresent the efficacy of the product and the ease with which it may be used.

Standard Bridge Co., Omaha, engaged in the manufacture, seasoning and sale of lumber, including lumber used for constructing bridges and treated by a process the knowledge and use of which is not confined to respondent, represents that lumber so treated by him is 100 per cent. stronger than lumber seasoned by any other process.

Misrepresentation of Therapeutic Value Walker Remedy Co., Waterloo, Iowa, engaged in the sale of live stock remedies.

Fleming Brothers, Chicago, engaged in the manufacture of a veterinary remedy.

Battle Creek Appliance Co., Ltd., and others, Battle Creek, engaged in the sale of medicines, pills and salves for the treatment of goiter.

Abrogation of Contract.

Diamond Fur Industries, Inglewood, Cal., engaged in the breeding and sale of fur-bearing rabbits.

False and Misleading Advertising.

Sanford Mills, and others, Sanford, Me., engaged in the manufacture of imitation leather, uses the word "Buckskin" to designate a product made of cotton cloth coated on one side with pyroxylin compound and colored matter, so as to give one side the appearance of genuine leather.

Misbranding.

John C. Herman & Co., Harrisburg, Pa., engaged in the manufacture of cigars, uses the words "Havana" and "Havana Dart" to designate cigars not made entirely to Havana or Cuban tobacco.

Joseph P. Brandler, New York, engaged in the manufacture of imitation fur, uses the words "Pelt," "Persian" and "Persian Pelt" to designate a knitted fabric with a wool pile.

"Servisilk" as a descriptive term for an umbrella and its covering, is no longer to be used that way by Max Dorf and others, of New York, unless such covering be made entirely of silk, according to an order of the Federal Trade Commission to Dorf and others.

No longer shall they use in their advertising the word "Taffeta" or "Swiss Taffeta" to describe the material of the covering of umbrellas made and sold by them, unless the coverings be entirely of silk.

Max Dorf manufactures umbrellas and sells them through Dorf & Co. as a selling agent, to jobbers and retail dealers in umbrellas in various parts of the country. Among his competitors are dealers in umbrellas, the coverings of which are composed of cotton and silk, and dealers in umbrellas, the coverings of which are made of silk, the product of the cocoon of the silk worm.

The fabric made and sold by Dorf, described as "Cervisilk" and "Imported Swiss Taffeta", is composed of about 10 per cent. silk and 90 per cent. cotton, it was developed by the Federal Trade Commission.

The Commission holds that the word "Silk" means to the public at large, as well as to the trade, a fabric made entirely of the product of the cocoon of the silk worm. The coined word "Servisilk" does not effect the meaning of the word silk as given above, the Commission ruled.

Two Men Destined For Advancement.

The local bar association has recommended that Judge Verdier be promoted from the Superior to the Circuit Court and that Ganson Taggart be made Judge of the Superior Court. Governor Brucker will make no mistake in acting on these recommendations.



B. J. Jonkman.

The Tradesman was in hopes the Governor would appoint Prosecuting Attorney Jonkman to the Superior Court and appoint Thaddeus Taylor Prosecuting Attorney. Both are men of good ability and wide experience in the interpretation and enforcement of the law. They are both destined for higher recognition in the near future.

Serious Handicap To Trade in Cadillac.

The municipal authorities at Cadillac have decided that all trucks visiting Cadillac to deliver goods not produced in that city shall be forced to pay a license fee of \$100 per year hereafter, unless the owner of the truck maintains a store or distributing warehouse in Cadillac. As Cadillac does not produce anything which is sold to the merchants of other cities, the action cannot be met by retaliatory measures. Unless the action is held to be illegal by the courts, there appears to be only two alternatives—pay or stay away from Cadillac. As the Tradesman understands the situation, truck drivers having merchandise destined for other cities farther North cannot be prevented from going through the city, because U S 131 is a state highway, over which the city has no jurisdiction. The movement is said to owe its existence to the activity of the local bakers, who have taken this means of preventing the sale of Grand Rapids bread to the grocers and restaurants of that city. If

the courts should sustain the action it will probably be followed by similar action in other cities and towns and result in the exclusion of city made bread and other outside products from those communities unless the goods are shipped in by freight, which is not very likely to happen, because bread is now demanded so soon after it comes from the oven that the railroads are hardly in a position to handle the traffic advantageously, except in carlots by express. The legality of the action will be passed on by leading attorneys and the Attorney General, who has indicated that his opinion may be expected the latter part of the week.

Lee & Cady Take Over Two Wholesale Stores.

Consolidation with Lee & Cady, wholesale grocery firm of the Wolf Wholesale Grocery Co., George W. Rudell Co. was announced Monday by George E. Kelly, President of Lee & Cady.

There are thus combined into one general organization three of the leading food distributors in the Detroit area, having annual sales volume in excess of \$20,000,000 and establishing what is believed to be the largest wholesale grocery organization in the United States.

Lee & Cady celebrated its forty-seventh anniversary Monday. Its branches cover the State; it operates ten service warehouses and fifty-five cash and carry branches and also sponsors the Red and White voluntary chain of independent retailers in Michigan.

The Wolf Wholesale Grocery, which is ten years old, has operated at four locations in Detroit, chiefly in the Eastern Market district. The George W. Rudell Co., on West Fort street, was organized two years ago to combine the hotel and institutional business of the former National Grocery Co. The Checker System Stores is a voluntary group of independent merchants, similar to the Red and White stores sponsored by Lee & Cady. These stores are all personally owned and have no financial connection with Lee & Cady.

Abner Wolf, founder of the Wolf Co., and the Checker System, becomes a Vice-President of Lee & Cady and will continue in charge of the Wolf and Checker units. In addition, he will generally supervise the cash and carry operations.

W. E. Fitzgerald is made a Vice-President and will continue to have active supervision of activities in the Detroit area. W. L. Berner, of Grand Rapids, is made Vice-President in charge of activities in Western Michigan. H. N. Smart, Bay City, is Vice-President in charge of Northeastern Michigan.

TWO SERIOUS HANDICAPS.

Demurrage and Minimum Weight Hamper Independent Merchants.

We were pleased to have a visit with you Thursday afternoon and assure you we very much appreciate your stopping to see us occasionally.

Concerning the subjects of demurrage and minimum carload weights, a great many mills and probably other industries as well are of the opinion the demurrage charges are altogether too high under existing conditions and that the minimum weight of a carload of grain products is also too high. These charges and minimums are really driving trade to trucks.

Of course, the railroads cannot make any changes without permission of the Interstate Commerce Commission; on the other hand, sentiment will have to be crystallized in favor of these changes before any progress can be made with the railroads or the Interstate Commerce Commission. Hence the necessity for the expression of thought on the subject in channels where the influence will be the greatest and most effective.

Incorporated in railroad tariffs is a charge of \$6.30 against the party on whom draft is drawn if said draft covering carload shipment of freight is not taken up within twenty-four hours after notice of arrival of car.

In the first place, this charge is unwarranted altogether under the present conditions; and, in the second place, twenty-four hours is too short a time given receiver of freight under existing financial conditions when money is scarce, and in many cases capital has been depleted by losses, and we believe this should be eliminated altogether.

This charge of \$6.30 after twenty-four hours' notice is not a demurrage charge; it is part of the railroad tariff.

This charge of \$6.30 is a penalty, in other words, for not surrendering bill of lading within twenty-four hours.

The average demurrage plan as in effect works as follows: The receiver of carlot freight has forty-eight hours in which to unload without penalty or demurrage being assessed. On the average plan if the car is unloaded within twenty-four hours there is an additional twenty-four hours credit given that may apply against some other car that runs over the forty-eight hour period.

The receiver of carlot freight has forty-eight hours, in other words, in which to take up the car or unload the car free of demurrage charges. The third day \$2 per day demurrage charge will be assessed, the fourth day \$2 per day is assessed, but the fifth day \$5 is assessed, and after four debits, or four days \$5 per day is assessed and this \$5 per day demurrage charge includes Sundays and holidays—there is no exception beginning with the fifth day. Furthermore, there is no credit allowed on penalties; that is, after four debits have accrued, or, in other words, after car has stood on the tracks four days. So there is nothing gained in picking up some cars within twenty-four hours to gain one day's credit on the forty-eight-hour leeway against the heavy penalty. It only applies against the light penalty.

There is no doubt that some penalty should be assessed against receivers of freight who, for any reason whatever, allow cars to stand on track beyond forty-eight hours. Under present conditions \$1 per day for the first two penalty days and \$2 per day for each succeeding day is all that is warranted.

In regards to reduction in minimum weight required to obtain carlot rates and milling in transit privileges, during the period of war days and the period of unusual prosperity which followed, shortage of rolling stock made it imperative that cars be loaded to capacity or as nearly so as possible, but since a reversal of the conditions that made necessary the increase in minimum carload weight no longer

dise, and throws them out of line in a competitive way.

A great many mills are of the opinion that a very material increase in the volume of business done by the railroads in grain products would result from the reduction of minimum weight of car of flour or feed, any grain product from forty thousand pounds to twenty-five thousand pounds; in other words, this would open a much broader field for the sale of carlots of merchandise which would mean, of course, materially increased traffic for the railroads, lower costs to the purchaser, and would maintain the solvency and independence of a large number of highly desirable independent merchants, placing them, in the smaller towns particularly, on an even basis

ton mile for hauling the lower minimum weight as compared with the higher; but, on the other hand, we are certain the increased volume of business would a great deal more than offset this condition. We can ship by freight in carload lots, taking advantage of milling in transit privileges, at a lower cost considerably than by truck, and with the minimum reduced our opportunity for carload business would increase more than 100 per cent. We thoroughly believe it would double the opportunity for carlot trade, and probably this same favorable effect would result to other lines of commodities and merchandise.

Another point that is important in freight rates is that they should not only be competitive from the standpoint of service and cost with trucks, but should be flexible enough so that conditions under which we are existing at present, when the prices of commodities are so extremely low, when the farmer is hardly able to obtain enough to exist from what he produces, may be properly compensated by reduction in freight rates even though railroads, like the rest of us, to meet extreme conditions, are obliged to reduce wages.

Such flexibility would be of great assistance in balancing costs all along the line and in keeping them in line with prices of commodities during long, protracted periods of low commodity values; in other words, to make our point clear, freight rates are certainly out of line when the cost is over half as much per bushel via freight in carlots from central Kansas to Michigan points as the producer obtained for his wheat this last year.

Rates, of course, cannot be adjusted every time some commodity goes down in price, but in a period like this when all commodities are on an exceedingly low level of values, excessive cost of hauling adds to demoralization, and high costs prevent a ready adjustment of values from producer to consumer and thus materially delay the return of normal prosperity.

These subjects have been taken up with the Michigan State Millers' Association through their President, Mr. McKenzie, of the McKenzie Milling Co.; also with Mr. Hagens, traffic manager of Valley City Milling Co., who, in turn, has made contact with Mr. Golden, traffic manager of Association of Commerce, who is a very efficient man, we understand. So, the subjects are already under consideration and we believe it would be advisable, Mr. Stowe, for you to confer with Mr. Hagens as to just how far the subject has gotten before publishing an editorial on the subject.

Undoubtedly, there is a great deal of sentiment in favor of the changes recommended. There is no question about that. It is also true that this sentiment has not sufficiently crystallized to bring about any definite action as yet, but it is crystallizing, and an editorial from you would be of material assistance in hastening the crystallization.

Of course, all lines of industry, at least, the vast majority of industries, must favor a change of this sort to obtain any action on the part of the Interstate Commerce Commission, or



Lloyd E. Smith.

exist, but rather almost exactly the contrary, it appears to be wise to request a reduction in the minimum weight of a carload of grain products; probably this should also apply to other lines.

We are discussing, however, the subject and the products that are familiar to us.

Dealers, who a few years ago, could buy a forty thousand pound car of flour and feed or straight car of each even at a materially higher range of values to-day would be severely pressed to buy over half as much in quantity at the lower prices, which means that many of these dealers and merchants are obliged to purchase in less than carload quantities at a higher price than competitors, principally chain stores, can obtain their merchant-

with the chain stores, enabling them to meet chain store competition successfully and at a profit, which, of course, would mean the building up of the community in question and continue ever to be a source of revenue for the railroads. Whereas, under present conditions, chain stores are growing, even at country points, in the smaller towns and villages, and their deliveries are being made by trucks almost exclusively from some central point, to the detriment of the railroads from the standpoint of income and business and to the detriment of the community from the standpoint of the elimination to a greater or less extent of local enterprise.

We recognize in the proposed reduction of the minimum carlot weight of flour or feed an increase in cost per

even a request by the railroads to the Interstate Commerce Commission that the changes be made. So, we personally, would not want to make any statement that would conflict with any effort which is now being made. Hence, the suggestion that if you were to telephone Mr. Hagens he could probably enlighten you right away as to just what had actually developed from his connection with the traffic manager of the Association of Commerce.

The Tradesman wields a tremendous influence in Michigan. It has always been forward-looking, and if, after reading this material and then getting Mr. Hagens' slant on the subject and Mr. Golden's, you can see your way clear to write an editorial on the subject favoring the suggestion, undoubtedly, it would bring out a tremendous amount of sentiment in favor of the suggestion from the great number of dealers, jobbers and manufacturers with whom you are really in personal contact through the medium of your paper.

We thank you for the many courtesies extended us and appreciate your willingness to co-operate in the problems discussed in this letter. We thoroughly believe in recommendations made and sincerely hope they may be developed to the point where they become a reality.

L. E. Smith,
Mgr. Eesley Milling Co.

When On Your Way, See Onaway.

Onaway, May 3—The new 1932 descriptive folder illustrating the attractions of Onaway's resort section, prepared by the Chamber of Commerce, is just off the press and ready for distribution. Over 3,000 copies will be mailed at once and in addition to our regular mailing list additional enquiries are coming in which will increase the number.

TROUT fishermen arriving last Saturday nearly swamped the fish license agency, so eager were they to be on the streams, some of them declaring that midnight would find them in the water.

Sunday, May first, opened up with a cold North wind, being unfavorable for fly casting and very chilly for any kind of fishing, but a good sport will say, "Why bring that up?" Many a cold May first has this old baby waded the Little Manistee, the swift treacherous Pine and later the Black River and come home wet and chilled to the marrow but happy; happy because of a full creel and an appetite that nothing but a fishing trip could build. Catch a cold? No, that isn't what gives a fellow a cold, flu or grippe; it is a hot, stuffy unventilated room which does that. God's pure oxygen is a pretty stiff competitor of the medical profession.

Squire Signal.

Look at This Picture.

Greenville, May 2—Picture to yourself a home and hearthside in a land where one man owned only one store, gas station, farm or any other sort of business, with buying groups outlawed. Such a land would have permanent prosperity and rest in security.

The old man himself would be out in front in shirt sleeves, fighting for home and loved ones and putting his unit over for his little family circle.

Under this plan manufacturers could not cut unfair corners and little proprietors could not form unfair groups and no restrictive retail laws of any kind would be needed.

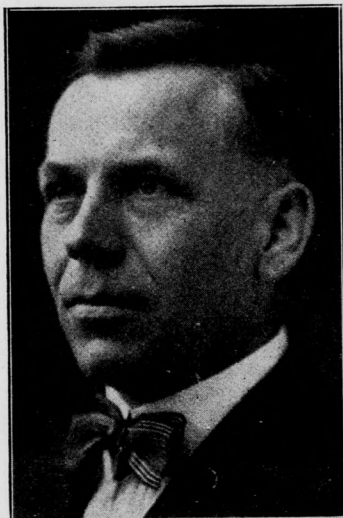
C. L. Clark.

What you owe to yourself is most important of all.

REPRESENTATIVE RETAILERS.

Herman C. Meyer, General Dealer at Boyne Falls.

Herman C. Meyer was born in Germany Oct. 10, 1878, being one of a family of six children—five boys and one girl. His father was so badly afflicted with asthma that he decided to emigrate to this country. The family were two weeks in making the trip and during the ocean voyage the malady disappeared. The family located at Ludington on a farm about a mile from the city. Herman worked on the farm and attended the ungraded school winters until he was 18 years of age, when he went to Alden to clerk in the hardware store of his brother, F. J. Meyer. Before he left Ludington an old merchant of that city told him to scan closely every customer who came into the store with a view to selling him anything he needed, whether it was a new pair of shoes for a child or a new harness for the horse. He accepted this advice at par



Herman C. Meyer

and has made it the dominant feature of his career ever since. Six months later he formed a co-partnership with his brother, G. A. Meyer, and purchased his brother's hardware stock, continuing the business under the firm name of Meyer Bros. A few years later the two brothers opened a branch store at Rapid City, which they subsequently developed to such an extent that they were able to close the store at Alden and yet retain practically all the custom naturally tributary to both establishments. Five years later they both sold out and went to Valparaiso, Ind., where they devoted a year to pursuing a business course at Valparaiso University. They then went to Boyne Falls in 1903, where they purchased the hardware and implement stock of A. McMahon & Son. The following year they erected a double brick store on Main street, 60 x 80 feet in dimensions. A portion of the building is two stories in height and there are many additions thereto for storage and farm implements. In 1909 he purchased the interest of his brother and in 1919 he added a complete general stock, including undertaking goods. This necessitated his securing a license from the State to practice undertaking, so he attended an undertaking school in Chicago 6 months, from

which he graduated with high honors.

Mr. Meyer was married July 23, 1908, to Miss Lottie Marsh, of Boyne Falls. They have had five children—four girls and one boy—as follows:

Mrs. Achsah Snyder, who is teaching this year at Okemos. Her husband is teaching at North Branch.

Elizabeth Herrington, whose husband is cashier of the State Bank of Boyne Falls. They have a baby girl—the first grandchild in the Meyer family.

Vivian Meyer, who will graduate from the Boyne Falls high school in June of this year with high honors, being valedictorian of her class.

Herman C. Meyer, Jr., who is a freshman in Boyne Falls high school.

Virginia Meyer, who is in the sixth grade of the Boyne Falls schools.

Mr. Meyer is a member of the Methodist church of Boyne Falls and has been one of the stewards for many years. He is a member of the Masonic order, with Blue Lodge affiliations at Boyne City and with Consistory and Shrine affiliations at Grand Rapids. He was township treasurer six years and village councilman many years. When the bank at Boyne Falls faltered, he was instrumental in assembling a number of responsible men in the creation of the State Bank of Boyne Falls, which he has served in the capacity of President for the past twelve years.

Mr. Meyer was one of the first advocates of the consolidated school system and largely through his efforts, Boyne Falls now has a consolidated school covering the territory formerly divided into ten districts. The school has a complete curriculum up to and including high school work. Including the maintenance of ten auto busses to convey the children to and from school, it is costing the taxpayers only \$15 per year per \$1,000 valuation. If the old district school method had been continued, the cost for ordinary primary and intermediate courses would be \$49.30 per year per \$1,000 valuation. Notwithstanding the heavy snows some winters there has been no interruption to speak of in the transportation of the children to and from the school. Mr. Meyer has written much in support of the consolidated school system and as the result of a very remarkable paper which he read before the Michigan Retail Hardware Association ten years ago that organization officially went on record as favoring the consolidated school. He has also been instrumental in organizing other districts in Northern Michigan, including East Jordan. He was secretary of the Boyne Falls district for ten years.

He points with pride to his twenty-five year membership in the Michigan Retail Hardware Association. In 1930 he was elected a member of the Executive Board and re-elected last February for a term of two years.

Having established an enviable reputation as a merchant, banker, school organizer, citizen and churchman, Mr. Meyer has finally decided to listen to the importunities of his friends and stand as a candidate for the position of Representative in the Legislature in the district which includes Charlevoix and Leelanau counties. His announcement reads as follows:

At the solicitation of my friends, I

announce my candidacy for State Representative for the Charlevoix-Leelanau District at the September primary. I have always supported the Republican principles of government and for the past four years served as chairman of the Charlevoix County Republican Committee.

I stand for drastic reduction on real estate taxes and the equalization of our school taxes.

Having conducted a successful mercantile industry in Boyne Falls for the past thirty years and served as President of the State Bank for the past twelve years, together with my knowledge of farm needs, I have had varied experience which my friends state should qualify me as your Representative at Lansing.

The Traverse City Record-Eagle is responsible for the statement that Representative Anderson, of Omena, who has served the district for two terms, will not be a candidate again this year, having concluded to seek the nomination for Senator.

Mr. Meyer has two especially strong appeals which he proposes to present and push with all the vigor at his command—the reduction of taxes in general and the equalization of school taxes. He has made a long and careful study of both subjects and will give them the best possible presentation in the House of Representatives. With the background of business success and long experience in several different lines of business, Mr. Meyer will prove to be one of the best men Michigan has ever developed as a lawmaker. He will ride no pet theories and will not be attracted by any proposed legislation which does not appeal to a man of sense and good judgment. He will form no shady political alliance and will not indulge in log rolling to further his plans and propositions. Nothing but sterling honesty and American fair play will have any place in his curriculum.

Mr. Meyer's hobbies are his wife, children—and golf. He attributes his success to hard work, but those who know him well and realize the remarkable success he has achieved in the field in which he has devoted the past thirty years of his life are convinced that many other things besides hard work have entered into the situation. He is a man of pleasant personality and is well liked by all who have occasion to do business with him at any stage of the game. His advice is sought by all classes of people who come within the circle of his influence, because they have found by long experience that his judgment is good and that his conclusions are based on fair and dependable deductions.

Mr. Meyer is conceded to be the most successful merchant who ever located at Boyne Falls and one of the most prosperous merchants in Northern Michigan. His prosperity is based on an accurate knowledge of the merchandise he handles, an unfailing ability to read human nature and a high sense of honor which has given him the confidence and co-operation of every one who looks to Boyne Falls as his trading point.

A good merchant, a good citizen, a consistent Christian, a faithful husband and an indulgent father, Mr. Meyer has every reason to regard his record with pride and satisfaction and to consider his future with great complacency.

MOVEMENTS OF MERCHANTS.

Lansing—The Novo Engine Co. has decreased its capitalization from \$1,350,000 to \$675,000.

Niles—The Eyn Beter Bakery, Inc., has been organized and capitalized at \$3,000, all subscribed and paid in.

Mackinaw City—J. H. Coffman & Son are remodeling their drug store and putting a new roof on the building.

Detroit—The West Side Coal Co., 6967 Bruckner street, has decreased its capital stock from \$45,000 to \$15,000.

Ionia—The Quality Store, dry goods, furnishings for women, etc., has decreased its capital stock from \$40,000 to \$20,000.

Detroit—The Michigan Alloys & Metal Co., 301 Brush street, has changed its name to the Wayne Steel & Supply Co.

Alpena — The Gebhardt-Morrow Lumber & Supply Co., Box 27, has decreased its capital stock from \$100,000 to \$40,000.

Owosso—Independent Stove Co. has adopted a five-day week schedule for production of line of oil burning heaters and ranges.

Detroit—The Artistic Neckwear Co., wholesale dealer in men's neckwear, has opened for business at 12 Jefferson avenue, East.

Port Huron—Holmes Foundry Co. is stepping up production and is giving employment to about 450 men on five-day week schedule.

Detroit—Great Northern Furs, Inc., 614 Majestic Bldg., has been incorporated with a capitalization of \$100,000, all subscribed and paid in.

Detroit—The Rainbow Valley Stone Co., 5997 Milford avenue, has been incorporated with a capital stock of \$12,000, all subscribed and paid in.

Detroit—The Benz Glass Co., 3315 Barlum Tower, glass products, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Pennant Neckwear Co., 122 Jefferson, East, manufacturer and distributor of men's neckwear, has added to the stock a complete line of men's hosiery.

Holland—Colorcrete Industries, Inc., 24th and Ottawa streets, has been incorporated with a capital stock of 2,500 shares at \$10 a share, \$14,910 being subscribed and paid in.

Detroit—The Firestone Drug Co., 3001 Woodward avenue, has been organized to deal in drugs at retail with a capital stock of \$7,500, all of which has been subscribed and paid in.

Grand Blanc—The Hills-Crest Dairy Co. has been organized to deal in dairy products and farm produce with a capital stock of \$3,000, of which \$1,000 has been subscribed and paid in.

Rose City—Wild Flowers, Inc., has been organized to deal in nursery plants, shrubs and trees, with a capital stock of 100 shares, no par value, \$5,000 being subscribed and paid in.

Grand Rapids—Heyboer Van Dusen, Inc., 50 Monroe avenue, men's clothing, shoes, etc., has been incorporated with a capital stock of \$25,000, of which \$5,100 has been subscribed and paid in.

Six Lakes—Peter T. Wood has sold his feed, crate and cider mill to Ralph H. Doty, of Ann Arbor, who has taken

possession and will enlarge all the buildings and make other improvements.

Detroit—The Art Embroidery & Button Co., 1456 East Fort street, has changed its name to the Art Embroidery & Drapery Co. and decreased its capital stock from \$15,000 to \$7,500.

Detroit—The Harper Bazaar, Inc., 7700 Harper avenue and 7606 Mack avenue, has been incorporated to deal in general merchandise with a capital stock of \$15,000, all subscribed and paid in.

Highland Park—The Lahey-Stockwell Fuel & Supply Co., 15827 Hamilton Blvd., has been incorporated with a capital stock of 1,000 shares at \$10 a share, \$5,000 being subscribed and paid in.

Ellsworth—Construction work on a building to be used as a cannery for Reid, Murdock Co., of Chicago, will be started at once as a result of the success of a campaign for \$15,000 in popular subscriptions.

Detroit—The Cadillac Market Co., 2343 Russell street, has merged its business into a stock company under the same style with a capital stock of \$50,000, \$15,000 of which has been subscribed and paid in.

Detroit—The City Packing Co., 3257 Michigan avenue, wholesale and retail meats and sausage, has been incorporated with a capital stock of 1,000 shares no par value, \$4,000 being subscribed and paid in.

Detroit — Nathan Mager, 8339 Twelfth street, furrier, has merged the business into a stock company under the style of Mager's Fur Shop, Inc., with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The Billiard Table Manufacturing & Sales Co., Inc., 12948 Woodward avenue, has been incorporated with a capital stock of 500 shares no par value, \$5,000 being subscribed and paid in.

Bay City—Presley & Layer have merged their agricultural implements, etc., business into a stock company under the style of the Presley & Layer Co., with a capital stock of \$12,000, all subscribed and paid in.

Detroit — Sale of the assets of Sheeton, Inc., retail furs, 1453 Farmer street, has been confirmed for \$391. Assets are given as \$7,314 and liabilities \$32,258 in schedules filed in the U. S. District Court here.

Jackson—The Gunnison Lumber Co., 1711 Woodbridge street, has merged its business into a stock company under the same style with a capital stock of 2,600 shares at \$10 a share, \$26,000 being subscribed and paid in.

Grand Haven—The Lorraine Manufacturing & Importing Co., crochet needles, hair nets, etc., has merged its business into a stock company under the same style with a capital stock of \$4,000, all subscribed and paid in.

Detroit—The Quality Butter & Egg Co., Inc., 509 First street, has merged its business into a stock company under the same style with a capital stock of \$700 common and \$300 preferred, \$1,000 being subscribed and paid in.

Detroit—The Albert V. Mitchell Co., Inc., 140 Twelfth street, has been or-

ganized to deal in fruits and vegetables at wholesale on consignment with a capital stock of \$25,000, \$10,000 of which has been subscribed and paid in.

Jonesville — The group of Detroit men who recently purchased the plant of the Jonesville Milling Co., which as been closed for several years, are remodeling it and will open it the latter part of this month with a production capacity of 500 barrels daily.

Saginaw—The Watson Dairy, 819 Gratiot avenue, has merged its wholesale and retail dairy products business into a stock company under the style of the Watson Dairy Co., with a capital stock of \$25,000, of which \$1,000 has been subscribed and paid in.

Detroit—Samuel Landau, who conducts a department store at 4857 Michigan avenue, has merged the business into a stock company under the style of Landau's Department Store, Inc., with a capital stock of \$18,700, all of which has been subscribed and paid in.

Shelby—C. D. Bright, proprietor of the Shelby Pharmacy, has sold it to Paul Livingston, of Grand Rapids, who is an experienced registered pharmacist since 1924, following seven years of drug experience. Mr. Bright has removed to Shelby and taken possession of his property.

Ann Arbor—An involuntary bankruptcy petition has been filed in U. S. District Court at Detroit against Alexander, Inc., wholesale and retail men's wear, 717 North University avenue, by William M. Laird, attorney, representing H. B. Glover o., \$139; Sohn Oppenheimer & Co., \$169; Leopold Morse Co., \$98.

Detroit—In the case of Morris Fabrick, retail furs, 8907 12th street, the Union Guardian Trust Co., trustee, states that it is necessary to continue estate until further examination of the debtor. Balance on deposit of \$1,624 is given. Assets are given as \$9,685 and liabilities \$18,702 in schedules filed. Sale of assets has been confirmed in bulk at \$2,000.

Detroit—The Richmond and Backus Co., Woodward at Congress, dealer in office furniture and supplies, is celebrating its ninetieth anniversary this year. The local distribution of the Shaw-Walker line of office furniture has just been taken over by it. The Shaw-Walker Co. will continue to maintain an office in Detroit for the handling of National accounts and to work in co-operation with the new distributor.

Crystal Valley—Roy Nielson, who sold his general stock some years ago to Edward Hissong, has repurchased the stock and resumed business at the old stand.

Royal Oak—The Grand Leader Department Store, Inc., 129 South Main street, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Flat Rock—The Detroit Street Packing House Market, Inc., 621 Detroit street, has been incorporated to deal in meats, groceries, etc., with a capital stock of \$1,000, all subscribed and paid in.

Saline—The Weidman Auto Co., dealer in automotive equipment and accessories, has merged its business

into a stock company under the same style with a capital stock of \$50,000, of which \$40,000 has been subscribed and paid in.

Detroit—The Continental-Bivco Co., 12801 East Jefferson avenue, has been incorporated to deal in motor vehicles and accessories with a capital stock of \$200,000 preferred and \$200,000 shares at \$1.50 a share, of which \$200,000 has been subscribed and paid in.

Manufacturing Matters.

Lansing — The Novo Engine Co., manufacturer of engines, pumps, hoists, etc., is increasing operations at gray iron foundry and adding to working time.

Marysville — The Gar-Wood Inc., manufacturer of motor boats, is increasing production and plans early reinstating of more than 150 former employes.

Detroit—The Norge Corporation, 670 East Woodbridge street, manufacturer of electrical refrigerators, has increased its capital stock from \$100,000 to \$1,100,000.

Detroit — The Handy Heater Co., 16233 Steel avenue, has been organized to manufacture and sell electrical heaters and humidifiers, with a capital stock of 5,000 shares at \$5 a share, \$25,000 being subscribed and paid in.

Eaton Rapids — Hugh M. Hall is completing plans for manufacture of air conditioning equipment, recently invented, and will assemble units of capacity for handling about 30,000 cubic feet of air an hour for washing and purifying.

Adrian—The Kewaunee Mfg. Co., manufacturer of laboratory furniture and equipment, will concentrate on metal fixtures in the future and production will soon begin on a complete line of metal furniture for science and home economic laboratories.

Detroit—Detroit Professional Laboratories, Inc., 1980 Trombley avenue, has been incorporated to manufacture and sell medical and dental goods and deal in medical and dental formulas, with a capital stock of \$50,000, \$4,500 of which has been subscribed and paid in.

Saginaw—The Crystal White Sugar Co., with business offices in the Second National Bank Bldg., has been incorporated to manufacture and refine sugar, deal in beet and cane sugar, with a capital stock of 15,000 shares at \$10 a share, \$100,000 being subscribed and \$15,000 paid in.

Detroit—The Package Improvement Co., Inc., 1700 Penobscot building, has been incorporated to manufacture and license to manufacture, packing boxes with a capital stock of 2,000 shares at \$7 a share and 8,000 shares at 12½ cents a share, \$8,000 being subscribed and \$3,000 paid in.

Jackson — The Sparks-Withington Co., manufacturer of radio equipment, auto supplies, etc., has production under way on Spartan electric refrigerator units at plant near Michigan Center, a new line of manufacture, and plans increase in out-put. Company is giving employment to about 1250 persons.

Your by-product is your spare time.

Essential Features of the Grocery Staples.

Sugar — Local jobbers hold cane granulated at 4.55c and beet granulated at 4.30c.

Tea—During the past week the tea market has been very quiet in this country pending certain readjustments in England, which influences our market here on many grades of tea. The first hands demand has been dull and prices show practically no changes whatever.

Coffee—There has been no notable change in Rio and Santos coffee, green and in a large way, since the last report. There have been fluctuations both ways, but they do not materially change the condition of the market as reported one week ago. Actual Rio and Santos, green and in a large way, is unchanged from last week. Milds also show no change. First hands demand is quiet. Jobbing market for roasted coffee is just about where it has been for some time, the only changes having been individual adjustments made by sellers.

Canned Fruit—Florida grapefruit is maintaining its recent advances, in spite of the fact that buyers are resisting the new prices and little business has been done. The pack has been effectively curtailed, and just as soon as retail outlets clean up their inventories of old pack grapefruit and the fresh grapefruit is off the market, the packers feel that they can get their prices.

Canned Vegetables—The canned foods market was featured this week by the sharp decline in California packed asparagus. The move is occasioned not alone by the desire to attract the attention of a larger consuming public, but also as the best assurance of holding down production this year. Old time packers are behind the move to bring down "grass" to its "rock bottom," as one factor expresses it, so that if new comers attempt to sell at lower levels they will be selling under production costs and on the sure road to bankruptcy. The fact that independents who have quoted revised prices thus far have come out on virtually the same price basis as the Nationally advertised brand of the packing corporation has made some buyers hesitant about covering, on the belief that some subsequent revision is imminent.

Canned Fish—Salmon is about unchanged. As to Columbia River salmon, the situation is unsettled on the coast by a fracas between the fishermen and packers over the season's price for raw fish. There is a decided difference between them and this is sure to affect the prices on canned salmon of this grade. Demand for salmon is rather quiet with the uncertainty over the forthcoming status of Japanese pink salmon still continuing. Sockeye salmon is lower. Other tinned fish show no change and very little activity.

Dried Fruits—The dried fruit market is showing sustained firmness on the coast and prices here are holding better to the quotations in the lists of jobbers. There is much less "shading" on such items as prunes. Business is generally fair, although still of the small lot variety. This hand-to-mouth

buying insures a fairly steady volume of replacement business, but cuts in on profits through increasing warehousing and handling expenses. Raisins are holding firm, with the exception of Muscats, which are reported as a little easier in the West. Thompsons are so well controlled by the pool there is little possibility of anything being done by way of cutting. Packers have been taking up their allotments in a fair way.

Beans and Peas—The only item in dried beans which has shown any firmness during the week is pea beans, which have stiffened slightly owing to some scarcity. The rest of the list is weak and dull. California limas show a distinct downward tendency. Black-eye peas are also weak and slightly off.

Cheese—Demand for cheese during the week has been dull. Prices have been steady throughout the week.

Nuts—New crop Brazils are expected in this week and prices have been showing a little better tone lately. Importers are expected to hold down their purchases to a conservative basis, owing to the lack of a good active demand from the consuming trades. The unshelled nut market is not very active just now and stocks are light. In the shelled group, French shellers show a disposition to hold their unsold stocks until late summer if necessary, rather than to sell at prevailing prices quoted by importers. Only occasionally does some small sheller confirm under the market, and shippers recently reaching here show that quality has suffered. Spanish almond shippers are well sold up and the Levant filbert situation remains unchanged.

Olive Oil—Olive oil is moving in a routine way here, with buyers covering only their immediate requirements. Shippers in Italy and Spain are holding unsold stocks very firmly. The Italian and Spanish shippers differ in that the former are quoting oil for future shipment somewhat under prompt shipment prices, while the latter are quoting futures higher.

Pickles—The undertone of the pickle market is firmer. Dills and mixed sweets in glass have been moving along at a good pace. Genuine dills are scarce and firm. Barrel business light, most of the sales being retail lots to the store trade.

Rice—The market has shown some improvement in the last week, according to reports from the South. There was somewhat more activity in buying from the mills and the clean rice situation is gathering strength, not only through improved movement of stocks to domestic markets, but the indications of a short new crop.

Salt Fish—Demand for mackerel and other salt fish has been quiet during the week with no special change in price. The hearing on the proposal to put a higher tariff on imported mackerel was held during the week, but no decision has yet been reached.

Syrup and Molasses—Demand for sugar syrup has improved a little during the week. Prices remain unchanged because the supply is just about equal to the demand. Compound syrup is steady with a fair demand. Molasses is selling right along, but in a small way. Prices are unchanged.

Vinegar—The undertone of the market has improved considerably. Sweet cider is nominal because of a lack of supplies. Sales during February and March well above 1930 and 1931. The April demand has been good.

Review of the Produce Market.

Apples—Current prices are as follows:

Baldwins, 2½ in., A Grade	---\$1.25
Baldwins, 2¼ in., C Grade	--- .90
Delicious, 2½ in., A Grade	--- 1.75
Pewaukees, 2½ in., A Grade	--- 1.25
Spies, 3 in. Baking	--- 1.75
Spies, 2½ in., A Grade	--- 1.75
Spies, 2¼ in., C Grade	--- 1.10
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	----- 1.75
Fancy Winesaps	----- 1.60

Asparagus—\$3.50 per crate for fancy and \$3 for choice.

Bananas—5@5½c per lb.

Beans—New from Calif. or Florida command \$4.50 per hamper for green or wax.

Butter—The market has had a steady week with only a slight fractional decline. Offerings are moderate like the demand. Nothing is in sight to change the market materially during the next few days. Jobbers hold plain wrapped prints at 19½c and 65 lb. tubs at 18½c for extras.

Cabbage—Texas or Mobile, \$5 per crate.

Carrots—New from Texas or Calif., \$4 per crate or 85c per doz.

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

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

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

Cucumbers—Illinois hot house, \$1.20 per doz. for extra fancy.

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

C. H. Pea from elevator	-----\$1.95
Pea from farmer	----- 1.55
Light Red Kidney from farmer	--- 1.40
Dark Red Kidney from farmer	--- 2.00

Eggs—The market has shown no marked changes since the last report. Early in the week the situation was rather sluggish with plenty of fresh eggs for the demand. Later the market firmed up a little and prices of best grade advanced a small fraction. Eggs are very cheap. Jobbers pay 11c for 56 lb. crates, 11½c for 58 lb. crates and 12c for 60 lb. crates.

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

Green Onions—Home grown, 20c per doz.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate	-----\$3.50
Imperial Valley, 5s, per crate	--- 3.75
Home grown, leaf, 10 lbs.	----- .80

Lemons—Present quotations are as follows:

360 Sunkist	-----\$5.00
300 Sunkist	----- 5.00
360 Red Ball	----- 4.50

300 Red Ball ----- 4.50
Mushrooms—40c per one lb. carton.
Oranges—Fancy Sunkist California
Navels are now sold as follows:

126	-----\$4.50
150	----- 4.50
176	----- 4.50
200	----- 4.50
216	----- 4.50
252	----- 4.50
288	----- 4.50
324	----- 4.50

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

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

Onions—Texas Bermudas, \$4 per 50 lb. sack for white; \$3.50 for yellow.

Parsnips—85c per bu.

Peas—Green, \$2.75 per bu. for Calif. or Florida.

Pineapples—Floridas command \$2.75 for 16s and 18s and \$3 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 30@35c per bu.; Idaho, \$2.25 per 100 lb. sack; 28c per 15 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	----- 11c
Light fowls	----- 12c
Ducks	----- 14c
Geese	----- 10c
No. 1 Turkey	----- 15c

Spinach—\$1.35 per bu. for Texas.

Strawberries—\$3.75@4 for 24 qt. case from Louisiana.

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@7½c
Good	----- 6c
Medium	----- 5c

Lansing—A banquet was given at the Downey House May 3 by Lee & Cady to those grocers in Lansing and nearby towns who have signed up with the Red and White organization. Vice-President Berner was present and expounded the Red and White doctrine. It is expected that fully fifty grocers will be enrolled by the opening day June 4.

Detroit—Fred G. Keibler, dealer in shoes at 2566 Michigan avenue, has merged the business into a stock company under the style of the Fred G. Keibler Shoe Co., with a capital stock of \$5,000, \$2,500 being subscribed and paid in.

Cadillac—George Kelly has opened a confectionery, ice cream and lunch parlor in the newly remodeled store in the Lyric theater building. Ice cream will be made daily at the fountain with the most modern and sanitary equipment.

One thing is worth a premium today: Laughter.

Regard others as an end, not a means to your ends.

MUTUAL FIRE INSURANCE

"Public Enemy No. 1" Knows Where To Strike.

Fire seems to know. It seems to attack the buildings that are not prepared.

There are many ways to make any structure relatively safe from fire. These ways are suggested by mutual fire insurance companies to their policyholders.

The individual property owner often benefits immediately by a reduction in the premium, and all policyholders profit eventually from this fire prevention effort since reduction of loss means savings, and in a mutual corporation savings are passed on to the policyholders.

Millions of dollars are returned annually by mutual fire corporations to their policyholders in dividends. These savings effect a substantial reduction in the net cost of protection to the insured, usually not less than 20 per cent.; often much higher.

American property to the extent of over forty billions of dollars is insured against fire under mutual policies. The total amount increases rapidly every year as additional owners come to know more of this oldest and soundest form of protection.

Property management to-day demands a thorough knowledge of insurance. If you do not thoroughly understand the mutual plan, write any mutual company advertising in the Tradesman for information.

The oldest of the 75 Federation companies was founded in 1752. Five other companies in the group are more than 100 years old.

Of the remaining 69 companies: 9 are between 75 and 100 years old 10 are between 50 and 75 years old 30 are between 25 and 50 years old 20 are between 10 and 25 years old

These companies have over six billion dollars of business in force—have returned to policyholders in dividends over one hundred and forty millions of dollars.

The principle underlying mutual insurance and differentiating it from other forms is that which works to reduce the insurance cost by reducing the losses. Economy of administration is one of its distinct marks; but prevention of loss through selection, inspection, education and co-operation is the foundation on which the whole mutual structure is erected.

The Midland Four Mills of Kansas City, Mo., has been a mutual fire policyholder for sixty years. All through the milling and grain industry the mutual plan of insurance is the preferred form. Mutual inspection and education has reduced the fire hazard in this field and owners have benefited by reduced insurance costs.

Lines of Interest To Grand Rapids Council.

In discussing his trip to Traverse City to pay official visit to Traverse City Council, No. 361, Brother Rockwell became reminiscent about the former times and members he used to know. He mentioned particularly, the name of Frank Wilson, who had long been a worker in U. C. T. affairs. For several years, without interruption, he

was a delegate to the Grand Council of Michigan, and was known as the "Silver Tongued Orator of the North". Very sound in logic and an eloquent speaker, he was listened to with interest and respect for the cause he was advocating. Later his health failed him and he was compelled to conserve his energy, and for a time retired from the active affairs of the Council. However, recently he has made considerable progress in regaining his strength and greets his old friends in the United Commercial Travelers of America with a warm cordiality.

W. E. Sheeler, who traveled for many years for the American Seeding Co., maintaining a home in Jackson, and a membership in the redoubtable Jackson council, No. 57, is now engaged in business in Brooklyn, under the trade name of Farm Equipment Co., having succeeded C. L. First. When his company was merged with the Oliver Co., Hart-Parr Co. and Nicholas-Shepherd Co., brother Sheeler was offered a Canadian territory, but he preferred the land of the Stars and Stripes to the "Land of the Maple Leaf," so remained a citizen of our great commonwealth. Some salesmen in Michigan would accept the Canadian territory, and their friends would follow them very quickly for a visit.

It certainly is a demonstration of the right spirit to do one's part in starting the wheels of industry by buying the merchandise that is already on the market, so it becomes necessary to replace it. Incidentally, we will never have much improvement until the merchants do begin to replace their very low and broken stocks of merchandise. One of our loyal workers has recently found it necessary to replace the wardrobe of his better seven-eighths because she has been on a vigorous diet and has regained her girlish figure and insists that she will keep it. This was a case where everybody won; the wife won the new clothes, the husband won a reputation for being generous with his wife and the merchants won the profits on the sales.

Our Chaplain, Rutledge W. Radcliffe, was notified last week that the president of his company passed on very suddenly and unexpectedly. Brother Radcliffe was out of the city and could not be interviewed, but it undoubtedly will mean heavier responsibility for him.

Roy B. Parmenter, 305 So. Division avenue, a member since 1903, and with the Grand Rapids Brush Co. twenty-eight years, suffered from a carbuncle on his neck. He was taken to St. Mary's Hospital on Saturday for treatment and on Monday passed on to the future life. He was aged 62 years.

As an act of fraternalism, we feel that the official visit of brothers Bradford and Saxton to Mrs. Lucina Larrabee, widow of the late Russell H. Larrabee, should not be overlooked by the members of the Council. She is still residing at the old home 710 Veto street, and there was a real service in connection with her estate that was handled thoroughly and efficiently by them.

Mr. and Mrs. Oscar Levy mourn the loss of Mrs. Levy's mothers, Mrs. Sophie Seigel, who lived with them for the last five years. She passed out of this life last week, and was laid to rest in Walker avenue cemetery. Grand Rapids Council extend their sympathy to brother Levy and wife.

C. W. Julian, Past Senior Counselor of Elgin Council, No. 412, Elgin, Ill., living temporarily at the Cody Hotel, is confined to his room, his affliction being torn ligaments of the right ankle. He has been in the employ of the U. S. Rubber Co. for a period of twelve years. This is an illustration of how easily one can be injured. While on a visit to Cleveland recently, he was playing with the children of some friends on the lawn and slipped on the

grass meeting with a painful and rather serious injury. Again we remind you, "Keep your U. C. T. protection in force." You may need it any hour to defray the expense of physician, hospital and the many things one requires when injured.

Henry H. Herrenden, 1412 Hall street, formerly with the Peck & Williams Heating Co., father of C. B. Herrenden, still with same company, was injured recently, which necessitated an operation, and he is now in Blodgett Hospital.

Milton Smith, residing at 1346 Logan street, suffered a real loss and inconvenience when thieves broke the windows in his car and stole samples while the car was parked in front of a hotel

(Continued on page 22)

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

INSURE and feel sure

that when you have a fire you will have money to pay at least the most of the cost of re-building; but place your insurance with the company that will furnish this protection at the lowest cost, as there IS a difference, and it will pay you to investigate. The company that gives the most SAFE insurance for the least money is

The Finnish Mutual Fire Insurance Company
of Calumet, Michigan

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

It's *Strawberry* Time Again!

SELL CERTO NOW!

**Make 5 Profits
on Jelly Materials**



Mrs. J. O. Schon, Nebraska Jelly Champion

*4 State-Fair Champions
are sending women to your
store. Get ready for them...
Stock CERTO at once!*

RIGHT NOW—today—is the time to begin selling Certo . . . for quick turnover . . . quick profits. Strawberries are on the market now. The jam and jelly making season is on.

Last year more Certo was sold than ever before . . . and this year's prospects are even better. Sugar is cheap. Fruit plentiful. Get your share of the business. Sell your customers not only Certo, but also fruit, sugar, glasses and paraffin. Make five profits from the sale of jelly materials.

Certo advertising is running in the big women's magazines and farm publications now . . . 17 of them . . . and in more local newspapers than ever before. On top of that will be a weekly radio broadcast every week of the season over 36 big stations. All this advertising is telling women how to make jam and jelly with

ONE BOTTLE . . . TWO BATCHES

One bottle of Certo gives not jam...or two full batches of jam one batch, but two full 10 or or jelly from any other fruits. 11 glass batches of strawberry See recipe book under label.

strawberries. It is written by the jelly champions of the big state fairs . . . telling *your* customers how Certo makes better jelly, cheaper jelly, quicker jelly. How one bottle makes two batches.

Tie up with this Certo advertising . . . now and later, during the blackberry, raspberry, apricot, peach, pear and grape seasons. Right up to next winter. Push fruit and all the other "makings" of jelly and jam. And push Certo.

That's how to get volume and profits this year, when millions of women are making jam and jelly right at home.

Principal Products distributed by

GENERAL FOODS SALES COMPANY, INC.

- | | | |
|----------------------|----------------------|-----------------------|
| Postum Cereal | Log Cabin Syrup | Franklin Baker's |
| Instant Postum | Minute Tapioca | Coconut |
| Grape-Nuts | Walter Baker's Cocoa | Certo |
| Post Toasties | Walter Baker's | Calumet Baking Powder |
| Post's Bran Flakes | Chocolate | La France |
| Whole Bran | Maxwell House Coffee | Swans Down Cake Flour |
| Diamond Crystal Salt | and Tea | Satina |
| Jell-O | | Sanka Coffee |

"Ask the General Foods Salesman!"

NOT WHITE MAN'S COUNTRY.

How any man—be he white, Chinese, Japanese or Hawaiian—could listen to the story told by Mrs. Massie on the witness stand and then bring in such a verdict, we cannot see.

But Hawaii is Hawaii. It is not white man's country.

Among white men the "unwritten law" runs against rapists. In Hawaii the unwritten law runs against the avengers of rape.

Every power of public sentiment, every strength of the law was against the prosecution and conviction of Kahahawai and his fellow brutes who assaulted Mrs. Mascie. This influence told. The rapists got off.

And, now, every power of Hawaiian sentiment, every strength of Hawaiian law has been for the prosecution and conviction of those who brought upon Kahahawai the punishment which he so richly deserved and which a "stacked" police force and a weak district attorney failed to give him. The best criminal lawyers in the Islands went over to the prosecution; the defense had to import Darrow from the mainland: The "defense fund" to be raised by the business men of Honolulu never turned up a nickel. John C. Kelley as prosecutor turned prosecution into persecution. If ever a man overstepped the bounds of his office, with sneer, innuendo and improper evidence, that man is Kelley. And the biased judge let him get away with it.

To the outside world Hawaii thus says: "Bring white women here, if you wish. We need tourists. But if our people rape them, we won't punish the rapists. And if you punish them yourselves, we'll convict you of manslaughter."

What will be the outcome? Is this jury's decision to be but one more provocative act in the endless chain of wrong started by the outrage on Waikiki Beach? Will the higher courts, the courts of the American mainland, over-set it? Or will Governor Judd try to rebalance the scales of justice by use of the pardon?

Judd, on his record, will act as the politics and business interests of the moment suggest. The politics of it would be to please dark-skinned Hawaii by sending four whites to jail. But the business interests would be for letting them go for the sake of the travel reputation of the Islands. We cannot forecast the course of a weak political Governor.

But this we do know: Never will the name of Hawaii be clean, before the white world, while rapists, at large, play football on the streets of Honolulu and the avengers of rape lie helpless in jail.

NOT PULLING TOGETHER.

At a time when all the business forces of the country should be working together as never before in the interests of aiding recovery from the depression, it is rather pitiful to observe the lack of co-operation. There are tirades against Congress for its attack upon the exchanges for permitting practices which, while known to exist, are nevertheless not unfairly condemn-

ed. Similarly, many bankers rather resent what cannot very well be called unjust criticism of a number of methods pursued during the last boom. In both instances, it would be better to have the faults admitted and a joint effort to correct them for the future.

On the other hand, the leading business organization of the country appears satisfied to see the appropriation for the Department of Commerce slashed quite drastically, and it is no secret that such a cut might be welcomed because it would tend to make its own services correspondingly more valuable. This appears to be a case of jealousy at a very inopportune moment, in the opinion of observers.

It is obvious upon the most casual consideration that, instead of these petty objectives, a united move by all agencies and business leaders to deal with the problems of the depression and with ways and means of improving conditions is eminently more desirable. Continuation of present tactics and the policy of laissez-faire which has marked these many months of business difficulty will greatly depreciate the value of all trade organizations.

Unbiased commentators have pointed out that much was expected from organized business in a crisis and little has been offered. It is small wonder that membership dues have dwindled. Such expenditures have come under sharp scrutiny on the bare basis of value received and, where there has been no value of consequence, they have been properly lopped off.

BUYING POWER NEEDED.

Failure of business so far to respond to the efforts made to bring about recovery has caused further misgivings in many quarters. But these misgivings are usually voiced at about this time in a depression. In the past, when everything was pronounced hopeless, recovery got under way.

Of course, there are phases of this depression which have not been present before. That is why the usual optimistic declarations which "point with pride" to our tremendous resources and recall that every former crisis has been surmounted fall on rather incredulous ears. This has been described as a depression of plenty, while many slumps in the past have been periods of famine.

What has been only vaguely understood for the most part in this period of trouble is that underconsumption has been the basic evil. We have had overproduction because there was not sufficient mass buying power to absorb the products of industry. At the same time we have aggravated this condition by adding further to our productive capacity.

Underconsumption was brought about, it is now admitted, by credit inflation and profit greed. The distribution of income became too unbalanced and finally cut seriously into mass markets. A major contributing factor was the spread of Nationalism and the tariff war which we, as a country, brought upon ourselves by enactment of the Hawley-Smoot bill.

Whether prices have been sufficiently adjusted to bring back markets on the basis of lower wages and reduced employment remains to be seen. There is now a differential in favor of average wage rates, but actual earnings tell a different story in many lines. With so many unemployed, the market for all but necessities suffers.

OPPOSES PRICE-CUTTING.

After going into detailed explanation of what happens when a retailer "meets competition" by making unnecessary price reductions, the Eddy-Rucker Co., merchandising consultants of Cambridge, Mass., suggests in a current bulletin that if every manufacturer and salesman undertook a four weeks' program of educating the trade to the fallacy of price-cutting the practice could be materially curtailed.

The process of education would be carried out "by supplying salesmen with charts, examples and figures clearly presented, and definite and explicit instructions to show every retailer the error of senseless price-cutting beyond that justified by normal declines."

Since the company explains in the same bulletin just what percentage increases in unit sales are required for maintaining the same total profit at reduced prices, there is also material here for a similar campaign among producers. The conclusion is reached in this instance that new markets and new buyers are needed for obtaining larger unit sales, and that increased volume is not usually obtained by cutting prices on staple items.

While much of this information is fundamental, it is undoubtedly true that thousands of manufacturers and retailers are totally unaware of the principles involved. What better, then, than for trade associations and other groups to prepare simple charts and text which would serve to put them on the right track? A large part of the present evils in trade and industry may be traced to mere ignorance, and it is about time, in the opinion of many observers, that some effort was made to promulgate the facts which would correct such abuses.

UNFAVORABLE INFLUENCES.

A combination of unfavorable influences continues to keep business marking time. These included last week the failure of industry to make its usual seasonal gains, poor earnings reports for the first quarter, and Congressional investigations and delay upon the taxation and economy programs. News from abroad was also unsatisfactory, with the time drawing close for action upon the debt moratorium. Bank failures, although greatly reduced, are still tending upward and money in circulation, adjusted for seasonal variation, has increased again.

About the only favorable news is that of the credit situation, and more recently from the automobile and building industries. Automobile production is rising and present plans of the two largest makers may mean a more active Summer than usual. Should these

plans be fulfilled, then a better basis for a Fall upturn would be laid.

In building construction, the April figures are more encouraging. A rise in contract awards of 11 per cent. for the first three weeks is indicated on a daily average basis compared with March. The seasonal rise is 7 per cent., and this is the first time since June, 1931, that the seasonal advance has been exceeded. However, the increase was derived solely from public works. Residential building declined almost as much as it usually gains.

NEW DRESS PRICE PLANNED.

Opening of Fall dress lines in July will see the launching of a new price line at \$15 or \$15.50 to permit retailers an improved mark-up when the dresses are retailed at \$25. Dress producers at a conference held in New York last week agreed to co-operate with the retailers and the expectation is that practically all \$16.50 firms will offer the new price range when the styles for the new season are shown.

The \$25 retail price line has come to be one of the largest ranges in the minds of consumers and at \$16.50 the mark-up has not been sufficient to yield a profit to the stores. The small margin, moreover, was not made up on the \$29.50 or \$19.50 retail ranges. Accordingly, manufacturers were asked to re-establish a price range which at \$25 retail will permit a small profit to be made.

GENUINELY ANTIQUE.

The collectors of early American glass and pottery may think that they are getting antiques. But in comparison with the collectors of Ur of the Chaldees, the home of Abraham, they are gathering very modern productions. The archeologists of the University of Pennsylvania who have been digging in the ruins of Ur have found in a house of the date of 400 B. C. a mug and a bowl that date from 2400 B. C. They were 2,000 years old when their last owner had to flee from his house and leave his possessions behind. The theory that the last owner was a collector is more plausible than any other, for it is unlikely that the utensils should have been handed down in the family for 2,000 years. Such things do not happen even in a civilization less tempestuous than that of Western Asia before the Christian era.

DRY GOODS CONDITIONS.

Retail trade has held to its improved level except in sections of the country which suffered from unfavorable weather. The chief activity in this area centered on women's apparel and accessories. Low-priced floor coverings, lamps and other home furnishing lines, except furniture, attracted fairly good response. Men's wear trade was a trifle better. A particularly active business this season has been reported on gardening tools and equipment.

For the month, it is believed that department store sales in New York will range about 18 per cent. below a year ago. The second half was a shade better than the first. The month just closed had five Saturdays compared with four last year.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Kalamazoo was the objective point of our last Out Around. The day was perfect and the reception given the Tradesman at stores where stops were made was most cordial.

Our first stop was at the store of Peter DeMann, twelve miles South on U S 131, where my eyes are always gladdened by the sight of one of the cleanest and most complete country stores I have ever had the pleasure of inspecting. I do not wonder that people like to trade at that store and that the owner of the store is prosperous.

At Wayland I was pleased to note the changes recently made in the general store of Frank Malmstone—changes which give the emporium a metropolitan appearance.

At Plainwell I was informed that the Eesley Milling Co. was running day and night and that such a condition has prevailed for several months.

I was so fortunate as to renew the subscriptions of three good merchants in a single block on Portage street, Kalamazoo—Burton M. Barber, dry goods dealer; Ernest Wise, hardware dealer, and Rhenious Bell, grocer. All of these stores were full of customers when I called.

B. F. Barber, father of the dry goods merchant, had just returned from his usual winter stay at St. Petersburg. I recall the senior Barber as a long-time general dealer at Fennville and a subsequent partner and office official in the wholesale grocery house of the Lemon & Wheeler Co., Grand Rapids. He and his good wife will celebrate the fiftieth anniversary of their wedding at St. Petersburg next Christmas day. If Mrs. Barber, Jr., has her own way in the matter, I rather thank she and her husband will grace the occasion with their presence.

I was delighted to note the large number of persons the Columbia Hotel fed at the evening meal. I do not wonder that Landlord Ehrman is able to make so many improvements to his hostelry.

I learn with regret that Adolph Krause, founder of the Wolverine Shoe Co., Rockford, has been confined to his home by the flu during the past two or three weeks. At last accounts he was on the road to recovery.

The death of Hon. M. L. Dunham, one of the three judges of the Kent Circuit Court, ends a life of great activity on the bench and at the bar. Mr. Dunham removed to Grand Rapids from Cadillac in 1887 and for some reason formed the opinion that he could get me to reverse my steadfast determination never to settle a libel suit until it was passed on by the court of last resort. He had me arrested several times on a *capias*, but never filed a complaint or put up security for costs. The cases were al-

ways stricken from the calendar because the item of providing for costs was not given attention. Several years passed without any more activity on the part of Mr. Dunham, so far as I was concerned. One day I met him in a hotel lobby and asked him why he did not do any more *capiasing*. "Damn you," he replied, "I'll never bother you again. You don't settle as the daily papers do. You fight." We became good friends later and when Judge Stuart, of the Superior Court died in 1915, Mr. Dunham was appointed to fill the vacancy. I asked the late Judge Hatch, who had been my attorney for thirty-five consecutive years and who was once the youngest circuit judge in Michigan (in the Grand Traverse district) what kind of a judge Mr. Dunham would make. "The best ever," he replied. "He knows the law and will hand out his rulings promptly. They will be so nearly correct that the Supreme Court will sustain him nine times out of ten."

When I took Judge Hatch to Detroit a few years ago, where he died soon after, I reminded him of his prediction and asked him if Judge Dunham had lived up to his expectations. "Yes and more," was the reply, "Judge Dunham's knowledge of the law is the greatest asset any lawyer or judge could possibly possess."

The vacancy caused by the death of Judge Dunham renders it necessary for Governor Brucker to make an appropriate appointment with as little delay as possible. That ought to be an easy matter for our Chief Executive because he has at his command a judge who has really been in training for the position now rendered vacant for many years. I refer, of course, to Judge Verdier, who succeeded Judge Dunham as Judge of the Superior Court when Judge Dunham was advanced to the Circuit Court.

Judge Verdier has served the city as Judge of the Superior Court eleven years. His judicial career has added to the high esteem in which he was previously held as an attorney at the bar. His Judgeship has brought him in contact with questions of prime importance which touched closely the public welfare and he has always discharged his duties as Judge in such a manner as to entitle him to the commendation of the bar and the respect of litigants and offenders who have appeared before him. Some have thought he was perhaps a little severe in handing out sentences to those who violated the public peace and welfare, but the freedom of Grand Rapids from crime, as compared with many other cities of similar size and character, affords ample proof that his policy in this respect was the proper course for him to pursue.

Judge Verdier's gift of real conversation is rare. He has a kindly, generous and tolerant nature. His friendship is a priceless possession. He loves the law, the profession of the law and the administration of justice and he strives mightily to deserve the reputation he has acquired and rigidly

maintains at all times as a fair and able interpreter and expounder of the law.

I sincerely hope Governor Brucker will act promptly in recognizing the ability, energy and resourcefulness of so able and faithful a public servant.

I am naturally prejudiced against the freight truck generally because of the hoggishness of most of their drivers. This does not apply to the Standard Oil Co., the Hekman Biscuit Co., the Valley City Milling Co., and some other privately owned truck transportation lines which penalize their drivers for incorrect driving. It does apply to the chain stores and the large truck lines which appear to be operated without regard to law, courtesy or even common decency. The drivers seek the middle of the road and frequently prevent a driver passing them when he approaches from the rear. When the truck finally stops and gives the passenger car driver an opportunity to accomplish his purpose, he is treated with the vilest language in the vocabulary if he remonstrates with the driver of the truck over his lack of courtesy. I cannot understand how the owners of the trucks succeed in securing so many drivers who lack every attribute of manhood. I think much of the prejudice against trucks is due to the carelessness of truck owners in selecting their drivers.

The greatest objection to the truck system comes from the railways and the friends of the railroads, who dislike seeing our great transportation systems destroyed by the competition of the trucks. I share in this feeling, but I have to concede that the truck system owes its existence to the arbitrary actions of the railway managers in the handling of perishable freight. When prices were advancing a dozen years ago the railway managers promulgated rules prohibiting local freight trains from stopping at every station daily. They were permitted to stop twice a week and sometimes three times a week and refused to listen to arguments on the subject. In many cases urgent requests for interviews on the part of those who were using the railways were refused. This left but one course open to the country merchants, who urged the village drayman to make daily trips to the market from which supplies were obtained. He took to market the eggs and produce the village merchants accumulated every day and returned in the afternoon with the merchandise and early vegetables the merchants had to have in stock every day to meet the requirements of their customers. The drayman soon availed himself of the opportunity to handle the traffic in other towns between his home town and the market city and thus developed a competition with the railroads with which they could not successfully compete. Now the railways have the sympathy of the shippers and even undertake to resort to legislation to curtail the operations of the trucks when they could easily have prevented the dominance of the truck system if they had listened to the voice of reason or used the brains God gave them to think with. They literally plunged them-

selves to destruction, impaired the value of the enormous properties under their management and lost the sympathy and co-operation of people generally through the exercise of unnecessarily arbitrary methods which anyone with sense could easily foresee the outcome. I regard the trucking system as an excrescence in the great world of transportation, foisted on us by the imbecility of railway managers, the same as they foisted the interurban system on the country by refusing to listen to the voice of reason. When the interurban railways from Grand Rapids to Kalamazoo and from Grand Rapids to Muskegon were first proposed I spent two half days with the general manager of the G. R. & I. and undertook to prove to him that by placing gasoline coaches on his already established lines he could give the people adequate hourly service along the lines of both his roads and effectually prevent the illegitimate competition of the interurbans by making it impossible for the promoters to sell their bonds; that with tracks and sidetracks, passenger stations and freight houses at the terminals and intermediate points; that with station agents, baggage men and telegraph operators, the railways could handle the traffic the interurbans proposed to divert from the railways so effectively that the promoters of the new form of competition could never make any headway.

Did my argument get me anywhere?

Not by a jugful.

The railway manager was so smug in his idea that nothing could dislodge the G. R. & I. from the position it occupied in Michigan that he bluntly told me I could go back to my office and run the Tradesman and he would continue to run the G. R. & I.—which he did to its effectual destruction. No sooner did the interurbans die a natural death after they had made the lines of the G. R. & I. streaks of rust than the trucks came along. The G. R. & I. again deliberately played into the hands of its destroyer by adopting and maintaining the course above described.

I would like to assist the railroads to regain the prestige they formerly enjoyed, but what can one do when the railroad lines are managed by men who refuse to listen to the voice of reason?

Another reason why I disapprove of the trucks is that I do not think they pay a fair share of the upkeep of our improved roads. True, they pay something in purchasing gasoline, which includes the 3 cents per gallon tax, but what they contribute in this way is but a trifle compared with the taxes we exact from the railroads on their right of way, station buildings, freight warehouses and rolling stock. Until legislators give this matter the consideration it deserves, the unfairness of our present method of dealing with these two great industries will be increasingly apparent.

On account of the lack of regulative measures relating to trucks and the excess domination of the railroads by

(Continued on page 23)

FINANCIAL

Sources of Stock Information in Stock Analysis.

In the last few articles we have been considering basic principles and the importance of investigating the factors such as business, asset value and earnings prospects before making a trading decision. The process of analysis is the utilization of facts and deciding the attraction of the issue. A knowledge of the use of facts is necessary but it is also important that the investor must know where to get the facts before dealing with them in an analytical manner.

Analysis is generally considered to include the correct procedure in dealing with facts regarding a stock from the possibilities in the issue. However, security analysis consists of also knowing where to obtain these facts. The investor must be familiar with general quotations but if he cannot obtain the information, then the theoretical knowledge is of no value.

There are many sources of information. However, the most important is that which comes from the company, itself, which is usually put out through statistical agencies. Newspapers, financial publications and statistical information bureaus constitute the best sources of corporate and security information. It is unnecessary to go into technicalities regarding the news gathering systems of the particular statistical bureaus. However, their information is very complete as they maintain staffs of financial news analysts who are usually getting this information from the various corporations. The statistical information bureaus are very careful and check all the qualities and sources of their information. These reports are taken from the companies' balance sheets, newspapers and are tabulated for each individual's or corporation's securities to which the news may have reference.

In addition to newspaper and statistical information there are a large number of periodicals which also specialize in attention to financial and security matters. These are very thorough and some of them can be strongly recommended to the investor. There are others that are purely tipster sheets and should not be studied by the investor as they usually recommend or sponsor some particular issue which many times has little value.

There are also organizations whose main purpose is to advise and recommend stocks for investment and trade. They usually go into a very detailed analysis of a company and they are all organized for the purpose of advising their subscribers of the most advantageous and best trades to be made in the security market.

During the recent wave of speculative enthusiasm, there was a rapid demand for speculative advice as the general public, at that time, was not experienced and was very willing to pay these advisory services for advice regarding the securities to buy and the definite steps to be taken in getting its share of the so-called easy stock market profits. Unfortunately, many such sources misrepresented their qualifications and have taken in-

vestors' money for poor advice instead of good advice.

During the period when prices were rising, it took no great amount of genius for a market service to make money for its subscribers. However, in the present bear market, this situation has been reversed and the majority of these services are no longer engaged in this type of work.

Careful attention should be paid by the investor as to the source of his stock information and it should only be considered in an unbiased analytical manner.
Jay H. Petter.

More Equitable Burden Between the Debtor and Creditor Nations.

Foreign trade of the twenty-two leading countries of the world declined \$11,000,000,000, or from \$41,000,000,000 to \$30,000,000,000, in 1931 as compared with 1930, according to the National Industrial Conference Board. Such a drop provides telling evidence of the widespread nature of the current depression. Nevertheless there is a basis for optimism in the figures.

This is the fact that gradually the disequilibrium between debtor and creditor nations is diminishing. The effect of this, as the board emphasizes, will be to assist in a recovery of prices by relieving the pressure on the payments which must be made by the debtor countries.

The importance of such a trend in foreign trade has been extremely slow in making headway in this country. Our general attitude is a carry-over from the days when we were a debtor nation and enjoyed a favorable balance of commodity exports. We were able to do this in those days because the excess of exports over imports could be used—in fact was necessary—to meet interest payments and the other so-called invisible items.

When the country shifted from a debtor to a creditor nation there was not a corresponding change in our attitude toward trade. Rather we continued as a nation to believe that it would be possible for us to have a favorable balance both in the visible and invisible items.

In fact it appeared for some years that we were able to accomplish this desire. Actually, however, what was taking place was that we loaned billions of dollars to foreign nations and thereby enabled them to meet the constantly increasing payments due to us.

Students of economics recognized that this heavy foreign lending must stop unless we permitted foreign countries to sell us more than we sold them. The only question was when the change would take place, or, in other words, when the burden on the foreign nations would become so heavy that they could not carry it.

The present tendency toward a closer balance between debtor and creditor nations, therefore, is a constructive development in spite of the appalling loss in the aggregate amount of trade. Once a reasonable balance is reached between debtor and creditor countries there will be a possibility of an increase in the volume of foreign trade along sound lines.

Ralph West Robey.
[Copyrighted, 1932.]

In Memory of Clinton Bishop.


Speaking of the death of Clinton Bishop reminds me that he came to the Fourth National Bank direct from finishing his studies in the high school of our city nearly forty years ago and was with me in the bank for thirty-four years. He served the bank in different capacities. At first in one of the minor positions, but gradually worked his way along through the bank until he was elected Cashier and that position he held for something like twelve or fifteen years, and when the Fourth National Bank was discontinued he was invited by the Old National, a neighbor bank, to serve as Cashier of that institution, holding the office with that good bank until the time of his death. He could always

say "yes" or "no" with a smile and made friends and was liked by everyone.

His father, Colonel Bishop, as he was well known, was colonel of his regiment during the civil war. After the war was over he held the position of Postmaster in Grand Rapids and was Sheriff and Register of Deeds for Kent county, and held other positions of trust for many years.

Clinton Bishop's death at this time will be a great shock to his many friends and admirers and will be greatly missed by everyone who knew him.
Wm. H. Anderson.

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A Business Man's Philosophy.

Why do authors introduce German, French and Latin phrases into English writing? Is there any explanation except the desire to show off?

Probably not a tenth of the readers know the meaning of these words. Those that are easily translated are offensive and ineffective, since they are used over and over. Surely there are adequate English words for such chestnuts as par excellence, declassé, in loco parentis. Lawyers and people of formal types of mind love such foreign phrases.

A theater critic thought that he had said something clever when he proposed an endowment to teach American actors to pronounce m-o-n-s-i-e-u-r. Unless an actor appears in an all-French play, why should he be required to say monsieur? Why should all other words be in English except this one? Why not let the actor say mister and be done with it? He is allowed to speak all other words in English.

When a doctor of philosophy writes a book he sprinkles footnotes over the lower part of the page. Preceding each footnote are words or abbreviations in italics. Among those commonly encountered are vide, cf., ibid., i. e. and E. g.

There are good English equivalents for each of these, but the doctors of philosophy must prove that they have been educated and the easiest and laziest way to do it is to use symbols.
William Feather.

A Business Man's Philosophy.

A rule in some offices is that all unfinished work shall remain on tops of desks. The hope is that desks may be cleaned at the end of the day.

Of course, there are jobs that cannot be done in a day. The jobs that take a week or a month are not being discussed here. We are thinking of daily routine.

From 50 to 90 per cent. of every day's work is routine. Only when these details are disposed of promptly is time conserved for big things. Men usually work in one of two ways: They shove the routine aside and give their attention to the most important matter, or they handle the routine and postpone consideration of the larger affairs. Doing the most important task first seems sensible, but the trouble is that when details are neglected they become uncomfortably important. The enquiry pushed aside last week is an emergency to-day.

The conclusion is that the man who can't keep ahead of his work needs an assistant.
William Feather.

Why A. & P. Should Not Receive Charity Orders.

First. The A. & P. is a capitalistic combine with monopolistic tendencies. The control of 17,000 stores dealing in the necessities of life is too great and too dangerous a power to be arrogated to any one man or corporation.

Second. The A. & P. is a New York organization and its receipts are remitted daily to headquarters, thus impoverishing Michigan cities and towns to the extent of their volume of sales.

Third. The A. & P. buys all its vegetables and fruit from the Atlantic Commission Co., a subsidiary organization owned entirely and controlled by the A. & P., and thus every order for fruits or vegetables given to the A. & P. hurts the commission men of Michigan and adds to unemployment.

Fourth. The A. & P. buy all their meats from Chicago and Milwaukee meat packers, thereby again adding to the unemployment situation in Michigan.

Fifth. The A. & P. do not buy from any of the wholesale grocers in Michigan and all business given to this organization forces the wholesale grocers of Michigan to curtail the number of their employes.

Sixth. The A. & P. has its own bakery and this affects the wage-earning power and the number of employes in every home owned bakery.

Seventh. The A. & P. refuses to give credit and desires cash business only, thus making more stringent these unhappy times.

For these reasons alone, neither A. & P. nor any other out-of-town chain is entitled to any charity orders, and if these reasons hold good as to why they should not receive charity orders, they logically hold good as reasons why they should not receive your business.

Stationery Novelties in Demand.

Orders for stationery novelties suitable for graduation gifts are reaching manufacturers in considerable quantities. The merchandise is wanted for delivery within two weeks. Items retailing at \$1 are in greatest demand, although a limited call for \$2 and \$2.50 articles was noted. Leather-bound five-year diaries with metal initial decorations are in demand in the \$1 and \$2 retail ranges, while cloth-bound books decorated with hand-painted floral designs are wanted to retail at \$1. Interest aroused by the campaign to raise funds here for erection of a Shakespeare memorial theater in England has prompted one novelty house to revive a line of miniature leather-bound books containing the works of Shakespeare. They are selling well in sets to retail for \$5.

For the Small Store.

Late in March, I stepped, one day, into one of the hottest days of the Summer. One minute the temperature was somewhere around freezing, the next moment it was well up in the nineties, with the terrific humidity that, fortunately, comes but a few times each year. It was the kind of heat we speak of as "oppressive," a foretaste of the worst the coming Summer can give us.

To get away from the torrid sidewalk, I walked through the open door of a store. What a relief. It was just a plain, ordinary, small store, 20 feet wide, 60 long. No special apparatus was in sight, no openings for a special air supply. Yet it was thoroughly comfortable; its air was cool, neither too wet nor too dry. It had the sort of atmosphere in which customers like to linger, clerks feel their best. Yet all the time the door from that breath-of-the-tropics street was wide open.

I ought to explain, perhaps, that this torrid street was a bit of outdoors

walled in and heated, with just enough steam in the air, to duplicate the worst of Summer weather conditions. Its purpose: to show how effectively a small store can protect itself (this Summer for the first time) against the kind of weather that drives away customers, wilts clerks and ruins merchandise.

The apparatus is relatively simple, might pay for itself in a few hot August weeks. And while operating costs vary according to local conditions, you can take 37 cents per hour as a fair sample. The conditioning unit, which recirculates the store air, mixes it with the proper proportion of outdoor air, humidifies or dehumidifies it, filters it, and cools it, is (roughly) 2 x 4 x 5 feet, and can be suspended over a show window, in a space not ordinarily useful. The refrigerating unit, in a basement or other outside

space, uses plain ordinary steam instead of a special chemical refrigerant; no engineer is required for its operation. If preferred, ice can be used, with decreased first cost but usually slightly higher operating cost. In a climate that has relatively few hours of heat, operating cost may be a secondary matter. Chapin Hoskins.

On the whole, it is patience which makes the final difference between those who succeed or fail in all things. All the greatest people have it in an infinite degree, and among the less, the patient weak ones always conquer the impatient strong.—Ruskin.

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Odds and Ends To Think About.

Sign in a cabinetmaker's shop reads:

There never was a product made—
 The truth we must confess—
 But somebody could make it worse
 And sell his junk for less.

Which, of course, is perfectly true—if it is true. No manufacturer or merchant need fear competition of this character, provided his own goods and service are worthier. But if he depends on words, whether in rhyme or not, and has nothing more solid than words, he won't get far on those alone.

Is the grocery business peculiarly subject to ruinous competition? Maybe but listen to this:

Our Pacific coast is dangerous and inhospitable to navigation. Between Vancouver and San Diego there are only two shelters for large ships which are good in all weathers—San Francisco Bay and Los Angeles harbor. The shore is barren, rocky, subject to Westward winds and frequently there are impenetrable fogs. Every experienced navigator knows all this; and yet every so often—appallingly often, in fact—ships are wrecked on rocks and shoals whose localities are as well known as are the harbors aforesaid. Usually such accidents occur in foggy weather.

When we read of shipwreck of this character, we are prone to exclaim: "Why did not that captain turn Westward and run a little ten miles out to sea, thus insuring safety? He knew the coast from thirty years' navigating of it." But the explanation is that headquarters and owners know the exact number of barrels of oil required to make the run by the shortest route—which means the route nearest the shore line. Every barrel burned in excess of that minimum subjects the captain to demerit marks or the loss of his job. So he "takes a chance" and, when fate goes against him, he loses; and when he loses, his loss is not a grocery business from which he may recover. His loss is his ship, his life work, his life. For it is a tradition of his calling that the captain goes down with his ship.

That is competition with stark tragedy in its wake.

One rather humorous development of the depression is the evaporation of a line of business that was a dream—a nightmare—of grocers for many decades, which never became a reality—though long the source of grievance—and which now has become non-existent, so far as grocers go.

That is the business of supplying hotels. The head of an old-time large grocery business was telling me a few days ago. "We used to travel four men, paying them \$250 per month and expense allowance of \$10 per day, selling hotels. They sold cigars in a big way, fancy groceries and other supplies in volume. We have no such men now and hotels are running so

badly in the red that we don't want that business any longer."

How we used to grind our jobbers for "taking this business from us." Had we looked at it dispassionately, we would have known we were not equipped to handle it—that big hotels would have been fools to buy from us. And now what we never had and could not get exists no longer. Is it not plain that we worry now over certain trade we are not fitted to handle, are better off without?

I said a time since that now every business man who does not own his business home should look about for one and buy it. Here is a story in point:

A grocery house which dates back to the Western mining camp days when business was on the supply house plan, large quantities laid in monthly or less frequently, always has operated in the old-fashioned, long-credit style. Conservatively operated, with margins as liberal as current circumstances have warranted, it has piled up its money which it has loaned on mortgages. The manager told me an instance of value-shrinkage.

This was a ranch on which they had loaned \$12,000. Sometime afterwards the owner was offered \$35,000 which he refused, holding out for \$40,000. A few years later, he let his property be taken over by this grocer for the \$12,000 mortgage. "If we had acted promptly," said the grocer, "and been sports, we might have sold it immediately for \$10,000; but we did not, and now I suppose we could not get more than \$7,000.

"But then," he concluded, "we never have let go of any of our realty. Perhaps we have been wrong in this, and yet I don't know. Realty is at least always solid and tangible—better than wall paper."

What, now, should be the viewpoint of the man paying rent for his store? Should he look at the \$35,000 or the \$7,000? May he not wisely think of his opportunity now to acquire real property at a fraction of its true value? Perhaps what he finds suitable for his own business cannot even now be purchased for 20 per cent. of what it was "worth" four or five years ago. But a discount of 50 to 60 per cent. from former values should seem to make a bargain of almost any well located business realty. Why should we race after realty when it is at heights unprecedented and shy off when its deflation is as drastic as it is to-day?

The wise man is quietly acquiring realty now on a basis that will make all our mouths water a few years hence. We may feel we have few dollars these days, but those we have are worth two or three times what the 1929 dollar was worth.

But while it is true that our money is worth much more, let it also be remembered that this as bad a time to owe anybody as any time ever was. We might coin a proverb: In slow times, do not owe. Then we could add to it: In flush times do not owe. We shall thus conclude that, while it may be embarrassing to be owed, it is always vastly more dangerous to owe.

(Continued on page 23)

Plan Today!

Don't fail to attend the Convention of the National Association of Retail Grocers, June 6, 7, 8 and 9 at the Hotel Jefferson, St. Louis.

Make your reservations today. Railroads are making special rates of Fare and One-Half for Round Trip Tickets—Good for 30 Days. Get your certificate when buying ticket.

You'll get many helpful ideas and the latest industry news. Lots of entertainment too! Plan today to attend!



STANDARD BRANDS PRODUCTS



(This advertisement is run in the interest of the National Association of Retail Grocers by Standard Brands Incorporated)



BITE INTO

this profit-making 1932 idea. **UNEEDA BAKERS LEADERS** offer appetizing recipes that will bring customers to you for dozens of different products you sell. Feature this famous line that builds *extra* sales for you!

NATIONAL BISCUIT COMPANY

Uneeda Bakers



MEAT DEALER

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

Install a Ready-To-Serve Meat Department.

How would you like to have the landlord come into the store to-day and say, "I'm going to let you have your store rent free for the next five months."

To a great many dealers, that might be the difference between operating this summer at a profit or operating at a loss. At any rate, it is an offer that very few dealers would turn down.

We don't have any plan in mind whereby we can go to landlords all over the country and persuade them to do this, but we do have a suggestion to make which we believe will accomplish the same purpose, at least in some cases.

A ready-to-serve meat department, properly advertised and properly manned during the summer months equal, in during the summer month equal, in many cases, to the amount of the rent of the store. We don't say this as something that we hope might happen. It is something that has actually been done by food dealers.

In the first place, it isn't hard to move a good quantity of ready-to-serve meat during the warm weather, because they are foods which people want. We believe that the desire for cold meals and for tasty and nutritious picnic lunches featuring cold meats has been increasing from year to year, and we believe that we can anticipate a normal demand for these products this year. We don't know whether it is because so many diet fads are being debunked or whether the average American's appetite for good food is improving, but we do know that the menus of hotels and restaurants during the summer consistently feature the cold meat lunch or dinner and that some manufacturers and packers are able to show an increase in the production of these meats as compared with five or six years ago.

It isn't enough, however, to simply put a few ready-to-serve meats in one end of the display case and hope that people will come in and ask for them. They are entitled to good display, for they are attractive products, and the profit which can be obtained from them certainly makes them deserving of some preference by sales people.

Holidays are, of course, the big days for the ready-to-serve meats. May brings us one—a holiday when thousands of people all over the country go picnicking. Dealers who make an effort in the days preceding Memorial day to tell people about ready-to-serve meats for their picnic lunches and have a good selection of these meats for people to see when they do come into the store should be able to show a very good profit for their labor. There are many ready-to-serve meats which can be displayed without refrigeration, consequently they can be used as displays in ordinary windows. The meats are attractively prepared and have a great deal of appetite appeal.

Serving samples in the store may help to increase the demand. The fact that the housewife can be spared the work of cooking food for her cold meals or her picnic lunches and the fact of the high food value of the meats can be featured in posters about the store or in the newspaper advertising which the store does.

One of the most desirable points about ready-to-serve meats, from the standpoint of the meat retailer, is that they are not, for the most part in competition with the other meats which he sells. For example, a housewife who is planning a picnic lunch probably will buy no meat if she does not buy ready-to-serve meat products. Or if she is planning a cold dinner or luncheon, she undoubtedly wants to be saved as much detail as possible in the preparation of such a meal. If she does not serve cold meats, she may serve some sort of a meal which does not include meat. The large consumption of ready-to-serve meats at pick-up after theater lunches, for children home from school or in from playing, and for workmen's or school children's lunches results in a demand which can be filled by the dealer without decreasing his sales of other meats to any appreciable extent. The profit which can be made from the sale of ready-to-serve meats is profit that is pure velvet to the meat dealer in the large majority of cases.

We don't guarantee that you can pay your rent from the profits of your ready-to-serve meat department. But we do know that it will be profitable to give emphasis to the sale of these products for the next five months.

John Meatdealer.

Socket Appliance Call Up Sharply.
 Demand for small electrical household appliances has shown outstanding improvement. The volume for

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.

MR. GROCER for repeat sales get your supply of
POSTMA'S DELICIOUS RUSK



Fresh Daily
POSTMA BISCUIT CO.
 Grand Rapids, Mich.
 50th Anniversary
 1882-1932

April will run from 10 to 15 per cent. ahead of March records and parallel the showing made in February. Special offerings by a number of manufacturers account for increased interest. No drastic price cuts have been made to stimulate buying. May is expected to provide a fair amount of business from jobbers in the market for electric fans and other Summer items, but purchasing by retailers will be limited.

Store, Offices & Restaurant Equipment
G. R. STORE FIXTURE CO.
 7 Ionia Ave., N. W. Phone 86027

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

Worms don't fall down. Even the best men occasionally do.



Don't miss this bet

If you like to sell groceries, don't overlook what Carnation is doing. Carnation Milk is "on the air"—from coast to coast—every week—telling millions of grocery-buyers why they should be using Carnation Milk.

Carnation's growing popularity means volume business—faster turnover—reduced selling cost. It's a good bet for you.

Carnation Milk

"From Contented Cows"



WORLD'S LARGEST-SELLING BRAND OF EVAPORATED MILK

THE REPEAT-ORDER STAND-BY

Lily White! Flour



VALLEY CITY MILLING CO.
 Grand Rapids, Mich.

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.

The Hardware Dealer and the Shower Trade.

In the hardware business, it is essential to push the seasonable lines, not merely while they are seasonable, but before; and to watch the calendar very closely to make sure that no timely line is overlooked.

June is traditionally the month of brides; and the June gift trade is an important factor in the hardware dealer's turnover. Of course, weddings occur all the year round, and wedding gifts are in demand every month; but June is the time to make an especial and seasonable appeal to this class of trade, and to bring to the attention of your public the fact that all sorts of wedding gifts, and especially practical gifts, are to be secured in the hardware store.

It is almost axiomatic that timely lines should be pushed a little before the season actually arrives. With many lines—such, for example, as paint—a rather extensive process of education by means of newspaper advertising, window display and special advertising matter is required; and this process should be started some time before the season gets under way.

With June gift lines, you should at least be prepared to put on your main display not later than the first of June. Most dealers start pushing these lines the latter part of May.

There is, however, an additional opportunity for the hardware dealer in connection with the gift trade. He can cater to the "shower trade." A shower is a little social affair given by some friend of the bride to a circle of acquaintances who cannot expect invitations to the wedding yet would appreciate the opportunity of expressing their good will. To this shower, the guests bring their gifts. A kitchen shower, for instance, calls for all sorts of kitchen utensils; an aluminum shower, a woodenware shower, an electrical shower or an enamelware shower, are some of the variants that come within the hardware dealer's scope.

Like the wedding gift trade, the shower trade is an all-the-year-round affair. But if June is the month for pushing wedding gifts, May—and not too late in May—is the psychological time to appeal to the shower trade.

A dependable method of reaching this class of trade is the window display. Another is newspaper advertising. A third is direct by mail advertising to selected individuals—and this is something not restricted to May, but that can be continued all the year round. Personal solicitation is, however, probably the most effective method of getting results.

Here is a point not to be overlooked. The hostess—the friend of the bride who is giving the shower—will usually welcome new ideas. Not merely new subjects for showers, but ideas as decorations, games and incidentals.

One dealer some years ago employed a rather gabby stenographer. He felt sometimes that the girl talked too much. But when it came to digging

up advance information with regard to weddings, that girl had a nose for news that a society reporter would have envied. And she made a hobby of assembling information—advertising booklets, magazine and newspaper clippings, etc.—in reference to weddings and showers. It took the dealer some time to realize that she was an asset. Then he got the idea of having her give him the names of prospective brides and grooms and those friends likely to put on showers. When he broached the matter she simply said:

"Lena Smith and Jack Jones are to be married on the first of June. Sally Marcus and Mary Hamm and Lizzie Whitney are giving showers. I've seen them and they're all coming in here to-day or to-morrow to get some suggestions from my scrap book. And I've typed out lists of suggested gifts so they can tell their guests just what to get so there won't be any duplication."

In other words, the gabby girl, out of sheer goodness of heart, had beat her employer to it; and was doing personally the very thing he had thought of doing by mail or telephone. From that time on the system was made permanent, that is, until the girl herself got married—and in the meantime that store became, with a lot of young people, the recognized place to get real service along the lines indicated.

Service helps. For instance, another dealer has a mimeographed list of gift suggestions, first, for showers of various kinds, then for wedding gifts. If a call comes for a gift for So-and-So, the salesman can refer to the list and suggest some item not yet purchased, so that duplication is avoided. Of course, there may be duplication by gifts bought from other stores; but the very fact that this store protects its purchasers tends to draw trade. For most purchasers of wedding gifts have a horror of possible duplication.

It is, of course, one of the unwritten laws of the business that any gift may be exchanged; but the check-list reduces to a minimum the amount of exchanging, and in so doing saves a great deal of needless labor.

Excellent window displays can be contrived to advertise the "shower season." The big umbrella, set in the center of the window and sheltering the miniature bride and groom, makes a striking feature. From the top of the window on invisible wires are suspended shower gifts, while others are scattered over the floor of the window.

Another display suggests various kinds of showers. The window display shows, here, kitchen utensils; there, woodenware; in another place, tinware; in another section, electrical devices; elsewhere, aluminum. Each class of gifts is grouped by itself. In the foreground, just back of the glass, is a huge red question mark, above a card bearing the question: "What kind of shower will you give for the June bride?" From the base of the question mark, colored streamers run to each group of articles, and with each group is a card bearing the conspicuous lettering, "why not a kitchen shower?" "How about a tinware shower?" "An electrical shower is the latest thing," and so on.

Ingenuity in devising new showers, and in advertising the old familiar showers, will help you to get this trade.
Victor Lauriston.

Canned Rattlesnake Meat.

Try some broiled rattlesnake for dinner some night. That fantastic idea has become a reality. George End, a Floridan, is now canning rattlesnake meat, and declares he is finding it difficult to supply enough rattlers for the increasing demand. This product tastes like the breast of chicken, says Mr. End. He asserts that the meat is clean, white, tender and highly digestible.

New Preserve Package.

A new type of package for preserves has been developed by the Pantry Maide Products Company. The jars have been specially designed so that they can be placed right on the dining table without offending the eye in any way, since they are graceful and compact. No label appears on the jar itself. Instead the label is incorporat-

ed in the cellophane wrapper, which covers the jar. The slogan of the firm is: "No label to mar your table."

Frozen Oyster Experiments.

Experiments with a retail pack of frozen oysters are being conducted by the Booth Fisheries Company of Chicago, according to Chief Engineer W. J. Hendron. They are being packaged in a one-pint oblong paraffined carton and then sent to a quick-freezer. When the boxes are removed from the freezer, they are wrapped in wax paper. The experiments will be carried through the summer to see if a satisfactory product can be developed by the time the next oyster season arrives.

Orville J. Plamondon, dealer in general merchandise and hardware at Lake Leelanau writes: "Your paper has saved me many dollars during my twenty years in business."

Don't worry about next year. Get after the next order.



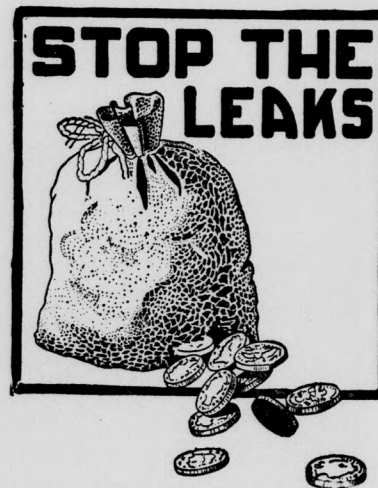
WHICH STORE IS YOURS? A new COYE AWNING will bring you business

Phone or write for new low prices

CHAS. A. COYE, INC.

Phone 65106

Grand Rapids



Most every business has some kind of financial leak that is not recognized by the owner. One of the most common of these is the payment of excessive insurance costs. Many business men are not aware of the fact that strong, sound Mutual companies offer the best of insurance protection at a substantial saving in cost.

FEDERAL Mutuals are one of the outstanding insurance organizations in the country. For 32 years they have been returning cash savings to policyholders. They have been helping merchants all over the country stop this important financial leak in their businesses. These thousands of policyholders have received the maximum in protection at the minimum in cost. The Mutual method of insuring is simply this: careful selection of property insured resulting in a low loss ratio, efficiency in management resulting in low operating costs, and the returning of profits earned to policyholders.

If you wish to stop a financial leak in your business by insuring your property (if it meets Federal inspection requirements) with other select properties, sign and send the attached coupon.

Federal Hardware & Implement Mutuals

Retail Hardware Mutual Fire Ins. Co.
Minneapolis, Minnesota

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

Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

Sign Here

FEDERAL HARDWARE & IMPLEMENT MUTUALS

Stevens Point, Wis.

Without obligation send me complete information.

Name _____

Address _____

City _____ State _____

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.

Strong Call For \$1.98 Spread Sets.

Bed spread sets offered to retail at \$1.98 are outstanding items in the seasonal curtain and spread trade at this time. The sets, which include a spread, two window curtain sets, dresser scarfs and other pieces, compare favorably with goods retailing at \$3.50 last Spring. Sets made up of fast color prints in pastel shades and trimmed with plain color voile are in best demand. In the popular curtain market, prices continue depressed with retailers now offering print curtains to retail at 49 cents.

Men's Sportswear in Demand.

Sportswear items of all types continue to dominate the orders for men's Spring and Summer wear placed with resident buyers. Although the volume is not as large as last week's, the total business is regarded as fair. In clothing Summer suits, such as seersuckers, linens and other types, and sport jackets and trousers are prominent in the orders placed. Furnishings demand centered on mesh and other shirts of lightweight materials, bathing suits, robes and similar accessories for outdoor activity. Pastel shades in neckwear were also active.

Limit Kitchen Crockery Lines.

Manufacturers of kitchen crockery will concentrate on a few staple items for the Fall season and eliminate style merchandise completely. The move has been prompted by buying policies followed by retailers this Spring. Few stores purchased more than a limited selection of goods and the majority took only items which enjoyed a steady call for the past few years. New items and novelty articles retailing at more than 25 cents were left on manufacturers' hands and had to be moved at sacrifice prices, selling agents explained.

Introduce Square Kitchen Utensils.

Introduction of square utensils for cooking and other kitchen uses has met with widespread consumer approval in recent weeks. The square type products are offered in place of conventional round and oval designs and are promoted on the claim that the new shape is more efficient for kitchen use. Early this year producers brought out square washtubs and dishpans, and they now plan to introduce the shape in a variety of cooking utensils. The new items are priced at the same levels as other types and have been ordered freely by retailers.

Differ on Dress Price Revision.

Sharply divergent views with reference to revising dress price lines are current in the trade. New lines are being urged in some quarters, while in others the contention is voiced that there are enough lines already to meet retail requirements. Attention centers particularly on the \$16.50 range, the assertion being that conditions have prevented the obtaining of a normal

retail mark-up on this range at from \$25 to \$29.50, retail. It has been suggested that a new range be established to provide a better mark-up. Definite action on revision may be undertaken for the Fall season, comment indicated.

Seek White and Fabric Bags.

Numerous orders in the last few days have been placed for white and fabric handbags, leading to the belief that a strong vogue for white will pave the way for a notably active pre-summer retail call for this merchandise. Corded, ribbed and striped effects are outstanding in the fabric bags, with current emphasis centered largely on linen types. The envelope shape is favored. While white is strongly favored, interest is shown in blues and the outlook for yellow is believed good. Fall lines when ready will give increased attention to a price line to fit in the regular retail level between \$4.95 and \$2.95, according to views in one quarter.

Silk Sales Under Year Ago.

A noteworthy spurt in yardage sales of broad silks developed in March, as compared with the previous month, but the gain was not enough to bring totals to the levels of March, 1931, according to figures issued by the Silk Association. The sales increased 21 per cent., as compared with February, but were 14.8 per cent. under those for the same month a year ago. The decline in stocks did not keep pace with the drop in sales. Stocks on March 31 were 6.1 per cent. lower than on the same date a year ago and 8.2 per cent. lower than on Feb. 29 last.

Cosmetic Sales Hold Up Well.

Sales of cosmetics have held up surprisingly well in the face of general business conditions. The demand is described as comparing well with a year ago, a period which did not show much of a drop as compared with 1930. Even in hard-hit industrial cities, one well-known retail buyer reported, there have actually been gains in sales of better grades of face creams, powders and rouge. Special combination offers of manufacturers have increased competition in the trade and one comment was that this practice has led many customers to "ask a house and lot" with a box of face powder.

May Lower Garment Express Rates.

Substantial savings on express shipments of apparel to retailers are in the offing, as the outcome of plans being discussed between the Railway Express Agency and the Associated Dress Industries. The plans contemplate a reduction on the average ten-pound package shipped by the trade in New York of about 13 cents. A shipment of this kind to Chicago under the proposed rates would cost 56 cents instead of 69 and to St. Louis 58 instead of 71 cents. The lower rates would facilitate the use of express shipments by the trade in New York and serve to reduce cancellations to manufacturers.

To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity.

Do your work—not just your work and no more, but a little more for the lavishing's sake; that little more which is worth all the rest. And if you suffer as you must, and if you doubt as you must, do your work. Put your heart into it and the sky will clear. Then out of your very doubt and suffering will be born the supreme joy of life.—Dean Briggs.

Corduroy Tires



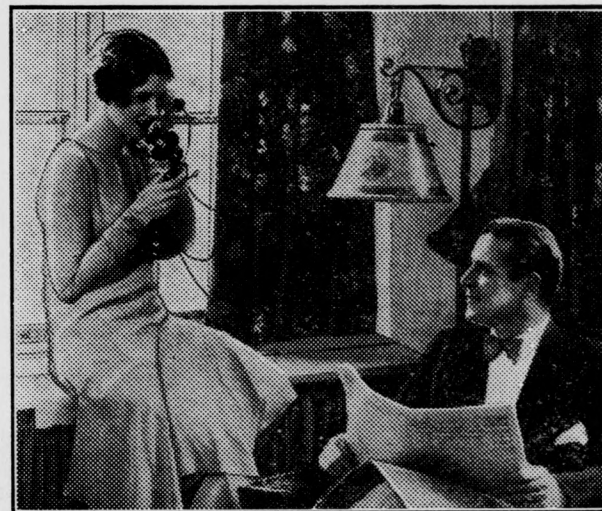
Known from the Canadian Border to the Gulf—and from New York Harbor to the Golden Gate—the Corduroy Tire has in ten years gained a reputation for value, for superlative performance and dependability that is second to none!

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

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

CORDUROY TIRE CO.
 Grand Rapids, Mich.

MICHIGAN BELL TELEPHONE CO.



Bob and Mary never miss those "Spur of the Moment" parties

WHENEVER any of their friends plan a party "on the spur of the moment", Bob and Mary are almost sure to be invited. For **THEY HAVE A TELEPHONE** and can be reached quickly at any time.

Your telephone will "open the door" to many interesting and pleasant social events. And, in case of emergency, you can summon help immediately . . . by telephone.

Few things provide so much service at such low cost as the telephone.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Leaf of Experience Concerning American Cooking.

"American Cookery" is an expression seldom heard or discussed by that class of people who deal with it directly or indirectly as a means of livelihood. In the true sense of the word, American cookery is that style of cookery used in the American home. As we Americans are a cosmopolitan people, so American style cooking is a composite of many types. From the first Americans, the Indians; from the old world Pilgrims; from the Creoles of the South; from Mexico, the first known home of American civilization, and from the golden West Coast with its oriental atmosphere came recipes, processes and cooking customs which all went into the great melting pot from which eventually emerged that style of cooking known as home or American style.

This style of cookery was begun over the prairie campfires, improved before the great old fireplaces with spit and kettle, continuing on down through the periods of rude stoves and ranges to the present day when gas and electric equipment make cooking results a certainty and not a chance. This style of cooking, exemplified in the many hundreds of cook books and by the family recipes handed down, verbally, from generation to generation, is our own art, ages old, yet still young and developing.

But times are changing. The housewife of yesterday, who took such pride in her cooking, now works in an office or factory, and her meals, as well as those of her husband and family, are eaten in a restaurant or come from a can. It is true the country over that people are depending less and less on their own home cooking and more and more on the public eating house, and this brings us down to our side of the story.

Most hotel operators maintain some form of eating establishment, whether it be a coffee shop, restaurant, cafeteria or dining room. These may be regarded as belonging to one of two classes. One class, usually found in larger cities, caters to a type of patrons whose jaded appetites demand something different and who are willing and expect to pay any price.

To satisfy this demand, it is necessary to employ the highest types of masters of the culinary art brought from the old world where cookery is classed with painting and poetry. Such men have studied in schools and colleges, and after their apprenticeship have attained position in just such a way as our engineers and lawyers attain the pinnacle. To this class of trade, European cooking is a necessity.

The other class, which exists probably in a ratio of fifteen to one, is a different type. Perhaps 90 per cent. of the hundreds of thousands of persons who depend on a public eating house for three a day are of the class who want a sixty-cent meal in sixty seconds. Business men and women, clerks, students and professional men and women in all walks of life. They are the typical American. They are the ones who once ate home cooking at home and who now demand home

cooking in the restaurants and hotels where they stop.

And do they get it? If you go into the usual restaurant kitchen do you find the careful housewife who used to prepare the meal for a hungry family? Do you find the high priced, educated chef? Do you find the type of manhood you would welcome into your home as a friend? Not in many cases. Why is this so?

The most important factor in maintaining our health and happiness is the food on which our body lives, therefore, it is just as important that we have the highest types of men and women in our kitchens as it is to have them in Congress. A general once said, "An army fights on its stomach." In the same way a nation progresses on its stomach. Fancy cookery pleases the palate and eye, but the average American wants American cookery which builds brain and brawn, and to give him this we must have the best blood in America in our kitchens.

Why are our colleges filled with fine young men studying for professions for which they could never fit themselves? Why are men who would be an honor to the culinary art wasting their lives at a desk or driving a truck? In the old country the young men long for the cap and apron as our young men long to be a Babe Ruth or a Gene Tunney. The American youth looks on the kitchen with scorn. There must be a reason for this.

To me the art of cooking is the most interesting and exciting game a man can play. Every day there is some-

HOTEL OJIBWAY

The Gem of Hiawatha Land
ARTHUR L. ROBERTS
Degliman Hotel Co.

Enjoy the delightful Govern-
ment Park, the locks, the
climate and drive.

Sault Ste. Marie Michigan

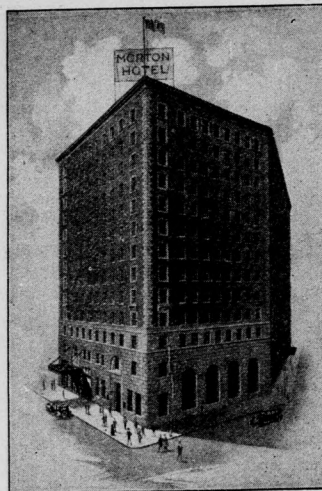
Hotel and Restaurant
Equipment
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lic and are in full apprecia-
tion of the esteem its generous
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Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

thing new and different, new menus to make, new dishes to prepare, new foods and new combinations in an endless chain. There is the battle to get the meals prepared on time, the excitement of the rush hour and the pleasure derived from preparing a dish, new and beautiful, or of a meal well planned and served. Why should this not be preferred to the monotony of counting money in a bank all day, or to adding and subtracting countless strings of figures in a ledger?

One important reason is that America does not recognize her cooks. She looks down on a chef. France builds schools and monuments to her chefs, but what would happen if Congress were asked to build a monument to the one who perfected the apple pie? Another important item which makes the kitchen obnoxious to the younger generation is the unpleasant working quarters. Some restaurants are built from marble but the kitchens are dark and smelly. Overheated kitchens will drive away any apprentice who may have started in good faith. The kitchen is the most important part of the restaurant and should be built with this idea in mind. Your customers would rather eat good food off a soap box than poor food from a marble counter.

Another item is the wages paid. A cook or apprentice will turn out poor work for poor pay and good work for good pay. Ordinarily, the bigger the investment the more the interest. The old time drudgery, once the bugaboo of the beginner, has passed away before modern equipment, and new machines do the machine work such as peeling potatoes, beating eggs and all the irksome tasks that once broke the beginner's heart.

And last but not most important of all reasons why the kitchen is avoided is the hard-boiled boss. No one can do his best in the shadow of the whip. Cheerfulness and co-operation mean so much to the apprentice as sunshine means to the flowers. Other industries have found this true and the get-together meetings, social affairs and friendly talks by experts should be emulated by we of the restaurant fraternity.

When I advocate home or American cookery for the restaurant, I do not mean that it can be transplanted in its original form, but I mean that it should assume the form and characteristics of that prepared in the home but it should differ from hobo restaurant cookery in the following ways:

In the first place, the food should be good and clean, not necessarily the highest priced, for some of our most delicious entrees, typically American, are prepared from the cheaper cuts of meat and vegetables. They must be properly cleaned, washed or soaked, as the case may be. Many an expensive dish has been ruined by poultry or fish carelessly dressed, or fresh fruit or vegetables half cleaned.

American cookery is to a great extent plain cooking. Food properly prepared in our way is more appetizing to the average American than complicated dishes with their many sauces and accompaniments. But proper preparation does not mean roasts overdone, steaks cooked crisp and hard,

delicate green vegetables boiled to a mass of cellulose, these are the usual sins of the American cooks.

The art of seasoning is half the art of learning to cook. Salt and pepper are as necessary as the kitchen range, and the cook who fails to appreciate this misses all there is in cooking. The same may be said of proportions, the one who weighs and measures and accurately follows his recipe is a true disciple of American cookery, but the one who guesses is not.

Variety is to the menu what salt and pepper is to the food, and unless you give variety cooking is a waste of time. How long would a man live with his wife if she served him the same food day after day? No longer than the customer will stay at the restaurant where the daily menu is painted on the wall.

Economy is one of the virtues of home cooking that may be transplanted to the restaurant without revamping. Never in the old American home could we find good food in the garbage can. Everything edible was utilized and in a way that enhanced its flavor. I have heard of families where the boys refused to eat the roast beef in order to be assured of mother's wonderful baked hash the next day. It is the kitchen economy or lack of it that makes or breaks many restaurant men to-day.

And finally, our food offerings must be up-to-date. In this constantly changing world of ours, food tastes change like dress fashions and automobiles. I can remember when if we gave every customer his choice of a roast beef or pork dinner he was well satisfied. If a customer asked for a salad or a fancy sandwich he was considered queer. To-day sandwiches and salads and combinations of the two are equal in importance to the steaks and chops and more profitable. There are so many different kinds of sandwiches and salads, plain and fancy, cheap and high priced, that a new one can be featured every day.

And so I have tried to show you what American cookery should mean to us and how it differs from the sort of cooking found in so many of our present day restaurants. I have tried to show you why we need American cookery and how we can get it. Europe, with her schools for cooks and customs centuries old, has far surpassed us in the culinary art. America with her wonderful progress has built schools and universities to train and educate her lawyers, doctors and artists, but she has forgotten her cooks.

French cooking is French; German is German; but American cookery can take the best ideas from all her peoples, Americanize them and give them to us as a foundation on which we may build a structure as beautiful and intricate as our European brothers have done. Let us, therefore, do all in our power to educate a more desirable class into our kitchens, and in doing so we will perfect and glorify American cookery, raise our food standards and increase our patronage and profits.—Emory Hawcock in Hotel World-Review.

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Michigan Board of Pharmacy.

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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.

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

Not All Chocolates Are Alike.

There are chocolates and chocolates. W. R. M. Wharton, of the United States Food and Drug Administration defines some of them, the gist of his definition being as set forth below:

Chocolate, known as plain chocolate, or bitter chocolate, or chocolate liquor, or chocolate paste, or bitter chocolate coating, is a solid or plastic mass obtained by grinding cacao nibs and contains not less than 50 per cent. of cacao fat; and, on the moisture and fat-free basis, not more than 8 per cent. of total ash, not more than 0.4 per cent. of ash insoluble in hydrochloric acid, and not more than 7 per cent. of crude fiber.

Sweet chocolate, or sweet chocolate coating, is chocolate mixed with sugar (sucrose) with or without the addition of cacao butter, spices, or other flavoring materials, and contains on the moisture, sugar and fat free basis, no greater percentage of total ash, ash insoluble in hydrochloric acid, or crude fiber, respectively, than is found in moisture and fat-free chocolate.

Milk chocolate, or sweet milk chocolate, is the product obtained by grinding chocolate with sugar, with the solids of whole milk or constituents of milk solids, in proportions normal for whole milk, with or without cacao butter or flavoring material. It contains not less than 12 per cent. of milk solids.

Cocoa, or powdered cocoa, is chocolate deprived of a portion of its fat and pulverized, and contains on the moisture and fat free basis, no greater percentage of total ash, ash insoluble in hydrochloric acid, or crude fiber, respectively, than is found in moisture and fat free chocolate.

Breakfast cocoa is cocoa which contains not less than 22 per cent. of cacao fat.

Sweet cocoa or sweetened cocoa is cocoa mixed with sugar (sucrose) and contains not more than 65 per cent. of sugar in the finished product and, on the moisture, sugar, and fat free basis, no greater percentage of total ash, ash insoluble in hydrochloric acid, or crude fiber, respectively, than is found in moisture and fat free chocolate.

Sweet milk cocoa is the product obtained by grinding cocoa with sugar, with the solids of whole milk, or the constituents of milk solids in proportions normal for whole milk, and with or without flavoring material. It contains not less than 12 per cent. of milk solids.

Dutch-process chocolate, alkalinized chocolate, and Dutch-process cocoa, alkalinized cocoa, are modifications, res-

spectively, of chocolate and cocoa, in that in their manufacture an alkali carbonate, or other suitable alkaline substance, has been employed. In the preparations of these products, not more than 3 parts by weight of potassium carbonate, or the neutralizing equivalent thereof in other alkaline substance, are added to each 100 parts by weight of cacao nibs. The finished products conform to the standards for chocolate and cocoa, respectively, after allowance is made for the kind and amount of alkaline substance added.

Mr. Wharton, in his paper broadcast by radio and printed in the United States Daily, states that chocolate sold for candy-making varies greatly in quality, depending upon the kind and condition of the cocoa beans used in its manufacture. Such chocolate varies in wholesale price from 11 cents a pound to 32 cents a pound. The candy makers know of this difference in quality, but there is no way that you may know by the label, since there is no requirement that the relative quality of products be stated on labels. The matter of quality of chocolate products is one that you will have to learn from your own experiences.

The difference between chocolate and cocoa is only that in the case of cocoa a large part of the natural fat or cacao butter has been taken away. On the other hand, if you buy a package labeled "Breakfast Cocoa," the product will contain at least 22 per cent. of natural cacao fat, which is nearly half of that found in chocolate. If you observe a package of cocoa labeled "Dutch-Process," you will know that the manufacturer has added a harmless alkali carbonate intended to give certain qualities to the cocoa which are preferred by some users.

Many products are flavored with chocolate and with cocoa. Among these are dessert preparations. The chief point for label users to have in mind in this connection is that when the label declares the product to be chocolate, for example, "Chocolate Pudding Powder," the flavor must be derived from chocolate; whereas, if the label declares the product to be "chocolate-flavored," then the flavor may be derived from cocoa.

Again, the order and arrangement of the words naming the product are important for the label reader to take into consideration: For example, "Chocolate Malted Milk" is a different product from "Malted Milk Chocolate." And again, "Malt, Milk and Chocolate" is still a different product. "Chocolate Malted Milk" is chocolate flavored malted milk and must contain 7½ per cent. of butter fat derived from the milk. "Malted Milk Chocolate" is a mixture of malted milk and chocolate, and so falls under the requirements of milk chocolate and must contain 12 per cent. milk solids. "Malt, Milk and Chocolate" is a product, the milk of which is not malted, but to make which malt and ground chocolate are added to dry milk. This product must contain 12 per cent. of milk solids derived from milk.

Chocolate milk and milk chocolate products are sometimes made from skim milk. Whenever this is true, the labels should so indicate.

Sometimes products such as starch or arrowroot flour are added to chocolate products. When this is done it is incumbent upon the manufacturer to let this fact be known.

In this paper Mr. Wharton tells of one large chocolate manufacturer who did not believe in letting the labels tell the truth. In 1919 this manufacturer was haled into court on a charge of adulterating his product with cacao shells and foreign fats. He pleaded guilty and was fined. About ten years later, this manufacturer being under suspicion, it was found that he was again up to his old tricks. He was detected buying large quantities of coconut fat, worth 18 cents a pound, cocoa fat then being worth 42 cents, and a test showed that his "pure chocolate" contained the cheaper fat. Again he pleaded guilty and again was fined.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 26—In the matter of Louis S. Markowski, doing business as Standard Clothing Co., Bankrupt No. 4766. The final meeting of creditors in this matter has been called for May 9. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the matter of Max Michalke, trading as Stevens Upholstering Co., Bankrupt No. 4723. The final meeting of creditors in this matter has been called for May 9. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the matter of Clarence D. Goodkind, Bankrupt No. 4762. The final meeting of creditors in this matter has been called for May 9. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors of this estate.

In the matter of Earl M. Averill, Bankrupt No. 4732. The final meeting of creditors in this matter has been called for May 9. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors of this estate.

In the matter of Jack Tatroe, doing business as Tatroe Tire Shop, Bankrupt No. 4597. The final meeting of creditors in this matter has been called for May 9. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors of this estate.

In the matter of Theona Brick Co., Bankrupt No. 4448. The final meeting of creditors in this matter has been called for May 9. The trustee's final report will be approved at such meeting. There will be no dividends for general creditors of this estate.

In the matter of Hugh R. Andrews, doing business as Soles & Andrews, Bankrupt No. 4590. Final meeting of creditors held on April 6. Insufficient funds on hand to pay all expenses. Order made for payment of administration expenses as far as the funds on hand would permit. Claims proved and allowed. No objection to bankrupt's discharge. There will be no dividends for creditors of this estate.

April 26. We have received the schedules, order of preference, and adjudication in the matter of Jack A. Zeilstra, individually and doing business as Zeilstra Electric Co., Bankrupt No. 4881. The bankrupt is a resident of Grand Rapids,

and his occupation is that of a salesman. The schedules of the bankrupt show assets of \$650, with liabilities listed at \$10,331.93. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Glen E. Martin, individually and doing business as Martin Autoelectric Service, Bankrupt No. 4835. The sale of assets in this matter has been called for May 6 at the premises formerly occupied by the bankrupt at 600 Division avenue, South, Grand Rapids. The stock in trade of automobile accessories and machinery, batteries and fixtures of this estate is appraised at \$867.18. All interested in such sale should be present at the date and time above stated.

In the matter of John A. Wellbeloved, Bankrupt No. 4651. The first meeting of creditors in this matter has been called for May 12.

In the matter of Orr Leatherman, Bankrupt No. 4874. The first meeting of creditors in this matter has been called for May 12.

In the matter of William T. Welch, Bankrupt No. 4877. The first meeting of creditors in this matter has been called for May 12.

In the matter of Ernest N. Bigelow, Bankrupt No. 4804. The first meeting of creditors in this matter has been called for May 12.

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BOOST FOR MICHIGAN WHOLESALEERS BECAUSE THEY BOOST FOR YOU.

TOURISTS
DEMAND



GOOD
CANDY

National Candy Co., Inc. PUTNAM FACTORY Grand Rapids, Mich.

In the matter of Vern C. Smith, Bankrupt No. 4880. The first meeting of creditors in this matter has been called for May 12.

In the matter of Henry W. Story, Bankrupt No. 4767, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held April 19. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as funds will permit. There were no dividends to creditors. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Addac Co., a corporation, Bankrupt No. 4854. First meeting of creditors was held under date of April 25. Fred G. Timmer was appointed trustee. Claims proved only. Bankrupt was present by P. T. Hendriksen, vice-president and represented by Wicks, Fuller & Starr. First meeting then adjourned without date. Creditors represented by C. Sophus Johnson.

In the matter of Aage F. Frandsen, alleged Bankrupt No. 4784, hearing on composition held March 1. Alleged bankrupt sworn and examined. Claims checked only. Meeting adjourned to March 15, when claims were further checked and allowed. Offer of composition of 10 per cent. cash and 15 per cent. notes voted upon and accepted. Referee's certificate will be forwarded to district court for confirmation of composition offer.

In the matter of George E. Howk, Bankrupt No. 4847, first meeting of cred-

itors held April 26. Bankrupt present in person and by attorneys Mason & Sharpe; Harry Kimball present for petitioning creditors. Bankrupt sworn and examined before reporter. Claims proved and allowed and certain claims objected to. M. N. Kennedy of Kalamazoo, trustee. Meeting adjourned to May 4.



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- 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

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Acids	Cotton Seed	Benzoin Comp'd.
Boric (Powd.) 11 1/4 @ 26	Cubeb 5 00 @ 25	Buchu 2 16
Boric (Xtal) 11 1/4 @ 26	Eligeron 4 00 @ 25	Cantharides 2 52
Carbolic 36 @ 43	Eucalyptus 1 00 @ 25	Capsicum 2 28
Citric 40 @ 55	Hemlock, pure 2 00 @ 25	Catechu 1 44
Muriatic 3 1/2 @ 10	Juniper Berries 4 00 @ 25	Cinchona 2 16
Nitric 9 @ 16	Juniper Wood 1 50 @ 17	Culchicum 2 80
Oxalic 15 @ 25	Lard, extra 1 55 @ 16	Cubeb 2 76
Sulphuric 3 1/2 @ 10	Lard, No. 1 1 25 @ 14	Digitalis 2 04
Tartaric 35 @ 45	Lavender Flow 6 00 @ 25	Gentian 1 35
	Lavender Gar'n. 1 25 @ 15	Guaiaac 2 28
	Lemon 2 00 @ 25	Guaiaac, Ammon. 2 04
	Linseed, boiled, bbl. @ 50	Iodine 1 25
	Linseed, raw, bbl. @ 57	Iodine, Colorless 2 10
	Linseed, bid., less 67 @ 75	Iron, Clo. 2 50
	Linseed, raw, less 64 @ 72	Kino 2 14
	Mustard, artifi. oz. @ 10	Myrrh 2 52
	Neatsfoot 1 25 @ 15	Nux Vomica 2 80
	Olive, pure 3 00 @ 25	Opium 2 50
	Olive, Malaga, yellow 2 50 @ 3 00	Opium, Camp. 1 44
	Olive, Malaga, green 2 85 @ 3 25	Opium, Deodor'd 2 50
	Orange, Sweet 4 00 @ 4 25	Rhubarb 2 92
	Origanum, pure 2 50	
	Origanum, com'l 1 00 @ 1 20	
	Pennyroyal 3 25 @ 3 50	
	Peppermint 3 50 @ 3 75	
	Rose, pure 13 50 @ 14 00	
	Rosemary Flows 1 50 @ 1 75	
	Sandelwood, E. I. 12 50 @ 12 75	
	Sassafras, true 2 00 @ 2 25	
	Sassafras, art'l 75 @ 1 00	
	Spearmint 3 00 @ 3 25	
	Sperm 1 25 @ 1 50	
	Tany 5 00 @ 5 25	
	Tar USP 65 @ 75	
	Turpentine, bbl. 58 @ 51	
	Turpentine, less 58 @ 56	
	Wintergreen, leaf 6 00 @ 6 25	
	Wintergreen, sweet birch 3 00 @ 3 25	
	Wintergreen, art 75 @ 1 00	
	Worm Seed 6 00 @ 6 25	
	Wormwood 7 00 @ 7 25	
	Flowers	
Arnica 75 @ 80		
Chamomile (Gd.) 35 @ 45		
Chamomile Rom. @ 90		
	Gums	
Acacia, 1st @ 50		
Acacia, 2nd @ 45		
Acacia, Sorts 15 @ 25		
Acacia, Powdered 25 @ 35		
Aloes (Barb Pow) 35 @ 45		
Aloes (Cape Pow.) 25 @ 35		
Aloes (Soc. Pow.) 75 @ 80		
Asafoetida 50 @ 60		
Pow. @ 75		
Camphor 30 @ 1 00		
Guaiaac @ 60		
Guaiaac, pow'd @ 70		
Kino @ 90		
Kino, powdered @ 1 00		
Myrrh @ 60		
Myrrh, powdered @ 75		
Opium, powd. 21 00 @ 21 50		
Opium, gran. 21 00 @ 21 50		
Shellac, Orange 25 @ 35		
Shellac, White 35 @ 45		
Tragacanth, pow. 1 25 @ 1 50		
Tragacanth 1 75 @ 2 25		
Turpentine @ 25		
	Extracts	
Licorice, box 1 50 @ 2 00		
Licorice, powd. 50 @ 60		
	Potassium	
Bicarbonate 35 @ 40		
Bichromate 15 @ 25		
Bromide 48 @ 51		
Chloride 54 @ 71		
Chlorate, gran'd. 21 @ 28		
Chlorate, powd. 17 @ 23		
of Ktal 17 @ 24		
Cyanide 22 @ 30		
Iodide 4 06 @ 4 25		
Permanganate 22 1/2 @ 25		
Prussiate, yellow 35 @ 45		
Prussiate, red 70 @ 75		
Sulphate 35 @ 40		
	Roots	
Alkanet 30 @ 40		
Blood, powdered 30 @ 40		
Calamus 25 @ 65		
Elecampane, powd. 20 @ 30		
Gentian, powd. 15 @ 25		
Ginger, African, powdered 20 @ 25		
Ginger, Jamaica 40 @ 50		
Ginger, Jamaica, powdered 35 @ 40		
Goldenseal, pow. 2 00 @ 2 40		
Ipecac, powd. 3 00 @ 3 60		
Licorice 35 @ 40		
Licorice, powd. 15 @ 25		
Orris, powdered 35 @ 40		
Poke, Powdered 25 @ 40		
Rhubarb, powd. @ 1 00		
Rosinwood, powd. @ 50		
Sarsaparilla, Hond. ground 1 00 @ 1 25		
Sarsaparilla, Mexic. @ 50		
Squills 50 @ 70		
Cardamon 1 75 @ 2 00		
Coriander pow. 30 15 @ 25		
Dill 15 @ 20		
Fennel 20 @ 30		
Flax, ground 6 @ 15		
Foenugreek, powd. 10 @ 20		
Hemp 8 @ 15		
Lobelia, powd. @ 1 00		
Mustard, yellow 10 @ 20		
Musard, black 20 @ 25		
Poppy 15 @ 25		
Quince 2 00 @ 2 25		
Sabadilla 30 @ 40		
Sunflower 12 @ 18		
Worm, American 25 @ 30		
Worm, Lavant 5 00 @ 5 75		
	Seeds	
Anise 15 @ 20		
Anise, powdered @ 25		
Bird, ls 13 @ 17		
Canary 10 @ 15		
Caraway, Po. 25 20 @ 25		
Cardamon 1 75 @ 2 00		
Coriander pow. 30 15 @ 25		
Dill 15 @ 20		
Fennel 20 @ 30		
Flax, ground 6 @ 15		
Foenugreek, powd. 10 @ 20		
Hemp 8 @ 15		
Lobelia, powd. @ 1 00		
Mustard, yellow 10 @ 20		
Musard, black 20 @ 25		
Poppy 15 @ 25		
Quince 2 00 @ 2 25		
Sabadilla 30 @ 40		
Sunflower 12 @ 18		
Worm, American 25 @ 30		
Worm, Lavant 5 00 @ 5 75		
	Tinctures	
Aconite @ 1 80		
Aloes @ 1 56		
Asafoetida @ 2 28		
Arnica @ 1 50		
Belladonna @ 1 44		
Benzoin @ 2 28		
	Paints	
Lead, red dry 12 @ 12 1/2		
Lead, white dry 12 @ 12 1/2		
Lead, white oil 12 @ 12 1/2		
Ochre, yellow bbl. @ 2 1/2		
Ochre, yellow less 3 @ 6		
Red Venet'n Am. 3 1/2 @ 7		
Red Venet'n Eng. 4 @ 8		
Putty 5 @ 8		
Whiting, bbl. @ 4 1/2		
Whiting 5 1/2 @ 10		
Rogers Prep. 2 45 @ 2 65		
	Miscellaneous	
Acetanald 57 @ 75		
Alum 95 @ 13		
Alum, powd. 95 1/4 @ 13		
Bismuth, Subnitrate 1 72 @ 2 00		
Borax xtal or powdered 06 @ 13		
Cantharides, po. 1 25 @ 1 50		
Calomel 2 12 @ 2 40		
Capsicum, pow'd 42 @ 55		
Carmine 6 00 @ 7 00		
Cassia Buds 35 @ 45		
Cloves 25 @ 35		
Chalk Prepared 14 @ 16		
Chloroform 47 @ 54		
Choral Hydrate 1 20 @ 1 50		
Cocaine 12 85 @ 13 50		
Cocoa Butter 40 @ 85		
Corns, list, less 30 71 @ 40-10%		
Copperas 3 1/2 @ 10		
Copperas, Powd. 4 @ 10		
Corrosive Sublim 1 37 @ 1 60		
Cream Tartar 25 @ 40		
Cuttle bone 40 @ 50		
Dextrine 6 1/2 @ 15		
Dover's Powder 4 00 @ 4 50		
Emery, All Nos. 10 @ 15		
Emery, Powdered @ 15		
Epsom Salts, bbls. @ 03 1/2		
Epsom Salts, less 3 1/2 @ 10		
Ergot, powdered @ 4 00		
Flake, White 15 @ 20		
Formaldehyde, lb. 09 @ 25		
Gelatin 60 @ 70		
Glassware, less 55%		
Glassware, full case 60%		
Glauber Salts, bbl. @ 03		
Glauber Salts less 04 @ 10		
Glue, Brown 20 @ 30		
Glue, Brown Grd 16 @ 22		
Glue, White 27 1/2 @ 35		
Glue, white grd. 25 @ 35		
Glycerine 15 @ 35		
Hops 60 @ 75		
Iodine 6 45 @ 7 00		
Iodoform 8 65 @ 9 00		
Lead Acetate 17 @ 25		
Mace @ 1 50		
Mace powdered @ 1 60		
Menthol 4 88 @ 6 00		
Morphone 13 58 @ 14 33		
Nux Vomica @ 25		
Nux Vomica, pow. 15 @ 25		
Pepper, Black, pw. 35 @ 45		
Pepper, White, po. 55 @ 65		
Pitch, Burgundy 10 @ 20		
Quassia 15 @ 20		
Quinine, 5 oz. cans @ 57		
Rochelle Salts 21 @ 31		
Saccharine 2 60 @ 2 75		
Salt Peter 10 @ 22		
Schultz Mixture 30 @ 40		
Soap, green 12 1/2 @ 25		
Soap, mott cast @ 25		
Soap, white Castile, case @ 15 00		
Soap, white Castile less, per bar @ 1 60		
Soda Ash 3 @ 10		
Soda Bicarbonate 3 1/2 @ 10		
Soda, Sal 02 1/2 @ 08		
Spirits Camphor @ 1 20		
Sulphur, roll 4 @ 11		
Sulphur, Subl. @ 4 1/2 @ 10		
Tamarinds 20 @ 25		
Tartar Emetic 50 @ 60		
Turpentine, Ven. 50 @ 75		
Vanilla Ex. pure 1 50 @ 2 00		
Vanilla Ex. pure 2 25 @ 2 50		
Zinc Sulphate 06 @ 11		
	Webster Cigar Co. Brands	
Websterettes 32 50		
Cincos 33 50		
Webster Cadillacs 75 00		
Golden Wedding 75 00		
Panattellas 75 00		
Commodore 95 00		

GROCERY PRICE CURRENT

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

ADVANCED

H. P. Beans
Yellow Split Peas

DECLINED

Pork
Lard
Hams and Bacon
Beef Liver
Climaline
Green Split Peas

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



Pep. No. 224	2 70
Pep. 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, 3/4 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	1 77 1/2
Large, 12s	1 85
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.

Grapenut Flakes, 24s	2 20
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. 6	2 25
Post Toasties, 36s	2 50
Post Toasties, 24s	2 50
Post's Bran, 24s	2 70

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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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	
No. 10 Apples	4 95
Blackberries	3 25
Cherries	6 25
Mich. red, No. 10	3 50
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
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Pears

Pride of Mich. No. 2 1/2	3 60
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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
Pride of Mich. No. 2	4 00

Strawberries

No. 2	4 25
8 oz. @	1 40
Marcellus, No. 2	3 25
Pride of Mich. No. 2	3 60

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	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, Kless	4 15
Salmon, Red Alaska	2 80
Salmon, Med. Alaska	1 85
Salmon, Pink, Alaska	1 85
Sardines, Im., 1/4, ea.	10 @ 22
Sardines, Im., 1/2, ea.	25
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps,	1 85
doz.	1 85
Tuna, 1/8s, Van Camps,	1 35
doz.	1 35
Tuna, 1/8s, Van Camps,	3 60
doz.	3 60
Tuna, 1/8s, Chicken Sea,	2 15
Doz.	2 15

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. sli.	1 35
Beef, 4 oz. Qua. sli.	2 25
Beef, No. 1 Runt sli.	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, 1/2 Qua.	75
Potted Ham, Gen.	1 45
Vienna Saus., No. 1/2	1 00
Vienna Sausage, Qua.	90
Veal Leaf, Medium	2 25

Baked Beans

Campbells	70
Quaker, 16 oz.	60
Premont, No. 2	1 25
Van Camp, med.	1 25

CANNED VEGETABLES

Hart Brand	
Medium, Plain or Sau.	60
No. 10 Sauce	4 00

Lima Beans

Little Quaker, No. 10	11 50
Little Quaker, No. 1	1 25
Baby, No. 2	2 10
Baby, No. 1	1 25
Pride of Mich. No. 2	1 70
Marcellus, No. 10	7 50

Red Kidney Beans

No. 10	5 25
No. 2	1 10
8 oz.	75

String Beans

Little Dot, No. 2	2 40
Little Dot, No. 1	1 80
Little Quaker, No. 1	1 60
Little Quaker, No. 2	2 20
Choice, Whole, No. 2	1 90
Choice, Whole, No. 1	1 25
Cut, No. 10	9 50
Cut, No. 2	1 75
Cut, No. 1	1 10

Pride of Mich., No. 2	1 25
Marcellus, No. 2	1 15
Marcellus, No. 10	7 25

Wax Beans

Little Dot, No. 2	2 55
Little Dot, No. 1	1 80
Little Quaker, No. 2	2 25
Little Quaker, No. 1	1 45
Choice, Whole, No. 10	10 75
Choice, Whole, No. 2	2 00
Choice, Whole, No. 1	1 35
Cut, No. 10	9 50
Cut, No. 2	1 75
Cut, No. 1	1 15
Pride of Michigan	1 35
Marcellus Cut, No. 10	7 25

Beets

Small No. 2 1/4	3 00
Extra Small, No. 2	2 80
Fancy Small No. 2	2 25
Pride of Michigan	2 00
Marcellus Cut, No. 10	5 25
Marcel. Whole, No. 2 1/4	1 75

Carrots

Diced, No. 2	90
Diced, No. 10	5 25

Corn

Golden Ban., No. 2	1 45
Golden Ban., No. 10	10 00
Little Quaker, No. 1	1 35
Country Gen., No. 1	95
Country Gen., No. 2	1 35
Pride of Mich., No. 1	90
Marcellus, No. 2	1 10
Fancy Crosby, No. 2	1 30
Whole Grain, 6 Ban-	1 80
tam, No. 2	1 80

Peas

Little Dot, No. 2	2 40
Little Quaker, No. 10	11 25
Little Quaker, No. 2	2 15
Little Quaker, No. 1	1 45
Sifted E. June, No. 1	1 75
Sifted E. June, No. 2	1 25
Belle of Hart, No. 2	1 75
Pride of Mich., No. 2	1 45
Marcel., E. June, No. 2	1 35
Marcel., E. June, No. 10	7 50
Templar E. June, No. 10	7 60

Pumpkin

No. 10	4 35
No. 2 1/2	1 35
No. 2	1 05

Sauerkraut

No. 10	4 70
No. 2 1/2	1 25
No. 2	95

Spinach

No. 2 1/2	2 25
No. 2	1 80

Squash

Boston, No. 3	1 35
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Succotash

Golden Bantam, No. 2	2 10
Hart, No. 2	1 95
Pride of Michigan	1 85
Marcellus, No. 2	1 35
Tomatoes	5 80
No. 2 1/2	2 25
No. 2	1 60
Pride of Mich., No. 2 1/2	2 00
Pride of Mich., No. 2	1 35

CATSUP

Sniders, 8 oz.	1 35
Sniders, 14 oz.	2 15
Sniders, No. 1010	.90
Sniders, Gallon Glass	1 25

CHILI SAUCE

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

OYSTER COCKTAIL

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

CHEESE

Roquefort	60
Wisconsin Daisy	17
Wisconsin Flat	17
New York June	27
Sap Sago	40
Brick	19
Michigan Flats	17
Michigan Daisies	17
Wisconsin Longhorn	17
Imported Leyden	27
1 lb. Limberger	26
Imported Swiss	58
Kraft Pimento Loaf	24
Kraft American Loaf	24
Kraft Brick Loaf	34
Kraft Swiss Loaf	32
Kraft Old Eng. Loaf	45
Kraft Pimento, 1/2 lb.	1 85

CHEWING GUM

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

COCOA



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

CHOCOLATE

Baker, Prem., 6 lb. 1/2	2 50
Baker, Prem., 6 lb. 1/5	2 70

CLOTHES LINE

Hemp, 50 ft.	2 00 @ 2 25	
Twisted Cotton,	50 ft.	1 50 @ 1 75
Braided, 50 ft.	1 90	
Sash Cord	1 75 @ 2 25	

COFFEE ROASTED

Lee & Cady	
1 lb. Package	
Arrow Brand	20
Brown Breakfast	24
Breakfast Cup	20
Imperial	37 1/2
J. V.	17
Majestic	29
Morton House	35 1/2
Nedrow	23
Quaker	32

McLaughlin's Kept-Fresh

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

CONDENSED MILK

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

MILK COMPOUND

Hebe, Tall, 4 doz.	12
Hebe, Baby, 1 doz.	12
Carolene, Tall, 4 doz.	12
Carolene, Baby	12

EVAPORATED MILK

Page	
1 lb. Package	
Page, Tall	3 05
Page, Baby	3 05
Quaker, Tall, 10 1/2 oz.	2 85
Quaker, Baby, 4 doz.	1 43
Quaker, Gallon, 1/2 doz.	2 85
Carnation, Tall, 4 doz.	3 15
Carnation, Baby, 4 doz.	1 58
Oatman's Dundee, Tall	3 45

Oatman's D'dee, Baby	3 45
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Hominy Pearl, 100 lb. sacks 3 50 Bulk Goods Elbow, 20 lb. 05 Egg Noodle, 10 lbs. 15

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

Sage East India 10

Tapoca Pearl, 100 lb. sacks 7 1/2 Minute, 8 oz., 3 doz. 4 05 Dromedary Instant 3 50

Jiffy Punch 1 doz. Carton 2 25 Assorted flavors.

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

Lee & Cady Brands Home Baker Cream Wheat

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

FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 70 Presto White Lip, 2 gro. carton 76

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

JELLY AND PRESERVES Pure, 30 lb. pails 2 60 Imitatin, 30 lb. pails 1 60 Pure, 6 oz., Asst. doz. 00 Pure Pres., 16 oz., dz. 2 20

JELLY GLASSES 8 oz., per doz. 34

Margarine I. VAN WESTENBRUGGE Food Distributor



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

BEST FOODS, INC. Laug Bros., Distributors



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

Wilson & Co.'s Brands Oleo Certified 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 Top, 144 box 4 75 Ohio Blue Tip, 720-1c 3 80 *Reliable, 144 *Federal, 144

Safety Matches Red Top, 5 gross case 4 75

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

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

Salted Peanuts Fancy, No. 1 8

Shelled Almonds Salted 95 Peanuts, Spanish 125 lb. bags 5 1/2 Filberts 32 Pecans Salted 55 Walnut California 40

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

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

PARIS GREEN 1/2 s 34 1 s 32 2 s and 8 s 30

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

In Iron Barrels Perfection Kerosine 10.7 Gas Machine Gasoline 33.2 V. M. & P. Naphtha 16.4

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



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



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

PICKLES Medium Sour 5 gallon, 400 count 4 75 Sweet Small 5 Gallon, 500 7 25

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

Dill Pickles Bulk 5 Gal., 200 3 65 16 Gal., 650 11 25 45 Gal., 1300 30 00

PIPES Cob, 2 doz. in box 1 00@1 20 PLAYING CARDS Battle Axe, per doz 2 65 Bicycle, per doz. 4 70 Torpedo, per doz. 2 50

POTASH Babbitt's, 2 doz. 2 15

FRESH MEATS Beef Top Steers & Heif. 14 Good Str's & Hf. 11 Med. Steers & Heif. 10 Com. Steers & Heif. 09

Veal Top 12 Good 11 Medium 9

Lamb Yearling Lamb 17 Good 15 Medium 10 Poor 08

Mutton Good 08 Medium 06 Poor 04

Pork Loin, med. 09 1/2 Butts 09 Shoulders 06 1/2 Spareribs 05 1/2 Neck bones 03 Trimmings 05

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

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

Lard Pure in tierces 5 1/4 90 lb. tubs 5 1/4 50 lb. tubs 4 1/4 20 lb. pails 3 1/4 10 lb. pails 2 1/4 5 lb. pails 1 1/4 3 lb. pails 1 1/4 Compound tierces 8 1/4 Compound, tubs 9

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

Smoked Meats Hams, Cer. 14-16 lb. @14 Hams, Cert., Skinned 16-18 lb. @14 Ham, dried beef @24 Knuckles @24 California Hams @12 1/2 Picnic Boilers Hams @16 Boiled Hams @22 Minced Hams @14 Bacon 4/6 Cert. @14

Beef Boneless, rump @22 00 Liver Beef 10 Calf 40 Pork 04

RICE Fancy Blue Rose 3 50 Fancy Head 06 1/4

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

SALERATUS Arm and Hammer 3 75

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

COD FISH Middles 20 Peerless, 1 lb. boxes 19 Old Kent, 1 lb. Pure 27 Whole Cod 11 1/4

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

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

White Fish Med. Fancy, 100 lb. 12 00 Milkers, bbis. 18 50 K K K K Norway 19 50 8 lb pails 1 40 Cut Lunch 1 50 Boned, 10 lb. boxes 1 16

SHOE BLACKENING 2 in 1, Paste, doz. 1 130 E. Z. Combination, dz. 1 30 Dri-Foot, doz. 2 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

STOVE POLISH Blackne, per doz. 1 30 Black Silk Liquid, dz. 130 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 00 Vulcanol, No. 10, doz. 1 30 Stovoil, per doz. 3 00

SALT F. O. G. Grand Rapids Colonial, 24, 2 lb. 95 Colonial, 36-1 1/2 1 20 Colonial, Iodized, 24-2 1 35 Med. No. 1 Bbls. 2 90 Med. No. 1, 100 lb. bk. 1 00 Farmer Spec., 70 lb. 1 00 Packers Meat, 50 lb. 65 Crushed Rock for ice cream, 100 lb., each 85 Butter Salt, 230 lb. bbl. 4 00 Block, 50 lb. 20 10 lb., per bale 93 20, 3 lb., per bale 1 00 28 lb. bags, Table 40



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

BORAX Twenty Mule Team 24, 1 lb. packages 3 35 18, 10 oz. packages 4 40 96, 1/4 oz. packages 4 00

CLEANSERS



50 can cases, \$4.80 per case

WASHING POWDERS Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s 1 62 1/2 Brillo 85 Climoline, 4 doz. 3 60 Grandma, 100, 5c 3 50 Grandma, 24 Large 3 50 Snowboy, 12 Large 2 55

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

SOAP Am. Family, 100 box 5 60 Crystal White, 100 3 50 Big Jack, 60s 4 30 Fels 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 Whole Spices Allspice, Jamaica @24 Cloves, Zanzibar @36 Cassia, Canton @24 Cassia, 5c pkg. doz. @40 Ginger, Africa @48 Mixed, No. 1 @30 Mixed, 5c pkgs., doz. @40 Nutmegs, 70@90 @50 Nutmegs, 105-1 10 @48 Pepper, Black @23

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

Seasoning Chili Powder, 1 1/2 oz. 65 Curry Salt, 5 oz. 50 Sage, 2 oz. 85 Onion Salt 1 00 Garlic 1 50 Tonette, 3 1/2 oz. 3 50 Kitchen Bouquet 4 00 Laurel Leaves 20 Marjoram, 1 oz. 95 Savory, 1 oz. 65 Thyme, 1 oz. 65 Turmeric, 1 1/2 oz. 65

STARCH Corn Kinsford, 24 lbs. 2 30 Powd., bags, per 100 3 25 Argo, 24, 1 lb. pkgs. 1 52 Cream, 24-1 2 20

Gloss Argo, 24, 1 lb. pkgs. 1 52 Argo, 12, 3 lb. pkgs. 2 17 Argo, 8, 5 lb. pkgs. 2 46 Silver Gloss, 18, 18 11 1/4 Elastic, 32 pkgs. 2 55 Tiger, 48-1 2 55 Tiger, 50 lbs. 2 75

SYRUP Corn Blue Karo, No. 1 1/2 2 54 Blue Karo, No. 5, 1 dz. 3 63 Blue Karo, No. 10 3 33 Red Karo, No. 1 1/2 2 75 Red Karo, No. 5, 1 dz. 3 79 Red Karo, No. 10 3 59

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

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

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

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

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

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

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

Gunpowder Choice 40 Fancy 47

Ceylon Pekoe, medium 48

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

Oolong Medium 32 Choice 34 Fancy 36

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

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

WICKING No. 0, per gross 00 No. 1, per gross 1 20 No. 2, per gross 1 00 No. 3, per gross 2 30 Peerless Rolls, per doz. 00 Rochester, No. 2, doz. 50 Rochester, No. 3, doz. 00 Rayo, per doz. 75

WOODENWARE Baskets Bushels, Wide Band, wood handles 2 00 Market, grog handle 30 Market, single handle 30 Market, extra 1 00 splint, large 8 50 splint, medium 7 00 splint, small 6 00

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

Pails 10 qt. Galvanized 2 50 12 qt. Galvanized 2 50 14 qt. Galvanized 3 10 12 qt. Flaring Gal. Jr. 3 00 10 qt. Tin Dairy 4 00

Traps Mouse, Wood, 4 holes 60 Mouse, wood, 6 holes 70 Mouse, tin, 6 holes 60 Rat, wood 1 00 Rat, spring 1 00 Mouse, spring 20

Tubs Large Galvanized 8 70 Medium Galvanized 7 70 Small Galvanized 6 70

Washboards Banner, Globe 5 50 Brass, single 6 25 Glass, single 6 00 Double Peerless 8 50 Single Peerless 7 50 Northern Queen 5 50 Universal 7 25

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

WRAPPING PAPER Fibre, Manila, white 05 No. 1 Fibre 06 1/2 Butchers D F 06 Kraft 05 Kraft Stripe 09 1/4

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

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

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.

Conference Leads To Collective Action.

This coming week is significant in its possibilities — collective action on the part of manufacturers, retailers, tanners, wholesalers and traveling men, all working in concert for the preparation of a Fall fashion program. May we give to the conference a keynote from Walter Lippmann: "Prosperity will return when men cease trying to restore the past and start building for the future." Think in futures in fashion and footwear.

This industry of ours is bound to its traditions. It is slow to move into new fields of action. It has relied upon rugged individuality to carry it along. It is an intensely competitive industry but most of its competition is internal. It has yet to do a job in fighting for its share against all other industries.

Many other industries are more fortunately equipped with the idea of trade solidarity against the field. The shoe industry has been for too long a craft that says: "Live and let well enough alone." It doesn't step out into the public arena and say: "For the shoes and service we furnish we are entitled to a reasonable price that includes a profit."

Other industries have very frankly said: "This is a predatory period. If we don't get the money, somebody else will." That industry then proceeds to do a job of sales and advertising promotion so that it gets a larger percentage of the public purse than other less aggressive industries. It takes money to move merchandise.

Uncomfortable as that theory may be of "getting the money," yet nevertheless from now on it is a fight to the finish between industries rather than between men in the same family of industry.

The collective spirit will get its real testing next week. If the leaders of the styles conference will implant into the fashion program the idea that every plank of the platform has merit and that the trade will abide by the general recommendations, then progress is to be made. But if the platform is just the same old traditional background of words that sound well put on paper for no one to remember after their reading, why then the week has been lost.

Better to have six definite rallying points than four pages of specifications detailing shoes and types. Let the conference be definite in those things that have a real possibility of performance in hundreds of lines and in thousands of stores for next Fall and Winter.

Industry in conference leads to confidence in industry. There is still plenty of scope for competitive excellence in an industry as diversified as shoes. The conference should set up a strong program and policy for the better selling of shoes next Fall and Winter, and should abide by its decision.

Isn't there also a lesson in the conference that concerted effort leads to efficiency and economy? We hope that the idea of collective action will lead to one or more informal meetings that will bring retailers, manufacturers and tanners together on the subject of our annual shows. All three groups should play a major part in the collective work of our trades. This is one year in which the shoe and leather industry can prove, through united action, that it is better to work together than it is to fail separately.

Last week William Trufant Foster, who has spoken before all our trade bodies, made the statement: "Every day of this depression we have possessed every material requisite for sustaining prices, production, profits and employment—everything that we possessed in 1928. All we have lacked is the sense of using our collective powers. The goal is now clear and the path is clear. We must cure the depression by collective action. We can collectively put into use enough currency and credit to restore the commodity price level of 1928."

He should also have added: "We must put collectively into use the courage and capacity to do a thorough job in each industry so that each industry can, to the greatest possible degree, be self-reliant and self-aggressive."

An early opportunity for collective action is possible through National Sport Shoe Week—May 23 to 28.—Boot and Shoe Recorder.

Lines of Interest To Grand Rapids Council.

(Continued from page 6)
 at Elkhart, Indiana. It was early in the evening and up to this time no trace of the samples or thieves has been discovered. Several of the samples were ladies silk dresses. The total value of the stolen articles amounts to nearly \$400.

The membership committee has five candidates for initiation next Saturday evening. Some very high-grade men are now being attracted to Grand Rapids Council. The meeting will be called to order at 8 p. m., but aim to be there at the former time of opening, which was 7:30 p. m. The team work in business group will have an interesting program. The entertainment committee will furnish a duplicate of the treat they served at the last meeting. The Ladies Auxiliary will serve the refreshments and, frankly, we should make this the banner meeting of the year.

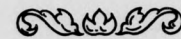
Official Reporter.

Auto Plants Buying Glass Slowly.

Automobile makers are buying flat glass only as needed, and their requirements are at the lowest point in some years. Much unevenness is noted in the pressed and blown glassware field. A few factories are operating on good schedules. Demand for automatically produced tableware has fallen below last year and in several instances production schedules are off 50 per cent. from the corresponding period of 1931. Some specialties, such as new types of kitchenware, are in excellent movement. Glass ware for use as premiums is showing a decline.

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DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Detroit shoe mercants are eagerly looking forward to the one hundred and first meeting of their association, which will be held on May 10 at the Hotel Fort Shelby.

This meeting will be celebrated with an elaborate banquet and entertainment. James E. Wilson, the founder of the Detroit Retail Shoe Dealers Association, who has been an outstanding figure in local as well as in National shoe associations, will act as host at his Fort Shelby Hotel to the very organization that he helped to put on a footing. He was not only its founder but was also its first presiding officer.

The banquet will be open to all members of the shoe craft, whether store owners, shoe fitters or travelers. In other words, everybody who is engaged in the shoe industry who happens to be in Detroit on that date will be welcome.

Dr. Walter M. Parker, of the Ground Gripper Shoe Stores, Inc., who is chairman of the entertainment committee, is ably assisted by M. Van Alstine, of Hannan & Sons, and Walter Olsen, of the J. L. Hudson Co.

Motor car prices constitute a subject that refuses to remain composed. At present all automobile executives are said to be giving consideration to the advisability of increases and an affirmative decision within the next thirty days would not be surprising. Low prices, many are convinced, have failed to induce the degree of buying that would have justified their continuance, and are too far out of line with the real values of present models to stand, even in the face of a stronger demand on the part of the public. There exists a strong sentiment that a stabilized price list at generally higher levels for all cars is what is needed at the present moment.

Higher prices—those more in line with production costs and increased quality — also are advocated as the medicine immediately needed by the rubber industry. The observation of J. F. O'Shaughnessy, general manager of the United States Rubber Co., that tire mileage has been improved five times, and prices reduced six, in the last few years, is receiving serious study on the part of others. It emphasizes that, as the industry has reduced its volume through higher quality, it has likewise cut its margin of profit, a procedure which many feel has added immeasurably to its present plight.

The month of April saw a steady improvement in buying, although not at a rate which would dissuade motor executives from contemplating higher retail levels. In the low price field, where quantity dropped most severely during the first quarter, Chevrolet and Plymouth are rapidly gaining momentum; ford production is increasing and has reached the 1,000-car-a-day rate. The real scope of ford's current activities, however, will not become apparent

until retail deliveries begin to deplete the present back-log of orders.

Many of the leaders in the industry are convinced that the year will bring the latest peak sales of all time. June now is being selected as the month that will see the greatest volume of buying. May production schedules are expected to reflect this sentiment.

Motor manufacturers will focus their attention upon the meeting of the Eastern Conference of Motor Vehicle Administrators in Washington on May 5. This is promised by the certainty that the question of motor car speeds will come before the session. Robbins B. Stoeckel, Connecticut Motor Vehicle Commissioner, will lay the issue before the conference. Mr. Stoeckel has two proposals for disposing of the matter. One of them envisages legislation authorizing the State to determine the safe speed of any passenger car in accordance with its weight, with the provision that manufacturers' advertising be modified accordingly. The other suggested procedure is that drivers be required to sign pledges that they will not exceed the officially determined safe speeds of their cars.

The attitude of the industry's leaders is that the motor vehicle officials comprising the conference constitute a cool, level-headed group which will act only after the most mature consideration of a subject.

The increasing trend of public opinion and legislation toward the use of safety glass is further indicated by the recent passage of a bill by the Massachusetts legislature requiring all new motor vehicles to be equipped with shatter-proof plate-glass windshields after Jan. 1, 1934. The present Massachusetts law requires safety glass in windshields of all busses, taxicabs, and vehicles for hire.

In Michigan all new vehicles for hire will be required to be fitted throughout with safety glass after July 1, 1932, and every motor vehicle manufactured after July 1, 1934, operating on Michigan's highways must be equipped with safety glass in the windshields and doors. A new law in California requires that this glass be installed in all school busses by July 1, 1932. The cities of New York and Minneapolis require safety glass in taxicabs and vehicles for hire. Great Britain will require the use of safety glass in all automobiles after July 1, 1937.

Not So Dumb.

In a little town down South there was a lad who was supposed to be not very bright. The villagers had a lot of fun with him by placing a dime and a nickel on the palm of his open hand, and telling him to take the pick of the two. The lad would always take the nickel and the crowd would get a big laugh.

A kind hearted person asked him one day, "Don't you know the difference between a dime and a nickel? Don't you know that the dime, although smaller, is worth more?"

"Sure, I know it," answered the lad, "but they wouldn't try me out on any more if I ever took the dime."

Cheer up—and o'hers.

OUT AROUND.

(Continued from page 9)

The Interstate Commerce Commission, it is almost impossible for the railroads to make any headway in correcting some of the abuses which have crept into their organizations and taken absolute possession of them. Until trucking systems are governed by the same rules which apply to railroads and both are taxed in like manner we will see no wholesome progress in relieving present unfortunate conditions.

I think I can see in the near future a move to unify the two methods of travel and transport, so that both will be operated under one management and so arranged that each will do the things and perform the services best adapted to it. We can never dispense with the steam roads. No other method of transportation can handle the fuel, lumber, iron and steel supplies so satisfactorily as the railroads can do it. On the other hand, passengers and package freight can be moved short distances to better advantage by the trucks. If both methods were directed by one organization better results could be secured for all concerned. As the trucks are not sufficiently financed to buy the railroads the latter will have to absorb the trucks. I hope the day is not far distant when this will be done. Already the Pennsylvania system has acquired a controlling interest of the Grayhounds West of Chicago and the Railway Express Agency is now delivering freight to local consignees for the railroads within 100 miles of Chicago.

While at Plainwell last Saturday I discussed the transportation question with Manager Smith, of the Eesley Milling Co. As a result of the interview Mr. Smith agreed to write out his views for publication in the Tradesman. They will be found elsewhere in this week's issue of the Tradesman. I hope the other gentleman named in Mr. Smith's contribution supports his position. E. A. Stowe.

Odds and Ends To Think About.

(Continued from page 12)

What a revolution has occurred the last few years in coffee margins. Until lately coffee was the prime profit maker among staple items in the grocery store. Now most coffee does not pay its way across the counter. So true is this that manufacturers who have maintained resale prices on their lines in general have been forced to abandon such efforts, so far as their coffee was concerned.

This is a swing of the pendulum from one extreme to the other—like pee-wee golf, from everything to nothing. The effect will be bad, I believe, for manufacturers' advertised brands, because distributors of all kinds—individuals and chains—will seek to sell their own unbranded or private branded coffees. I know I should do that if I were in business now. No two ways about that.

Is the "free deal" really disappearing? If it does vanish that will come about because enough grocers will learn in an effectively practical way that "one case free with five" means a reduction of 16 2/3 per cent. in the quoted price—no more and no less. And if grocers in sufficient numbers

realize this fact, they will probably take the next step, and decide from actual sales records that six cases in place of one case is not a justifiable purchase. And when we get to that point, the free deal will disappear without argument. Paul Findlay.

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Attention Grocers—For Sale—My stock in G. R. Wholesale Grocer Co. Address Henry Klose, Battle Creek, Mich. 516

For Rent—Store Room. Brick building 25 x 95 feet, full basement. Suitable for any business. On the main street of city, Petoskey, Hub of Northern Michigan resort region. J. Oldham, Petoskey, Mich. 517

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

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 3—Another bit of good news has just reached us in this vicinity in the announcement that the dispute between the dredge owners and workers has been compromised and that the giant dredges again can take to the river and provide employment for hundreds of workmen, thus renewing the flow of cash from the Government treasury into this locality. It looked for a while as if the dredgemen would have to send out of the city for workers to replace the strikers, which would mean hardship to the local unemployed, but everything is satisfactory now and if we get the big tourist business this year we will have reason for rejoicing.

The Legion club house, which was destroyed by fire last winter at Brady Park, will be rebuilt. The contract has been let to Oscar Carlson, local contractor. It will be 80 by 40 feet. It will be an up-to-date structure, with a large sun porch, kitchen, office and several other club rooms, for which the Legion will have every reason to be proud.

Twenty-five master painters of the Sault and vicinity attended the annual banquet at the Hotel Ojibway last Friday night. William Fraser, Carl Jensen, of Bay City, and W. J. Adkisson, of Wilwaukee, were the speakers. The banquet was held under the auspices of the Gowan Hardware Co., of the Sault, and the Pittsburg Plate Glass Co., of Milwaukee.

This spring a lot of folks are thinking of the word "garden" in terms of something besides flowers.

The blast furnace of the Newberry Lumber and Chemical Co., at Newberry, closed last Saturday. The sawmill will continue to operate day and night shifts indefinitely. How long the furnace will remain closed is not known, but for the time being about 100 men will be out of work.

Some bad holdup men are working in our neighborhood. Last week a traveling man selling automobile supplies was stopped on the highway between Trout Lake and Moran by a car containing two men and a woman. One of the men stopped the car asking the traveling man for his jack. The traveler started to get his jack from the tool case, when the robber said I want the jack in your pocket. Meanwhile the woman got out of the car and stood in front of the license number. The victim put up his hands, while the robber extracted \$45 from his pockets. There was a heavy fog and quite a ways from any telephone, so that nothing further was heard of the holdup.

The United States Coast Guard radio station here was placed in operation last Sunday at the Coast Guard base on Portage avenue. The station will handle all distress traffic signals on the Great Lakes. It is the only station of its kind on the lakes. The station will also act as a communication center for Coast Guard units. The station is not a commercial station and will handle only Coast Guard business.

A large increase in the tourist business would result if the State ferries would do as the railroads have done—offer reduced fares for round trips, with definite time limits for the return. If reduced fares for the round trip proved so popular that the revenues of the highway department should not be reduced, because of the accelerated traffic, it would be a wonderfully fine stroke of business, for it would mean no extra taxes to the upkeep of the ferries, but would mean a large increase in ferry traffic; and ferry traffic means money spent—not only in ferry fares, but for sight seeing and accommodations by those who are traveling. We know that \$5 each way is keeping many from our territory in making week end trips to Lower Michigan, which could be had if a lower rate were available.

W. J. Bell returned last week from Los Angeles, where he spent the winter. He says that there is no place like the Sault in the good old summer time.

One thing, at least, can be said for dull times: There is less of a smoke nuisance. Still some towns think they could almost love smoke now.

L. Laroque, the popular St. Ignace druggist, was a business caller last week.

Mr. and Mrs. J. M. Cummings left last week for Nebish Island, where they will make preparations to open their summer camp, the Hotel O-Non-E-Gud.

Dr. John F. Deadman, who for the past forty-three years has been a resident here and one of the Upper Peninsula's foremost veterinarians, died in a Madison, Wis., hospital last Wednesday, of shock, following an operation. Dr. Deadman was 63 years old. He was a member of the State Veterinary Association and had the distinction of being a member of the first veterinary examining board in the State. He also served for some time as United States inspector at this port. He served for four years as treasurer of this city. He was a member of many fraternal lodges, a great hunter and fisherman, a good entertainer and will be missed by a large score of friends.

After having been closed for two weeks one of the stores of the Soo Co-op Mercantile Association stores, known as the Central Grocery, undergoing repairs and rearrangement, has been opened again. An archway has been cut through connecting the grocery with the meat market. The new arrangement makes an up-to-date store.

That it pays to advertise is vouched for by the Soo Creamery Co. and the Retail Wholesale Bakery, when they had an open house day inviting the public to call and inspect their institutions last Wednesday. About 3,500 people called and were shown through the buildings. The cleanliness and dispatch in which their goods were turned out made one hunger for their products. George Girrback, manager of the creamery and Sherwin Overholt, manager of the Retailers Wholesalers Bakery, have every reason to be proud of their enterprises. The bakery gave away 1,300 loaves of their famous bread while the creamery handed out 4,000 dishes of their celebrated ice cream.

Charles G. Lampman, who for the past thirty-five years has been agent for the Pittsburg Steamship Co., and one of the best known marine men on the Great Lakes, retired from actual service May 1. Mr. Lampman came to the Sault in 1897 from Buffalo, where he had been connected with the Pickands-Mather Steamship Co. He was acquainted with almost every captain on the Great Lakes and a general favorite with them all. He is secretary of the Rotary Club and enjoys the friendship of a host of friends, who wish him happiness in his retirement.

William G. Tapert.

Why Verbeck's Letters Ceased For a Week.

Los Angeles, April 29—This is the first time I have seen a typewriter for four weeks, but the doctor told me I could answer your letter of several days ago, so here you are. I think you are entitled to know that I nearly slipped into the Valley of the Shadow, but I am glad to tell you that I am now on a fair way to get well. While I am sitting around to-day in a sort of Mahatma Ghandi outfit, I am promised a boiled shirt and all the trimmings for to-morrow, although I cannot say as much for my dietary program, which will be on the baby food order for some time. However, who cares anyhow? Solid food is expensive.

My real trouble is ulcers of the stomach, which have been developing for at least two years. I may not get rid

of them altogether, but will have some sort of working agreement with them.

I am very anxious to come East and catch up with the many hotel friends who have kept in touch with me. Maybe I will, if I am careful and responsive to my treatments.

The doctor says I may resume my correspondence for the great moral uplift next week.

Regards to everybody, particularly hotel friends and others with whom I have not been in personal touch.

Frank S. Verbeck.

Have will—or wilt.

Eight New Readers of the Tradesman.

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

L. M. McKinley, Grand Rapids.
Marine Rynbrandt, Burnips.
Jacob Cook, Grand Haven.
M. Starr Co., Detroit.
Mrs. John Hayes, Brighton.
C. R. Lovegrove, Flint.
A. G. Guimond, Detroit.
Shelbyville Lumber & Coal Co., Shelbyville.

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Nedrow

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