

WOLSEY TO CROMWELL

Cromwell, I did not think to shed a tear
In all my miseries; but thou has forced me,
Out of thy honest truth, to play the woman.
Let's dry our eyes: and thus far hear me, Cromwell;
And, when I am forgotten, as I shall be,
And sleep in dull cold marble, where no mention
Of me more must be heard of, say, I taught thee;
Say, Wolsey, that once trod the ways of glory,
And sounded all the depths and shoals of honor,
Found thee a way, out of his wreck, to rise in;
A sure and safe one, though thy master miss'd it.
Mark but my fall, and that that ruin'd me.
Cromwell, I charge thee, fling away ambition:
By that sin fell the angels; how can man then,
The image of his Maker, hope to win by it?
Love thyself last: Cherish those hearts that hate thee:
Corruption wins not more than honesty.
Still in thy right hand carry gentle peace,
To silence envious tongues. Be just, and fear not:
Let all the ends thou aim'st at be thy country's,
Thy God's and truth's; then if thou fall'st, O Cromwell,
Thou fall'st a blessed martyr! Serve the king;
And prithee, lead me in:
There take an inventory of all I have,
To the last penny; 'tis the king's; my robe,
And my integrity to heaven, is all
I dare now call mine own. O Cromwell, Cromwell!
Had I but served my God with half the zeal
I served my king, he would not in mine age
Have left me naked to mine enemies.

William Shakespeare.

Wholesale Only

Wholesale Only

DISTRIBUTORS of PINE TREE Brand FARM SEEDS

Vigoro

Inoculation

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GARDEN SEEDS

Packet

Vegetables and Flowers

We specialize in

LAWN GRASS and GOLF COURSE Mixtures

SEEDS

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INSTANT SERVICE

Telephone 4451

ALFRED J. BROWN SEED CO.

25-29 Campau Ave.

Grand Rapids, Mich.

Wholesale Only

Wholesale Only

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

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



A complete line of canned vegetables and fruits

Let's Go!

Make your plans today
to attend the National
Association of Retail
Grocers Convention in
St. Louis, June 6, 7, 8
and 9 at the Hotel Jef-
ferson. You'll get a
world of ideas out of
it. And you'll have a
grand time, too.



All railroads make a special offer of—Fare and
One-half for Round Trip Tickets—Good for 30
Days. Get your certificate when buying ticket.



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

FIRE and BURGLAR PROOF

SAFES

GRAND RAPIDS SAFE CO.

31-33 Ionia, N.W. Tradesman Bldg.

**MICHIGAN BELL
TELEPHONE CO.**



**"Yes, sir, Mr. Brown, I'll
report tomorrow at eight"**

**RICHARDS GOT THE JOB BE-
CAUSE HE HAD A TELEPHONE**

When an application is made for work, employers
are quite likely to ask for a telephone number. For
they know that the easiest and quickest way to get
into touch with additional help is by telephone.

Your home telephone is an important asset in
business and social life. It places you within
instant reach of business associates and friends.
And, in emergencies, such as fire or sudden sick-
ness, it will summon help immediately.

Of all the things you buy, probably
none gives so much for so little as
your telephone.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, MAY 11, 1932

Number 2538

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men,

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

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Revival of the beet sugar industry in Ohio, Indiana and Michigan, calling for the re-opening of at least twelve of the sixteen mills in this State will put many idle men to work and release between \$12,000,000 and \$15,000,000 of "new" money to farmers and factory workers.

This plan is revealed by A. D. Brewer, secretary of the Mount Clemens Board of Commerce, who has been active in re-organization of beet growers in the three states.

Rehabilitation of the industry, Mr. Brewer says, revolves around a form of contract under which the grower becomes a partner in the business. He is guaranteed \$4 a ton on delivery of his beets to the mills and receives half of the profits of the finished product. If all stocks are not disposed of by April, the grower receives his share regardless, based on the average net price for the season. This insures him around \$6 a ton, which makes beets his best cash crop, according to agriculturists.

The effect of re-opening of the mills will be beneficial, according to Fred Crawford, of Saginaw, vice-president of the Michigan Sugar Company. Each mill, he said, consumes from 14,000 to 16,000 tons of coal, an equal tonnage of limestone and 5,000 tons of coke, in addition to chemicals by the carload and other materials.

An order confirming the composition offer of 25 per cent. and calling for distribution of deposit has been entered by the court in the involuntary bankruptcy proceedings against Ruby Stores Co. The offer is payable 10 per cent. in cash and 5 per cent. in one, two and three months following confirmation. Assets are given as \$43,969 and liabilities, \$83,601 in schedules filed.

Order confirming 20 per cent. compensation offer and calling for distribution of 10 per cent. cash deposit has

been entered by the U. S. Court here in involuntary bankruptcy proceedings against Samuel Fleischer, retail dry goods and furnishings, 11202 East Jefferson avenue. The remainder is payable 5 per cent. in two months and 5 per cent. in four months. Assets are given as \$13,284 and liabilities \$51,245 in schedules filed.

Davidson & Silverman have engaged in the women's apparel business and will act as Detroit distributors for Eastern manufacturers. Both men have had experience in this line in the local territory. D. Davidson was obliged to retire from business about a year ago on account of ill health. He reports a complete recovery.

Gilbert E. Miller, better known to the public as "Square Deal Miller," retail jeweler, 401 West Grand River avenue, will run for sheriff of Wayne county on the Democratic ticket, according to a committee of his friends. This is Mr. Miller's initial fling at politics, although he has been a member of the Zoological Park Commission for several years.

At a banquet held at the Detroit Hotel last week to celebrate the success of the Benefit Food Exposition held in Convention hall last month, announcement was made of proceeds of \$15,000 which was turned over to the local Welfare Department. In addition six loads of groceries valued at \$10,000 were turned over to the Welfare Commission for distribution to the city's needy. The Exposition was sponsored by the Independent Retail and Wholesale Grocers' Association.

Archie Miller Reid, veteran Detroit druggist, died last week after a lingering illness. Mr. Reid was well known throughout the State and city as a legislator and councilman and was prominent in Masonic circles, having helped to found Composite Lodge, No. 499, of this city.

A local wholesale jeweler is advertising extensively in Detroit papers the public auction of a quarter-million dollar stock, open to the general public. A wholesale furniture firm is advertising its stock to the public through newspapers and radio at wholesale prices. It will be interesting to learn the reaction of the retail stores from whom these firms in the past have derived their livelihood.

Twelve men, whose service with the Ferry-Morse Seed Co. averaged fifty-three years each, attended a dinner last week given by the company's Fifty Year Club. Twelve others, with the company for forty years each were invited guests. Colonel William T. Radcliffe, oldest in point of service, has been with the firm sixty years, joining when the population of Detroit was 79,000. The company was founded in 1856.

Motor company executives are giving more than casual consideration to

the question of whether they are offering too much variety to the buying public. Dealers have protested they find it impossible to finance the purchase of a complete line of chassis models and body types and that they lack the space in which to display them properly. To these objections the factory executive adds the thought that perhaps the appeal of some types is too limited to justify their continuation. A reduction in the number of body types would not surprise a great many observers here. Some of the smaller manufacturers already have shortened their lines.

Will May be the industry's first 200,000 car month this year? Many observers here believe it will. Those uttering the prophecy point out that Ford now is capable of a monthly output of 50,000 units and that the general acceleration in buying is sufficient to justify an increase in schedules on the part of manufacturers generally.

Interest in the Indianapolis Memorial Day 500 mile race is keener than ever this year. The reason is that the passenger car industry has taken up racing again. Eight converted standard models are being prepared for the grueling drive. It is not merely curiosity to see how the standard car compares with the special race model, but the prospect of an actual victory over the latter that has evoked the enthusiasm of motor manufacturers.

Five of the ten finishers last year were stock products fundamentally. That fact influences Detroiters in their hope for a stock car victory this year. Of the eight passenger cars being prepared for this year's race, five are Studebakers, two are Hudsons, and one is a Hupmobile. Still others may be entered, making the entry list read even more like those of the old days.

Business is improving in the tire industry. The United States Tire and Rubber Co. this week launched a 15 per cent. increased production schedule. The plant will operate five days a week with three eight hour shifts. It has been working on a four day basis. Another 15 per cent. production increase is on the schedule for June. That the doughnut tire is proving popular is indicated by the fact that this department of the plant is working on a seven day week basis.

Sane Action Will Ultimately Prevail at Cadillac.

The good people at Cadillac appear to be a little in doubt as to the expediency of their enforcing the \$100 annual license fee they recently embodied in an ordinance. The measure is said to owe its existence to the activities of a local baker, who has been shown that if it is proved to be valid the same kind of protection can be thrown around local bakers in towns near Cadillac, where the Cadillac baker is now delivering bread to mer-

chants and hotels. It is not intended to apply the license fee to manufacturers or jobbers who have local branches or stores in Cadillac or to jobbers who deliver goods which have been previously ordered. It is intended to apply it to tobacco and fruit men who come to town and peddle their products from door to door or from store to store.

Ex-City Attorney Taggart, of Grand Rapids, holds that the ordinance is clearly illegal and cannot be enforced by the courts. The Attorney General of Michigan writes that while the law is evidently illegal, he does not think it is incumbent on him to hand down an opinion to that effect at this stage of the game. These are not his exact words, but embody the substance of his letter to the Grand Rapids Association of Commerce.

In the meantime Traverse City has enacted a similar ordinance with \$50 annual fee and Petoskey has sent for a copy of the Cadillac ordinance, which would naturally lead to the belief that some enactment of the kind is under consideration by that municipality.

The Tradesman believes that local merchants should be protected from the presence of itinerant peddlers of fruit and vegetables, who display their products on the street corners or peddle them from door to door. The same is true of any attempt to dispose of any article in the food line. Regular merchants are in a position to handle this class of merchandise. Because they pay taxes on their stocks and store buildings or both they should have complete immunity from illegitimate competition which bears none of the ordinary expenses of maintaining the city. When any municipality goes beyond this line and undertakes to interfere with the distribution of goods not produced in the city, it is clearly treading on dangerous ground, which the courts will not sanction or permit. Spasmodic attempts of this character have been made many times by different cities and towns in Michigan during the past fifty years, but whenever they have exceeded their authority the attempts have ended in failure.

The Low Down.

Absolute knowledge I have none,
But my Aunt's washerman's sister's son,
Heard a policeman on his beat
Say to a laborer on the street,
That he had a letter just last week
Written in the finest Greek
From a Chinese coolie in Timbuctoo.
Who said that the Cubans in Cuba knew,
Of a colored man in Texas Town,
Who got it straight from a circus clown,
That a man in Klondike heard the news
From a gang of South American Jews,
And someone far off in Borneo,
Who heard a map who claimed to know
A swell society female fake,
Whose mother-in-law will undertake,
To prove that her husband's niece
Has stated in a printed piece,
That she has a son who has a friend
Who knows when the depression will end.

GETTING A GOOD START.

Traffic Men Come To Support of
Lloyd Smith.

The Tradesman has been favored with a copy of a letter recently sent to Mr. Lloyd Smith, of Plainwell, by the writer:

Grand Rapids, May 5—I have just read, with considerable interest, your article which appears in the May 4 issue of the Michigan Tradesman with reference to the present level of demurrage charges as related to existing commercial and shipping conditions, and also with reference to the minimum carload weights as related to present sales or purchasing conditions.

These subjects are scheduled for consideration by the Transportation Committee of our Association at its meeting to be held within the next week and I am certain that all of the members of our Committee will very much appreciate the outline of your views as they appear in the Michigan Tradesman. While I am not in position to speak definitely for the Association of Commerce until our Transportation Committee shall have considered these subjects and made known to me their views and wishes relative thereto, I have no hesitancy in saying that my personal opinion is substantially in accord with your own views. The carriers have always asserted that demurrage charges do not represent the collection of a charge for the use of equipment, but rather constitute a penalty for unreasonable detention of equipment which was required for the direct service of transportation. Having in mind that the charges do represent a penalty, then the measure of that penalty should be harmonious with the actual effects of withholding the equipment from the transportation service. Certainly the effects of detention of equipment at a time such as this, when there is a tremendous surplus of equipment, are far less hurtful to the interests of the carriers than at a time when, as was the case when the present level of demurrage charges was established, there was a very marked shortage of equipment. The present high demurrage charges were established when it was necessary to keep equipment rolling almost constantly in order to take care of the demands of the shippers for cars in which to transport their commodities. To-day when a car is released, the chances are that it will simply be held at some terminal point for some time until some other shipper happens to want a car of that type or size.

Another justification for the high level of demurrage charges at the time this level was established was to make impossible or at least unattractive the utilization of railroad equipment for storage purposes. To-day there is a surplus of storage facilities and vacant warehouses which can be had for a song and a reduction in the present level of demurrage would not serve to convert railroad equipment into storage facilities, as might have been the case a few years ago.

I may say, too, that, speaking from my own personal viewpoint, I am in thorough agreement with you in your assertion that the railroads could profitably reduce the minimum carload weight not only on grain products, but on the general run of commodities. As a matter of fact, the carriers are already finding it desirable to experiment with minimum weight reductions. I have just seen a freight tariff of the Baltimore & Ohio Railroad establishing a rate to apply on furniture, minimum weight 6,000 pounds, from New York to Hagerstown, Maryland, and Johnstown, Pennsylvania, to take effect this month. The ordinary minimum weight on mixed furniture is 12,000 pounds and the lowest minimum weight now prevailing on any articles of furniture in this territory is 10,000 pounds. As a matter of fact, the low-

est minimum weight provided for in the classification at present is 10,000 pounds. I am very strongly of the opinion, and have so stated to various railroad executives, that the railroads must fit their offerings of service and charge to the demands and requirements of the general shipping public if there is to be any recovery from the present slump in railroad traffic. When a man has a chance to sell 25,000 pounds of grain products or feed, it would certainly be advantageous for the railroads to have their tariff provisions make possible the economical shipment of such a quantity instead of informing the shipper that he can ship the 25,000 pounds but he will have to pay for additional transportation of 15,000 pounds which he does not and cannot ship.

In all fairness to the railroads, I want to say that my contacts with their executives and my conferences and exchange of correspondence with railroad traffic men and their rate and classification committee representatives convinces me that they are extremely anxious to receive constructive suggestions which may lead to an up-building of railroad traffic. I am certain that the railroads will gladly and thoroughly consider definite suggestions such as are discussed in your article in this week's issue of the Tradesman.

In connection with your comments as to the level of freight costs as related to present commodity prices, I think you will be interested in the following excerpts from a speech delivered before the National Retail Dry Goods Association eleventh annual convention, in New York City, on Feb. 10, 1922, by General Atterbury (at that time vice-president of the Pennsylvania Railroad and now president of that railroad):

"Freight rates, which are such a large factor in our business life, have been measurably adjusted, but still remain at too high a level. Manifestly there can be no return to normal business conditions until the price of transportation bears a proper relation to commodity values. The business of this country has been developed on the wide distribution of commodities, encouraged by freight rates that bore a proper relation to the prices of the commodities, and as these prices fall, so should rates be adjusted."

"The railroads are vitally interested in an early return to a proper ratio between commodity values and costs of transportation. In fact, if the present condition of high rates long continues, many industries will be re-located at points nearer consumption, the railroads losing traffic, and the industries their investment."

General Atterbury's remarks with reference to the relationship of freight rates to commodity prices, while bearing upon conditions existing in 1922, are just as thoroughly pertinent to the conditions existing at the present time.

As first stated herein, our Transportation Committee has not yet considered or acted upon these specific matters and I am merely outlining here my own personal views and assuring you that I shall advise you promptly as to the action taken by our Committee after consideration of these matters at its meeting next week.

Leo E. Golden,

Traffic Commissioner Association of Commerce.

Referred To Committee.

Grand Rapids, May 9—Supplementing my letter to Mr. Lloyd Smith. At the meeting of our Transportation Committee to-day the Committee authorized the appointment of a Special Committee to make a thorough study of the matter of demurrage charges and carload minimum weights and authorized this Special Committee to take such action as it believed desirable.

The Special Committee as appointed by Chairman L. M. MacPherson is as follows:

Mr. Henry Hagens, (chairman), Valley City Milling Co.

Mr. James Dale, Grand Rapids Plaster Co.

Mr. F. E. Jones, Furniture Manufacturers Warehouse Co.

Mr. Lester Neper, Kroger Grocer & Baking Co.

Mr. Adrian Van Keulen, Van Keulen Winchester Lumber Co.

Ex-Officio Members:

Mr. L. M. MacPherson, American Seating Co.

Mr. Leo E. Golden, Grand Rapids Association of Commerce.

It is the intention of this Committee to meet within the present week and determine the course of action to be taken.

Leo E. Golden,
Traffic Commissioner Association of Commerce.

Glassware Demand Still Quiet.

In flat glass, there has been an upward movement in demand for safety glass, but the volume is not large. In glassware for the home, table and kitchen, there has been no improvement, although buying is expected to spurt as warm weather advances. While production of bottles and containers is ahead of the rate of five months ago, there is no sustained strength to demand. The dominance of price and the persistent shopping around of volume buyers is arousing much discussion among glassware manufacturers and producers are coming to the point where they will insist on profitable production, whether measured in barrels or carloads, the publication says.

Findlay, Ohio, digs a hoarded silver dollar out of a clock and shows how far and fast it can travel in a month. A brass frame is attached to the big tarnished simoleon as anchorage for a tiny record book. At the end of 30 days the dollar has bought \$58.32 worth of goods. The record shows it has been in twenty store cash registers releasing shoes, hosiery, groceries, clothing, bread and ice cream sodas. It pays the water bill, phone bill, gas bill; it goes in weekly pay envelopes, is three times donated for charity, is deposited in a church collection plate, passes through two banks, buys admissions to picture theaters, pays for dinners in restaurants, and is recaptured after changing hands for a manicure. Now President Hoover will sign the worn notebook, and the dollar will be set up as a truly shining example—of how sad silver dollars in hoarding may readily become cart wheels and speed up the country's commerce.

Home Accessories To Benefit.

Retailers expect the approaching Summer will see a sharp increase in the amount of home entertaining, a trend which will have a beneficial effect on a variety of home accessories. Adult games, Summer furniture, items for lawn parties, outdoor home equipment for children and gardening supplies were cited as lines which are reflecting a demand which the stores are tracing to the rise in finding amusement at home. In some quarters the view was held that this development will prove even more of a factor for the coming Fall should economic conditions continue without material improvement.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

A corporation manufacturing soft drinks will cease use of the word "Vichy" either independently or in connection with the word "artificial" or with any other words, so as to deceive purchasers into the belief that its product is Vichy or an artificial Vichy, when such is not the fact.

An individual dealer in a variety of products, including hosiery, lingerie and neckwear, will cease use of the word "knitting" as part of, or in connection with her trade name, either independently or in conjunction with any other words so as to deceive purchasers into the belief that she owns, controls, or operates a mill or factory wherein the products she sells are manufactured, when such is not the fact. She will also stop use in advertising or on labels of exaggerated statements respecting the value of her products in excess of their usual selling value, and use of the word "silk" to describe products not composed of silk, the product of the cocoon of the silk worm.

The word "imported" will no longer be used in connection with the word "genuine" or any other words by an individual manufacturing flavoring extracts, or in any way that would deceive purchasers into the belief that his products are of foreign manufacture.

Two companies selling ladies' hats will cease use of the word "Panama" in any way which would deceive buyers into believing that their hats are manufactured from the leaves of the Jipijapa, in accordance with the process used in the manufacture of Panama hats, when such is not the fact.

Co-partners selling and distributing fabrics used for manufacturing umbrellas covers will stop use of the word "taffeta" either independently or in connection with other words, as a trade name or brand for a product not composed wholly of silk, the product of the cocoon of the silk worm, unless when the word "taffeta" is used to describe a product composed in substantial part of silk, it be accompanied by some other word printed in type equally as conspicuous so as to clearly indicate that the product is not composed wholly of silk, but contains a material or materials other than silk.

Kills Chain Tax.

By a tie vote of 65 to 65, the Massachusetts House has refused to overturn the report of the Committee of Taxation on the five different proposals to license and tax chain stores doing business in Massachusetts. The vote, taken after a long debate, eliminated the passage of any chain store taxation legislation in the state this year.

Following the vote, the House accepted the adverse reports on the five bills, a measure similar to that taken in the Massachusetts Senate a week previously.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

Freight car loadings in recent weeks, when broken down into their component parts, have indicated that business at least is not getting any worse. Loadings of ore, coal, and grain have fluctuated widely, but miscellaneous and l.c.l. freight have shown slight improvements over preceding weeks. Miscellaneous freight, usually regarded as the best barometer of traffic, has gained for three consecutive weeks, and this is contrary to the normal seasonal trend for April.

The increase in demand which the steel industry predicted for the last half of April and the first part of May is developing, although so far to a lesser extent than had been anticipated. Henry Ford has adopted a schedule of about 42,000 eights for May, and ten days ago began to specify steel for volume production. Chevrolet has scheduled 60,000 cars in May as against 45,000 in April.

The output of electricity last week declined 12.3 per cent. from last year. Normally at this time of the year there is a tremendous outlet for electrical energy on the Pacific Coast for irrigation projects, but ample rains this year made it unnecessary to pump water. Power for industrial use also is in lesser demand. Domestic consumption is steady.

The volume of commercial paper outstanding on March 31 totaled \$105,606,000, according to the tabulation prepared by the Federal Reserve Bank of New York. This represents an increase of two million over February, and is the first instance of a month to month increase since July, 1930. An easing of credit, and a greater demand for credit, usually signals business improvement.

That New York City banks are in a highly liquid state can be seen in the current surplus of \$41,000,000 over and above reserve requirements which they now have on deposit at the Federal Reserve.

If income tax collections during March are a criterion of what may be expected during the remainder of the year, the Government will collect only 60 per cent. as much money as it did last year. March collections of 192 million dollars showed a decline of 137 million from last year.

Automobile dealers seem to have joined the other merchandisers who are operating on a hand-to-mouth basis, and the big motor companies are therefore unable to produce on the most economical fixed-output basis. General Motors will try to make it easier for consumers to say "yes" by offering a new time payment plan which will run for eighteen months.

The Chicago and Northwestern Railway is going out vigorously after business it has lost to the trucking companies, and on the Chicago to Milwaukee run is offering a compartment-car service. The cars will have four compartments of 768 cubic feet each, and are being offered to shippers

at \$15 per compartment, regardless of the weight or type of traffic carried.

The Northwestern and other roads centering in Chicago are going after the trucks in still another way by using the railroad-owned Railway Express Agency to take over freight forwarding now being done by independent trucking companies. The new service will apply on a radius of a hundred miles, and will provide door-to-door delivery. The experiment of roads in the Southwest to capture l.c.l. business from the trucking companies by reducing rates was unsuccessful because door-to-door delivery was not offered. According to estimates made by the Interstate Commerce Commission the volume of highway trucking, expressed in ton miles, was in 1929 approximately 6 per cent. of the volume of steam railroad traffic, and last year it grew to approximately 8 per cent.

April figures of the American Telephone and Telegraph Co. indicate a check to the losses of telephones in service which had been running without interruption for six months.

Production of cigarettes during March declined 14 per cent. from last year. Manufactured tobacco was the only tobacco item to show a March increase over last year.

At the recent annual meeting of the Owens-Illinois Glass Co. the president announced that the company's plants at Newark, Ohio, and Evansville, Indiana, will be ready to start making beer bottles in the event that Congress legalizes the beverage. It isn't the only company which is thirstily awaiting the word "go."

The period of the boom was roughly five years—1924 to '29. If the prediction of Colonel Ayres is correct—that we will be back at normal in 1934—the depression will have equaled the span of the boom.

Owners of motor vehicles paid out 334 million dollars last year in registration and license fees.

Firestone is perfecting a new railroad tire—pneumatic, and similar in appearance to an automobile tire, but with a rubber insulated steel flange to fit tracks. In recent trials between Miami and Jacksonville the trip of 406 miles was made in 378 minutes, including stops, which is forty-two minutes better than the best previous rail time between the two cities.

You Know the Kind.

A pompous stranger stalked into the office and demanded to see the manager.

"I'm sorry, but he's not here," replied the clerk. "Is there anything I can do?"

"No," snapped the visitor, "I never deal with underlings. I'll wait until the manager returns."

"Very well, take a seat," said the clerk, and went on with his work.

About an hour later the man became impatient.

"How much longer do you think the manager will be?" he demanded.

"Nearly two weeks," was the reply. "He went away for his vacation day before yesterday."

When a Famous Lawyer Made His Own Will



The late Lewis Cass Ledyard was one of the best known members of the American Bar. He was legal counsel for great business leaders, corporations, and large estates.

Few men knew better than he the responsibility entailed in the administration of Trust Funds over a long period of years.

He knew that even the best of business friends or members of his own fraternity could not look forward to continuous life. When he made his own will, Mr. Ledyard named as trustee under his will a Trust Institution — that is, a corporation which has perpetual life, under its charter.

This high legal endorsement of Trust Services such as we render should carry weight with men and women of Grand Rapids who have property to leave.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Alden—C. E. Higgins, veteran local druggist, died May 9 following a stroke of apoplexy.

Ionia—Henry Jackson has sold his grocery stock to Romeo Glossi, who has taken possession.

Flint—The Flint Structural Steel Co., Box 88, has changed its name to the Genesee Steel Co.

Blissfield—The Great Lakes Sugar Co. has decreased its capital stock from \$300,000 to \$200,000.

Petoskey — The Petoskey House Furnishings Co., has increased its capital stock from \$40,000 to \$65,000.

Detroit—The Wm. J. Oddy Co., 23 Erskine street, has changed its name to the American Shade Cloth Co.

Grand Rapids—The Bultema Timber Fuel Co., 374 Market street, S.W., has increased its capital stock from \$20,000 to \$40,000.

Detroit—Paul's Cut-Rate Drug Co., 3401 Hastings street, has been incorporated with a capital stock of \$7,000, \$3,500 being subscribed and paid in.

St. Ignace—The Northern Hotel has been painted on the outside, redecorated throughout and is now open for business announces O. P. Welch, manager.

Detroit—The Michigan Wool & Tannery Corporation, 2516 Orleans street, has been incorporated with a capital stock of \$31,000, \$17,500 being subscribed and paid in.

Detroit—The Wire & Iron Products, Inc., 18481 Stoepel avenue, has been incorporated with a capital stock of \$5,000, \$3,000 of which has been subscribed and paid in.

Detroit—The General Cold Storage Co., 1599 East Warren avenue, has been incorporated with a capital stock of 5,000 shares no par value, \$47,000 being subscribed and paid in.

Flint—Wards, Inc., 427 South Saginaw street, has been organized to deal in ready-to-wear garments for women, millinery, etc., with a capital stock of \$5,000, all subscribed and paid in.

Petoskey—Arcadia, Inc., 323 Mitchell street, has been organized to deal in food, candy, ice cream and conduct a restaurant, with a capital stock of \$15,000, all subscribed and paid in.

Midland — Fire, believed to have originated in an adjoining garage, destroyed the store building and stock of the Bartlett & Asch grocery, entailing an estimated loss of \$10,000.

Flint—The Shoe Centre, Inc., 224 South Saginaw street, has been incorporated to deal in shoes at retail with a capital stock of \$10,000, of which \$6,000 has been subscribed and \$1,100 paid in.

Detroit—Muroy & Pritchard, Inc., 14328 Grand River avenue, heating and plumbing, has been incorporated with a capital stock of 100 shares at \$20 a share, \$2,000 being subscribed and paid in.

Hastings—W. G. Epley, who conducted the Sherman House at Allegan for the past nine years and earlier, conducted a hotel at Charlotte, has leased the Parker House, taking immediate possession.

Albion—Robert C. Baker, who sold his interest in the R. C. Baker & Co. grocery stock, North Superior street, to his father, Charles H. Baker, has taken the position of manager of the Cities Service filling station.

Detroit—The Lumber Dealers Sales Corporation, 5105 Loraine avenue, has been organized to deal in building materials, sash, doors, etc., with a capital stock of \$25,000, \$15,000 of which has been subscribed and paid in.

Detroit—Hughes & Hatcher, Inc., 2305 Woodward avenue, dealer in clothing for men, have merged the business into a stock company under the same style with a capital stock of \$1,000, all subscribed and paid in.

Detroit — The Michigan Boiler & Sheet Iron Works, Inc., 4120 West Jefferson avenue, has merged its business into a stock company under the same style with a capital stock of \$2,500, all subscribed and paid in.

Hudson—Edward Frensdorf, dealer in wool, grain and other farm products, has merged the business into a stock company under the style of the Edward Frensdorf Co., Inc., capitalized at \$1,000, all subscribed and paid in.

Detroit—The Honey Baked Ham Co., catering wholesal eand retail, has merged its business into a stock company under the same style with a capital stock of \$12,500 common and \$12,500 preferred, \$1,000 being subscribed and paid in.

Battle Creek—Schroder's, Inc., 33 West Michigan avenue, has been incorporated to deal in women's apparel, accessories, conduct a beauty parlor, etc., with a capital stock of 10,000 shares at \$1 a share, \$2,500 being subscribed and paid in.

Ironwood—Definite action toward the organization of a new bank to resume the business of the former Iron National Bank was taken at a meeting recently when a working committee of ten members was appointed to solicit capital for the venture.

Pontiac—The Mary Stewart Candles, Inc., of Lansing, conducting the Mary Stewart Tea Room at 18 Saginaw street, has opened the Mary Stewart Restaurant at 82 Saginaw street. It also conducts shops in Lansing and East Lansing.

Ishpeming—F J Tompkins has removed his drug stock from the Kirkwood block where it has been located for the past twenty years, to the Pilo building on East Iron street. The new location gives the store more floor space and has been redecorated and modernized.

St. Johns—B. N. Martin who has conducted bakeries in several towns for the past eighteen years, has opened a bakery in the Merrill building. Mr. Martin is also conducting a grocery store and bakery at Pewamo and will supply his Pewamo store with baked goods from the ovens in St. Johns.

St. Johns—Lester Smith and Arden Cook, both experienced in the grocery business, have purchased the grocery stock of Stephen Temple, located at the corner of Clinton avenue and Ross

street. They have remodeled and redecorated the store and will conduct a Red & White store, Lee & Cady being their supply house.

Gladstone—I. N. Bushong, president of the Northwest Cooperage & Lumber Co., died at his winter home in St. Petersburg, Florida, May 7, following a brief illness. The body will reach Gladstone on Wednesday morning and after funeral service on Thursday, the body will be taken to the old family home at Leipsic, Ohio, where interment will be made.

Decatur—In the bankruptcy case of Ervin G. Goodrich, men's furnishings, the trustee's final report has been approved and accepted and payment of expenses of administration ordered. A first and final dividend of 33.4 per cent. was declared. No objection was made to the discharge of the debtor and the case will be returned to District Court at Grand Rapids.

Ishpeming — Automatic Utilities, Inc., with headquarters in Marquette and a branch in Hancock, has leased a store in the Thoney building, 106 North Main street for a term of years, remodeled it and has opened a store. The company has the county agency for Frigidaire refrigerators, Petro-Nokol automatic oil burners, Delco light products, Delco gas, and other appliances.

Grand Haven—In the case of John Grubinger, doing business as the Style Shop, the Peoples Savings Bank of Grand Haven has started to realize on its claim against the estate by attaching the store property at 240 Washington street, Grand Haven, held jointly by Grubinger and his wife, Esther, and which is valued at \$12,000 in the schedules. Stock is value at \$3,000; fixtures, \$750 and debts due on open account, \$1,500.

Midland—E. L. Gardiner is remodeling the Gardiner building to accommodate at least seven independent merchants under one roof. It is understood that Mr. Gardiner will occupy one department with a complete stock of furnishings for men and William Schutte, formerly manager of the local Mark's store, will conduct a department dealing in accessories for motor vehicles. The names of the other five department owners have not been learned.

Kalamazoo — The Mattison Drug Co., 116 West Michigan avenue, conducting one of the largest drug stores in the down town district, has closed its doors after twenty-one years at the same location and will retire permanently from business. Inability to secure a new lease at advantageous terms is given as a reason for closing by the owner, Charles R. Greene. The stock of the store will be sent to the Greene Drug Store at Walnut and Davis streets and the fixtures stored.

Manufacturing Matters.

Corunna—The Corunna Manufacturing Co. has been organized to manufacture and sell truck and auto cabs, with a capital stock of \$30,000, all of which has been subscribed and paid in.

Ann Arbor — Automatic Heating Service, Inc., 323 East Hoover avenue, manufacturer of heating, ventilating and air-conditioning apparatus, has been incorporated with a capital stock of \$45,000, \$3,500 of which has been subscribed and paid in.

Orders on Vacation Items Start.

Wholesale distributors of vacuum bottles, automobile luncheon kits and other seasonal items in that field, placed a normal quantity of orders in the market this week. Buyers delayed their purchases for more than six weeks, but are now taking their regular volume of goods. Purchases of the vacuum bottles were confined chiefly to the quart and gallon sizes to retail up to \$5. Luncheon kits retailing up to \$20 were in demand.

Fund To Protect Canners.

Establishment of a fund of \$50,000 to be used in meeting claims against canners and distributors of canned foods, arising out of illness or injury due to products of manufacturers and distributors of canned foods, has been announced by the National Canners' Association. The money, taken from the Association's reserve fund, is to be used in payment of judgments or settlements in excess of \$3,000 and not more than \$25,000.

"In the past two or three years," an executive of the Association states, "the number of claims reported to the Association has greatly increased. A large proportion of these claims have proved unfounded. Prompt and thorough investigation of such complaints and adequate defense against unfounded and unjustified demands for damages have become increasingly important to both canner and distributor."

The Only Trail.

Life is indeed an adventurous climb
Of hazardous, thrilling ascent,
Each foot costing dearly in valor and strength
As each climber's best efforts are bent.
Step after step the courageous gain ground,
Keeping nerves and steel muscles so taut!
Then, a giddiness sick grips both head and stout heart
As we peer in the Canyon's God's wrought.

The mountain of Life harbors only ONE TRAIL
That ascends to its coveted crest—
A trail that is fraught with hopes, fears, faith and doubt—
A trail full of glorious test.
Frank K. Glew.

What business has gained in America, politics has lost. The flower of American manhood does not go into politics, but chooses industry instead. In England just the reverse is true, and very frequently English young men devote their lives unselfishly to improving the state of the nation. I think an interchange might work out very nicely. Let your young men run our business and we might lend you some of ours to run your government. I think I might make a present of this idea to the League of Nations.—Winston Churchill.

Those Joneses Again.

Newedd: 'I wonder why it is we can't save anything.'

Mrs. Newedd: "It's the neighbors, dear; they are always doing something we can't afford."

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 4.50c and beet granulated at 4.30c.

Tea—The first hands sale of tea during the week has been quiet, largely because the London market, which influences ours a great deal, has been marking time. About the middle of the week, however, London markets started up again and Ceylons and Indias firmed up a fraction. On this side, however, prices did not materially change. There is some talk in Washington of an import tax on tea, but nobody seems to expect it to come. Prices generally in this country are about the same as they were a week ago with a moderate demand. Consumptive demand for tea will improve as soon as the weather gets settled on a warmer basis.

Coffee—The market for future Rio and Santos, green and in a large way, has been quite nervous during the past week and has moved both up and down. Part of this is due to talk in Washington of a tariff on coffee. Meanwhile the destruction of surplus coffee proceeds in Brazil on a large scale. Possibly actual Rio and Santos is a fraction higher for the week. Milds are showing rather weak undertone and are a small fraction lower since the last report. Jobbing market on roasted coffee is steady to firm as far as Rio and Santos are concerned. There has been no general change in price, however.

Canned Fruit—California fruits are dull. The Cling Peach Agency has practical control of stocks now, but there appears to be very little demand from distributors.

Canned Vegetables—The very cheap corn offered by some Midwest packers appears to have been cleaned up. Spot peas are offered at a wide range of prices, particularly the higher grades. Stringless beans are cleaning up at prices below any normal level.

Canned Fish—New prices on lobster have been named during the week showing a rather wide variance in sellers' ideas. Prices vary as much as 25 cents a dozen, half pounds. All packers have not yet named prices. Japanese crab meat is slightly lower. New prices on Columbia River salmon have been named on a very moderate basis. General demand for salmon is only fair.

Dried Fruits—The dried fruit market held generally steady the past week. Prices here are so closely in line with California that shading is being held to a minimum. Small prunes are in definitely light supply here. The movement of 50s-60s has been such that there is little left, while the smaller sizes in many cases are unobtainable. This is due in large part to the low prices and comparatively large expenses involved in moving them. The export outlook for prunes, as well as all dried fruits, is unfavorable. The large markets abroad have either already raised tariffs, or put into effect quota restrictions on imports. The same situation overshadows the Canadian market. Raisins fortunately are holding steady, and the uncertainty of future action has been cleared up by the pool in its offering of the re-

mainder of its crop at the last price basis. If raisins are to be cleaned up well in advance of the new crop, the present rate of sales must be maintained or increased, with warmer weather to work against. Other dried fruits have been so nearly sold up that there is little more to say about them. The lower grades of apricots are very scarce and firm.

Beans and Peas—Some strength has appeared in dried beans during the week, but has mostly been confined to pea beans, which are stronger and a little higher. The balance of the list is still neglected and weak. This also applies to blackeye peas.

Cheese—Cheese has had a quiet week, but a firm undertone and slight advances.

Nuts—The market is dragging here, with little offered from primary markets by way of replacements. Stocks in the hands of importers are light, but there is no desire on the part of the trade to take more than is necessary for immediate requirements. The best French and Italian walnuts are running very scarce. Almonds have been well sold up and there is no definite change in filberts abroad. Interest in new crop filberts is moderate.

Pickles—Pickles in glass are firmly held. There has been a fairly good demand for these. Barrel dills are inactive, however. Consumers show some preference for Western over Southern grown dills. Sweet mixed in glass doing a fair business. List prices for dills are reported lower.

Rice—The long grains are unchanged, but are well held at present price levels and in moderate supply. Business in this market is largely of a replacement character, but spot rice appears to be firming up a little in the South in view of the prospects of a reduced crop in the coming season.

Salt Fish—The demand for mackerel has been very quiet during the week. On account of a poor demand, comparatively little Norway and Irish mackerel have been coming in. In spite of this prices are easing off to some extent.

Sauerkraut—Sellers of sauerkraut found the market slow. Barrel sales have been light. Prices had an easy undertone, a quotable reduction marking No. 3 and 10 cans.

Syrup and Molasses—Demand for sugar syrup is moderate, but prices are firm and reduction is not excessive. Compound syrup is unchanged with a fair demand. Molasses only moderately active without changes in price.

Vinegar—Vinegar remains very firm in tone, although there are no changes since the advance last week. A good demand is evident. April sales are slightly ahead of March and April last year.

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	-----	1.00

Washington box apples are sold on the following basis:

Extra fancy Delicious	-----	\$3.00
Fancy Delicious	-----	2.75
Extra Fancy Romes	-----	2.25
Fancy Romes	-----	2.00
Extra fancy Winesaps	-----	1.75
Fancy Winesaps	-----	1.60

Asparagus—Illinois, \$1.75 for 24 bunches; home grown, 90c per doz. bunches.

Bananas—4½¢@5c per lb.

Beans—New from Calif. or Florida command \$3.50 per hamper for green or wax.

Butter—The market is 1c lower than a week ago. Jobbers hold plain wrapped prints at 18½¢ and 65 lb. tubs at 17½¢ for extras.

Cabbage—Texas, \$5 per crate; Mobile, \$5.50 per crate.

Carrots—New from Texas or Calif., \$3.75 per crate or 80c per doz.

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

Celery—Home grown, 60c per bunch; Florida and Calif., 50c per bunch.

Cocoanuts—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	-----	\$1.85
Pea from farmer	-----	1.45
Light Red Kidney from farmer	-----	1.40
Dark Red Kidney from farmer	-----	2.00

Eggs—The market is 1c higher than a week ago. Jobbers pay 12c for 56 lb. crates, 12½¢ for 57 and 58 lb. crates and 13c for 60 lb. crates.

Grape Fruit—Florida commands \$4.50 per box; bulk, \$5 per 100.

Green Onions—Home grown, 20c per doz.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate	-----	\$3.75
Imperial Valley, 5s, per crate	-----	4.00
Home grown, leaf 10 lbs.	-----	.75

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	-----	4.00

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

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

Onions—Texas Bermudas, \$3 per 50 lb. sack for white; \$2.50 for large yellow and \$2 for small.

Parsnips—85c per bu.

Peas—Green, \$2.50 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	-----	15c
Light fowls	-----	12c
Ducks	-----	12c
Geese	-----	10c
No. 1 Turkeys	-----	15c

Spinach—90c per bu. for home grown.

Strawberries—\$3@4 for 24 qt. case from Mississippi.

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@7½¢
Good	-----	6c
Medium	-----	5c

Swagger Coats Active in New York.

Women's and misses' swagger coats, May sales and special promotions of lingerie and two large store-wide events attracted outstanding response in New York stores last week, according to analyses by shoppers of the Meyer Both Retail Reporting Bureau. Swagger coats, which have been popular for weeks, were featured by both price and fashion stores concurrently, with the \$15 and \$29.50 brackets favored.

Concentration on the middle rather than the lower-price lingerie lines was significant, with new merchandise featured. Active store-wide event items included \$3.99 five shelf metal cabinets, 44 cent full-fashioned chiffon hosiery, 63 cent women's straw hats, 98 cent men's wool sweaters, \$11.99 women's and misses' coats, six for 34 cents women's pure linen handkerchiefs, 77 cent women's handbags, two for 83 cents women's fabric gloves, 69 cent women's rings, 49 cent umbrellas and 44 cent silk print ascots.

Among unadvertised items, 32 cent printed crepe scarfs, \$1.39 and \$1.95 Japanese coolie coats, the latter with matching pajamas, and \$1.84 gilets stood out.

The Road Home.

I am going far they say
When I leave this house of clay;
If the road leads over yonder
Then I wonder—yes I wonder
If betimes it turns to come
Back again to folks at home.

I can never, never see
How you could eternally
Journey on alway apart
Without passing where you start;
So I'll drop in oft on you
Just to whisper how-d'ye do.

Universes may be great
But when once you contemplate
All the greatness of desire
All the hearts with love afire
How can all eternity
Keep such love from finding thee.

In the quiet, in the night
In the morn of new-day light
In the summer, in the frost
Near or far a kindred host
Of beloved must surely be
In each others company.

I am going far they say
Pretty soon—but when away
Will be planning too, with you
Every day what we will do
For I reckon oft I'll come
Back to be with those at home.

Charles A. Heath.

MUTUAL FIRE INSURANCE

Will Stampede To Buy.

A few weeks ago an insurance man predicted that when business does finally turn upward and prices begin to advance, the stocks of all goods and raw materials will be so depleted that there will be a rush to buy. This prediction is borne out by something Roger W. Babson, the business statistician, said very recently. His assertion is that "The present contraction will be carried too far, and when this condition is generally realized, merchants and manufacturers will stampede to purchase as they stampeded to sell in 1929."

Mutual Assessment.

Stock company representatives make much ado about the assessment liability of mutual insurance companies, arguing that the insurance buyer never can tell what the insurance is going to cost in a mutual company. The argument continues that the stock company customer knows just what he will have to pay for his protection. The argument seems good.

Take the San Francisco disaster for an example.

A few years after that conflagration, stock company rates had to be increased, to cover the added cost of the big fire. Within a comparatively few years after the fire, policyholders in stock companies, by reason of the increased rates, paid additional premiums equal to many times the total loss caused by the conflagration. In the meantime a number of stock companies failed, or compromised their losses on a percentage basis for 0 to 90 per cent. of the losses so that a great deal of the money never eventually got back to many policyholders who suffered the losses in the disaster.

The only difference between the stock policy and the mutual policy seems to be that the stock assessment is large, sure and continuous while the mutual assessment is uncertain, usually small and not sure.

But the insurance buyer can be sure of one thing, that neither the stock company nor the mutual will give back more money than the policyholders in the aggregate give to the company. That is the one sure thing in insurance.

The insurance buyers, as a whole, must pay the whole cost of the insurance whether that cost be reckoned as a premium or as an assessment. All insurance is mutual in that feature.

A New Model.

During their prolonged excursion into the wonderland of finance—so rudely interrupted in the fall of 1929—the great stock fire insurance companies built up such an imposing affluence that some unprejudiced observers wondered why they did not re-organize as investment companies pure and simple. The obvious reason is, of course, that the excursion was largely financed by their policyholders, who quite naturally expected delivery of that which they had purchased. Now that circumstances have forced the stock companies back into their proper business, that of underwriting, which they have long admitted will not yield

a legitimate return on the capital invested, it seems in order to enquire whence they expect sufficient profits to satisfy their stockholders. Perhaps the numerous reductions in capital stock during 1931 suggest the answer. Perhaps, after all, a huge aggregation of capital—that bulwark of safety for the policyholder—is not so necessary an adjunct of the fire insurance business as the public has been asked to believe.—Firemen's Bulletin.

Agents Going Mutual.

In these times of depression when a saving of from 20 per cent. upward on any item of expense is a consideration to most insurance buyers it is no wonder that fire insurance agents throughout the country are taking on the representation of mutual fire companies in increasing numbers. Many agents are making thorough local surveys to determine how much business is going to the mutuals and what are the future possibilities.

The Fairmont Daily Sentinel of Fairmont, Minn., in announcing that the Palmer-Edwards Co., one of the largest old-line insurance agencies in that section, had gone over to the mutuals and will hereafter sell insurance in mutual companies said:

"Long and loudly has Fairmont groaned under the exactions of old-line insurance with high rates and small credit for eliminations of fire hazards. For several years there has been on the part of business men a turn to the mutuals, which have found a way to share with policyholders a very substantial part of the huge earnings built up by the 'board rates,' established by state authority in conformity to the demands of the old-line companies.

"Insurers can hardly be blamed for considering what appears to them a clean saving of a fourth or more in their insurance costs."

Announcing the drastic change of policy of the staunchly conservative Palmer-Edwards Co., R. W. Palmer says:

"We realize that the time is not far distant when all insurance will be mutual insurance.

"Take Martin county for example. Ninety-nine per cent. of all farm insurance is written in the Farmers Mutual. Nearly all Fairmont business places now have mutual insurance and many of them are carrying nothing else.

"Ford Motor Co., Swift Packing Co., Chrysler Motors, the big boys all carry mutual insurance. Why? Because it is just as good and costs less."

A Business Man's Philosophy.

Something for fathers to think about:

A group of 369 high school boys and 415 girls were asked to check a list of ten desirable qualities in a father. The quality that received the largest vote was "spending time with his children." The quality that received the second largest vote was "respecting his children's opinions."

Other qualities were rated in the following order:

3. Being an active church member.
4. Being a college graduate.
5. Never nagging his children about what they do.
6. Making plenty of money.

7. Being well dressed.
 8. Being prominent in social life.
 9. Having a love of music and poetry.
 10. Owning a good-looking car.
- The investigation was made by Mr. and Mrs. Robert S. Lynd, authors of "Middletown." William Feather.

Stores Cautious on Straw Hats.

While the trade is hopeful that lower prices on straw hats will stimulate business during the coming season, which opens in about a week, retailers have stocked these styles cautiously. Body hats are expected to provide the bulk of the business, but the sailor types in the \$1 to \$1.95 range will be promoted widely. The anticipated acceptance of men's wash suits may stimulate sales of straw hats, it was

thought, but, on the whole, the industry is doubtful that business will show any material difference from the low levels of the last few years.

To Enforce Olive Oil Label Rule.

Importers of olive oil have been warned by the Department of Agriculture that regulations calling for accurate labeling as to the liquid content of containers of imported olive oil are to be strictly enforced. After Aug. 1, according to a special bulletin from the Department, the conditional releases formerly permitted on inaccurately labeled shipments will be discontinued. The advance notice has been sent out to give importers plenty of time in which to transmit the warning to foreign sources of supply.

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



And Benjamin Franklin was Chairman of the Board

In 1752 Benjamin Franklin called together a meeting of prominent colonists in the Court House at Philadelphia and outlined a plan whereby at a small yearly cost each of them could be insured against loss if his home burned. Thus was founded the oldest insurance company in America—a Mutual. The spirit of thrift and industry became the characteristics of Mutual insurance. The remarkable stability and vitality of Mutual insurance is based on adherence to these aims. The Federal Mutuals strictly observed Mutual principles during 32 years of successful operation. Thus they have been able to furnish sound insurance at the lowest possible cost.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

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

Lines of Interest To Grand Rapids Council.

L. V. Pilkington, Past Grand Counselor of Michigan, who has held a position of responsibility in the sales department of Thomas Wilson & Co., distributors of Oldsmobiles in Grand Rapids territory, has accepted a position with the United Securities Co., of Kansas City, Mo. Brother Pilkington will be located in Grand Rapids, associated with their local organization, maintaining their offices at 20 Fountain street. The best wishes for his success are extended by Grand Rapids Council.

Frank Colegrove, residing at 332 North Lafayette avenue, a comparatively new member of the order, seems imbued with the right spirit for advancing the interests of 131. He is taking a very keen interest in the affairs of the Council and has accepted the chairmanship of the membership committee, which has a real job to perform. Brother Colegrove covers Western Michigan in the interest of the Rumford Baking Powder Co.

A letter from Alva Crusen, Los Angeles, Calif., conveys the rather depressing information that Mrs. Crusen met with an accident, breaking both bones in her right ankle. The ankle is very painful and physicians advise them that she probably will not have the use of it for several months. Brother Crusen is improving; he went Westward last year seeking relief from asthmatic affliction, and while he is enjoying better health, he is not entirely free from the old trouble. They live at 377 Bale Vista Trail, Los Angeles, Calif. When in Michigan, Brother Crusen worked Northern Michigan in the interests of the Hazeltine & Perkins Drug Co., and maintained a home on Lovett avenue, East Grand Rapids.

The Team Work in Business group held a meeting Saturday noon at the Elk's cafe with an attendance of about twenty-five. The meeting was conducted by Brother DeGraff, who gave the group a rousing talk on the methods of securing new members for Grand Rapids Council. The team that secures the largest number of members between now and the first meeting in September, will be guests of the Executive Committee at a steak dinner—time and place to be selected later. The Team Work in Business is a definite program and you all will do well to support it wholeheartedly. Interesting and instructive talks were delivered by Rutledge W. Radcliffe, Frank Colegrove, Walter S. Lawton, B. C. Saxton and Homer R. Bradfield.

F. A. Simonds, residing at 729 South Prospect avenue, who has been confined to his home for the past two weeks by illness is rapidly recovering. He has held a membership in 131 for twenty-eight years and we are all glad to learn of his recovery.

Business may be a little slow for some of us, but we are happy to report that Raymond W. Bentley and J. Clyde Larraway are each driving new Oldsmobiles, which were furnished by Row Motor Sales of Burton Heights.

M. D. Estes, who has fully recovered from an attack of the flu, is back on his old territory with a line of ladies hosiery. He will continue to make the Herkimer Hotel his headquarters.

At the annual election of officers, May 7, the Ladies Auxiliary selected the following to direct their affairs for the ensuing year: President, Mrs. F. L. Kuehne, Vice-President, Mrs. Frank Colegrove, Treasurer, Mrs. Robert E. Groom; Secretary, Mrs. Harry Nash. Mrs. L. L. Lozier was elected a delegate to the State convention to be held at Kalamazoo June 2, 3 and 4, and Mrs. Frank Holman was elected an alternate. We are glad to report the organization in a very strong position regarding finances, membership and morale.

To possess strong recuperative powers is very desirable. These are dependent largely upon right living, ambition and energy. Last Friday evening Fred DeGraff was reported seriously ill to the Senior Counselor. Early Saturday morning the S. C. hastened to the Herkimer Hotel to render aid and assistance to his co-worker and learned that Brother DeGraff was already out and on the job soliciting business for his firms. That is a fine example of individual effort, as well as Team Work in Business.

The message from the leader in Team Work in Business last month was so impressive that Brother John B. Olney sent same to the manager of his firm in Chicago. It reached the office of the Post-Tribune at LaSalle, Ill., and the following editorial was published, based upon the message:

TO-DAY'S BEST THOUGHT We're All Hurting Business.

A traveling salesman, representing a big concern visited the Post-Tribune office Friday morning. He informed the writer that his company had ordered their salesmen "not to enquire of newspapers how their business was." His company, through investigation, found that nearly ninety per cent. of the salesmen of various lines made the mistake of "discussing business."

Another salesman calling at this office Friday morning stated that his company has a new machine on the market which will fill a long-felt want. The machine has been built, ready to sell, yet they are making no effort to push its sale until the demand arises, which they know is sure to happen. Here's optimism for you.

Two brothers, friends of the writer, conducted a clothing store in a certain city. No matter how terrible business was, no matter how terrible the weather was, to them everything was always "fine."

One Sunday afternoon one brother went on an auto trip with about twenty-five other cars. His car slid off into a ditch and had to be pulled out. One of the tires blew out—they cost \$50 then—and on Monday the writer enquired as to what kind of a trip they had, knowing of the trouble experienced. The answer was just the same as always, "fine."

Probably this was carrying the matter too far, for no one would agree that such an experience was "fine." Yet there was no loss of spirit here.

Men and women visit a store to purchase something. They "sense" the spirit of the store. They go home and mention their shopping experience of the day and say something favorable or unfavorable about their trip. Many of these customers can be influenced

to speak of their visit to these stores as "fine." They can take away with them "glad tidings" as easy as "sad tidings."

Some of us are our worst enemies. We all have money invested in business ventures of one kind or another. We all are trying to do the best we can to make the best of things as we find them.

We can help ourselves a great deal by being the conveyors of optimism, by cultivating some of the spirit, at least, of the clothing merchant mentioned above, whose only answer to anything about himself or his business was "fine." Let's stop hurting our own business. Official Reporter.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Michigan Coffee Co., Inc., Detroit. G. F. Stearns Lumber Co., Grand Rapids.

Central Trading Co., Detroit. Sloane Co., Detroit. Turner Bros. Land Co., Detroit. Turner Bros. Transfer Co., Detroit. Ira Carley Lumber Co., Ingalls. Thompson Auto Co., Detroit. Second Boulevard Putt-A-Round Co., Highland Park. N. Kappaz Grocery, Inc., Detroit. McGiverin-Larned Co., Detroit. National Electric Products Corp., Lansing. Shaw Book Shop, Grand Rapids. Berrien County Finance Corp., Benton Harbor. Schraner and Son, Detroit. Buckeye Blower Co., Detroit. Exchange Realty Co., Mt. Clemens. Western Poultry Co., Inc., Detroit. Detroit Furniture Parts Corp., Detroit. Howard H. Parsons & Co., Detroit. R. Chain Stores, Inc., Detroit.

Seal Chemicals Process, Inc., Detroit. E. T. Barnum, Detroit. Royal Oak Firestone Service Stores, Inc., Royal Oak. Battle Creek Firestone Service Stores, Inc., Detroit. Lansing Firestone Service Stores, Inc., Lansing. Jackson Firestone Tire Stores, Inc., Jackson. Leshner, Whitman & Co., Lansing. Carrollton Steamship Co., Saginaw. Carroll Windiate Co., Bay City. Battle Creek Letter Shop, Battle Creek. Alex Reid Drugs, Inc., Detroit. Traverse City Transportation Co., Traverse City. Lorraine Manufacturing & Importing Co., Grand Haven. Niles Gas Light Co., Niles. Cadillac Muskrat Co., Cadillac. Maise Corporation, Detroit. Cut Rate Merchandising Co., Detroit. Solco Land Co., Detroit. Detroit Door and Sash Co., Detroit. Schreiber Fire Proof Door Co., Detroit.

Weak Prices Retard Shoe Sales.

Uncertainty on prices continued to hold down the volume of shoe sales during the week, although a faint gain is registered over that of the previous week, reports from manufacturers indicate. In the men's ranges, sport styles are a little more active in the popular price brackets, with juvenile numbers also coming in for a fair share of the business. Women's styles are re-ordered in fair fashion. Production is reported to have declined slightly during April and plants are operating cautiously, keeping a close watch on their stocks. Expectations are that the second quarter total will be somewhat below that of the corresponding period of last year.

Koeze Mfg. Co. Announces full production in their Food Products.



Bel-Car-Mo Peanut Butter
Blue Bell Peanut Butter
Cream-Nut Peanut Butter
Blue Bell Salted Peanuts
Elite Blanched Salted Peanuts
Complete line of Raw and Salted Nut Meats

These Products are the result of rigid tests in selecting, blanching, and toasting the choicest varieties of Peanuts. These Products manufactured fresh daily in our new Modern Sanitary Plant.

Koeze Mfg. Co.

2101 Godfrey Ave.

Grand Rapids, Michigan

RECASTING GROUPS.

Throughout this period of Congressional hysteria, preceded as it was by meeting emergencies as they came along with emergency methods, it has been impressed upon many business men that the present set-up of trade and industrial organization leaves a great deal to be desired. The drive on Congress by many special interests was in a large degree responsible for the ensuing confusion. In the meantime almost three years of business depression have gone by without a sign of any real program of rehabilitation from any leading business group.

Abroad there is not this conflict of interests nor failure to work out a joint effort for economic welfare. Business in most cases operates very closely with the Government. There is at least the appearance of unity and co-ordination, even though there may be difficulties within.

Some reasons for confusion in this country are readily apparent. Our leading organization, it is held, is not really representative of the trade and industrial interests, but leans toward the professional classes. It is pointed out that the divergence of interests explains why there are groups of manufacturers and distributors in many cities which have commerce chambers.

Similarly, there is little co-ordination between the many trade bodies and little appreciation of the common objectives toward which they might all strive with benefit. Liason has been established on very small scale. It is suggested that we probably have too many associations and not enough good ones.

Obviously, the answer to this problem is a recasting of organization so that a common business program may be achieved which would give due recognition to all interests, including those of employees and the public, and a proper system of contact and co-ordination so that there may not be so much wasted effort. After all, special interests stand to gain less through winning their own objectives than through sharing in the general economic welfare.

RETURNS TO SANITY.

The turnabout in Congress, following the special messages of President Hoover on the necessity of avoiding delay in balancing the budget, and announcement of another wage cut by leading steel producer, were features of the week in the general business situation. While business interests condemned Congress for its vacillation and unsound proposals, it was true, as Mr. Hoover pointed out, that a good deal of the trouble could be traced to business itself as represented by the "locust swarm of lobbyists."

Toward the week-end it was indicated that Congress might return to the methods of order and dispatch which marked passage of the earlier remedies for the credit situation. Public sentiment as measured by the adjusted figures for money in circulation appears to be see-sawing a little. The adjusted figures were lower for the last week reported, but the decline

so far has run only a little further than half the increase which started last December. Gold withdrawals, which may be taken as a measure of sentiment abroad, again started in volume.

Little in the way of favorable development could be found in business last week, which was natural, in view of uncertainties here and abroad. The New York Times weekly business index dropped to a new low, although steel activity and automobile production were higher and power output was unchanged. Cotton goods curtailment has been forced by dragging demand, heavier stocks and very low prices.

With respect to the steel wage cut of approximately 15 per cent., set for May 16, it is worthy of note that many steel prices continue at the same levels as a year ago. Rails are still quoted at \$43 a ton. Agricultural prices are very much lower, but galvanized barbed wire is higher than last year. This naturally poses the question of how lower wages and decreased farm income can be expected to support prices very little under boom-time quotations.

DRY GOODS CONDITIONS.

Trade activity continues at its recent level. It has been running somewhat over the decline which would be represented by the drop in prices over the year. This means that unit transactions as well as dollar volume are below the figures for a year ago. Women's apparel and accessories drew the best demand, but increased interest was reported in Summer furniture and furnishings. Men's wear trade still showed little gain.

The reduction in unit transactions has brought about effort to increase the size of the average sale. The quality campaign endorsed by many retailers is aimed at this objective, but there are still numerous instances of very low price goods being featured in advertising and sales promotion activities.

As merchandising activities view it, the emphasis upon low prices was started during emergency conditions and was not given proper study from the standpoint of desirable store policy. The result has been that most stores have been driven into such operations when many of them could do much better by limiting the very low brackets and adding to their medium price lines.

Now that the slump in prices appears to have spent most of its force, it is suggested that retailers might analyze all price lines and, through adequate tests, determine just what trade they desire to attract and adjust merchandise and prices accordingly. Many new prices have come into popularity, and probably some additional ones might be introduced with profit.

THE FOUR-LINE PLAN.

Concluding its hearing of testimony and argument, the Interstate Commerce Commission has begun final consideration of the proposed "four-party" railroad consolidation, designed by the New York Central, the Pennsylvania, the Baltimore & Ohio and

the Chesapeake & Ohio as a substitute for the five-system plan put forward by the commission in 1929.

Numerous local objections were raised to the "four-party" plan. Philadelphia business bodies especially objected to inclusion of the Reading and Central Railroad of New Jersey in the proposed new and enlarged Baltimore & Ohio system. Virginia representatives fought allocation of the Virginian Railroad to the Pennsylvania and Chesapeake & Ohio lines, and similar protests arose elsewhere. New England opinion was more or less divided. Some opponents there were vehement in demanding that the Pennsylvania be forced to relinquish its holding in the Boston & Maine and the New York, New Haven & Hartford.

Among general objections raised were those of labor that the consolidations would tend to reduce employment. The Virginia spokesmen, as collateral to their local arguments, asserted that the immense cost of financing the changes could not be undertaken by the railroads at this time. In the offing, meanwhile, had appeared a Senate plan for enquiry into all railroad consolidation moves. It is obvious that consolidation, in any form, will face a stern battle before it can be accomplished.

COMPANY STORE QUESTION.

To many retailers the problem of company stores is a serious one and apt to grow more serious as time goes by. Coal dealers are congratulating themselves upon their success in stopping a rubber company from permitting its employees to buy fuel at wholesale prices after the threat was made that tire orders would be placed elsewhere if the company did not accede to their request. As it turns out, however, the coal was bought co-operatively and the arrangement may be continued.

The stand of retailers appears to be that they have a God-given right to sell the consumer everything that he buys, co-operative associations notwithstanding. Such an interpretation of the retailer's place in the scheme of things can be questioned very easily. If the spread between wholesale and retail prices grows too wide, then there is every reason to believe that other means besides purchasing from retailers will be found.

A concern specially organized for the process of distribution should be able in most cases to sell more cheaply than one which takes on the task as an extra service. On the other hand, the adoption of the company store plan as an effort to lower wages should be discouraged. Carrying this method to its logical conclusion would mean putting many retailers out of business, increasing the surplus of labor and forcing still lower wages.

THE KREUGER AFTERMATH.

The reaction in Sweden to the revelation that Ivar Kreuger, who built himself a financial empire of matchsticks, was in the way of being the world's most extensive swindler has naturally been extravagant. For in his

own country this man was regarded, almost fanatically, as one who could do no wrong. His suicide and disgrace have given the Communists, heretofore a negligible factor in Sweden, an opportunity to make considerable strides. The situation is made more serious by an additional complication. Until a few months ago the Swedish people were among the most prosperous in the world and had hardly been touched by the present almost universal depression. The workers, especially, enjoyed advantages and benefits which prevail in few other countries. Now that their wages are being reduced and they find that they cannot pay their rents they are in no pleasant mood to contemplate coolly the fraudulent manipulations of the man they had come to revere as the "Match King." Americans will be more greatly interested in the \$400,000,000 which Kreuger took from this country and applied for the rescue of Central and Eastern Europe. But the Swedish government will be more particularly concerned with the inadequacies in Swedish law which permitted this man to go so long undetected.

COAL-OIL LAMPS.

The news that Mr. Coolidge is having electric lights installed in the century-old farmhouse at Plymouth, Vt., which he retains as his summer home, may be deplored by persons who like to see traditional conditions preserved. Few incidents of the last decade have been more impressive than the description of Mr. Coolidge taking the oath of office as President by the light of a kerosene lamp in his father's old home. That was a touch of plain, old-fashioned Americanism. Lovers of the simple life may deem it sacrilege to supplant the domestic illumination of another era in such a dwelling. But this house and many others of equal or greater antiquity once welcomed coal-oil lamps as a modern convenience. For they date back to the period when houses were lighted by whale-oil lamps, tallow candles or the flickering rays from fireplaces. Thus "the old order changeth, yielding place to new." But most Americans demand electric lighting and other modern conveniences in their own homes, leaving the use of coal-oil lamps to those who live the simple life either by necessity or by choice.

THE SUN'S FRECKLES.

When the sun has an outburst of figurative freckles during an off year, even the amateur astronomers get busy with smoked glass and textbooks. For sun spots are one of the enduring mysteries of the heavens. They occur in cycles, being plentiful every eleventh year. Yet this year, not one of the plentiful seasons, is now offering a large collection of sun spots visible to the naked eye. Even those who lack time or interest to gaze at these blemishes on the sun's face cannot, if they listen to the radio, completely escape the sun spots, if, as is supposed, sun spots have something to do with magnetic fields and electrical impulses.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Having been driven home by snow the last time we visited Lansing we concluded to repeat the undertaking again last week, but found so many good friends in North Lansing and East Lansing that we did not get into the metropolitan district at all. Lansing is rapidly becoming a great and beautiful city. The more I see of the city the more I think it would require a week at least to call on all the good friends the Tradesman has in that rapidly expanding community.

At Portland I was pleased to find a former Grand Rapids man establishing himself in the restaurant business at the Old Homestead eating place on U S 16 in the East end of town. I refer to Mr. Poole, who has had extended experience as a traveling salesman in Grand Rapids and as caterer in Chicago. At the last named place he was associated with Lew. Quitman, whose reputation as a genial boniface is country wide. They organized the business of manufacturing sandwiches for manufacturing establishments which enjoyed a large patronage during good times when many men were employed. Mr. Poole will give the people of Portland and the tourists who patronize his establishment the best restaurant service they have ever been able to obtain in Portland.

Leonard Belen, who conducted a grocery store at 2222 North East street (U S 27), Lansing, for several years, is now local distributor for the Jersey Farm Baking Co., manufacturer of the Farm Crest line.

Childs & Co., who conduct a very attractive grocery store at 2312 East Michigan street, Lansing, have transferred themselves a few doors East on the same side of the street. Their new number is 2320, where they have more room than in the old location.

It is always a pleasure to call at the grocery store of O. R. Adams, at East Lansing, because the appearance and atmosphere of the establishment immediately impress the visitor with the idea that he is in the presence of a master grocer. I wish I could apply this remark to more of my readers and patrons. When I think how comparatively easy it is to create a beautiful grocery store in these days of handsome bottled goods, canned goods packages, packaged foods and attractive fruits from the temperate and semi-tropical zones, I cannot understand why every grocery store is not made attractive and inviting. Certainly if any place of business ought to be made beautiful it is one where human foods are offered for sale.

One reason why I wished to visit the financial section of Lansing was to ascertain how the negotiations are coming on regarding the purchase of the idle Durant plant by the Burroughs Adding Machine Co. As the proposed purchaser is one of the outstanding manufacturing industries of the country its removal from Detroit

to Lansing would give Lansing most remarkable business impetus. I hope the deal is promptly consummated.

R. E. Olds has given much thought of late to the creation of an entirely new industry in Lansing in the enormous building he recently purchased near the Durant plant—the production of an article used in nearly every home in the land—on a most extensive scale. Because Mr. Olds is successful in nearly everything he ever undertakes, I hope he decides to go ahead with this undertaking at an early date, largely because it would furnish employment to a large number of men and thus reduce the percentage of unemployment in the Capital City.

It strikes me as little less than remarkable that a man who has had as

taking, but I am disposed to make no modification in my estimate of Mr. Olds and the ideals he evidently cherishes, because I think I know my man and the guiding star he has followed with heart and hand to make his city great and prosperous.

One feature in Mr. Olds' make-up particularly appeals to me—his ability to select associates who are equal to the responsibilities placed on their shoulders. He had many applicants for the position of assistant in the development of his new undertaking, but finally decided on William G. Farnsworth, of this city, as the most available man for the position. Mr. Farnsworth is one of the most remarkable men I have ever known and has been able to assemble a mass of information covering the state of the art of the anti-

that organization before the courts for judicial review. If the action of the Commission is sustained by the courts, the advantage in buying now held by the chains will be entirely eliminated. This will place the independents and the chains on an even keel, so far as the purchase of goods is concerned. These rulings were published in the Tradesman of April 6. So far as I can determine the Tradesman is the only trade journal in the United States which has given publicity to this remarkable ruling. I frequently find good merchants who have not yet read the ruling, which leads me to think that many independent merchants are sleeping at the switch. I should think that an opportunity such as has been presented by the Federal Trade Commission would be watched with the keenest interest.

About the time the Tradesman was established the H. S. Rogers Co. was engaged in general trade in Copemish. The company, as I recall it, was composed of Mr. Rogers and his three daughters. He was postmaster at Copemish, which was so small a town that fast trains on the Ann Arbor road did not stop there. The mail route agent on the train threw the bag intended for Copemish off as the train went through town. On one occasion the bag hit Mr. Rogers and killed him. The daughters continued business there for several years, when they pulled up stakes and moved to California, locating at Long Beach, a suburb of Los Angeles. Dorothy Dix wrote the Woman's World department in the Tradesman for about twenty-five years. Then she resigned because she had made an exclusive contract to write for the Hearst papers. Miss Ella M. Rogers stepped into the breach and handled the department very satisfactorily for many years. She still sends us a contribution whenever the spirit moves and she can find time to break away from the grocery store long enough to put her thoughts to paper. I do not think she ever sends us a contribution until she has given her subject careful consideration. This week I received a reminiscent letter from Miss Rogers, which I am very glad to reproduce in this department, as follows:

Thirty-five years ago, May 5, 1897, the Tradesman made its first publication of my works. The piece was an essay on "How to Successfully Conduct a Retail Grocery Store"—an entry in a contest for a prize offered by the National Cash Register Co. The judge deemed O. F. Conklin's essay best and he was given the prize. I took exception to their award on the ground that his work was not entitled to a place in the competition. Both sides of the wordy combat which followed appeared in succeeding issues of your periodical. While I did not succeed in getting a voiding of the judge's verdict and a "new trial," you rather admired, I think, the fight I put up and asked me to become a contributor. Your check for a one column article that appeared not long afterward was the first money I ever got for writing. It was a big dollar.

In the years since you have brought out, I estimate, fully 1,000 articles of mine, which altogether would make from twelve to fifteen books of the size of a 90,000 word novel.

More than half of the time, either from being too busy with store work

(Continued on page 23)



Miss Ella M. Rogers.

many birthdays as Mr. Olds has had and who has left few fields to conquer in the manufacturing line should decide to embark on a new undertaking of such large promise at this time, but I think I can see why he is willing and anxious to make such a sacrifice—he wants to see Lansing continue to grow and prosper; he wants to see idle men given employment at a time when unemployment is working havoc with the well being and morale of the working people of his adopted city; he wants to add one more successful institution in Lansing in addition to those he has done so much to create and maintain. I can put my finger on a dozen men who will take me to task for making this general statement regarding Mr. Olds—men who are jealous of his standing and envious of the success he has achieved in nearly every under-

take Mr. Olds has in mind, which I do not think any other man in America could have accomplished in so short a time and at so little expenditure on the part of Mr. Olds. Pending the decision as to when the undertaking will be launched, Mr. Farnsworth is visiting the numerous properties Mr. Olds owns in various parts of the country and making his master detailed reports on their conditions and prospects. I think when he has completed this assignment and handed in his reports to his employer, the latter will feel he has additional reason to believe that he has made no mistake in the selection of his newest employee.

I am informed by an officer of the Federal Trade Commission that initial steps have been taken to bring the code of ethics recently promulgated by

FINANCIAL

Lessens Probability of Needed Reforms.

It now is evident that unless much additional pressure is put upon Washington the Federal budget will not be balanced for the fiscal year ended June 30, 1933. Even the prospect that the budget will be brought into approximate balance on paper rapidly is disappearing. Unless there is a change of heart in Congress in the near future business will be forced to Government borrowing for another year.

The House has revealed that it is unwilling, or incapable, either to enforce necessary Federal economies or to impose taxes heavy enough to offset the deficit for next year. The tax bill it sent to the Senate would be sufficient to balance the budget on paper only in the event that a rigorous economy program was adopted. Instead of adopting such a program, however, the House has refused to provide for any substantial savings. On the contrary it has passed bills imposing expenses which we could not afford even in days of greatest prosperity.

It is still too early to draw final conclusions as to what the Senate may accomplish. Its action to date, nevertheless, does not furnish much basis for optimism. Its committee has made numerous changes in the House tax bill but the resulting measure, it is believed, would provide less revenue than the bill of the lower branch.

Here again, therefore, the adoption of a rigorous economy program will be necessary to bring the budget into approximate balance even on paper. There still is the possibility that the Senate will go further in this direction than the House. It is not at all certain, however, that it will run what it considers the political risk of reducing Federal expenditures to a reasonable figure.

From the point of view of getting our Federal finances in order, then, the outlook is discouraging. Additional taxes will be imposed but the present indication is that they will fail to balance the budget by a wide margin. The Government, accordingly, will be forced to make further heavy demands upon the money market.

If our Federal financial problems were faced squarely, and the obvious solution followed, there would be a genuine basis for a restoration of public confidence in this country and an upturn in business activity. In fact a program of real economy combined with taxation along sound lines would give a greater impetus to business than anything else within the power of either Congress or the Administration.

Ralph West Robey.

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Goldsborough Bill Means Suspension of Gold Standard.

Passage of the Goldsborough bill in the House reflects the bankrupt intelligence of that part of our Government in financial matters. If the bill ever were to become law it would mean that our central banking authorities would have the choice between disobeying the law and wrecking our financial structure. The general belief is that it will not be enacted but the over-

whelming vote by which it passed the House makes it a question of first importance.

In its present form the bill places upon the Federal Reserve Board and the Government the legal responsibility of raising wholesale commodity prices to the average level prevailing between 1921 and 1929, and thereafter of maintaining such a price level. It is not stipulated in the measure how this is to be accomplished beyond the general provision that it would be by the control of credit. The duty of stabilizing the value of the dollar, however, is placed squarely upon the Federal Reserve Board, the Federal Reserve banks and the Secretary of the Treasury.

Lifting commodity prices to the 1926 level can be accomplished only by inflation. There is abundant evidence to show that that level was artificial and represented a failure of this country to complete the liquidation of the inflation incident to the war. If the level is to be restored, therefore, it can be accomplished only by following some inflationary means.

In general, there are three possible inflationary policies which might be followed. First of these would be for the Federal Reserve system to inject an enormous amount of purchasing power into the economic system through open market purchases. Our Federal Reserve system has been following this policy for over two months without its having any effect as yet upon the commodity price level.

The second course of inflation is for the Federal Government to borrow heavily, turn the bonds over to the Federal Reserve Banks, get an equivalent amount of currency or credit and then use these funds for the meeting of its deficit, the granting of loans and making contributions to special groups. This policy in certain respects also has been followed during the past two years it has not been sufficient to offset the liquidation and deflation in other directions.

The third method of inflation is for the Government to issue fiat money for the purpose of meeting its deficit, the granting of loans and making contributions to special groups. This policy ultimately means a greater or lesser repudiation of the currency of the country. Nevertheless, if we were to have compliance with the requirement of the Goldsborough bill—that pre-depression prices be restored—this is the policy which ultimately would have to be adopted.

It is possible that the members of the House in voting for the Goldsborough bill did not realize that it points inevitably to the issue of fiat money and the suspension of the gold standard by the United States. This is the case, however, and in a very true sense, it may be said that the financial stability of this country rests upon the defeat of this measure.

Ralph West Robey.

[Copyrighted, 1932.]

Buying of Bonds.

Many conservative investors who started buying municipal bonds kept away from corporation bonds as they claimed the bonds were too speculative. There are, however, just as many

pitfalls in the municipal bond field but the average investor is unaware of them. However, they regard with alarm the risk inherent in corporation obligations. Occasionally, disaster in the form of receivership overshadows in their minds the long record continuation of the payments and their obligations which most corporations have made.

Some investors, accustomed to buying railroad and public utility bonds, also regard industrial bonds with a degree of skepticism. The question is sometimes asked, therefore, as to what degree corporation bonds are speculative. To a great extent most corporation bonds do contain an element of business risk. The corporation life might be prosperous or may suffer re-

verses. The end of its existence may be sudden, resulting from some undisclosed weaknesses but in most cases a corporation balance sheet discloses this before it actually occurs.

If one were to attempt a sweeping generalization of safety in corporation bonds, it would be safe to say that the best loan would be one which confers the most benefit on society. Many examples can be given, such as purchase of leading public utility bonds as compared with a loan to a small corporation which is replenishing its working capital through the sale of new securities or one that has lost its working capital in the manufacture of some products or any other item which occurs in any industrial enterprise. To

WE RECOMMEND

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

Railroads
Public Utilities
Industrials

List furnished upon request.

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343 Michigan Trust Building
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West Michigan's
oldest and largest bank
solicits your account on
the basis of sound poli-
cies and many helpful
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OLD KENT BANK

2 Downtown Offices
12 Community Offices



Established 1860
Incorporated 1865

THE
ONLY NATIONAL
BANK IN
GRAND RAPIDS

The
Largest National Bank
in
Western Michigan

GRAND RAPIDS NATIONAL BANK

UNIT OF
GUARDIAN DETROIT UNION GROUP

INCORPORATED

show staple earning power, which measures the maximum service to the public, it must have a good history and profits should accrue from the entire organization rather than from the skill of one individual. This, of course, alone is not a sound basis for a long term loan but good management is necessary for the company to perpetuate itself. If the corporation is engaged in fundamental service such as transportation, power, manufacture of basic commodities, it should indicate a maximum service as a basis for the bond issue. Jay H. Petter.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 2.—We have received the schedules, order of reference, and adjudication in the matter of Charles W. Bly, Bankrupt No. 4888. The bankrupt is a resident of Charlotte, and his occupation is that of a laborer. The schedules of the bankrupt show assets of \$8,125, with liabilities at \$8,125. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Benjamin F. Krasner (individually, Bankrupt No. 4805, first meeting of creditors was held April 27. Bankrupt present in person and by attorney Homer H. Freeland. Bankrupt sworn and examined without reporter. Claims proved. R. Dale Law, Grand Rapids, trustee. Meeting adjourned without date.

April 27. We have received the schedules, order of reference, and adjudication in the matter of Cecil Faust Haight, Bankrupt No. 4883. The bankrupt is a resident of Belding, and his occupation is that of a hardware dealer. The schedules of the bankrupt show assets of \$3,846.60, with liabilities listed at \$5,842.73. The list of creditors of said bankrupt is as follows:

City Treasurer, Belding	\$155.19
Philbrick Hardware Co.	55.29
Perfection Stove Co., Cleveland, O.	27.14
American Gas Machine Co.,	
Albert Lea, Minn.	13.92
Saginaw Hdwe. Co., Saginaw	15.88
Fulkerson Bros. Handle Co.,	
Puxico, Mo.	37.78
Morley Bros., Saginaw	44.76
Leonard Seed Co., Chicago	33.76
Wehrle Co., Newark, Ohio	3.66
Pontiac Nursery Co., Romeo	71.30
Pioneer Rubber Mills, San Francisco, Calif.	23.63
Strong Mfg. Co., Sebring, Ohio	13.59
Mantle Co., Chicago	16.85
Detroit Mich. Stove Co., Detroit	1.48
Sheboygan Coaster Works, Sheboygan, Wis.	5.75
C. Emrich, Columbus, Ohio	1.38
S. A. Weller Co., Zanesville, Ohio	26.83
T. M. Kruth Co., St. Louis, Mo.	9.46
Paper Makers Chemical Corp.,	
Kalamazoo	22.11
J. Oliver Johnson, Inc., Chicago	9.88
Davis Linzer & Sons, New York	12.77
Pittsburgh Plate Glass Co., G. R.	16.37
Seymour Mfg. Co., Seymour, Ind.	37.00
Star Stoneware Co., Crooksville, O.	21.96
Wood Specialty Co., Greenfield, Ind.	15.00
Vanderstel's, Grand Rapids	1.65
Foster Stevens & Co., Grand Rap.	182.43
Ferry Morse Seed Co., Detroit	2.73
W. Bingham Co., Cleveland	55.86
Bostwick Braun Co., Toledo	290.76
Brush Pottery Co., Zanesville, O.	19.10
R. Herschel Mfg. Co., Peoria, Ill.	11.30
A. J. Mfg. Co., Gadsden, Ala.	8.13
Standart Bros. Hdwe., Detroit	83.14
Export Products Co., Grand Rapids	9.98
Chicago Paint Works, Chicago	128.25
Rollman Mfg. Co., Mount Joy, Pa.	.50
W. S. Lambertson, Belding	620.00
Associated Trucks, Grand Rapids	43.75
City of Belding	159.19
Belding Savings Bank, Belding	.50
A. J. Moore, Belding	23.25
Michigan Bell Telephone Co., G. R.	9.00
Consumers Power Co., Grand Rap.	8.00
Vincent C. Haight, Belding	1,336.80

April 27. We have received the schedules, order of reference, and adjudication in the matter of Henry Gildemeister, Bankrupt No. 4882. The bankrupt is a resident of Belding, and his occupation is that of a grocer. The schedules of the bankrupt show assets of \$6,079.38, with liabilities of \$4,257.62. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Keith P. Gildemeister, Belding	\$337.50
Belding Savings Bank, Belding	1,200.00
D. D. Skellenger, Lake Odessa	500.00
Roy Taylor, Belding	11.72
Armour & Co., Chicago	5.75
L. E. Trimble, Belding	10.00
Mich. Produce Co., Carson City	61.21
Ionia Creamery Co., Ionia	11.60
Farmers Co-operative Creamery, Saranac	10.00
Beechnut Packing Co., Canajoharie, New York	8.92

A. E. Brooks & Co., Grand Rapids	3.22
C. W. Mills Paper Co., Grand Rap.	65.00
Harry Meyer, Grand Rapids	6.98
Francis H. Leggett, Detroit	8.90
A. J. Kasper Co., Chicago	8.86
Rademaker Dooze Grocery Co., G.R.	72.20
L. Van Westenbrugge, Grand Rapids	5.75
V. C. Milling Co., Grand Rapids	7.25
Deshler Broom Co., Dashler, Nebr.	30.50
Keith Gildemeister, Belding	403.50
Owosso Mdse. Co., Owosso	5.68
Belding Basket Co., Belding	35.39
H. B. Zuercher Coffee Co., G.R.	11.44
Watson-Higgins Milling Co., G. R.	3.40
Robinson Milling Co., Salina, Kan.	4.00
E. B. Miller & Co., Chicago	48.00
G. B. Farrington Co., New York	16.42
Foot & Jenks, Jackson	11.65
Hills Bros. Coffee, Inc., Chicago	7.40
Shedd Products Co., Detroit	2.72
John Hoffmann & Sons Co., Milwaukee	3.84
Pfaffman Egg Noodle Co., Cleveland	15.30
Lang Bros., Grand Rapids	4.30
Sprague Warner & Co., Chicago	116.80
Brown Seed Store, Grand Rapids	17.00
Colgate-Palmolive-Peet Co., Chicago	22.60
D. M. Ferry Seed Co., Detroit	12.60
Smyrna Milling Co., Belding	28.95
Belding Oil Co., Belding	36.53
S. H. Hill Broom Co., Paxton, Ill.	32.50
Lee & Cady, Grand Rapids	35.01
Pillsbury Products Co., Grand Rap.	6.67
H. J. Heinz Co., Grand Rapids	20.60
Jennings Mfg. Co., Grand Rapids	19.24
West Mich. Grocer Co., Grand Rap.	84.29
Northrup King & Co., Minneapolis	10.46
Schust Co., Saginaw	13.16
Hekman Biscuit Co., Grand Rapids	5.20
Mich. Bell Tele. Co., Belding	13.85
Belding Savings Bank, Belding	323.85
D. D. Skellenger, Lake Odessa	75.00
C. E. Battdorff, Grand Rapids	81.38
G. R. State Savings Bank, G. R.	90.00
John Nash, Belding	2.11
Holsum Bread Co., Grand Rapids	5.02
L. H. Green, Belding	4.60
Consumers Power Co., Belding	8.25
Wm. Bradley's Sons, Greenville	62.75

April 27. In the matter of Paul D. Hagen, Inc., Bankrupt No. 4855, first meeting of creditors was held to-day. Bankrupt present by Edwin C. Gamble, Treasurer, and represented by Travis, Merrick, Johnson & McCobb, attorneys. Creditors present and represented by attorneys. Claims proved and allowed, certain claims objected to. Fred G. Timmer, Grand Rapids, trustee. Treasurer of corporation sworn and examined before reporter. Meeting adjourned without date.

April 27. On this day first meeting of creditors of Tony Varisco, doing business as Twin City Grocery & Market, Bankrupt No. 4859, was held. Bankrupt present in person and by attorney George H. Bookwalter. Attorneys Willard J. Banyon and Frank W. Hammond present for creditors. Bankrupt sworn and examined before reporter. Claims proved and allowed. Certain claims objected to. M. N. Kennedy, Kalamazoo, trustee. Meeting adjourned to May 11.

April 28. We have received the schedules, order of reference, and adjudication in the matter of Gustav Minikel, doing business as the American Bakery. The bankrupt is a resident of the city of Benton Harbor, and his occupation is that of a bakery proprietor. The schedules of the bankrupt show assets of \$8,327.16, with liabilities listed at \$9,287.40. The list of creditors of said bankrupt is as follows:

County Treasurer, Berrien	
county, taxes	331.53
Chas. Conkey, Benton Harbor	2,060.00
Sam Welke, St. Joseph	1,605.00
John King, Benton Harbor	1,775.00
W. & H. Boardman, Benton Har.	1,294.98
Boehms Feed Store, Benton Har.	314.06
Twin City Milling Co., St. Joseph	250.00
Standard Brands, Inc., Chicago	399.42
Lockway-Stouch Paper Co., Ben. H.	80.13
Saniwax Paper Co., Kalamazoo	75.00
Ad. Seidel & Sons, Chicago	122.36
Bennett Oven Co., Battle Creek	33.00
Consumers Coal Co., Benton Har.	49.65
Jesse B. Toland Co., Benton Har.	5.00
Chas. W. Gore, Benton Harbor	45.00
W. McNamara, Benton Harbor	300.00
Kidd, Dater & Price, Benton Har.	327.33
Adolph Minikel, Bangor	175.00
Paul Minikel, St. Joseph	16.00
Mich. Fuel & Light Co., Benton H.	5.90
Mich. & Indiana Fuel & Light Co., Benton Harbor	9.00
City Water Dept., Benton Harbor	14.00

April 28. We have received the schedules, order of reference, and adjudication in the matter of Stanley Marcynski, doing business as the Gold Star Bakery and individually. The bankrupt is a resident of Grand Rapids, and his occupation is that of a proprietor of a bakery. The schedules of the bankrupt show assets of \$38,059.44, with liabilities listed at \$38,486.57. The list of creditors of said bankrupt is as follows:

Taxes, Grand Rapids	\$528.56
Mrs. S. Jurkiewicz, Grand Rapids	144.00
Peter Arszulowicz, Grand Rapids	112.86
Steve Karpinski, Grand Rapids	52.70
Ignace Krzesinski, Grand Rapids	163.00
G. R. National Bank, Grand Rap.	4,464.40
Otto M. Falarski, Grand Rapids	1,500.00
Peterson Oven Co., Chicago	776.95
Old Kent Bank, Grand Rapids	21,370.00
Anheuser Busch Yeast Co., G. R.	36.35
American Bakery, Grand Rapids	20.15

H. E. Barkley, Grand Rapids	29.70
Becker Bros., Grand Rapids	94.75
G. R. Buick Co., Grand Rapids	22.40
Blue Valley Creamery Co., G. R.	34.56
Bear-Stewart Co., Chicago	208.37
Geo. Connor & Sons, Grand Rapids	15.20
E. B. Gallagher Co., Grand Rapids	87.48
L. J. Holland, Inc., Grand Rapids	19.00
Johnathan Hale & Sons, Ionia	72.35
Home Fuel Co., Grand Rapids	555.72
Joe Lowe Corp., Chicago	77.75
Kalamazoo Veg. Parchment Co.,	
Kalamazoo	141.93
Kiefer Tire Service, Grand Rapids	10.83
Morton Salt Co., Chicago	24.20
Malone Oil Co., Cleveland, Ohio	13.26
Walter & Edw. Mikulski, Grand R.	182.00
Pine Ave. Dairy, Grand Rapids	222.36
Ryskamp Bros., Grand Rapids	133.72
Joseph Vrena, Grand Rapids	3.25
Unger Comm. Co., Cleveland, Ohio	102.50
Tennis Transfer Line, Grand Rap.	10.80
Voigt Milling Co., Grand Rapids	515.51
Watson-Higgins Mfg. Co., Grand R.	123.70
Wolverine Spice Co., Grand Rapids	102.00
Ignace Krzesinski, Grand Rapids	5,000.00
Stefania Jurkiewicz, Grand Rapids	600.00
Red Star Yeast Co., Grand Rapids	350.00
Community Service Garage, G. R.	15.00

April 26. On this day first meeting of creditors in the matter of Michigan Oil Heat Engineers, Inc., Bankrupt No. 4858, was held. Bankrupt was present in person by Phillip H. Beauvais, President, and represented by Campbell & Campbell, attorneys. Harold H. Smedley was present for creditors. President of bankrupt corporation was sworn and examined without a reporter. Claims proved and allowed. George D. Stribley, Muskegon, was appointed trustee. Meeting adjourned no date.



UNDER THE TOWER CLOCK ON CAMPAU SQUARE

April 27. On this day first meeting of creditors in the matter of John Starr Clark, Bankrupt No. 4862, was held. Bankrupt present in person. No attorneys or creditors present. Bankrupt was sworn and examined by referee. M. N. Kennedy, Kalamazoo, trustee. Meeting adjourned no date.

In the matter of Harold R. Pease, doing business as Pease Drug Store, Bankrupt No. 4593. The trustee as 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 the funds on hand would permit. No objections were made to the discharge of the bankrupt. Final meeting then adjourned without date. There were insufficient funds for any dividends to creditors.

In the matter of William Y. Koolman, Bankrupt No. 4864, first meeting of creditors held April 28. Bankrupt present in person. (Continued on page 12)

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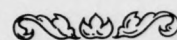
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This bank will never outgrow its friendly interest in its customers. The spirit here will never change. Helpfulness is the very foundation on which we have built. A spirit unchanging through the years.

Our service has broadened, our business increased. But this is one old-fashioned principle which we will never give up.



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Who Will Distribute Perishable Merchandise?

Ten years ago perishable merchandise was distributed altogether by individual merchants—grocers and fruit and vegetable dealers. Not a dollar's worth went through chain grocers.

To-day fully half of the fresh fruits and vegetables consumed East of the Mississippi River are sold by chain grocers, and the bulk of our population lives East of the big river.

Do such facts mean anything to individual grocers? Considering how our people have gone over to a diet of fresh produce in recent years and how the proportion of fresh produce to other foods increases annually, it seems to me that here is something of absolutely vital importance to individual grocers.

What is wrong and what must we do about it? In the brief space on this one article, I shall try to suggest an answer, reasoning from point to point.

Everybody says that a great trouble with our economics is distribution; and everybody believes this—except, perhaps, as it impinges on his own business. So let us get outside our business for a few minutes, look at actual facts dispassionately, and see where they point.

Ten years ago the average expense of distributing groceries was 16½ per cent. Basing my arguments on that fundamental, I worked out plans for the sale of citrus fruits, the idea being to shorten the distance between producer and consumer while providing a perfectly fair, logical margin for the grocer.

The plan started on 16½ average expense. Based on short purchases, with stock turn every forty-eight hours, shrinkage would be negligible; but allowance was made for shrinkage and loading of 3½ per cent. Then 5 per cent. was added for profit. Thus we had a total margin of 25 per cent., with allowance for a profit twice the average of 2½ per cent. During travels into forty-seven states, totaling more than 105,000 miles, I never failed to convince grocers and jobbers, either individually or in assembled meetings, that this reasoning was unimpeachable.

During all the intervening years, the Sunkist organization has consistently pursued the same reasoning, both through the printed word and by personal representatives, but never has the average retail margin fallen below 27 per cent, and much of the time it has been above 29 per cent.

What do those figures signify? Let us take that portion of the 1930-31 crop of California citrus only that was distributed by the Sunkist folks. The retail value of it was \$404,191,616. The retail margin on it was 29.2 per cent, which figured out \$118,428,143. The grower got \$135,000,000.

Had the retail margin averaged 25 per cent., the consumer would have paid \$16,167,664 less for those fruits—and please observe that I am illustrating by only the major portion of citrus fruits from one state.

But there is more to it than that. For in the intervening years the average margin in groceries has gone down about 4 per cent, with a decline in expense ratio of 3½ per cent. Hence, if 25 per cent. was sound in 1921, 21 per cent. is right now; and 21 per cent. would be 8 per cent. less than was actually taken.

Then if the 1930-31 citrus marketed by Sunkist alone had logically conformed to theoretically accepted economics, that crop would have reached the consumers for \$32,335,328 less than it actually cost the eaters thereof.

And yet we are not finished, for with less general margin and improved methods of handling, shrinkage and loading must be reduced and profit must be narrowed. Hence that crop should have been distributed for 10 per cent. less retail margin than it actually carried, and if that had occurred, the consumers would have paid, for that one segment of one crop, \$40,-419,161 less than they did pay.

I am not able to demonstrate my next point, but I unhesitatingly assert on the basis of all business experience and observation, that if that crop had been handled by retailers for forty million odd dollars less, those retailers would have made more money than they did make—net—and individual retailers would have distributed a greater proportion of that crop than they did distribute.

"There is that scattereth and yet increaseth, and there is that withholdeth more than is meet, but it tendeth to poverty." I pass you that saying of Solomon without comment; but I urge that everybody think it over afresh. Solomon was one of the best business men who ever lived—and he is that yet, wherever you find him.

But we are not yet done with this argument. For we have dealt only with averages so far, and it must always be remembered that an average—any average—is the mean figure between extremes. And we have extremes in citrus fruit margins so wide that they indicate inevitable and pressing danger to the individual retailer who does not heed them and watch his step in line with logical deductions therefrom.

As long ago as 1919, thirteen years ago, large retailers of perishable products were handling citrus fruits for much less than 25 per cent. They worked on 20 per cent. generally—often 16 per cent.—not infrequently for 15 per cent.—exceptionally for 12½ per cent. This was before the gala days of chain expansion and growth. So when the chain came to be an important factor, it commonly handled such fruits for 15 to 20 per cent.

Note, then, the next point, for it is mighty important.

That point is this: If the chains and other big handlers worked on margins of 15 to 20 per cent, and the average retail margin remained at 27 to 29 per cent., retailers other than chains and big marketers obviously retained margins far in excess of either 27 or 29 per

cent. Indeed, anybody who has circulated among retailers knows full well that such was the case. I have found plenty of grocers getting 35, 40 and even more than 40 per cent.—and persisting in such practices, even after a clearly logical argument against them.

A clear grasp of such facts and due reflection thereon will enable any merchant to make a fairly accurate guess at why corporate grocers distribute such an overwhelming proportion of fresh fruits and vegetables to-day. And there is only one possible way to correct this tendency and turn back to non-corporate grocers a larger share in this highly desirable, vitally important business. That is to narrow margins in keeping with service rendered and general market circumstances.

Let me say again that I report what I see. I do not make conditions. Economics proceed in their accustomed course regardless of whether I report what I see or keep silent. Because I have the welfare of the grocer at heart, I tell him what I see—more, perhaps, when I feel sure he won't like the story than when I think it may please him.

The non-corporate merchant must revamp his outlook on perishables. He must regard them seriously, appreciating the fact that they are the most important line he handles. He must be more alert to conform to seasonal circumstances, selling small oranges when such are abundant and large ones when the trees give large ones. And he must jump quick to change when change is indicated. Action along the entire line in keeping with this must be his daily practice, if he is to retain his place in distribution. He must shorten the way and lessen the cost of the journey between producer and consumer, not because he is a philanthropist, but because he will go into the discard if he does not do just this.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 11)

person and by attorney Harry Geoghan. Louis Landman, attorney present for creditors. Claims proved and allowed. Bankrupt sworn and examined before reporter. Fred G. Timmer, trustee, Grand Rapids. Petitions for reclamation and objected claims referred to trustee for investigation. Meeting adjourned no date.

In the matter of Stanley Hattis, individually and doing business as Cinovox Co., Bankrupt No. 4829, adjourned first meeting of creditors held April 28. Bankrupt present in person and by attorney Dorris Kuizema. Trustee present; creditors present in person and by attorney Menso Bolt. Bankrupt, previously sworn, further examined without reporter. Meeting adjourned no date.

In the matter of DeVaux-Hall Motors Corporation, Bankrupt No. 4786, special meeting of creditors will be held at the office of the referee, 831 Michigan Trust building, Grand Rapids, May 13, to consider and pass upon trustees' first report and account, receivers first and final report and account, and other matters incident to the administration of the estate.

May 2. We have received the schedules, order of reference, and adjudication in the matter of Hama H. Bush, Bankrupt No. 4887. The bankrupt is a resident of Grandville, and his occupation is that of a tinsmith. The schedules of the bankrupt show assets of \$189, with liabilities of \$828.41. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 2. We have received the schedules, order of reference, and adjudication in the matter of Homer C. Potter, Bankrupt No. 4886. The bankrupt is a resident of Pottersville, and his occupation is that of a merchant. The schedules of the bankrupt show assets of \$600.22, with liabilities listed at \$1,716.12. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Armour & Co., Lansing	\$ 18.28
Arctic Dairy Products Co., Lansing	68.75
Berne Overall & Shirt Co., Berne, Ind.	7.87
Betty's Candy Kitchen, Battle Cr.	14.80
Charlotte Fruit Co., Charlotte	21.37
Crego Candy Co., Lansing	35.20
Detroit Cabinet Coffee Co., Detroit	3.36
Capital City Cigar Co., Lansing	35.00
Elliott Grocer Co., Lansing	113.50
Kine & Klas, Lansing	6.00
L. I. Frohman & Co., Chicago	3.20
Independent Biscuit Co., Lansing	8.59
Wm. T. Christmas & Co., St. Louis, Mo.	9.21
Hekman Biscuit Co., Grand Rapids	11.00
Lawrence Baking Co., Lansing	22.50
L. Perrigo Co., Allegan	13.90
Merkle Broom Co., Paris, Ill.	20.50
C. F. Mohrhardt & Sons, Lansing	2.35
Millett Elevator & Coal Co., Lansing	14.50
Ohio Butterine Co., Cincinnati	6.90
Proctor & Gamble Distr. Co., Cincinnati	3.00
Thomas Milling Co., Lansing	17.74
Star Market, Lansing	17.00
Star Paper Co., Kalamazoo	29.68
Olgate-Palmolive-Peet Co., Chicago	13.00
V. C. Milling Co., Grand Rapids	8.65
O. P. DeWitt & Sons, St. Johns	170.66
Mich. Butter & Egg Co., Lansing	25.62
O. D. Kenny Co., Columbus, Ohio	7.24
Herrud & Co., Grand Rapids	27.00
Pulver Oil Co., Lansing	40.00
L. C. Harris, Lansing	13.49
Sentz & Son, Marshall	2.00
Schust Biscuit Co., Lansing	11.49
Charlotte Candy Co., Charlotte	135.00
Colborn-Fulton Lumber Co., Charlotte	4.40
Dr. G. F. Bauch, Lansing	120.00
First Nat. Bank, Charlotte	380.00
Lee & Cady, Lansing	90.78
Barry & Eaton Fire Insurance Co., Charlotte	17.50
First National Bank, Charlotte	40.00

In the matter of Christopher C. Merchant, Bankrupt No. 4872. The first meeting of creditors has been called for May 18.

In the matter of Clifford T. Myers, Bankrupt No. 4867. The first meeting of creditors has been called for May 18.

In the matter of Jack A. Zeilstra, as Zeilstra Electric Co., Bankrupt No. 4881. The first meeting of creditors in this matter has been called for May 18.

In the matter of Chris Ruck, Bankrupt No. 4870. The first meeting of creditors has been called for May 17.

In the matter of Mileham-Ruck Construction Co., Bankrupt No. 4871. The first meeting of creditors in this matter has been called for May 17.

In the matter of Roy Milleham, Bankrupt No. 4869. The first meeting of creditors in this matter has been called for May 17.

In the matter of Henry Gildemeister, Bankrupt No. 4882. The first meeting of creditors in this matter has been called for May 17.

In the matter of Cecil Faust Haight, Bankrupt No. 4883. The first meeting of creditors in this matter has been called for May 17.

In the matter of Gustav Minikel, as American Bakery, Bankrupt No. 4884. The first meeting of creditors has been called for May 16.

In the matter of Joe Weyman, Bankrupt No. 4860. The first meeting of creditors has been called for May 16.

In the matter of Stanley Marczynski, as Gold Star Bakery, Bankrupt No. 4885. (Continued on page 22)

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

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.

Are You Cutting Profit From Beef Flank?

We have been told by many of our dealers that the only use they have found for flank is hamburger. Of course, this is a very possible means of disposing of it, but there is at least one section of the flank that can be used in a more profitable way.

The inside of the flank is covered with a thin membrane or skin. When this is stripped off, the flank steak can be clearly seen. It is a section of all lean, no bone, or tendons. It can be easily removed by loosening one end and pulling the whole lean strip out.

Now this is a cut which is prized by many who know it. Flank steak is economical, as there is no waste. It is full of goodness, because it is muscular, due to the fact that this section of the animal has been given constant exercise by breathing. This means an abundance of blood has always been present in this section, and that more of the flavorful substances have been deposited there than in some of the less frequently used muscles.

Two very definite things can be done that will aid in transforming this coarse fibered, less tender steak into one of tenderness. First, the long fibers can be shortened by scoring, that is, cutting the surface on both sides in to a depth of about one-fourth inch in a criss-cross fashion so as to form diamond-shaped cuts. This can be done by the dealer, or if he is too busy, by the housewife. Second, the housewife can express her culinary ability by cooking this cut properly. She will sprinkle it with salt and pepper, rub it with flour, and brown it nicely in hot lard. She will then add water and cook it slowly in a covered pan until it is very tender.

Some housewives like to split the steak so as to form a pocket, then stuff it with bread dressing and bake it slowly in a covered plan until tender. If this is done, the steak should not be scored.

Other housewives brown the steak, then cover it with sliced onions, tomato juice, and diced cooked bacon, and bake it slowly until tender.

Another way of preparing this steak for attractive counter displays, as well as for tastiness in the cooked meat, is to score it on each side, then lay thin slices of bacon over the one surface and to roll all together so that the bacon is on the inside. The loose edge is fastened in place by thrusting skewers in about one and one-half inches apart. After this is done, the roll is cut between the skewers. Very attractive rolled patties result. A slight variation of this same idea will also help move some of the suet which is generally on hand. A strip of suet one-half inch by one-half inch and as long as the steak is used. This is rolled into the center and the loose edge of the steak skewered in place. The roll is then cut between the skewers and the rounded edge of each

resulting patty is covered with a thin strip of bacon. The housewife will then prepare these by seasoning them well with salt and pepper, rolling them in flour, browning them in hot lard, and cooking them slowly in steam in a covered pan until tender.

The unpopularity of flank steak in some sections of the country can generally be traced to the fact that the housewives do not know how to prepare it in order to bring out its goodness. The dealer who will pass these suggestions on the correct preparation on to his customers, can build up a demand for this cut, and in return will enable himself to enjoy a good margin of profit.

Ruth W. Heath.

Food Sources and Use in Curing Ailments.

Somebody has aptly likened the vitamins to spark plugs and thereby awakened an interest among thousands of people, for who does not drive a car these days, and who does not appreciate that without spark plugs the engine will not respond to the urge to drive?

Just so with those human spark plugs, the vitamins, and they are just as elusive to the understanding of the layman who knows nothing of the workings of his human engine as to the one who drives a car without understanding what makes it go.

Time was when people were willing to live a rather half-way existence; if they did not feel particularly well part of the time, that was their misfortune. And there were others who had such marvelous energy that no task seemed too great for accomplishment each day, but that was their good luck.

Now we bring science to an understanding of such cases and know that there are many factors that make up the sum total of health, among the most important of which is right food. We have learned that we can provide protein enough and eat sufficient calories, without losing weight to keep us going—yes, into adult life—yet with less strength than we are entitled to; and we are no longer satisfied to see our children grow up tall and thin and wiry, easily tired, and with teeth that easily decay.

Just providing food, even though it satisfy the tastes of the family, is not enough. Unless it contains the vitamins, the magic that unlocks the door of health, children may not maintain their health during that rapidly growing period, mothers may not produce the healthiest offspring or bring them successfully through infancy, and adults may succumb to ill health at the very time when their ability to achieve should be at its height.

Without vitamin A growth is interfered with. The little child found at a nutrition clinic who was seven inches shorter than the average, doubtless was not supplied with vitamin A during infancy and early childhood. It could not be attributed entirely to heritage.

The richest sources of vitamin A are whole milk, butter, green leafy vegetables, eggs and liver. The greener the vegetables or foods of a yellow color—green lettuce, carrots, yellow corn—seems to indicate a richer content of this vitamin.

Poor appetite and poor digestion often keep children from gaining and adults from enjoying life fully. Nerves often accompany this condition. In such a case vitamin B must be missing.

Substitute whole grain cereals and breads for that white bread and pastry habit, increase the use of vegetables of all kinds, partake liberally of fruit of all kinds, be sure milk is not neglected—and the human engine will respond normally and health will be restored.

Probably the widespread knowledge that orange or tomato juice are essential during infancy has led many mothers to make these foods a part of the family diet. Such foods are rich in vitamin C, lack of which has such a profound effect on tooth development, and protection against scurvy.

Vitamin D, the richest source of which is cod liver oil, has been widely advertised through the wizardry of its protection against rickets. Other factors also concerned with this are sunlight and foods rich in calcium and phosphorus.

But it has now been determined that protective vitamin D is developed in the skin as a result of the exposure to sunlight and that foods otherwise lacking in this vitamin may be irradiated and so develop this vitamin.

Elizabeth C. Nickerson.

Big Change Coming in Soft Drink Bottles.

The packers of soft drinks have practically agreed with the Government upon a program of reducing the styles and sizes of bottles used for soft drinks. The Government has issued a summary of the plan which shows a reduction in soda and imported ginger ale shape bottles from 15 capacities to 12, from 78 heights of bottles to 6, and from 16 weights to 8. In water and water shape ginger ale style bottles the reductions are as follows: From 11 capacities to 3, from 13 heights to 3, from 18 weights to 4. In other style bottles the reductions have been similar.

The Government thus summarizes the advantage of this move to everybody involved in the distribution and consumption of soft drinks:

To the Producer and Manufacturer.

1. Less capital tied up in slow-moving stocks.
2. More economical manufacture due to simplified inspection requirements, longer runs with fewer changes, less idle equipment, less stock to handle, reduced clerical overhead, etc.
3. More permanent employment as contrasted with present seasonal employment.
4. Larger units of production and less special machinery.
5. Prompter delivery.
6. Less chance of error in shipment.
7. Less obsolete material and machinery.

To the Jobber, Wholesaler and Retailer.

1. Increased turnover.
2. Elimination of slow-moving stock.
3. Staple line, easy to buy, quick to sell.
4. Greater concentration of sales efforts on fewer items.

5. Decreased capital invested in stocks and repair parts on hand.
6. Less storage space required.
7. Decreased overhead, handling charges and clerical work.

To the Consumer.

1. Better value than otherwise possible.
2. Better service in delivery and repairs.
3. Better quality of product.

New Lines For Grocers.

If the plans of the Independent Grocers Alliance, of which J. Frank Grimes is the head, are developed along the lines laid out at the recent I. G. A. meeting, members of the alliance will not only handle tobacco products, gloves, stationery, half soles and toys, but will add a full line of oil and gasoline as well, although the addition of the new lines is optional with each member.

A new electrical machine for billing, pay-roll and other accounting work is said to multiply four times faster than any mechanical method. It will permanently record, multiply eight figures by eight figures in eight seconds.

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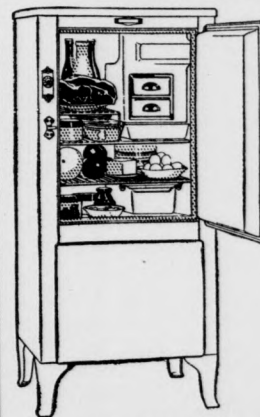
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HARDWARE

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

It Pays To Look After the Paint Stock.

To operate a successful paint department, it is necessary to look very carefully after the paint stock. In the spring and fall painting seasons, for instance, the demand is apt to be heavy; and it doesn't pay to be "just out of" any popular color.

This applies, not merely to exterior paints, but to the more popular specialties. The dealer must know what is selling, and, while not overbuying, must keep his stock in a position to meet all reasonable demands.

Some years ago a householder decided to tint the walls of several bedrooms. For one room he selected a tan shade, a quite common color. He took a quart can to get the work started, paying cash for it. He didn't want to buy a lot of paint at once, probably out of consideration for his pay envelope; and anyway, the store was only a few blocks away, and he could get more paint as he needed it. The hardware dealer agreed. "Just telephone, and we'll send it up," he said.

The first can scraped bottom, so the man went down to the store for a second can. The color was "just out." It would be in that afternoon. Next day it was still "just out" and would be in some time in the more or less definite future. The upshot of it all was, the room stood for more than a week while the dealer was getting that wall tint; and when the job was finished it showed two different shades with a pronounced dividing line. Result: dissatisfaction, manifested by the householder getting the wall tint for three other rooms from a different store.

It is easy to say, "The customer should have bought enough paint for the entire job." What the customer should do never helps the dealer in the least. If a customer wants to buy a quart of paint at a time and pay cash, that is his privilege. When the first can was bought, a proper stock-keeping system would have instantly told the dealer that particular color was low or out; and he should have re-ordered at once.

Quite frequently a hardware salesman has gone through the frequently agonizing experience of helping a lady to select a suitable color for some particular job—say, a porch floor. She may be undecided between two or three shades or colors. The salesman, tactfully handling her prejudices, gets her to select one color. And then the discovery is made that that particular shade of paint is "just out." As a rule that customer is lost; once persuaded, she cannot see any other color, and she refuses to wait until it is ordered.

In many wide-awake stores, the paint stock is carefully gone through at least once each week during the busy season and all paint on hand is listed. Orders are then sent in for a supply sufficient to keep the stock up to requirements. In going through the stock, the clerks discover any cans that may have become misplaced on the shelves; and they remove any dust that may have accumulated. A week-

ly list shows which colors are moving and which are slow sellers. When a color is selling fast, an extra supply may be desirable. When a color is a slow seller, a little extra effort on the part of salespeople will frequently move it out.

The extra time required for this weekly stock-taking keeps the stock in attractive, orderly and presentable condition; it eliminates the risk of losing customers through not having some particular color in stock; and once you get the habit, it takes only a few minutes to do the entire job. Paint manufacturers sometimes supply blank forms that can be used in such stock-taking; or the dealer can easily rule a book for the purpose, or have mimeographed blanks made.

Of course successful paint retailing isn't just a matter of promptly ordering what you should have and having the colors required in stock when they are called for. There is also the matter of knowing what not to order; in other words, of avoiding an overstock in some color that—owing to popular caprice—has for the time being fallen out of fashion.

Here the weekly paint inventory, which tells the dealer what to buy, is also helpful in telling him what not to buy. It keeps him in touch with the popular demand. He can compare the demand for certain colors this week with the demand a few weeks ago, or the same week last year. If some color is moving slowly, your weekly inventory reveals the fact. Then there are two things to do. One is to avoid re-ordering until the present stock is pretty well down. The other is to push the slow-moving color and move it out.

An experienced hardware dealer says: "Strict supervision of the stock is one of the big factors in paint success. A merchant within easy reach of the manufacturer should check over his stock at least once a week, and keep it filled up. Dealers at a distance aren't able to do this; but any dealer can keep such systematic tally on his stock that there is practically no danger of being completely cleaned out. The individual merchant, taking into consideration his probable sales and his distance from the source of supply, can calculate the exact margin of safety to allow in order to keep all colors in stock. Of course he can't do this unless he has some system for keeping track of the actual sales and the demand for various colors.

"The careful watching of a stock means a saving to the merchant. By watching the stock more closely, he can buy more lightly. In these days of many shades and brands, it is a big undertaking for the average dealer to carry a large assortment of each particular kind and color. It means a big investment, unless the range is cut down; and cutting down the range is not desirable, because the more comprehensive the stock, the better the chance of interesting a customer. In fact, carrying an incomplete and unsatisfactory range of colors is the quickest way in the world to kill a paint business.

"It means a little extra effort to watch your paint stock; but it also

means a smaller investment, a quicker turnover and more satisfactory profits." Victor Lauriston.

Build Solid Foundation in Formative Period of Life.

Will we at eighty be able to say, "I laugh, and lift my hands to the years ahead," can we now join Edwin Markham in this beautiful and desirable thought? Surely it is a desirable condition of mind and so long as it is a condition of mind it is an attainable state for is it not often said that it is a woman's privilege to change her mind? Do we not all say yes to-day, no to-morrow? We pass from anger to calmness within an hour, from joy to sorrow.

An uncontrolled mind goes with the current events in the life of the individual and gets nowhere. Should a horse, unbridled and unreined, be driven hitched to a vehicle loaded with dynamite through a busy city street? If it is desirable to start, stop, turn to the right or left a dumb brute in order to reach a certain place in good order, why is it not the thing to do to practice self direction? The individual has power to control his body and his mind. The farmer decides it is time to get up at 5 in the morning and he exerts himself to arise and goes about doing this and that. He decides to do this to-day and that to-morrow and he carries out his plan, all of which proves a power he possesses. This will to do, power to control depends much upon determination to accomplish.

The degree of control lies in the hands of the individual. If you want to increase your confidence in the power that lies within you, read Edwin Markham's poem on "power." Read it a hundred, yes, a thousand times. Frame it and hang it where it can be seen and read by all.

All worlds lie folded in the arms of power.
The live seed lifts its earth bed and is free,
The family moon lifts the eternal sea
Armed with this might the insect builds its tower
And lives its little epoch of an hour.

Get a copy of the May number of the Christian Herald and read this poem and learn of Edwin Markham.

I go to my back window to-day and a beautiful rock garden is in the making. It is clean, orderly, well planned. Yesterday (and yesterday means for the past fifteen years) it was a spot where things were allowed to lie unkept and in disorder. For fifteen years it has been within my power to transform it into a place of beauty. Why did I delay so long? If one can change a frog pond into a flower garden, can he not change a thought in his own mind to a thought of greater beauty and greater joy to himself and others?

We are deep in a period when material things are being withheld from our grasp. The scene has changed. Prosperity has been displaced by depression. Many hands are idle that would be busy and other hands are busy to but little avail. Shall we lament and complain, though it availeth naught, or shall we build a flower garden in our back yard or, better, grow a beautiful thought in our minds? We must recognize that through this period when objectives are moved farther from us and there is no fulfillment of our desires that there are at work certain corrective measures. Certain elements of weakness have worked into the structure of our living that must be eliminated in order that we may go on to a fuller and stronger living.

This lesson in retrenchment is to save the youth of our land from adopting false ideas. They are learning that hard work and practical planning pay the surest dividends, that investments tucked away in a vault may become worthless, that winnings are easily lost. The youth are learning that the proper development of the mind and body is an asset for life which does not go down with the market. Money and time spent in building a plumb and solid foundation in the formative period of life maintains and endures to the end, to the greatest degree of joy and profit in living.

George S. Clarke.

By the Way.

When I see an April cloud
Spend itself with rain
And the landscapes lose their shroud
As comes Spring again
When I see its higher sun
Quickening the lea
Well I know do likewise run
Duties too for me.

Life would never pulsing be
If we staid our hand
Hearts in all reality
Are but human land
Timely thirsting for a shower
Them to satisfy
With its animating power
From a friendly sky.

Nature is the compliment
Of unselfish love;
Every blade doth represent
Blessing from above;
Every lily in the dale
Comes from God knows where
And the bluebird's song would fail
Were no sunbeams there.

So pray I each day shall see
My own heart atune
To that inner harmony
Where it may commune
Silently at night or day
With my fellowman
Traveling with him all the way—
His Samaritan.

Charles A. Heath.

If there is a "secret" of success, it is the appreciation of what one has the ability to do, plus the recognition of opportunities when they appear, and a healthy satisfaction with what is achieved by closely co-ordinating ability and opportunity.



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

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Grand Rapids

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.

Women's Woolen Lines Ready.

With most of the women's wear woolen mills having opened Fall coating lines, dress goods showings are expected to be made around the middle of this month. Prices in the coatings volume range, in which about 75 per cent. of the business is done, range from \$1 to \$2.50 a yard, with the \$1.50 to \$2 bracket expected to receive the bulk of the orders. At the present time, most interest is centered on velvety finished fabrics, diagonal herringbones and all-over patterns. Cut twills, soft finished fabrics of the polo type and kemp-haired cloths are also receiving attention. The boucle and crepe weaves that were so popular last year are conspicuously absent this season, although a few crepes are shown in soft and napped finishes.

Patented Summer Suit Offered.

For hot weather use, a man's coat has been patented by a clothing manufacturer and designer which combines that garment with a shirt. Only the front half of the shirt is used, however, and it is attached to the coat at the collar. The necktie is passed through the coat in the back under the collar. Another patent has been allowed on a shirt coat which is constructed on the same principle but can be worn either outside or tucked into the trousers. The new coats will be shown at the International Patent Exhibition opening next Tuesday at Grand Central Palace, New York and the inventor is prepared to license his patents.

Linoleum Trade Continues Inactive.

Wholesale quotations hold firm in the hard-surface floor coverings market in the face of continued lack of buying interest on the part of retail establishments. Purchases have been held to an extreme low level for the last three weeks, but mill executives attribute the situation to general business conditions rather than to dissatisfaction with price levels. One of the larger producers increased prices on popular lightweight linoleums last month and is obtaining as much of the current business as he did before the new price was put into effect.

White and Pastel Hues Lead.

In current orders for piece goods, finished garments and accessories, white and the pastel tones have steadily forged to the front and represent a considerable percentage of the total. They have outstripped blues in favor, following the strong run of popularity which these hues had earlier in the season. Beige is in active request, although this color is not as strong as it was in previous Spring seasons.

Hollow Ware Buying Starts.

Increased interest in hollow ware is noted in the wholesale markets this week as retail buyers make preparations for June graduation and wedding gift trade. Orders for fair quantities of sterling ware to retail at \$5 to \$10

are reported by jobbers. The demand for goods to sell for more than \$10, however, is smaller than in any previous season in the last ten years. Pewter items were wanted in price ranges below \$5 and there was a growing call for silver-plated pieces in ranges up to \$8.

Testing Lead Weighted Silks.

One of the leading stores in New York City has specified to silk manufacturers that no lead weighting be used in the weighted silk fabrics purchased. The store has an open mind on the use of lead in the weighting process, but wishes to be certain that the lead content is not injurious. The establishment has been conducting tests of fabrics weighted with lead as a component and these tests are said to be incomplete. The orders governing lead in the fabrics purchased were issued a few days ago.

Report New Discount on "Drop" Rugs

Buyers in the floor coverings market discuss reports that one of the largest producers in the trade has offered an additional 10 per cent. discount on quantity purchases of drop patterns. According to the reports five rug patterns including axminsters and scatters, were included in the list on which special discounts are being granted. Regular discounts allowed on the merchandise two weeks ago ranged from 10 to 15 per cent. Quantities necessary to earn the additional concession of 10 per cent. range from sixty-five to 250 room-size rugs.

Fall Bedspreads To Open Shortly.

Leading bedspread lines for Fall are expected to be shown generally to the trade around May 15 at quotations slightly below those prevailing at the opening of Spring styles, but in line with the supplemental numbers which have been brought out since then. Cotton styles are expected to be more prominent in the Fall ranges, and while rayons will be well represented, because of seasonal popularity, manufacturers will be cautious in presenting them. Sales of fine rayon warp jacquards and all-rayon jacquard were disappointing during the last season, with consumer acceptance failing to come up to expectations.

To Survey Toy Fair Periods.

A survey is now being made of the most appropriate time for the holding of the early Spring and Summer fairs of the toy industry, according to James L. Fri, who on June 1 will join the Toy Manufacturers of the U. S. A. as managing director. Mr. Fri attended the toy fair in Chicago and reported manufacturers were improving quality and declining to cheapen merchandise simply to lower prices. He saw the trade as well equipped to share in the benefits of the indicated consumer trend away from "junk" into better quality goods. Buying showed an improvement, Mr. Fri said, with, however, many memoranda taken which will be made confirmed orders later on.

Dropping of Cheap Underwear Seen.

The conviction is growing that the cheap range of heavyweight ribbed underwear introduced some weeks ago, will be entirely eliminated when the lines are again offered for sale on

June 1. Practically all manufacturers have sold a sufficient amount of these goods to keep operating part time for the next few weeks, but after that they are expected to concentrate on the regular standard and substandard ranges, the price on which will probably be unchanged. During the week some buyers tried to purchase goods at a stated price, it was reported, but selling agents would take orders only on an "at value" basis.

Demand For Linens Increases.

Both linen dress goods and men's suitings were more actively ordered during the week by cutters-up, and expectations are that the demand, delayed by the inclement weather, will now come into the market in larger volume. Retailers are confirming purchases of men's linen suits in greater quantity, and manufacturers are stepping up production to meet the renewed demand. Garment cutters-up are also showing increased activity. Prices still continue unsatisfactory, however, with a considerable amount of distress merchandise on the market.

Two Classes of Unemployed.

I believe that the slacker dead-beat class of unemployed is receiving more help, according to numbers, than the honest worker class. Further, from all previous experience, I believe that the latter class is more economical in the use of money, food and clothing furnished them than the former class.

Those who have governed themselves by the rule of living within their means will get along with less, buy lower priced goods and save in every way possible, while those who have always spent their earnings as fast as possible, without regard to actual needs, will do the same with money given to them. And they will include luxuries which economical people now forego.

I pride myself on being able to use words to express my thoughts without resorting to slang, but for emphasis allow me to say that the slackers are working the unemployment racket to the limit. As never before it is capital—a resource of increased effectiveness. With so great a number of unemployed those in charge of distribution cannot give as much time to investigate each case as in ordinary times.

In a certain county it was reported to a National Guard company that five families of kaiser war veterans were in need. Investigation proved there was only one. The company assumed the care of that family for the winter. Men who had been working by the day for farmers and could have had work for several weeks more before winter hastened to have their names listed with township supervisors, so as to obtain work with road gangs or projects inaugurated solely for the unemployed.

In all my life I never could stay home from work on account of visiting friends or relatives, yet that is considered a valid excuse for the day worker. Nor will he appear for work as promised when he can find the least excuse in a change of weather. "I knew you could not draw hay on account of the shower," he will say, when there was other work needing to be done

until the hay dried out—before or by noon. A flurry of snow is an excuse for not showing up if the work is cutting or getting up wood, even in the shelter of the woods.

I feel sorry for the children of some families. They are intelligent, active and willing workers, but often they are deliberately taught to be slackers. And as to saving—a boy goes on Saturday to pick up potatoes or similar work for a farmer. He wears his school suit, which is his best, and he cannot be induced to wear any garment offered him to save his own. A boy who had to be supplied with almost every wearable to begin work during school vacation would not put one of them on again after he had enough money coming to him so his father bought a new outfit. That father, although furnished a house to live in and could work by the day on a big stock farm, with the chance of filling in odd days and a considerable part of the winter in cutting wood by the cord, would neglect both jobs to follow a trap line for hours in hope of getting \$3 or \$4 worth of fur in a day. Once in a while he accomplished his aim; more often it was a fifty cent skin or nothing. And he could go to some organization in Ann Arbor occasionally and carry home a bag full of men's, boy's, women's and children's clothing. He didn't need to worry about providing for his family.

And I could go on indefinitely in a recitation of facts, but here is another picture. In Detroit in the nineties in winter when the car shops were shut down or the stove works going on half time, I have seen families of workers who lived almost entirely on rye bread and coffee during such periods. Once in a while a few bones from a meat market made a soup and sometimes a little lard helped down the bread. In spring every available foot of ground about their houses was planted to garden truck.

What can be done? Only men who have worked and saved and established habits of economy or women who have had experience in feeding a family on plain low cost nourishing food should be in charge of buying such supplies. The woman of wealth who thinks the needy should have baskets of chicken, pies, cakes, foreign grown fruits, salads and other tempting but unsatisfying foods, should not have a hand in this work. But generous givers and enthusiastic promoters cannot be barred even if they do make mistakes and are imposed on.

Above all the public official who is supported by taxpayers, whose clerk or stenographer does practically all the work of the office at one-quarter his salary, while he devotes most of his time and effort to further his political preferment, should never be in charge of funds to aid the unemployed.

Preference should always be given to home grown products such as potatoes, beans, flour, buckwheat, corn meal, apples, vegetables, milk, molasses and at present prices a due proportion of eggs and meat. E. E. Whitney.

Controlled electrical heat for hotbeds, offered by a new device, is said to root plants in half the normal time.

DRUGS

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

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

Michigan State Pharmaceutical Association.

President—J. C. Dykema, Grand Rapids.
First Vice-President—F. H. Taft, Lansing.
Second Vice-President—Duncan Weaver, Fennville.
Secretary—R. A. Turrell, Croswell.
Treasurer—Clarence Jennings, Lawrence.

Apothecary and Physician in History.

Through the entire period of recorded history, says Prof. E. Fullerton Cook in a recent radio address, the physician, often a physician-priest, and his associates have been active and important factors in the welfare of the people. For centuries the only organized agencies for the cure of disease were the physician and the apothecary and the records show this co-operation for more than four thousand years.

The primary service which the apothecary rendered through all these centuries has been the collection, and preservation and the preparation and dispensing of the medicines required by the physicians. He seriously assumed his duties and from the beginning set up for himself and his profession an ethical code quite as rigid as that established for medicine. He recognized that one not animated by the highest standards of honor and honesty could readily substitute fraudulent or deteriorated medicines and thus defeat the efforts of the doctor. Furthermore the true apothecary was animated by that same worthy motive as the physician, namely, the desire to contribute his share toward the relief of suffering. On this basis he established himself as professional rather than as a tradesman, although the practice of pharmacy constantly introduced both elements and the larger often predominated.

It is quite within the memory and experience of many living to-day that these two agencies, medicine and pharmacy, were still the most important and almost the only organized groups in the health program of the world, but the past forty years has brought about a tremendous development.

Physicians properly have retained the center of the stage but the individual physician is compelled to select for his field of service a special phase of practice and he has called to his assistance an army of experts, each of whom contributes his share toward the full program.

In this rapid development the pharmacist too has participated although he is often placed in peculiar positions.

When a profession or science undergoes such rapid and radical changes and developments as those which have swept over medicine, pharmacy, chemistry, biochemistry, serology, bacteriology and other related sciences within the past twenty-five years it is necessary for those close to the center of growth to continuously adjust or reorganize conditions and practices to meet the new situations as they arise.

Naturally, many established in medicine and pharmacy for years, will fail to meet these new conditions and will feel lost and aggrieved but the facts remain that a new order prevails and the present generation must conform to this if they would survive.

Pharmacy to-day is participating in a large part in this progressive program and doing it creditably, but the evolution is still under way and many do not yet understand the needs or the opportunity.

The first service of pharmacy has always been to furnish the medical supplies needed by physicians and this must of necessity remain the main feature of professional pharmaceutical work and to do this rightly pharmacy will always have a large and vital share in the most progressive program for the conservation of health.

What Is This Thing Called "Price?"

Under the above caption the editor of "The Davol Dealer," a live little house organ, writes as follows:

"Price" to the druggist usually means "Selling Price." And when the druggist says "Price" he thinks of the profit (if any!) he makes on a transaction: of the difference between the price he pays for an item and the price at which he sells it.

The price at which a piece of merchandise may be sold, in the final analysis, is the amount of money consumers are willing to pay for it. Price is fixed by competition, by the prices quoted by competitors. Merchandise that is priced too high does not sell. A manufacturer, for example, must price his products in line with the prevailing prices of competing products. His production costs must be fitted to that selling price. If he cannot get his costs down to the point where he can make a profit on his merchandise at prevailing market prices, the quicker he stops making these particular products, or gets out of business, the less will be his loss.

Similarly, a druggist, even though his sales volume is less, or his cost of doing business greater, or his standard of living higher, cannot charge more for his merchandise than his competitors. If he tries, the rapid decline in sales that sets in hustles him into bankruptcy. The druggist, like the manufacturer, must bring his costs down to meet prevailing market prices (competitive prices) or, in spite of all arguments, his competitors will take his business away from him.

It is a case of the survival of the most adaptable. The question of right or wrong does not enter into the picture. Under present conditions of unrestrained, free-for-all, catch-as-catch-can competition, the druggist or manufacturer who may know least about his costs, and whose prices, consequently, are entirely too low to yield a legitimate profit, leads the field. He blazes a trail of red ink that competitors are forced to follow. Their only option is to go out of business.

The fact that ultimate disaster lies ahead for all does not stop the headlong race. And until effective price control is legalized, this is the hazard-

ous, fool-hardy condition with which the ethical druggist and the honest manufacturer must contend.

Unrestrained, compulsory competition is a heritage of an age that definitely is passed. It is a good idea that has outlived its usefulness. It has brought about predatory price competition, and this has resulted in price chaos.

It is high time we cut the bonds that are strangling legitimate business. Legal restraint should be placed on unreasonable price competition. To-day, legalized price control would be as great a blessing as compulsory competition was in days of yore. The present prohibitions against price agreements should be chucked into the ash can. Price control should be made mandatory.

We must put profit back into business!

Misused Radium.

The recent fatal poisoning case due to the continued use of a radium water, prompts the question, why have so-called radium waters been on the market?

Science was not slow to discover that radium has its deadly perils as well as its priceless benefits.

Understanding those perils, a vigilant Federal drug commission should have taken special pains to forestall exploitation of the magic name and properties of radium in patent drug products offered to the people.

We hope the enquiry started by this radium poisoning case will be thorough enough to reach all existing stocks of radium waters or like preparations.

We hope it will wake up the Federal Food and Drugs Administration and result in full protection from dangerous radium products, past as well as future.

Clean the shelves not only a radium panacea but of others that are harmful or that fall below pharmaceutical standards of purity or strength.

One thing is sure:—Misuse of radium for private profit is far too big a menace to be treated with halfway measures.

Liability Insurance.

The question of carrying Liability Insurance commends itself to all druggists who desire to conduct their busi-

ness with security and peace of mind. It should be remembered that no druggist, however careful in the selection of his help and in the conduct of his business, can be certain that mistakes will not occur, which may result in injuries, and possibly death to customers. The advisability of protection against spurious claims made by unscrupulous persons is apparent, aside from the possibility of errors in the filling of prescriptions or the delivery of medicines.

The Silent Partner.

Every business to-day has an unwelcome silent partner, a subtle, vicious, cut-throat partner, waste. In a silent way, but sometimes on a grand scale, he cuts into profits, salaries, and wages which should be theirs.

This partner is tireless, he works every minute. He works harder and more effectively when we fail to put forth our best efforts to watch him, constantly. He increases the cost of production in countless ways, through our own careless use of time and materials.

By increasing costs, waste increases the price which must be received for the finished product, thus leaving us in a less advantageous position to meet vigorous competition.

Now is the time to stop waste in all its forms. There is no business to-day that can afford it. The elimination of waste is for the benefit of all, producer and consumer alike.

Questions and Answers of Interest To Grocers.

No. 1. Question—What is Jack Cheese and where did it originate?

Answer—Jack Cheese sometimes known as Monterey cheese, originated in Monterey county, California, and was first made about 1892. The method grew out of a need for disposing of surplus milk at a small expense for equipment and because of this fact, it can be made on farms where only a small amount of milk is available.

No. 2. Question—How long can milk, tea and coffee be kept safely in a thermos bottle?

Answer—All thermos bottles are not packed in the same way. For this reason milk will not keep in all bottles the same length of time. If the packing is good, the milk should keep about as long as it does in a refrigerator. The tea and coffee will keep as long as the

BOOST FOR MICHIGAN WHOLESALEERS BECAUSE THEY BOOST FOR YOU.

TOURISTS
DEMAND



GOOD
CANDY

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

thermos bottle holds the temperature.

No. 3. Question—Is there a fish that is burned to give light?

Answer—The oolachan or candlefish which is found on the Pacific coast from Oregon upward, is dried and used as a lamp by the Alaskan Indians. It is a fish from twelve to fifteen inches long, with very oily flesh. After the fish is dried a piece of rush pith or strip of inner bark of a cypress tree is drawn through it for a wick.

No. 4. Question—What will destroy rust on blackberry vines?

Answer—Rust is a serious disease and is incurable. All plants infested with this disease must be dug out and burned.

No. 5. Question—Is it necessary to put apples in storage as soon as they are picked?

Answer—The New York State College of Agriculture says that every day lost between the tree and the storage warehouse means a week lost in the possible keeping times of apples.

No. 6. Question—Are there any fruits or grains that contain iodine?

Answer—Bananas, strawberries, grapes, pears, oatmeal and wheat contain small amounts of iodine. Many vegetables and fish also contain iodine.

No. 7. Question—How many grapes does it take to make a ton of raisins?

Answer—About four tons of grapes having 24 per cent. sugar will make one ton of raisins, properly cured.

No. 8. Question—How did nicotine come to be given that name?

Answer—This word is derived from the name of John Nicot, who introduced tobacco into France in 1560.

No. 9. Question—Are there any preservatives used in the packing of canned goods?

Answer—None whatever. Preservation is accomplished solely by the application of steam heat.

No. 10. Question—Are noodles supposed to always contain eggs?

Answer—Noodles must contain not less than 5 per cent. by weight of the solids of the whole, sound egg, exclusive of the shell, in order to be labeled "Noodles." If noodles do not contain eggs, or contain less than 5 per cent. they must be labeled "Plain Noodles," or "Water Noodles."—Kentucky Grocer.

Further Slump in Electrical Goods.

Producers of electrical socket appliances for household use report a continued lack of buying interest this week on the part of retail stores. Regular goods, including toasters, irons, coffee percolators and waffle sets, are neglected. Even specially priced sales goods, which moved freely throughout the last few months, have fallen off in demand recently. Special sales campaigns conducted by public utility distributors help business to some extent in other sections of the country this week, but have had no appreciable effect here.

**BROOKSIDE BRAND
WHISK BROOMS**



**THE ROTARY PRIZE
Whisk**
AMSTERDAM BROOM CO.
AMSTERDAM, N.Y.

**ALL STYLES
AND PRICES**

SPRING SPECIALTIES

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

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acetic , No. 8, lb. 06 @ 10	Gum	Hemlock , Pu., lb. 2 00 @ 2 25
Boric , Powd., or	Aloes , Barbadoes,	Hemlock Com., lb. 1 00 @ 1 25
Xtal , lb. 11 3/4 @ 21	so called, lb. gourds @ 60	Juniper Ber., lb. 4 00 @ 4 25
Carbolic , Xtal, lb. 36 @ 43	Powd. , lb. 35 @ 45	Juniper W'd, lb. 1 50 @ 1 75
Citric , lb. 40 @ 55	Aloes , Socotrine,	Lav. Flow. , lb. 4 00 @ 4 25
Muriatic , Com'l.,	lb. ----- @ 75	Lav. Gard. , lb. 1 25 @ 1 50
lb. ----- 03 1/2 @ 10	Powd. , lb. ----- @ 80	Lemon , lb. ----- 2 00 @ 2 25
Nitric , lb. ----- 09 @ 15	Arabic , first, lb. ----- @ 50	Mustard , true, ozs. @ 1 50
Oxalic , lb. ----- 15 @ 25	Arabic , sec., lb. ----- @ 45	Mustard , art., ozs. @ 35
Sulphuric , lb. ----- 03 1/2 @ 10	Arabic , sorts, lb. 15 @ 25	Orange , Sw., lb. 4 00 @ 4 25
Tartaric , lb. ----- 35 @ 45	Arabic , Gran., lb. ----- @ 35	Origanum , art,
	Arabic , P'd, lb. 25 @ 35	lb. ----- 1 00 @ 1 20
	Asafoetida , lb. ----- 50 @ 60	Pennyroyal , lb. 3 25 @ 3 50
Alcohol	Asafoetida , Po., lb. ----- @ 75	Peppermint , lb. 3 50 @ 3 75
Denatured , No. 5,	Guaiac , lb. ----- @ 60	Rose , dr. ----- @ 2 50
Gal. ----- 48 @ 60	Guaiac , Powd.,	Rose , Geran., ozs. 50 @ 95
Grain , Gal. ----- 4 25 @ 5 00	Kino , lb. ----- @ 90	Rosemary
Wood , Gal. ----- 50 @ 60	Kino , powd., lb. ----- @ 1 00	Flowers , lb. ----- 1 50 @ 1 75
Alum-Potash , USP	Myrrh , lb. ----- @ 60	Sandalwood ,
Lump , lb. ----- 05 @ 13	Myrrh , Pow., lb. ----- @ 75	E. I. , lb. ----- 12 50 @ 12 75
Powd. or Gr. , lb. 05 1/4 @ 13	Suella , Orange,	W. I. , lb. ----- 4 50 @ 4 75
	lb. ----- 25 @ 35	Sassafras ,
Ammonia	Ground , lb. ----- 25 @ 35	true, lb. ----- 2 00 @ 2 25
Concentrated , lb. 06 @ 18	Shellac , white,	Syn. , lb. ----- 75 @ 1 00
4-F , lb. ----- 05 1/4 @ 13	(bone dr'd) lb. 35 @ 45	Spearmint , lb. ----- 3 00 @ 3 25
3-F , lb. ----- 05 1/4 @ 13	Tragacanth ,	Tansy , lb. ----- 5 00 @ 5 25
Carbonate , lb. ----- 20 @ 25	No. 1, bbls. ----- 2 00 @ 2 25	Thyme , Red, lb. 1 50 @ 1 75
Muriate , Lp., lb. 18 @ 30	No. 2, lbs. ----- 1 75 @ 2 00	Thyme , Whi., lb. 1 75 @ 2 00
Muriate , Gr., lb. 08 @ 18	Pow. , lb. ----- 1 25 @ 1 50	Wintergreen
Muriate , Po., lb. 20 @ 30		Leaf , true, lb. 6 00 @ 6 25
	Arsenic	Birch , lb. ----- 3 00 @ 3 25
Pound ----- 07 @ 20		Syn. ----- 75 @ 1 00
Balsams	Honey	Wormseed , lb. ----- 6 00 @ 6 25
Copaiba , lb. ----- 50 @ 80	Pound ----- 25 @ 40	Wormwood , lb. 7 00 @ 7 25
Fir , Cana., lb. 2 75 @ 3 00	Hops	
Fir , Oreg., lb. 65 @ 1 00	1/4s Loose , Pressed,	Oils Heavy
Peru , lb. ----- 2 00 @ 2 20	lb. ----- @ 60	Castor , gal. ----- 1 35 @ 1 60
To'u , lb. ----- 1 50 @ 1 80	Hydrogen Peroxide	Cocunut , lb. ----- 2 25 @ 3 50
	Pound , gross 25 00 @ 27 00	Cod Liver , Nor-
Barks	1/2 Lb. , gross 15 00 @ 16 00	wegian, gal. ----- 1 00 @ 1 50
Cassia ,	1/4 Lb. , gross 10 00 @ 10 50	Cot. Seed , Gals. 1 25 @ 1 50
Ordinary , lb. ----- 25 @ 30	Indigo	Lard , ex., gal. 1 55 @ 1 65
Ordin. , Po., lb. 25 @ 30	Madras , lb. ----- 2 00 @ 2 25	Lard , No. 1, gal. 1 25 @ 1 40
Saigon , lb. ----- @ 40	Insect Powder	Linseed , raw, gal. 56 @ 71
Saigon , Po., lb. 50 @ 60	Pure , lb. ----- 25 @ 35	Linseed , boil., gal. 59 @ 74
Elm , lb. ----- 35 @ 40	Lead Acetate	Neatsfoot ,
Elm , Powd., lb. 35 @ 40	Xtal , lb. ----- 1 @ 25	extra , gal. ----- 1 25 @ 1 35
Elm , G'd, lb. ----- 40 @ 45	Powd. & Gran. 25 @ 35	Olive ,
Sassafras (P'd lb. 45) @ 35	Licorice	Malaga , gal. ----- 2 50 @ 3 00
Saoptree , cut, lb 15 @ 25	Extracts , sticks,	Pure , gal. ----- 3 00 @ 3 50
Saoptree , Po., lb. 25 @ 30	per box ----- 1 50 @ 2 00	Sperm , gal. ----- 1 25 @ 1 50
Berries	Lozenges , lb. ----- 40 @ 50	Tanner , gal. ----- 75 @ 90
Cubeb , lb. ----- @ 75	waters , (24s) box @ 1 50	Tar , gal. ----- 65 @ 75
Cubeb , Po., lb. ----- @ 80	Leaves	Whale , gal. ----- @ 2 00
Juniper , lb. ----- 10 @ 20	Buchu , lb. ----- @ 50	
Blue Vitriol	Buchu , lb. ----- @ 60	Opium
Pound ----- 06 @ 15	Buchu , P'd, lb. ----- @ 60	Gum , ozs., \$1.40;
Borax	Sage , bulk, lb. 25 @ 30	lb. ----- 20 00 @ 20 50
P'd or Xtal , lb. 06 @ 13	Sage , loose	Powder , ozs., \$1.50;
Brimstone	pressed, 1/4s, lb. @ 40	lb. ----- 21 00 @ 21 50
Pound ----- 04 @ 10	Sage , ounces ----- @ 85	Gran. , ozs., \$1.50;
Camphor	Sage , P'd & Grd. ----- @ 35	lb. ----- 21 00 @ 21 50
Pound ----- 80 @ 1 00	Senna	Paraffine
Cantharides	Alexandria , lb. 50 @ 60	Pound ----- 06 1/2 @ 15
Russian , Powd. @ 1 50	Tinnevela , lb. 20 @ 30	Papper
Chinese , Powd. @ 1 25	Powd. , lb. ----- 25 @ 35	Black , grd., lb. 35 @ 45
Chalk	Uva Ursi , lb. ----- 20 @ 25	Red , grd., lb. 42 @ 55
Crayons ,	Uva Ursi , P'd, lb. ----- @ 30	White , grd., lb. 55 @ 65
white , dozen ----- @ 3 60	Lime	Pitch Burgundy
dustless , doz. ----- @ 6 00	Chloride , med., dz. @ 85	Pound ----- 20 @ 25
French Powder ,	Chloride , large, dz. @ 1 45	Petrolatum
Coml. , lb. ----- 03 1/4 @ 10	Lycopodium	Amber , Plain, lb. 12 @ 17
Precipitated , lb. 12 @ 15	Pound ----- 60 @ 75	Amber , Carb., lb. 14 @ 19
Prepared , lb. ----- 14 @ 16	Magnesia	Cream Whi. , lb. 17 @ 22
White , lump, lb. 03 @ 10	Carb. , 1/8s, lb. ----- @ 30	Lily White , lb. 20 @ 25
Capicum	Carb. , 1/16s, lb. ----- @ 32	Snow White , lb. 22 @ 27
Pods , lb. ----- 60 @ 70	Carb. , P'd., lb. 15 @ 25	Plaster Paris Dental
Powder , lb. ----- 62 @ 75	oxide , Hea., lb. ----- @ 75	Barrels ----- @ 25
Cloves	oxide , light, lb. ----- @ 75	Less , lb. ----- 03 1/2 @ 08
Whole , lb. ----- 25 @ 35	Menthol	Potassa
Powdered , lb. ----- 30 @ 40	Pound ----- 4 88 @ 6 00	Caustic , st'ks, lb. 55 @ 88
Cocaine	Mercury	Liquor , lb. ----- @ 40
Ounce ----- 12 85 @ 13 50	Pound ----- 1 65 @ 1 80	Potassium
Copperas	Morphine	Acetate , lb. ----- 60 @ 96
Xtal , lb. ----- 03 1/4 @ 10	Ounces ----- @ 12 65	Bicarbonate , lb. 30 @ 35
Powdered , lb. ----- 04 @ 15	1/8s ----- 13 40 @ 13 90	Bichromate , lb. 15 @ 25
Cream Tartar	Mustard	Bromide , lb. ----- 51 @ 72
Pound ----- 25 @ 40	Bulk , Powd.,	Carbonate , lb. ----- 30 @ 35
Cuttlebone	select, lb. ----- 45 @ 50	Chlorate ,
Pound ----- 40 @ 50	No. 1, lb. ----- 25 @ 35	Xtal , lb. ----- 17 @ 23
Dextrine	Naphthaline	powd. , lb. ----- 17 @ 23
Yellow Corn , lb. 06 1/2 @ 15	Balls , lb. ----- 06 3/4 @ 15	Gran. , lb. ----- 21 @ 28
White Corn , lb. 07 @ 15	Flake , lb. ----- 05 3/4 @ 15	Iodide , lb. ----- 3 64 @ 3 84
Extract	Nutmeg	Permanganate , lb. 22 1/2 @ 35
Witch Hazel , Yel-	Pound ----- @ 40	Prussiate ,
low Lab. , gal. 90 @ 1 65	Powdered , lb. ----- @ 50	Red , lb. ----- 80 @ 90
Licorice , P'd, lb. 50 @ 60	Nux Vomica	Yellow , lb. ----- 50 @ 60
Flower	Pound ----- @ 25	Quassia Chips
Arnica , lb. ----- 75 @ 80	Powdered , lb. ----- 15 @ 25	Pound ----- 15 @ 20
Chamomile ,	Oil Essential	Powd. , lb. ----- 25 @ 30
German , lb. ----- 35 @ 45	Almond ,	Quinine
Roman , lb. ----- @ 90	Bit. , true, ozs. @ 50	5 oz. cans. , ozs. @ 57
Saffron ,	Bit. , art., ozs. @ 35	Sal
American , lb. 35 @ 40	Sweet , true, lb. 1 50 @ 1 80	E'som , lb. ----- 03 1/4 @ 10
Spanish , ozs. @ 1 25	Sw't , Art., lbs. 1 00 @ 1 25	Glaubers ,
Formaldehyde , Bulk	Amber , crude, lb. 75 @ 1 00	Lump , lb. ----- 03 @ 10
Pound ----- 09 @ 20	Amber , rect., lb. 1 50 @ 2 00	Gran. , lb. ----- 03 1/2 @ 10
Fuller's Earth	Anise , lb. ----- 1 25 @ 1 60	Nitre ,
Powder , lb. ----- 05 @ 10	Bay , lb. ----- 4 00 @ 4 25	Xtal or Powd. 10 @ 22
Gelatin	Bergamot , lb. ----- 5 00 @ 5 20	Gran. , lb. ----- 09 @ 20
Pound ----- 60 @ 70	Cajeput , lb. ----- 1 50 @ 1 75	Rochelle , lb. ----- 21 @ 31
Glue	Caraway S'd, lb. 3 00 @ 3 25	Soda , lb. ----- 02 1/2 @ 08
Brok. , Bro., lb. 20 @ 30	Cassia , USP, lb. 2 25 @ 2 60	Soda
Gro'd , Dark, lb. 16 @ 22	Cedar Leaf , lb. 2 00 @ 2 25	Ash ----- 03 @ 10
Whi. Flake , lb. 27 1/2 @ 35	Cedar Leaf ,	Bicarbonate , lb. 03 1/2 @ 10
White G'd. , lb. 25 @ 35	Coml. , lb. ----- 1 00 @ 1 25	Caustic , Co'l, lb. 08 @ 15
White AXX light ,	Citronella , lb. ----- 75 @ 1 20	Hypophosphite , lb. 05 @ 10
lb. ----- @ 40	Cloves , lb. ----- 2 50 @ 2 80	Phosphate , lb. 23 @ 28
Ribbon ----- 42 1/2 @ 50	Croton , lbs. ----- 8 00 @ 8 25	Sublimate ,
Glycerine	Cubeb , lb. ----- 5 00 @ 5 25	Xtal , lb. ----- 07 @ 12
Pound ----- 15 @ 35	Erigeron , lb. ----- 4 00 @ 4 25	Dry , Powd., lb. 12 1/2 @ 20
	Eucalyptus , lb. 1 00 @ 1 25	Silicate , Sol., gal. 40 @ 50
	Fennel ----- 2 00 @ 2 25	Turpentine
		Gallons ----- 51 @ 66

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Salmon
Red Kidney Beans

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



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

APPLE BUTTER	
Quaker, 12-38 oz.	2 00
Musselman, 12-38 oz.	3 00

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



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

BLEACHER CLEANSER	
Clorox, 16 oz., 24s	3 00
Uzzie, 16 oz., 12s	2 15

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

BEANS and PEAS	
Chili Beans, 100 lb. bag	5 00
Dry Lima Beans 100 lb.	6 90
Pinto Beans	5 50
White H'd P. Beans 2 90	
Split Peas, Yell., 60 lb.	4 10
Split Peas, Gr'n 60 lb.	3 15
Scotch Peas, 100 lb.	5 20

BURNERS	
Queen Ann, No. 1	1 15
Queen Ann, No. 2	1 25
White Flame, No. 1	2 25

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

BREAKFAST FOODS	
Kellogg's Brands	
Corn Flakes, No. 136	2 50
Corn Flakes, No. 124	2 50

Pep, No. 224	
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.	1 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 6 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75

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

ROLLED OATS	
Purity Brand	
Instant Flakes	



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

Post Brands.	
Grapenut Flakes, 24s	2 20
Grape-Nuts, 24s	3 00
Grape-Nuts, 50	1 40
Instant Postum, No. 8	5 40
Postum Cereal, No. 6	2 25
Post Toasties, 36s	2 50
Post Toasties, 24s	2 50
Post's Bran, 24s	2 70

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

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

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS	
Hart Brand	

Apples	
No. 10	4 95

Blackberries	
Pride of Michigan	3 25

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

Gooseberries	
No. 10	3 50

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

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

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

Red Raspberries	
No. 2	4 50
No. 1	3 15
Marcellus, No. 2	3 60
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 30
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 1

Cove Oysters, 5 oz.	
Lobster, No. 1/2, Star	2 75
Shrimp, 1, wet	1 85
Sard's, 1/2 Oil, Key	5 40
Sardines, 1/2 Oil, K'less	4 15
Salmon, Red Alaska	2 45
Salmon, Med. Alaska	1 60
Salmon, Pink, Alaska	1 20
Sardines, Im. 1/2, ea.	10 22
Sardines, Im. 1/2, ea.	25
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps,	1 85
Tuna, 1/2 Van Camps,	1 85
Tuna, 1s, Van Camps,	1 35
Tuna, 1s, Van Camps,	3 60
Tuna, 1/2s, Chicken Sea,	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.	1 35
Beef, 4 oz., Qua.	2 25
Beef, No. 1 R'unt, all	1 10
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 20
Deviled Ham, 1/2s	1 50
Deviled Ham, 1/2s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	80
Potted Meat, 1/2 Qua.	75
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/2	1 00
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans	
Campbells	60
Quaker, 16 oz.	60
Prement, No. 2	1 25
Van Camp, med.	1 25

CANNED VEGETABLES	
Hart Brand	
Baked Beans	
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	4 25
No. 2	95
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

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, 14 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	24
Kraft Swiss Loaf	32
Kraft Old Eng. Loaf	45
Kraft, Pimento, 1/2 lb.	1 85

Wax Beans	
Little Dot, No. 2	2 55
Little Dot, No. 1	1 80
Little Quaker, No. 2	2 25
Little Quaker, No. 1	1 45
Choice, Whole, No. 2	2 00
Choice, Whole, No. 1	1 35
Cut, No. 10	9 50
Cut, No. 2	1 75
Cut, No. 1	1 10

Beets	
Small No. 2 1/2	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 1/2	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 05
Country Gen., No. 1	95
Country Gen., No. 2	1 30
Pride of Mich., No. 1	1 00
Marcellus, No. 2	1 00
Fancy Crosby, No. 2	1 25
Whole Grain, 6 Ban-	1 80
tam, No. 2	

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

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

Droste's Cocoa	
Droste's Dutch, 1 lb.	8 50
Droste's Dutch, 1/2 lb.	4 50
Droste's Dutch, 1/4 lb.	2 35
Droste's Dutch, 5 lb.	60
Chocolate Apples	4 50
Pastilles, No. 1	12 50
Pastilles, 1/2 lb.	6 00
Pains De Cafe	3 00
Droste's Bars, 1 doz	2 00
Delft Pastilles	2 15
1 lb. Rose Tin Bon	18 00
Bons	9 00
13 oz. Creme De Cara-	13 20
que	
12 oz. Rosaces	10 50
1/2 lb. Rosaces	7 80
1/4 lb. Pastilles	3 40
Langues De Chats	4 30

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

Succotash	
Golden Bantam, No. 2	2 10
Hart, No. 2	1 95
Pride of Michigan	1 85
Marcellus, No. 2	1 35

Tomatoes	
No. 10	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

Hominy	
Pearl, 100 lb. sacks	3 50
Bulk Goods	
Elbow, 20 lb.	05
Egg Noodle, 10 lbs.	15

Pearl Barley	
Harley Grits	7 00
Chester	5 00
	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	
3 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	
One 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.	4 95
Plymouth White	1 55
Quaker, 3 doz.	1 75

JELLY AND PRESERVES	
Pure, 30 lb. pails	2 60
Imitation, 30 lb. pails	1 60
Pure, 6 oz., Asst. doz.	90
Pure Pres., 16 oz., dz.	2 20

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 bx	4 75
Ohio Blue Tip, 144 box	4 75
Ohio Blue Tip, 720-1c	3 80
*Reliable, 144	
*Federal, 144	
Safety Matches	
Red Top, 5 gross case	4 75

MULLER'S PRODUCTS	
Macaroni, 9 oz.	2 30
Spaghetti, 9 oz.	2 30
Elbow Macaroni, 9 oz.	2 30
Egg Noodles, 6 oz.	2 30
Egg Vermicelli, 6 oz.	2 30
Egg Alphabets, 6 oz.	2 30
Egg A-B-Cs 48 pkgs.	1 80

NUTS—Whole	
Almonds, Tarragona	
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, Stuffed, doz.	1 15
8 oz. Jar, Stuffed, doz.	2 25
16 oz. Jar, Stuffed, doz.	4 20
1 Gal. Jugs, Stuffed, dz.	4 40

PARIS GREEN	
1/2 lb.	34
1 lb.	32
1/2 lb. and 5 lb.	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 Kerosene	10.7
Gas Machine Gasoline	32.2
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



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 bx.	1 00@1 20

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	14
Good Steers & 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
Trimnings	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
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	8 1/4
Compound, tube	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 oest	@24
Knuckles	@24
California Hams	@12 1/2
Ham, Boiled	
Hams	@16
Boiled Hams	@22
Mined 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 1/2

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

SALERATUS	
Arm and Hammer	3 75

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

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

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

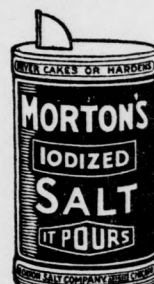
Lake Herring	
1/2 Bbl., 100 lbs.	
Mackeral	
Tubs, 60 Count, fy. fat 6 lb	
Pails, 10 lb. Fancy fat 1 lb	50

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

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

STOVE POLISH	
Blackne, per doz.	1 30
Black Silk Liquid, dz.	1 30
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 30
Enameline Liquid, dz.	1 30
E. Z. Liquid, per doz.	1 30
Radium, per doz.	1 30
Rising Sun, per doz.	1 30
554 Stove Enamel, dz.	2 50
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 1/2	1 35
Med. No. 1 Bbls.	2 90
Med. No. 1, 100 lb. bk.	1 00
Farmer Spec., 70 lb.	1 00
Packers Meat, 50 lb.	65
Crushed Rock for ice	
cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	
Baker Salt, 280 lb. bbl.	3 80
6, 10 lb., per bale	93
20, 3 lb., per bale	1 00
28 lb. bags, Table	40



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

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

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Prille	85
Climaline, 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
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 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.	43

SPICES	
Whole Spices	
Allspice, Jamaica	@24
Cloves, Zanzibar	@36
Cassia, Canton	@24
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Mixed, No. 1	@30
Mixed, 5c pkgs., doz.	@40
Nutmegs, 70@90	@50
Nutmegs, 105-1 10	@43
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
Pepper, White	@38
Pepper, Cayenne	@36

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.

Production of Shoes Continues To Expand.

Boot and shoe production continued to advance in March, bringing the output for the first quarter of the year 6.1 per cent. higher than for the first three months of 1931, according to census figures issued May 6.

All classes of boots and shoes were made in greater numbers in March than in February, the total climbing from 25,958,400 to 30,499,933 pairs, it was shown. This was an advance of nearly 18 per cent., which was due in part, it was stated orally at the Department of Commerce, to an early Easter.

The following additional information was made available:

Last year, when Easter came later, the output rose somewhat in April, but April figures for 1932 are expected to show something of a reduction to begin the seasonal decline of the late Spring and Summer months. Following inventories in July, manufacturing should begin on a heavy scale and reach a peak in August or September.

Production in 1932, through March, was 77,683,520 pairs, 4,460,079 above the total for the first three months of 1931. The output for all 1931 was about 4 per cent. above that for 1930.

The increases among various classes of shoes range from 1.4 per cent. for boys' and youths' footwear to 72.6 per cent. for all-fabric types, comparing the first quarter of 1932 and 1931. Misses' and children's, infants', and athletic and sporting shoes show respective drops of 6.8, 34.4, and 63.2 per cent.

Good Advertising Pays.

Everybody pays for bad advertising, but good advertising pays.

Advertising is one of the essentials which have created in our Nation more opportunities to the square mile than in any other area on earth. It can lower our costs of living and raise our standards of living. Moreover, at this particular time, as the business pendulum is starting an upward swing, it is to the advantage of consumers that advertising should be enlisted among the other great economic forces of the hour.

So close is the connection between good advertising and good business that you can gage fairly well the progress of the forward movement now getting under way by observing the growth of advertising and watching its merit. Roger W. Babson.

Col. Harold S. Wonson, addressing the annual meeting of the New England Shoe and Leather Association, made the startling statement that unless shoe production decreased much more than is now anticipated, the stock of sole leather backs on hand will reach a critical point some time in July this year. His charts show that in a comparison of the statistics for the past six years, that whenever the

quantity of backs on hand has dropped as low as 3,200,000 pieces a distinct shortage in the leather actually available has been apparent and sole leather prices have materially strengthened. In February, 1932, the lowest tannery wettings on record were reported. At the same time the backs in process dropped also to the lowest figure on record. Several of the largest tanneries in the United States report to Col. Wonson that wettings during the month of March and April have been but little, if any, above the February figure. It is certain, therefore, that for at least the next five months production of sole leather backs will be comparatively small. His final conclusion is that it is reasonable to expect, therefore, that increased strength in sole leather prices is not so far away, and if a tendency to speculate in sole leather should develop price advances may come in the near future.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 12)

The first meeting of creditors has been called for May 16.

May 3. On this day hearing upon notice to creditors of composition offer of John A. Grubinger, doing business as the Style Shop, alleged bankrupt No. 4875, was held. Alleged bankrupt and attorneys were present. Claims considered and allowed. Alleged bankrupt sworn and examined before reporter. Offer of composition of 30 per cent. was received and majority voted acceptance. Referee's certificate will be made and files returned in due course. Meeting adjourned no date.

May 4. We have received the schedules, order of reference, and adjudication in the matter of Alden L. Sutfin, Bankrupt No. 4889. The bankrupt is a resident of Climax, and his occupation is that of a laborer. The schedules of the bankrupt show assets of \$350, with liabilities listed at \$995.39. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 4. We have received the order of adjudication in the matter of the National Oil Service Co., a corporation doing business in Grand Rapids, Bankrupt No. 4876. The court has made an order to file schedules.

May 4. We have received the schedules in the matter of Claude T. Hamilton, Bankrupt No. 4849. The bankrupt is a resident of Grand Rapids. The schedules of the bankrupt show assets of \$568,569.50, with liabilities listed at \$487,288.74. The list of creditors of said bankrupt is as follows:

Oregon, County of Lincoln, taxes \$100.00
G. R. Nat. Bank, Grand Rapids \$71,500.00
(3 months note for borrowed money, dated March 26, 1931, at 6 per cent., for \$60,000. Note due Jan. 9, 1931, for borrowed money at 6 per cent. \$11,500. Secured by 1160 shares Michigan Trust Co. stock pledged prior to Nov. 10, 1930; par value 720 per share. Market value on that date 65; real value \$87,000.)
General Utilities Holding Co., Grand Rapids \$131,652.98
(Balance on note for borrowed money, dated prior to Nov. 10, 1930, at 6 per cent. Secured by 1000 shares Michigan Trust Co. stock pledged prior to Nov. 10, 1930; real value \$75,000. 575 shares Old Kent Bank stock, pledged prior to Nov. 10, 1930; real value \$46,000. 60 shares Guardian-Detroit Group stock, pledged prior to Nov. 10, 1930; real value \$3,000.)
Union Bank of Michigan, Grand Rapids \$18,000.00
(Demand note given for purchase of stock in their subsidiary, The Industrial Co. dated Feb. 2, 1931, at 7 per cent. \$18,000. Secured by 434 shares Industrial Co. stock; book value \$35 pledged prior to Nov. 10, 1930; market value that date \$35, real value \$19,500.)
Home State Bank (now American Home Security Bank) G. R. \$10,000.00
(for borrowed money—note due Nov. 20, 1930, 6 per cent. \$10,000. Secured by 3000 Graham & Morton bonds, pledged prior to Nov. 10, 1930; market value that date 90; real value \$2,700. 100 shares General Foods Corporation, pledged prior to Nov. 10, 1930, market value that date \$50; real value \$5,000. 10 shares Prairie Oil & Gas, pledged prior to Nov. 10,

1930; market value that date 20; real value \$700.
First Nat. Bank, Petoskey \$15,000.00
(for borrowed money—60 day note dated Oct. 27, 1931, at 6½ per cent. \$15,000. Secured by 350 shares Michigan Trust Co. stock, real value \$25,250.)
Sister M. Lerczak, Marywood Academy, Grand Rapids \$6,000.00
(for borrowed money, note due Dec. 1, 1930, at 6 per cent. for \$6,000. Secured by 75 shares Michigan Trust Co. stock, real value \$5,625.)
G. R. Savings Bank, Grand R. \$15,000.00
(for borrowed money, 3 months note due Nov. 12, 1930, at 6 per cent. \$15,000. Secured by 200 shares Michigan Trust Co. stock pledged prior to Nov. 10, 1930; real value \$15,000. 100 shares Industrial Co.; book value \$35; pledged prior to Nov. 10, 1930; real value \$4,500.)
Hill Plumbing Co., Grand Rapids \$138.29
(Open account for plumbing, etc. beginning Jan. 1, 1931. Contracted at Grand Rapids. Note note or judgment.)
Davey Tree Expert Co., Inc., Kent, Ohio \$1,300.00
(Contracted in Grand Rapids, Mich. Contested claim for tree doctoring. No note, and no judgment. Claimed.)
Home Fuel Co., Grand Rapids \$134.33
(Contracted at Grand Rapids, Mich. Fuel bill, beginning Nov. 1, 1931. No note and no judgment.)
John W. Blodgett, Grand Rapids \$5,000.00
(Evidenced by note dated prior to Nov. 10, 1930, given to take up his Hamilton & Co. stock. Contracted at Grand Rapids, Mich. No judgment.)
Annette Richards, Grand Rap. \$11,444.14
(Open account loan. Contracted at Grand Rapids, in Aug., 1929. No note and no judgment.)
Harriette Richards, Grand Rap. \$8,377.03
(Loan, contracted at Grand Rapids. No note, no judgment.)
Dr. Fred P. Currier, Grand Rapids \$600.00
(Balance on open account for medical services, beginning prior to Nov. 10, 1930, contracted at Grand Rapids. No note and no judgment.)
Hamilton & Co., Grand Rapids \$65,645.72
(For money advanced for investment with understanding that if venture was not successful there would be no personal liability against Hamilton.)
Frances Van Buren, Grand Rapids \$500.00
(Open account loan contracted in Grand Rapids. No note and no judgment.)
Detroit Fidelity & Surety Co., Detroit \$16.00
(Contracted in Grand Rapids, for premium on bond. No note and no judgment.)
National Utilities Investment Co., Grand Rapids
(Certain stockholders are claiming liability for their stock, which is denied.)
Old Kent Bank, Grand Rapids \$79,264.32
(for borrowed money: 3 months note, dated April 16, 1931, at 6 per cent. \$20,000. 3 months note, dated April 12, 1931, at 6 per cent. \$25,000. 3 months note, dated April 26, 1931, at 6 per cent. \$14,264.32. 3 months note, dated May 6, 1931, at 6 per cent. \$20,000. Secured by 100 shares capital stock of Michigan Trust Co. pledged prior to Nov. 10, 1930; par value \$20 per share, market value that date \$65; real value \$75,000. 200 shares Class "A" Com. stock Italian Superpower Corp., pledged prior to Nov. 10, 1930; market value that date \$3.87; real value \$325. 62 shares Com. stock U. S. Smelting Refining & Mining Co., pledged prior to Nov. 10, 1930; market value that date \$20.52, real value \$493.75.)
Victor M. Thrane, Chicago \$39,015.93
V. Hudson White, Grand Rapids 7,500.00
Harry D. Jewell, Grand Rapids 2,000.00

Claude T. Hamilton, bankrupt files in court a memorandum of assets, as follows:

Real Estate.

Fifty-two acres more or less, of fractional S. E. ¼, or Lot One (1) Section 19, Township Two South, Range Twenty-one (21) West, the same being a body of land running all the way across the East side of said lot One from the waters of the Choc-tawhatchee Bay on the North to the South line of said Section 19, situate in Walton county, Florida \$1,000.00
An undivided one-fourth interest in all of Section Ten (10) Township Twenty-eight (28) South, Range Seventeen (17) West, Hillsborough county, Florida \$92.03
The South half of the Northeast quarter and the South half of the Northwest quarter of Section Sixteen (16) in Township Nine (9) South of Range Eleven (11) West, County of Lincoln, and State of Oregon \$4,035.81

Personal Property.

All my securities of value have been pledged and appear in Schedule A (2) supra \$365,093.75
My library located at 2121 Robinson Road, Grand Rapids, less exemption allowed by Michigan law \$1,000.00
An old automobile. A ford auto partly owned by Mrs. Hamilton, located at 2121 Robinson Road \$300.00
A few garden tools located at 2121 Robinson Road \$10.00
None except Graham & Morton bonds, pledged as stated in Schedule A (2) supra.
Indian collection, located at 2121 Robinson Road \$100.00

Choses in Action.

Maude Hobbs (partially secured by stock, market value \$125) \$3,633.38
Cecil H. Watkins (partially secured by stock, market value \$1,080) \$2,495.81
Cornelia Hulswit, advance on her subscription to National Utilities Investment Co. stock \$10,000.00
Due from National Utilities Investment Co. \$2,631.05
Due from General Utilities Holding Co. \$2,912.75; value Nov. 10, 1930 \$2,200.00
Other advances, loans and accounts receivable (unsecured) \$7,031.46
Those pledged and set forth in Schedule A (2), and General Utilities Holding Co. Debentures \$3,000 value based on balance sheet of that company \$2,230.00
General Utilities Holding Co. Common stock (2 qualifying shares) \$107,483.76
Hamilton and Co., common stock (370 shares, value based on balance sheet of that company) \$24,420.00
National Utilities Investment Co. (369 shares preferred stock and 3,809½ shares No Par Common, value based on balance sheet of that Co.) \$9,612.45
Other stocks (at approximate market value Nov. 10, 1930) \$107,483.76
Estimated value of judgment for Plaintiff in the pending suit of Hamilton vs. Talbot, et al., in the Lyon county, Kansas, Circuit Court (which judgment is secured by municipal bonds) \$18,000.00
Property in reversion, remainder, or expectancy, including property held in Trust for the Debtor, or subject to any power or right to dispose of or to charge. None except the interest in the Oregon and Florida lands set up in Schedule B (1).

With my wife, Lillian Hills Hamilton, we own an estate by the entireties in the property known as 2121 Robinson Road, Grand Rapids, and the property known as 132 Lafayette avenue, Grand Rapids.

Exempt Property.

All property exempted under the applicable provisions of Act No. 14573, C. L. of 1929; and the provisions of Art. XIV 32 and 33, of the Constitution of the State of Michigan.

(Continued on page 23)

Positive protection
plus profitable investment
is the policy of the

MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
Mutual Building • Lansing, Michigan

OUT AROUND.

(Continued from page 9)

or other occupation or too ill to write, I have furnished very little copy. During two years soon after coming to California I found time along with my other duties to send you matter for about 300 columns a year.

I want to thank you now for the cordial appreciation you always have given to any merit you found in my efforts and to your tolerance to some of them—not many I hope in which no one could find merit. That you accepted work from me touching upon almost every ordinary subject known to the human mind was pleasant for me if not always beneficial to the paper.

The money you have paid me always has "come good" and was especially helpful during the two years spoken of above, when my sisters and I, having pulled up from Michigan, were making a place for ourselves in a strange country without prestige of any kind or acquaintances who could aid us.

I am grateful to you not only for the uniform kindness you have shown me in your editorial capacity, but for your helpfulness in business matters about which I consulted you and for your consideration in every way.

This last winter I prepared a tree-planting article in the form of an *As Told To* interview with the superintendent of the parks of Los Angeles. I sent out a number of "feelers" to Eastern and Middle West editors, but received no encouragement to submit it for consideration, so I arranged it for local publication and set out to place it with some Los Angeles paper. Previously I never had made but three attempts to get into the city papers—one a dozen years ago and the others with poetry. Well, they didn't run after the tree-planting piece, although I finally secured a promise that it will be brought out May 14. I could not but contrast the treatment I received at the hands of some of them with the kindness I always have received from you.

In closing, let me say that I trust you are now continually getting some return for your life-time practice of lending a helpful hand wherever possible.

We had hot weather in March, then a cold April, but the roses and other flowers have bloomed beautifully this spring and the verdure is abundant.

It is a little peculiar that three of our most esteemed correspondents should be located in the Land of the Setting Sun—Paul Findlay, Frank S. Verbeck and Miss Rogers. Mr. Findlay writes me that he has been drafted by the citrus fruit interests to put in three months on a lecture tour. I hope Michigan is included in his itinerary, because his knowledge of citrus fruits is so comprehensive that no grocer can listen to his dissertations without becoming a better grocer. Mr. Verbeck is planning a visit to his home State of Michigan as soon as he fully recovers from his recent illness. Miss Rogers, I believe, has never returned to Michigan since leaving the State, about twenty years ago. I am very proud of this trio of California contributors. I wish the income of the Tradesman justified the employment of a contributor from every state in the Union.

William M. Lemke, who resides at 508 Coit avenue (Grand Rapids) was manager of the linen department of the Herpolsheimer Co. for twenty-three years. Then for five and a half years he served as Treasurer of the Grand Rapids Dry Goods Co. Six years ago he started making noodles—fine,

medium and broad—and now his time and that of his assistants is fully employed in keeping pace with orders from the trade. He supplies most of the best grocers in Grand Rapids and he has regular customers as far away as Florida, Texas and California. The retail price on Mr. Lemke's goods was formerly 20 cents per 4 ounce package. He recently increased the weight of his package to 5 ounces and on May 16 he proposes to reduce the retail price to 16 cents. He sells his goods solely on a quality basis, which probably accounts for the wonderful growth his business has sustained.

E. A. Stowe.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 9—Mother's day here was one of the wettest days in many weeks. It rained almost continuously all day, but that did not keep the folks at home. In some of the churches there was a large attendance, where special programmes were prepared for the occasion. The greenhouses, as well as the confectionery stores, reported an increase in their sales over last year at this time. All of which goes to show that Mother's day pays a high tribute to our mothers.

The Edison Sault Electric Co., a subsidiary of the American Public Service Co., has purchased the Manistique Light and Power Co., at Manistique, and will be supplied with power from the Sault plant. George Baldwin, vice-president here, will move to Manistique to take charge of that plant, but will retain his office here as vice-president of the company and will continue to be in close contact with the Sault office.

A good summer is in prospect for the village of Cooks, in Schoolcraft county. James Adams, of Garden, has brought over his mill from the Garden peninsula and has installed it at Cooks.

Lund Brothers have purchased the machinery from the box factory formerly operated at Van's Harbor, near Garden, and have set it up in a building near the Soo Line station in Cooks. Fish boxes will be manufactured and the product will be taken by the fishermen of Schoolcraft and Delta counties.

The vicinity of Cooks is noted for the production of Sir Walter Raleigh and Green Mountain potatoes. The local farmers have paid considerable attention to potato growing and grading, with the result that Cooks potato shipments are favorably known in the big markets.

David J. Sliney, 62, one of Ishpeming's most prominent citizens, died at his home in that city April 16. Mr. Sliney was assistant superintendent and chief clerk for the Oliver Iron Mining Co. and a member of the board of aldermen at Ishpeming for the past thirty-two years. He was a native of Canada and in the service of his company for nearly fifty years.

Finances usually regulate the vacation, but sometimes when a man runs short in his accounts he runs long in his travels.

Foss Elwin, president of our local Rotary Club, returned Saturday from Grand Rapids, where he attended the convention. The Canadian Rotary Club in the Canadian Soo sent a delegation of twenty of its members to the Grand Rapids convention and succeeded in securing the convention for the Canadian Sault for next year. We must hand it to our Canadian Rotarians. When they go after anything they carry home the bacon.

When it comes to doing a good turn in the right direction our esteemed citizen, the Hon. Chase S. Osborn, is in a class all by himself. His latest donation is in presenting Harbor Island, considered the most remarkable island in the Upper Peninsula, to Tulane University, New Orleans. It

will form a base of a summer camp for Tulane students and will serve as an outing and resting place for faculty members. The island lies in Potagan-issing Bay, near Drummond Island, and the mouth of St. Mary's river. The island is shaped like a great horse-shoe and is several thousand acres in extent. Wild life is abundant and there is the best of fishing in the harbor. This gift is only one of several made by Mr. Osborn to educational institutions.

There was a time when boys and girls had to trudge many miles to school, but to-day they are annoyed because they can't find a place to park.

William G. Tapert.

Make a Market For Farmers' Products

Suttons Bay, May 9—I received the clipping from your April 27 issue which you sent me, concerning my "egg campaign," and want to thank you very much for it.

In these days when it takes the skill of a Thurston to make a dollar or two in a farming community where banks are suspending frequently, it becomes somewhat of a problem for a merchant to show a profit in his operations. The one way to continue to hold your customers' patronage and yet relieve him of his products—his only method of paying right now—is to make a market for his products for him, and act as intermediary agent, and this is what I am attempting to do. In this I am succeeding much better than I had anticipated when I ran the "egg campaign" and I am now taking whatever the farmer has to offer, with the result that sales have been materially increased and my turnover is much greater than it has been for some time past.

You will find enclosed my check for \$3 in payment of my subscription for one year to the Tradesman.

Robert C. Sogge.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 22)

Books, papers, deeds and writings relating to bankrupt's business and estate.

In the fall of 1930, I was taken seriously ill, and was incapacitated to do business. At that time I gave a power of attorney to Robert W. Irwin and William H. Gilbert, who have handled my property since Nov., 1930. All my books were taken over by them at that time and are now in their possession.

My deeds were taken over by them at that time.

An audit of my property and effects, dated Nov. 10, 1930, made by Seidman & Seidman, accountants, of Grand Rapids; my other papers are in the hands of Robert W. Irwin and William H. Gilbert, as aforesaid.

In the matter of Thomas C. Lightfoot, Bankrupt No. 4694. The trustee has heretofore filed his final report and account, and a final meeting of creditors was held April 18. The bankrupt was present in person and represented by Frank I. Blake, attorney. The trustee was present in person and represented by Cleland & Snyder, attorneys. Certain creditors were present. Meeting adjourned to May 12 for further examination of the bankrupt and of subpoenaed witnesses.

In the matter of Bush & Lane Piano Co., Bankrupt No. 4667. The trustee has heretofore filed his final report and account, and a final meeting of creditors was held April 25. There were no appearances on behalf of the trustee. Certain creditors were represented by J. N. Clark, attorney. Meeting adjourned to May 17 for hearing on petition of William Henry Gallagher for show cause order to Holland City State Bank as well as on other matters.

In the matter of Samuel Gutmacher, Bankrupt No. 4611. Final meeting of creditors was held April 6. Trustee present in person; bankrupt not present or represented. Trustee's final report and account considered and allowed. Order made for payment of administration expenses and preferred claims as far as funds on hand would permit; no dividends for general creditors. No objection to bankrupt's discharge. Meeting adjourned no date. Files will be returned in due course.

May 6. We have received the schedules, order of reference, and adjudication in the matter of Herman F. Beckstrom, Bankrupt No. 4890. The bankrupt is a resident of Muskegon, and his occupation is that of building manager of Contin-

tal Realty Co. The schedules of the bankrupt show assets of \$1,478, with liabilities listed at \$6,500. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of H. H. D. Langereis, Sr., and H. H. D. Langereis, Jr., individually and as copartners doing business as Automobile Tire Co., Bankrupt No. 4358. The trustee has heretofore filed his final report and account, and a final meeting of creditors was held May 5. The trustee was present in person and represented by Seth R. Bidwell. Creditors were represented by Cleland & Snyder. Claims were proved and allowed. Petition to provide funds for opposition to bankrupt's discharge denied. Sale at auction held. Order was made for payment of expenses of administration. In the individual estate of H. H. D. Langereis, Jr., a dividend of 100 per cent. will be paid; in the copartnership, dividend of 3.6 per cent. Objections to discharge were denied. The case will be closed and returned to the district court in due course.

May 7. We have received the schedules, order of reference, and adjudication in the matter of Lyman W. Baxter, Bankrupt No. 4892. The bankrupt is a resident of Nashville, and his occupation is that of a plumber and tinsmith. The schedules of the bankrupt show assets of \$1,328, with liabilities listed at \$1,253.

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L. LEVINSON, Saginaw, Mich.

How Many of These Questions Can You Answer?

1. What is angelique?
2. From what is gelatine made?
3. What is sal soda and bicarbonate of sodium?
4. What are capers and for what are they used?
5. Of what is marshmallow cream made?
6. What are truffles?
7. Do black horses feel the heat more than white ones?
8. Will hogs eat snakes?
9. What parts of the animal are the sweet-breads?
10. What animal eats bees?
11. Which was the first animal domesticated by man?
12. Can a cat see in the dark?

1. Angelique is a candy leaf-stalk of an aromatic plant. The stalks resemble those of the rhubarb and when candied are used in making cakes, candies, and fancy desserts.

2. Gelatine is of animal origin being prepared from sinews, connective tissues and fresh bones of the steer by carefully regulated process of liming, washing, extracting with hot water, filtering and drying. It is not made from hoofs and horns as is often popularly believed nor is it made the way glue is made.

3. Sal soda is the common washing soda. Bi-carbonate of sodium is baking soda, the latter being a by-product in the manufacture of washing soda.

4. Capers are the pickled flower buds of the caper shrub cultivated as a garden plan in countries of Southern Europe. The buds which are of the size of small peas are first dried and then put in a strong vinegar. They are frequently used for making sauce for meats.

5. Marshmallow cream is usually made of gelatine, corn syrup, and sugar, flavored with vanilla extract.

6. The truffle is a species of fungi found growing under the ground. It varies in size from that of a plum to that of a medium-sized potato and has neither roots nor stalks nor any other part. The outside is dark and warty while the inside is dark brown and is pervaded by a network of threads. The truffle is found almost entirely in France. As there is no growth above the ground, trained hogs and dogs are used in locating the truffle beds. It has an aromatic flavor and is used for seasoning and garnishing.

7. Black horses are affected by heat more than horses of other colors.

8. Students of animals say that hogs do consume snakes. In certain areas which have been infested with snakes swine have been kept to eradicate these reptiles.

9. Sweetbread is the popular term applied to certain glands of the calves used for food; these are usually the pancreas or the stomach sweetbreads.

10. A biological survey made some time ago states that skunks have the reputation of eating bumble bees.

11. The auroch, an animal much resembling the North American buffalo, was the original of the present domesticated cattle.

12. A cat can see better in the dusk than a human because a cat's eyes are sensitive to ultra violet rays. Its pupils are capable of greater ex-

pansion than those of a man, thus admitting more light. The cat uses its whiskers as feelers in the dark. The belief that it can see by night as well as day is, however, erroneous.—Canadian Grocer.

Activities of Trustee Timmer.

In the matter of Arthur Meyer, d.b.a. Smither Book Co Auction sale of assets held on April 22 has not been confirmed. The first sale was not confirmed for lack of adequate bids, \$1,700 having been offered for the property, which was appraised for over \$3,500, and which was practically the same property the bankrupt testified he had paid \$24,000 for when he started business less than two years ago.

In the matter of the Lou-Ray Co., Grand Rapids, manufacturer of bath salts and toilet articles. The assets were disposed of at public auction to various buyers in lots. These assets brought about 50 per cent. of the appraised value and possibly 10 per cent. of the investment cost, most of the assets being specially made machinery used only in that particular business.

Final meetings have been held in the bankruptcy cases of McQuarrie Motor Sales, Rockford; Jefferson Oldsmobile Co., Grand Rapids; Beckquist Photo Supply Shop, Muskegon, and Harry Hartung Shoe Store, Harbor Springs. Dividends will be paid to creditors in all of these cases and checks will be forwarded shortly.

In the matter of Bera Hardware Store, Nashville, it is doubtful if any substantial dividends can be paid to creditors. The assets were disposed of by public auction and brought less than \$800.

In the matter of H. L. Hubbell Manufacturing Co., Grandville, there will be no dividends in this case to general creditors, funds on hand being insufficient to take care of all preferred claims.

In the matter of Bellevue Grocery, Muskegon Heights, auction sale of the assets is set for 2 p. m., Friday, May 13.

Leather Sampling Slow.

While buyer attendance at the Fall opening of leathers held at the Hotel Astor, at New York City, last week was practically the same as in the showing of last year, sample orders placed by shoe manufacturers are estimated as somewhat below the 1931 total. Shoe and leather goods producers, wholesalers and retailers in attendance this year totaled 404 against 406 at the last year's Fall opening. Representation of those other than buyers, however, such as tanners and supply men, showed a sharp increase, numbering 346 this year against 283 in April of last year.

The only leathers that received any response from shoe manufacturers were mostly novelty styles, footwear lines of which are now being made up. Staple numbers were all looked over, but buyers placed only a few small orders. Isolated instances of purchases ranging up to about \$2,000 worth of goods were reported, while some tanners failed to make a single sale. Manufacturers have already shown some of the higher priced women's

footwear lines for Fall, but the volume ranges are not expected to be opened until about July 1. These are expected to be relatively unchanged in price.

The Salesman's Prayer.

Oh, Lord, look with a forgiving eye, we beseech Thee, on the buyers who lie to us about the low prices our competitors give them. Lord, soften the hearts of the buyers who as soon as they see a salesman get busy as a hen with one chicken and keep us standing until our feet warp and then buy as much as \$10 and want that billed out the first of next month. Good Lord, curb our tendency to flirt with married women—the single ones don't count, as they expect it. Teach not to complain at the roller towels that the multitude has used before we got there. Lord, give us digestions like alligators, that we may well digest the loin steaks cut from the neck where the yoke worked. Teach us to be thankful for the stump water served us for coffee. Toughen our hides, that we may sleep soundly in hotel beds already inhabited. Cause us to look with a charitable eye on our employers, that they may render what little commission is due us in full. Oh, Lord, teach our wives patience, so that they won't expect our wages until we get them. We beseech Thee, Oh Lord, to look over our absentmindedness when we get away from home and forget about being married, and in conclusion we beg of Thee, when we have made our last trip, please don't send us below. We have had our share of that place here on earth.

Human Need.

Nothing to do but be a bum
I know—Oh yes—but then
One day was he the babe of some
Fond mother—yes, and when
She nourished him upon her breast
What thanks she lisped that she was blest
With such a baby joy
Her baby—baby joy.

Nothing to do but be a bum
I met him on the street
To-day and cold, for snows had come
I saw his ill shod feet.
The wind blew hard upon his throat
He clinched his buttonless old coat
There shivering with chill
Just needed mother still.

Nothing to do but be a bum—
I thought I heard him speak
To th' blast perhaps, which now had come
Making the wind more bleak—
No man would bid him how-d'ye-do
From all of the passing crowd; he knew
One's state can friendship kill
Beyond what frosts can chill.

Nothing to do but be a bum
But yet—for all o' that
My heart aches so when'er I come
Across a chap laid flat
I want to take him by the hand
God knows I do—for understand
He needs—man always will—
Some love like mother's still.
Charles A. Heath.

Quick Cure For Boils.

Saranac, May 3—Some time ago you published some valuable recipes and suggestions for the relief of ailments the human system is subject to and I have one that may possibly be of benefit to some afflicted mortal, so I am passing it on to you. This is a cure for the torture which afflicted Job. This is a positive cure for boils and has been published many times. Here it is: 1 teaspoon citrate of soda, 1 teaspoon salt in 8 ounces hot water. Apply on gauze compact as hot as can be borne, and keep dampened. Change the gauze at frequent intervals and be careful not to touch the boil with the fingers as that is the way they are spread. This will cure the most stubborn case in a few days.

Mrs. Clara Clark.

My Love Is Young and Fair.

I went afar with memory
To-day, to-day
Which kept—while in its company—
At-play, at-play;
Then led me to a charming spot
That like some June forget-me-not
Again entranced until was seen
Her form across the school-yard green
And there the while
Caught I her smile
Again to-day.

Her laugh I heard, I caught her voice
I know, I know;
Enthralled once more—I had no choice—
Although, although
I did not dare to lisp a word
For fear her schoolmates would have heard
But she, vivacious, joyful, free
Still pleased beyond all fantasy
Like long ago.

With sunset I am wondering
To-day, to-day
At youth so like eternal spring
Always, always;
For there can never come an hour
Its memory shall fail to flower
Nor have a place, all else above
For one I early learned to love—
At play, at play.

Charles A. Heath.

Brook Fishing.

Set me by a running brook
Let it sing to me:
Ripple-ripple-ree
Ripple-ree
That's the name for fishing hook
Plain as plain can be
Ripple-ripple-ree.

Take me to a rapid clear
Which can chant to me
Swishy-swishy-shee
Swishy-shee
That's the line for "fishing here"
Bubbling o'er in glee—
Swishy-swishy-shee.

Bring me to a deep pure pool
Which shall flash to me—
Silent-silent-lee
Silent-lee—
"Watch my beauties keeping school
Careful! Come and see
Silent-silent-lee."

Angling up and down a stream
To its melody:
"Fish in, fish in me"
You may think a rainbow dream
But this month shall see
Fishing, fishing me.
Charles A. Heath.

Choicest Spot on Earth.

Home! The place where man should be
The king of peace and harmony;
Life's Garden Spot where human flowers
Bloom sweetly thru the earthly hours.
Where love is waiting at the door
And babes are playing on the floor.
The sacred shrine on this old earth.
Where reverence is paid from birth.
The place where every kind of grief
Finds consolation and relief.
The hearthside where both young and old,
Can go for refuge from the cold.
The spot where slippers, pipe and book,
Bring joy complete in a quiet nook.
How strange man often craves to roam,
From the choicest spot on earth . . .
his HOME!

F. K. Glew.

Song of a Road Hog.

I am the boss of the road!
A signal I never impart—
I dare 'em,
I blare 'em,
I skid and I scare 'em—
They all get a pain in the heart!
I drive just about as I please,
I race or I travel at ease
It's a great life, I say,
And I call it a day
When some one I give a tight squeeze.

Particular Butter-and-Egg Man.

"Two eggs poached medium soft, buttered toast not too hard, coffee with not too much milk in it," demanded the man in the restaurant.

"Yes, sir. Would you like any special design on the dishes?" asked the tired waiter.

Four New Readers of the Tradesman.

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

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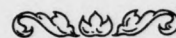
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