

RALPH WALDO EMERSON

Born May 25, 1803. Died April 27, 1882.

Our First and Wisest American Philosopher.

Emerson on the seventy-seventh anniversary of his birth received a letter from Prof. Max Muller of Oxford, the English translator of many of the Sacred Books of the East, bringing birthday greetings and containing a striking passage from an ancient Upanishad of India, recently discovered. The passage was as follows:

Old age and decay lay hold of the body, the senses, the memory, the mind, but never of the Self, the Looker-on. The Self never grows tired: only the body grows tired of supporting the Self. The Self never grows blind: only the windows of the senses become darkened with dust and rain. The Self never forgets: only the inscriptions on the memory fade, and it is well that much should be forgotten.

Emerson met his old age as cheerfully and happily as he had met his earlier life, seeing in it something just as good. When nearing the end we hear him chant:

A little while
Still plan and smile.
As the bird trims her to the gale,
I trim my self to the storms of time;
I man the rudder, reef the sail,
Obey the voice at eve obeyed at prime:
Lowly, faithful, banish fear,
Right onward drive unharmed;
The port, well worth the cruise, is near,
And every wave is charmed.

In a life lived as it ought to be I think that growing old may well be thought of as resembling the progress of a river. As the river advances toward the sea it ripples and dances less with laughter and song; it grows stiller and calmer; but it also grows wider and deeper, and it bears richer freight on its bosom.

I think that growing old ought to be like the climbing of a mountain. Every step takes us a little higher; the air becomes purer; the view grows wider and wider, until at last our feet attain the summit, the mysterious but splendid

mountain-top of death,
Where we may draw diviner breath
And see the long-lost friends we love.

J. T. Sunderland.

In keeping with the Times

We are going to do business on an old-fashioned basis, charging old-fashioned prices and featuring old-fashioned hospitality. The MORTON, newest and most centrally located hotel in Grand Rapids, offers extra value at a minimum price.

\$

4

now buys

**ROOM
BATH
BREAKFAST
LUNCH
DINNER**

**Splendid Rooms—
Delicious Complete Meals**

The

**MORTON
HOTEL** Grand
Rapids

MICHIGAN TRADESMAN

Forty-ninth Year

GRAND RAPIDS, WEDNESDAY, MAY 18, 1932

Number 2539

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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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.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

WE APPEAL TO CAESAR.

Request For Action Plainly Stated By Local Shippers.

Grand Rapids, May 14.—At a meeting of our Transportation Committee, held on Monday of this week, there was considerable discussion of the effects of enforcing the present carload minimum weights which are not in harmony with present sales conditions or requirements of industry, and also the present level of demurrage charges and the provisions of the so-called Average Agreement. As a result of this general discussion a special committee was authorized, which committee has been appointed and consists of the following:

Mr. Henry Hagens, Chairman, Traffic Manager, Valley City Milling Co.
Mr. James Bale, Secretary, Grand Rapids Plaster Co.

Mr. Lester Neper, Traffic Manager, Kroger Grocer & Baking Co.

Mr. F. E. Jones, Manager, Grand Rapids Furniture Mfgs. Warehouse Co.

Mr. Adrian VanKeulen, VanKeulen-Winchester Lumber Co.

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

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

This Special Committee met to-day and Mr. Lloyd Smith of the Eesley Milling Co., of Plainwell, was also present. In our discussion we had in mind the development of suggestions which might be beneficially adopted by the railroads for the promotion of their own business under existing conditions and as concrete evidence of the railroads' ability to meet economic conditions as they exist and as they may change from time to time. The suggestions which the Committee directed me to submit for your consideration, along with the suggestion that we arrange for a joint meeting of shippers and railroad traffic executives as hereinafter submitted, are as follows:

Demurrage charges represent a penalty rather than any basis of compensation for the use of equipment. The penalty should be harmonious with the degree of evil which it is presumed to prevent. The present level of demurrage charges was established when there was a tremendous scarcity of equipment and when it was absolutely essential that cars be loaded and unloaded without any avoidable delay. That condition no longer exists. It is extremely difficult, with reduced num-

bers of employees, for industries to do some things quite as promptly as formerly. The rendering of a very substantial demurrage bill under present conditions develops a degree of bitterness or misunderstanding which frequently leads to the diversion of subsequent business from the railroads to the truck lines or other agencies of transportation. It is the considered suggestion of our Committee, as representing the shippers and receivers of this vicinity that demurrage charges should be reduced to a charge of \$1 per day for each of the first four days of detention beyond the free time and \$2 per day for subsequent detention.

It is the belief of our Committee that the present provisions of the average agreement are improper in a number of particulars. We submit as our considered suggestion:

1. The Average Agreement should provide that at the end of each month all of the earned credits shall be computed at the rate of the initial demurrage charge (which as above suggested should be \$1 each, and the total thus computed should be subtracted from the total demurrage owing as computed from the accrued debits, and there should be no distinction as between credits and debits earned or accruing on cars for loading or unloading.

2. The adoption of the Average Agreement should not carry with it a waiver of the provisions of Paragraph 1, Section A, of Rule 8, nor should it require a waiver of the provisions of Section B of Rule 8.

The minimum weights on many commodities should be substantially reduced thus enabling shippers and receivers to utilize rail service where now, by reason of the commercial conditions, they are absolutely forced to the utilization of trucks. It is the general practice of truck lines to handle truck loads of goods on basis of the carload rate. The truck load will approximate one-half of the carload. Therefore, with only half a carload available for shipment, the shipper can only obtain the carload rate on this quantity by utilizing the trucks, as the utilization of railroad service would necessitate paying for twice the load which he is able to ship.

There is no question but that with respect to grain products, a reduction in the minimum weight, as an emergency measure, to 20,000 pounds, would result in a very substantial increase in the use of railroads for the transportation of grain products. Unless this is done, there will be a further and increasing diversion of this traffic away from the railroads in the opinion of men in the milling business.

A reduction in the minimum weight on grain, as an emergency measure, to 40,000 pounds, would make possible the utilization of the railroads for handling shipments of grain from the small elevators where, under existing conditions, it is impossible to load to the present carload minimum weight requirements and consequently there is an increasing use of trucks in such instances.

Buyers of canned goods are positive in their statement that a reduction in the minimum weight, as an emergency measure, to 20,000 pounds, would enable a very substantially increased use of the railroads for the transportation of these products which are now being handled by trucks on basis of the carload rate with a loading of 15,000 pounds.

A reduction, as an emergency measure, from the present basis of 40,000 pounds to a basis of 20,000 pounds in the carload minimum weight on plaster would enable the shipper of plaster to continue his utilization of the railroads for transportation and avoid what he is most anxious to avoid but is finding it impossible to avoid, namely, diversion of his traffic to the truck lines. It is utterly out of the question to force upon the trade twenty tons of plaster as a minimum order under existing conditions.

One of our people who ships a considerable quantity of cheese from Wisconsin points to Grand Rapids, informs us that whereas the railroad carload minimum is 20,000 pounds, he obtains the transportation of this cheese via the truck lines on the basis of a minimum of 12,000 pounds and the railroad carload rate. If the 20,000 pound minimum on cheese were reduced to 12,000 pounds, as an emergency measure, we are certain that the railroads would handle a good part of this business which is now lost so far as they are concerned.

We are receiving from Kokomo, Ind., shipments of nails which come through in any quantity on basis of railroad carload rate. The railroad minimum weight is 36,000 pounds. A reduction in this minimum to 15,000 pounds, as an emergency measure, would make possible the utilization of the railroads for the handling of this business.

The above are illustrative of the general trend of suggestions and opinions of shippers and receivers who would like to see the railroads take steps for the up-building of their own traffic and to demonstrate to the general public that the railroads and their tariff requirements, rates and minimum weights, are not so thoroughly unwieldy as to be inherently unable to meet existing economic conditions. Many people are convinced that it is out of the question for the railroads to do anything to meet existing situations. We believe that it is entirely within their power. We believe that it is time now to forget, are at least to minimize, the past; to honestly recognize the present; and to seriously build for the future.

A large part of the costs of transportation is without relation to the actual movement of traffic. In other words, we have the cars, the engines, the right-of-way and all of the facilities which represent the biggest part of the railroads' investment and which consequently represent the largest elements in the railroads' costs of transportation and these particular elements are not affected in any measurable degree by the quantity or lack of quantity of traffic. The actual additional expense entailed in placing a load in a car and moving the car over the road and arrange for its unloading at destination is a very small item. In determining what action must be taken, we cannot rest our conclusions upon our former ideas of what constitutes the cost per ton per mile, but must take into consideration whether or not the utilization of equipment which is not now being utilized, at the price or on the basis which may be attractive to shippers and receivers will return something more to the carriers than the actual additional cost of so utilizing this equipment which is now laying idle.

Our final suggestion is this:

We believe the time is most oppor-

tune for a general conference of the traffic executives of the railroads serving the Lower Peninsula of Michigan with the shippers and receivers of this territory and we respectfully invite you to attend such a joint conference which, upon your indication of agreement with this suggestion, we will be glad to arrange.

If the conference is decided upon, as we hope it will be, we shall extend an invitation to the shippers and receivers throughout the Lower Peninsula. It is our thought that such a general conference would consume at least two days' time. The arrangements can be perfected in detail if you are in accord with this suggestion but the purpose of such a joint conference would be the discussion and consideration of ways and means whereby the railroad haulage of freight traffic can be developed. We believe it will be a good thing for you and we believe it will be a good thing for the shippers in this part of the country to get together in such an informal manner for general discussion and for exchange of ideas concerning our common problems.

We will anticipate your early response to the suggestions as hereinabove set forth and particularly your early indication as to whether you will join in a general conference such as is herein proposed. Leo E. Golden,

Traffic Commissioner Association of Commerce.

The above letter has been sent to the following railway officials:

R. P. Paterson, F. T. M., Pere Marquette R. R., Detroit.

J. T. Johnston, F. T. M., Pennsylvania R. R., Chicago.

E. L. Whitney, F. T. M., New York Central R. R., Chicago.

O. R. Bromley, F. T. M., Michigan Central R. R., Detroit.

E. F. Flinn, F. T. M., Grand Trunk Ry. Co., Chicago.

H. S. Bradley, T. M., Ann Arbor R. R., Toledo.

J. A. Sullivan, A. F. T. M., Wabash Ry. Co., Detroit.

Million Dollar Business in Small Town.

Wm. H. Piel, a retail grocer in a town in Illinois with only 8,000 population, does a grocery business of \$1,000,000 per year. He describes his methods as follows:

He has studied the methods of his competitors.

Service is the keynote of the business.

Unlike the directors of big businesses Mr. Piel directs his store from behind the counter.

He leans heavily on advertising to help maintain volume.

Advertising is done consistently—daily insertions appear in newspapers.

Advertising is supported by handbills, store demonstrations and window displays that are well planned.

He believes in selling goods the quality of which is backed by the manufacturers who produce them.

More than half of his total volume is in credit. Yet his credit losses are less than one per cent.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

The U. S. District Court here has signed an order dismissing a motion filed to dismiss the involuntary bankruptcy proceedings instituted against the Heyn's Bazaar Co., the assets of which were disposed of under equity receivership proceedings.

The Union Guardian Trust Co., trustee, states that the store of Simon S. Marx, retail furrier, 11849 Linwood avenue, should be kept open for another sixty days for the purpose of collecting accounts receivable. Sale of assets, not exempt, for \$639, has been confirmed by the court. Assets are given as \$2,798 and liabilities \$19,947 in schedules filed in U. S. Court here.

At an adjourned hearing before Referee George A. Marston here, schedules of the Berkey Shops, Inc., retail women's wear, were amended to include claims of Restrict Lumber Co., Detroit, and Chicago Printed String Co., Chicago. Order confirming composition offer of 20 per cent. cash and calling for distribution of composition deposit has been entered by the U. S. Court here. Assets are given as \$11,805 and liabilities \$23,816 in schedules filed.

Motor car manufacturers now are certain the seasonal pickup in business has arrived, and there is definitely a more cheerful tone. While May production and sales figures are not likely to resemble those of other years, they are at least going to represent a considerable improvement upon the depressing tabulations of the past four months. As a matter of fact, there is a likelihood that the three largest producers alone will attain a volume this month equal to that of the whole industry for April, when production exceeded 145,000 units.

Henry Ford is regarded as likely to exceed the 50,000 schedule set at the beginning of the month. Chevrolet is under way again, and its total is expected to be many thousands better than the 55,000 output recorded in April; its last month sales of more than 61,000 are looked upon as a significant indication that the tide has turned. Plymouth still is sailing along at its rate of 1,100 cars daily.

With 85 per cent. of the total automobile sales now concentrated in the price class below \$1,000, the whole story of production depends upon these three makes and those immediately above. Of the others, De Soto, Pontiac, Essex and Rockne report a rising curve of buying and production this month, which, with two weeks still to go, may find the industry's total above the 200,000 mark for the first time this year.

Provoking greatest technical interest among the seventy-two cars entered in the Memorial day race at Indianapolis are the three four-wheel drive models. One of them, engineers here point out, represents a definite effort to explore the possibilities of the principle as it might be applied to passenger cars. The chief virtue of the design, theoretically, is said to be that it permits a more effective use of engine power, reflected primarily in im-

proved acceleration and higher speed performance.

Approach of the race finds Detroit more enthusiastic than ever over the prospects for a victory by one of the semi-stock entrants of Studebaker, Hudson or Hupmobile. Not the least of the factors in this sentiment is that 102 mile an hour average speed turned in by one of these entrants for a distance greater than that of the race.

The past week has seen a third convert to the doughnut type tire as optional equipment. Rockne has joined up with De Soto and Graham in so offering it. The price of the five wheels and tires, as extra equipment, is \$60 in the case of Rockne. Debate still continues here as to when the new type tire will become standard equipment on passenger cars. Some say next year will see the shift, but the majority think 1934 will be the earliest.

A 20 per cent. composite settlement has been offered the creditors of the Peninsular Stove Co., in a petition for voluntary bankruptcy filed in the United States District Court. Liabilities were listed at \$10,520.33 and assets at \$2,748.58.

Notes From Kalamazoo U. C. T.

Kalamazoo, May 16—Tempus Fugit! And the date for the U. C. T. Grand Council convention is not far away. All final arrangements have been placed in the hands of the general committee and pronounced o. k. It now remains with the visiting counselors and delegates to make this, the thirty-ninth annual convention, the success that has been anticipated. Many items of interest will be brought up at this convention, one of which concerns the traveling salesmen, perhaps equally as much as the insurance factor, and will be presented to us by our supreme director in team work, Jim Daly, from Columbus.

During the same period the Magicians will convene in Kalamazoo and we are informed by members of their local committee that they will favor our meeting with some of their black art and performances never before presented in public.

Saturday, May 14, was our last meeting of Kalamazoo Council, No. 156, before the convention and three new members were enrolled upon our roster. At the close of the meeting, which was very well attended, our page, Cal Mohoney, who is also a state deputy boxing commissioner, presented a fine show of three bouts, between the Perlick twins for the first number, Billy Rhodes and Billy Perlick the second and Alex. Miller and Joe Hunt for the final.

Andy Anderson presided at the coffee urn and served a very delightful lunch of sandwiches, etc., before the meeting closed. F. A. Saville.

Further Decline in Sales Check.

With concessions on seasonal merchandise featuring retail trade this month and likely to continue well into June, further decline in the size of the average sales slip appears inevitable, reports here yesterday indicated. In certain departments, this month has revealed a slightly greater drop than that which was noted for April. Current figures are said to show a drop of up to 40 per cent., as compared with a year ago. From a profit standpoint, the main floor accessory departments are said to have made the best showing this Spring, which was also true last year.

Do your best; forget the rest.

Work Undertaken By U. C. T. To Improve Conditions.

When we were floundering in the morass of business at the worst stage of the depression, President Hoover, in writing to an official of the United Commercial Travelers of America (known as the U. C. T.) at Boston, made this statement: "The traveling salesmen of America can contribute greatly to the restoration of confidence and economic recovery." The same idea was enlarged upon by Gov. Franklin D. Roosevelt, of New York, in a full page statement in the Sample Case, the official organ of the U. C. T. A little later Roger W. Babson wrote: "The salesmen of the United States are the one group best fitted to supply Faith, Courage and Desire, which is the basis of demand and, hence, of prosperity." These statements from men high in our National life were accepted with seriousness by the United Commercial Travelers of America, whose headquarters are located in Columbus, where the order was organized in the year 1888. At the time of organization, the purposes of the order were set forth as follows:



A. G. Guimond, of Detroit, State Director of Team Work in Business Campaign.

"This is a secret, fraternal, beneficial order, founded upon unity, exemplifying charity and counseling temperance in all things." The growth of the order was rapid from the date of organization to the present time. It numbers more than one hundred thousand members, scattered throughout the United States and Canada. The insurance feature of the order is one of the outstanding benefits to its members, followed closely by its social and educational work, all of which has qualified the members to take a prominent part in restoring this country to a normal condition.

In their organization, the United States is divided into districts with a district manager and he, in turn, appoints state managers, to carry on the work he has outlined. Monthly messages prepared at Columbus headquarters are read in the meetings of each subordinate council. Also each subordinate council has a Council leader, whose duty it is to organize the members of the Council into teams, each doing its part daily in many contacts with buyers and others whom

they may meet. The general plan is to "resell" America to the people of the United States. For some reason a large percentage of the people seem to have lost their perspective of America and seem content to dwell in gloom.

The method of accomplishing the above, by the Team Work in Business group within the U. C. T. is to send every man forth on his day's work in the right state of mind, that he may rightly influence those with whom he contacts. They are trying to bring back the times when quality in merchandise and quality in men meant something. To-day we are in a price era. A demonstration of quality carries little weight in influencing the merchant to place his order. Perhaps he feels that society no longer demands quality and he may be partly right about it, but if we fail to maintain quality, we sacrifice the American standard of living and it is done needlessly and thoughtlessly.

The Team Work in Business idea is spreading. Already manufacturers, wholesalers and retailers are feeling the benefit of the movement and it has just really started. By Team Work in Business we mean closer co-operation between the manufacturer, jobber, retailer and salesmen, that the public may be benefited, and anything that benefits the public, reacts heartily on those who serve the public, and that is practically every man who has a job, for every worthwhile job, in one form or another, does just that—Serves the Public.

Official Reporter,
Grand Rapids Council, No. 131.

A Business Man's Philosophy.

A day seldom dawns that I do not long to write something that will be distinguished and memorable.

A day seldom ends that I do not leave my typewriter with a feeling of futility.

Occasionally I have thoughts that seem grand, even profound, but by the time I get them on paper I am almost ashamed to publish them because they are so simple and obvious. All my life I have been handicapped by the ability to express myself so clearly that my utterances seem like the patter of a child. By lucidity I reveal the poverty of my mind and emotions, whereas the secret of enduring fame in writing is not to uncover one's thought, but to let the reader merely glimpse it. By such art the reader's imagination is stimulated and he thinks, "Here is a really clever fellow. He is so profound that I can't quite make out what he thinks. He's way beyond my depth."

Let me suggest Einstein to the reader's contemplation. Immediately it was announced that only twelve men in the world could understand the Einstein theory, every literate adult became a passionate admirer of Einstein.

William Feather.

You never can tell what your thoughts will do in bringing you hate or love, because thoughts are things and their airy wings are swift as a carrier dove; they follow the law of the universe; each thing creates its kind and they fly o'er the track to bring you back, whatever went out from your mind.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Kalamazoo, May 14—I would like to have you publish a warning to merchants in regard to a bogus white washing compound. The scheme is this: A salesman comes in and shows a sample supposed to be on the order of Clorax. This sample is very good, does everything that can be done with Clorax. He then takes the order for a dozen bottles at \$2.40, with which you receive a dozen bottles free to cover coupons which are to be distributed from house to house. When you have picked up the coupons the salesman calls back and gives the merchant a bottle of compound for each coupon redeemed. Now the joker. After the salesman gets the order, which is to be delivered by truck c. o. d., the truck follows the salesman about a half day behind. The truck driver brings in the cleaner in Heinz vinegar bottles, carrying them in a milk rack. He then collects the money and leaves. When the grocer looks over his new merchandise he finds it is nothing but plain water put up in bottles. Thanks to Mr. DeKorte, our city sealer, this outfit was picked up and taken to the police station, where the commissioner sent an officer with them to pick up their goods, refund the money and show them the way out of town.

The description of the salesmen are as follows: One is dark and either Jewish or Italian, wears glasses, weighs probably 170, had on a dark suit and hat, about five feet ten inches tall. The other is about five feet eight inches tall, weighs about 140 pounds, dark, either Jewish or Italian, talks quite fast, draws up right side of his nose when talking, very polite. The boss, about five feet, ten inches, heavy set, looks sleepy, brown hair, teeth very poor, only one in the front on bottom, round face, answered to the name of LaChance. The delivery man is a boy about 18 or 19, weighs about 120, dark, either Jewish or Italian. The salesmen were driving a faded blue Essex car. The delivery truck is a ford ton truck with a big red body lettered like the enclosed coupon. Mr. DeKorte had this cleaner analyzed and it contained nothing but water.

Publish what you think is necessary of this letter to warn other merchants, as these men had taken a number of orders and made delivery before being stopped.

Peter J. VanDuine.
What the architect of this department cannot understand is why the police department of Kalamazoo did not chuck the entire outfit in jail and send them over the road on a charge of swindling. What has Kalamazoo against the other cities and towns in Michigan to foist such a gang of cheap fakers on the grocery trade of Michigan? It was manifestly unfair for the Kalamazoo police to fail to do its duty in this case.

The Federal Trade Commission has dismissed a complaint against Emile Meyer and Henry C. Goldman, co-partners, trading as Emile Meyer & Co., and as Haslin Mills, and against D. J. Gross, an individual trading as Bellmore Dress Co., all of New York.

The Federal Trade Commission has ordered Joseph Cooper, of Philadelphia, who sells and distributes hosiery and lingerie, to discontinue a number of misrepresentations. Cooper does business under the following trade names: Silktex Hosiery & Lingerie Co., Silktex Mills, Silktex Hosiery Mills, Silktex Lingerie & Hosiery

Mills, Silktex Lingerie & Hosiery Co., Silktex Lingerie Mills Co., and Silktex Lingerie Mills.

Cooper is to stop using the word "Silk" alone or in combination with other words in his advertising of hosiery, lingerie or other merchandise, unless the material advertised is derived entirely from the cocoon of the silk worm. Exception is also made in cases where the material is made partly of silk and accompanied by words truthfully describing the materials other than silk of which the merchandise is in part composed.

The word "Mills" in combination with other words is no longer to be used in Cooper's advertisements or trade names and he is not to represent that he owns or controls a mill or mills, or that the merchandise he sells comes directly from the manufacturer to the purchaser, unless and until he actually does own and control a factory under such conditions.

Cooper had failed to file answer to the Commission's complaint in which the foregoing practices were charged.

Two pencil distributing companies have been ordered by the Federal Trade Commission to stop representing that they manufacture pencils, unless and until they actually own and operate factories in which pencils are made. The respondents are United States Pencil Co., Inc., and Reliance Pencil Corporation, both of New York.

Besides being ordered to stop advertising itself as a manufacturer, the Reliance Pencil Corporation is also to discontinue representing in any manner that a factory belonging to a corporation in which Reliance has no financial or proprietary interest, is a factory owned, controlled or operated by Reliance.

Reliance obtains all of the pencils which it sells from a manufacturer in Lewisburg, Tenn. Forty to fifty per cent. of the pencils sold by Reliance come from this manufacturer completely finished. The remainder of the Reliance pencils are received by it in the rough and the respondent does the finishing operations at its factory in Mount Vernon, N. Y.

Reliance has no interest in the Tennessee firm and in no manner controls that company, but the Tennessee firm has a financial interest in the Reliance business, the nature of which was not

shown, due to objection of the respondent's counsel in hearings before the Commission.

The Commission found that Reliance is not a manufacturer and does not own, control, operate, or have any interest in any factory where lead pencils are made.

United States Pencil Co. buys all the pencils which it sells from various manufacturers and distributors.

If constructionists fail to be bold, destructionists mayn't.

Congress confuses.

Beech-Nut

COFFEE • PEANUT BUTTER

CATSUP • BUTTER WAFERS

TOMATO JUICE

TOMATO JUICE COCKTAIL

and other foods

of exceptionally fine flavor

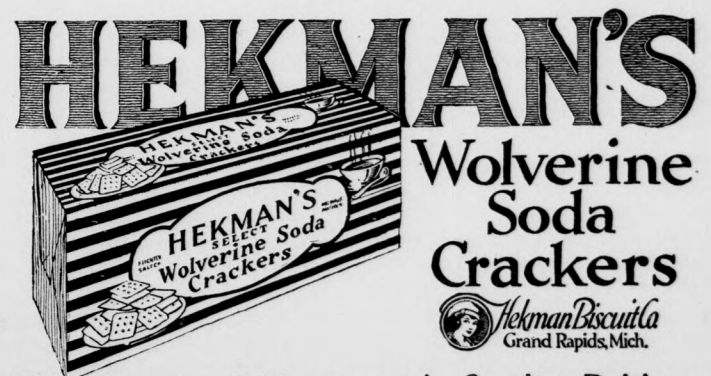
BEECH-NUT PACKING CO., CANAJOHARIE, N. Y.



They fill a hundred table needs



Superiority
such as only Hekman
Bakers can impart



The Supreme Achievement in Cracker Baking

MR. GROCER for repeat
sales get your supply

of
POSTMA'S
DELICIOUS RUSK



1882-1932

Fresh Daily

POSTMA
BISCUIT
CO.

Grand Rapids,
Mich.

50th
Anniversary

MOVEMENTS OF MERCHANTS.

Big Rapids—Matt Patterson opened Pat's Smoke Shop in the Nesbitt block.

Alpena—Lee Hardware Stores, Box 27, has decreased its capital stock from \$100,000 to \$40,000.

Grand Rapids—The Home Fuel Co., 208 Buckley street, has decreased its capital stock from \$48,000 to \$28,000.

Grand Rapids—The loss on the grocery stock of Mike Assay, 519 West Bridge street, has been adjusted at \$779.38.

Detroit—The Detroit Hoist & Machine Co., 8201 Morrow street, has decreased its capital stock from \$150,000 to \$100,000.

Detroit—The Becker Drug Co., 6519 Woodward avenue, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Litchfield—Thieves entered the general store of F. A. Gordon and carried away the contents of the safe, about \$100 in currency and a number of checks.

Ishpeming—The Ishpeming Gold Mining Co. has been incorporated with a capital stock of \$500,000, \$181,100 of which has been subscribed and paid in.

Detroit—The Service Drug Co., 4870 Fourteenth street, has been organized to deal in drugs at retail with a capital stock of \$1,000, all subscribed and paid in.

Cheboygan—William Lynn and Orvald France have engaged in the meat business in the Fleischmann building, under the style of the Family Meat Market.

Flint—Fred Ensworth, who became a partner in the A. M. Davison Co., dealer in clothing, in 1908, has retired from business and removed to his farm near Grand Blanc.

Leland—F. H. Fairbrother, formerly established in the grocery store business at Traverse City for many years, has opened a grocery store in the Bryant building here.

Albion—A. E. Marsh, who conducted a fruit and vegetable market on South Superior street, has removed his stock and fixtures to Jackson where he will continue the business.

Breedsville—Fire destroyed the grocery stock and badly damaged the store building of Axel Satrbeck, entailing a loss of about \$3,000, which is partially covered by insurance.

Detroit—Ideal Bakeries Inc., 5027 Beaubien avenue, has merged its business into a stock company under the same style with a capital stock of \$5,000, all subscribed and paid in.

Detroit—Del's Pharmacy, Inc., 11555 Twelfth street, has been incorporated to conduct a retail drug business with a capital stock of \$3,000, all of which has been subscribed and paid in.

Manton—Charles Wagner, recently of Detroit, has purchased the Piper hotel and will reopen it June 4. The building which was damaged by fire several months ago is being remodeled.

Lansing—The Wholesale Furniture Exposition Corporation, 1400 Capital Bank Tower, has been incorporated with a capital stock of \$10,000, \$1,000 of which has been subscribed and paid in.

Wayland—John L. Gurney, dealer in groceries and meats, has installed modern refrigerating equipment in his meat department also a refrigerated display counter for meats, butter and cheese.

Detroit—The Serwer Restaurant Equipment Co., 640 Gratiot avenue, has been organized to deal in new and used restaurant equipment with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Jefferson-Eastlawn Apparel Co. has been organized to deal in wearing apparel, furnishings, etc., 3005 Barlum Tower, with a capital stock of \$25,000, all subscribed and \$1,000 paid in.

Detroit—Joshua Karbal, Inc., 3301 Webb avenue, has been incorporated to deal in dry goods, hardware, millinery, furniture, etc., with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Battle Creek—The Battle Creek Merchandising Co., 30 West Michigan avenue, clothing, shoes, etc., has been incorporated with a capital stock of \$5,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Miller Novelty Co., 507 Woodward avenue, has been organized to import and deal in novelties with a capital stock of 5,000 shares at \$1 a share, \$1,000 of which has been subscribed and paid in.

Pontiac—The Pontiac Economy Furniture Co., 355 South Saginaw street, has been incorporated to deal in furniture and hardware with a capital stock of \$50,000, \$25,000 being subscribed and paid in.

Sturgis—Charles Hobel has sold his interest in the stock of the Central Cigar Store, to C. A. Myers, of Fort Wayne, Ind. The business will be continued by Nicholas Probst and C. A. Myers, under the same style.

Detroit—The S. Abramson Furniture Co., 9316 Oakland avenue, has merged its business into a stock company under the same style with a capital stock of \$25,000, \$10,000 of which has been subscribed and paid in.

Midland—Bartlett & Asch, who recently lost their store building and grocery stock by fire, entailing a loss of approximately \$12,000, with very little insurance, have re-engaged in business, locating temporarily across the street.

Jackson—The C. T. Electric Co., Ganson and Elm streets, has been incorporated to deal in autos, accessories and electrical equipment with a capital stock of 75 shares at \$100 a share, \$7,500 being subscribed and paid in.

Howell—Russell Cooley, proprietor of the Howell Home Dairy, has leased a store on South Michigan street and has fitted it up and furnished it for an ice cream parlor, which he will conduct in connection with his other business.

Jackson—Sample & Blackmer, Inc., 253 West Michigan avenue, has merged its drug business into a stock company under the same style with a capital stock of \$10,000 common and \$10,000 preferred, \$5,000 of which has been subscribed and paid in.

Benton Harbor—The Fidelity Drug Store, owned by the Fidelity Drug Co.,

and managed since its organization by Clarence L. Shoden, has been closed pending a reorganization. The affairs of the company are in the hands of attorney Ross L. Lamb, as trustee.

Grand Rapids—The Stegman Motor Sales Co., 1535 Plainfield avenue, N. E., has merged its business into a stock company under the style of Stegman-Olsee, Inc., with a capital stock of 2,500 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—Louis Jacobson, dealer in boots and shoes at 3124 Hastings street, has merged the business into a stock company under the style of the Jacobson Shoe Stores, Inc., with a capital stock of forty shares at \$100 a share, \$4,000 being subscribed and paid in.

Wayland—Owing to ill health, C. M. Looyengood is closing out his large stock of furniture at auction. Two sales a day will be held until the entire stock and store fixtures are disposed of. Mr. Looyengood will then devote his entire attention to regaining his health.

Port Huron—Howard A. Davidson, Detroit, proprietor of Davidson's Home Owners' Stores, has opened a branch store here at the corner of Court and Military streets, with D. M. Tuohey as manager. Paints, roofing supplies, lawn furniture, millwork and lumber will be carried in stock.

Adrian—Arthur J. Neil has opened a bakery, fully equipped to serve lunches and confectionery as well as all kinds of baked goods at 145 North Main street. The business will be conducted under the style of Neil's Bakery. Mr. Neil has been a baker for twenty-eight years and comes here from Detroit.

Lansing—Plans for the re-organization and re-opening of forty-one of Michigan's ninety-five closed banks are nearing completion reports R. E. Reichert, State Banking Commissioner. Six of the twenty-three banks which have closed this year already have reopened and depositors' agreements are being sought from patrons of forty-one institutions.

Moseley—Fire destroyed the store building and stock of general merchandise of F. L. Keech and the adjoining creamery building in which Mr. Keech had stored a large amount of merchandise. The inventory value of the goods destroyed is placed at more than \$5,500. The stock and fixtures were insured for \$4,000 and the store building for \$3,000. There was no insurance carried on the creamery building.

Alpena—Myrto J. Anderson, manager of the Cronin Co., one of the department stores owned by the American Department Stores Corporation, has been made assistant vice president of the company and a member of the committee on store operations, with headquarters at Lexington, Kentucky, where he will take up his new duties June 1. Deo Wilson, assistant manager of the J. C. Penny Co., succeeds Mr. Anderson.

Adrian—Myer Schall, dealer in men's clothing and furnishings, who has been conducting a liquidating sale of his stock for the past two weeks, has sold the remainder of the stock and the store fixtures to the Kigel

Clothing Co., wholesale and retail clothier of Toledo, Ohio, who has taken possession and closed the store pending remodeling the store and installation of modern fixtures and additional stock.

Manufacturing Matters.

Milford—The Milford Food Market, Inc., has been organized to manufacture and deal in groceries and foods generally with a capital stock of \$50,000, \$1,220 of which has been subscribed and paid in.

Hamtramck—The Holbrook Ice Cream Co., 2765 Holbrook avenue, has been organized to manufacture and sell ice cream and kindred products with a capital stock of 500 shares at \$40 a share, \$4,000 being subscribed and paid in.

Detroit—The General Merchandise & Equipment Co., 800 Penobscot building, has been incorporated to trade in merchandise and manufacture equipment with a capital stock of \$25,000, \$5,000 of which has been subscribed and paid in.

Activities of Trustee Timmer.

Dividend checks are now being sent out to creditors in the case of Tatroe Tire Shop, Grand Rapids, and Automobile Tire Co., Grand Rapids.

Notices of a final meeting of creditors are being sent out in the case of E. A. Prange, d. b. a. Prange's Department Store, Grand Rapids. The large amount of taxes may absorb the fund on hand and any dividends to creditors will be exceedingly small.

Stock and fixtures of William Kooiman, d. b. a. Bellview Grocery, Muskegon Heights, were sold at public auction on May 13, to the Muskegon Candy Corporation, of Muskegon.

The assets of the Henning Manufacturing Co., Grand Rapids, have been disposed of at auction, all of the equipment being purchased by Dairy By-Products Co., Chicago, Ill.

The office furniture and fixtures of Paul D. Hagan, Inc., an advertising agency of Grand Rapids, were disposed of at public auction to numerous buyers on May 3.

In the matter of Hubbel Manufacturing Co., Grandville, final dividends of 17 per cent. to labor claimants in addition to 50 per cent. heretofore paid, absorbed all the funds on hand without any dividend to general creditors.

At a second auction sale of the assets of Arthur Myer d. b. a. Smither Book Co., Grand Rapids, the assets were disposed of and the sale confirmed for an amount approximately \$600 in excess of that offered at the first sale.

Frederic G. Timmer, Trustee Bankruptcy Court.

Grayling—Daniel Babbitt, proprietor of the Wash-Ka-Da resort, has completed an addition to his house fronting on the Au Sable River that has more than doubled his dining room capacity. The former dining room has been converted into an additional lounge for guests.

A Philadelphia bakery is finding new profits in a new pie, baked and packaged to resemble a generous triangle from a large pie, and selling for a dime.

Essential Features of the Grocery Staples.

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

Tea—The market is still being affected to some extent by the chance of a tariff. All the tea interests, however, are protesting very loudly against such a thing and they may be able to prevail. Primary markets on Ceylons are firmer, but prices in this country are just about unchanged with only a very moderate demand.

Coffee—Market for Rio and Santos coffee, green and in a large way, has shown a continuous disposition to advance during the past week and spot Rio and Santos is about $\frac{3}{4}$ c higher than last week. There are various reasons for this, namely, financial conditions in Brazil, talk of a railroad strike down there which would interfere with the shipments and continued destruction of surplus coffee. At the moment it is decidedly a seller's market on these grades of coffee. Business, however, has not been very heavy as nobody completely believes that the market is up to stay. As to milds, they are just about where they were a week ago, though the demand is better. The tariff on coffee is still a possibility, which of course is another reason why prices have firmed up. Jobbing market on roasted is a little higher in spots.

Canned Fruits—An announcement from California states there will be 300,000 tons of No. 1 peaches this year, of which between one-half and two-thirds must be left unpacked. The total pack in the coming season is to be limited to 6,000,000 cases, if plans now being framed are adopted. This pack with the carryover will be ample to take care of requirements in the coming year.

Canned Vegetables—There is nothing of consequence happening in spot vegetables. Trading is on a routine basis all through and prices are about holding their own, particularly on standards. Concessions are still being made on extra standard and fancy vegetables, which have not been moving in. There are the occasional clean-up lots also offered at below the market.

Canned Fish—Salmon is quiet, although some factors sharply reduced prices of the whole list during the past week. The trade were not expecting this and therefore have not completely recovered from it. All packers have not come down, but they will have to if they want to sell goods. Salmon is now at the lowest price in about fifteen years and the packers are expecting consumption to show the effect of it. The advance has not completely included high grade Columbia River salmon, which is scarce. Sardines of all varieties are dull and unchanged. Also no change has occurred in other tinned fish.

Dried Fruits—Raisins are holding well. Thompsons are in very favorable position with a certain amount of replacement buying made necessary on account of the low stocks in the hands of retail and jobbing hands. There is less inclination now to be overly bullish about raisins to the extent that a marked shortage is prob-

able. There should be no particular surplus, however, and if the domestic movement is only fair, unsold stocks should be reduced to unimportant proportions by the time new crop is ready. In the apricot line, this market fails to reflect fully the strength shown in California. The demand is centered on choice and extra choice cots, such as it is, but it is admittedly considerably below season levels. Extra fancy apricots are dragging.

Beans and Peas—Some strength has appeared in dried beans since the last report. The week started with firmness in kidneys and also in pea beans. Later, pea beans eased off again. California limas are still dull and easy. Blackeye peas are also weak and the demand is poor.

Nuts—Aside from firmer prices quoted on Brazil nuts there was little that happened in the market last week to change the position of unshelled nuts. Large washed up, but first hands reports a reluctance of buyers to cover, feeling that the future is too uncertain. They are inclined to wait for some evidence of sustained strength. A few reports out of California indicate that the almond crop will be off perhaps 25 per cent. in the coming season. There will be a larger supply of walnuts than last year's yield barring unforeseen developments. Shelled nuts are moving in a very limited way, with the spot market dragging behind primary markets. There is little offered for shipment out of France, Spain or Italy.

Pickles—No change marked the pickle market. As far as can be ascertained the consumer demand is still for glass goods, the movement of barrel dills being slow. Interest continues to show for sweet chows and mixed. All quotations are unchanged.

Rice—The position of spot rice has been improved in the South by reports of a definite shortage in the new acreage. Improved domestic consumption and a fair volume of export business have also been factors in creating more buying of rough stocks by the millers. Blue Rose closes the week at a range of \$2.85 to \$2.95 for top grades. Profits are firm around \$2.50. The long grains are unchanged.

Salt Fish—No change has occurred in mackerel and other salt fish since the last report. Demand is still light, although at that, is probably up to what it should be at this season. Stocks are light and there is no pressure to sell.

Syrup and Molasses—Demand for sugar syrup continues fair at steady prices. Production is still light. Compound syrup declined 10 cents per 100 pounds during the week. Demand quiet. Molasses in moderate demand at unchanged prices.

Vinegar—Cold weather has held back the demand for vinegar. Prices firm. It is expected warmer weather will bring out business.

Review of the Produce Market.

Apples—Current prices are as follows:
Baldwins, $2\frac{1}{2}$ in., A Grade ---\$1.25
Baldwins, $2\frac{1}{4}$ in., C Grade --- .90
Delicious, $2\frac{1}{2}$ in., A Grade --- 1.75
Spies, 3 in. Baking --- 1.75
Spies, $2\frac{1}{2}$ in., A Grade --- 1.75

Spies, $2\frac{1}{4}$ in., C Grade ----- 1.00
Washington box apples are sold on the following basis:

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

Asparagus—Illinois, \$1.50 per crate of 2 doz.; home grown, 75c per doz. bunches.

Bananas—4@ $\frac{1}{4}$ c per lb.

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

Butter—Butter has shown some weakness during the past week and prices declined $\frac{1}{2}$ c per pound. Jobbers hold plain wrapped prints at 18c and 65 lb. tubs at 17c 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—Florida and Calif., 50@60c 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 ----- 1.55
Light Red Kidney from farmer -- 1.30
Dark Red Kidney from farmer -- 2.00

Eggs—The market has declined $\frac{1}{4}$ @1c per doz. Jobbers pay 11c for 56 lb. crates, 12c for 57 and 58 lb. crates and 12 $\frac{1}{2}$ c 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 ----- \$4.75
150 ----- 4.75
176 ----- 4.75
200 ----- 4.75
216 ----- 4.75
252 ----- 4.75
288 ----- 4.75
324 ----- 4.75
Floridas—\$4.50 per box; bulk, \$5 per 100.

New Potatoes—\$2.50 per bu. for Florida; \$4 per 100 lb. bag from Texas.

Onions—Texas Bermudas, \$2.50 per 50 lb. sack for white; \$2.25 for large yellow and \$2 for small.

Parsnips—85c per bu.

Peas—Green, \$2.50 per bu. for Calif. or Florida.

Pieplant—75c per bu. for home grown.

Pineapples—Floridas command \$3 for 16s, 18s and 24s and \$2.75 for 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 ----- 14c
Light fowls ----- 12c
Ducks ----- 12c
Geese ----- 10c
No. 1 Turkeys ----- 15c

Radishes—30c per doz. bunches.

Spinach—65c per bu. for home grown.

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

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

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

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 6@7 $\frac{1}{2}$ c
Good ----- 6c
Medium ----- 5c

Gabby Gleanings From Grand Rapids.

Mont's Cafe, at Charlevoix, is adding a new soda fountain to its equipment. The Hazeltine & Perkins Drug Co. furnished the goods.

R. Roelofs succeeds H. J. Fryling in the grocery business at 4402 South Division avenue.

Warren G. Luck, of Three Rivers, has opened a new drug store at Whitewood Lake. The stock was furnished by the Hazeltine & Perkins Drug Co.

Louis J. Plyman, who has traveled for Edson Moore & Co. for the last ten years, has resigned and taken a position with the Globe Knitting Works. He will have as his territory the entire Lower Peninsula with the exception of Detroit.

William E. Jennings has engaged in the grocery business at 2325 South Division avenue under the style of the South Division Food Market. Lee & Cady furnished the stock.

No More Dry Rot.

Another interesting and significant development in the building material field is the announcement that cane-fiber-board is now being made resistant both to "white ants" (termites) and to the attacks of dry rot.

For ten years, the leading maker of this product has been at work on a protective process. Two years ago this Spring, shipments of specially treated fiber board to the tropics, where termites abound, began to be made in volume. In some cases, it has been reported, the insects (which are more nearly a cockroach than an ant) ate away the untreated crating lumber in which the shipments were made, but left the fiber board itself untouched. Now the process is being applied to the entire output of the company's mills.

Nothing Too Good.

Rastus: "Ah wants a toothbrush."

Clerk: "What size?"

Rastus: "De biggest and bestest you got—dah's ten in my family."

Miserliness all round might breed misery all round.

MUTUAL FIRE INSURANCE

Resources of Insurance Companies Aiding Recovery.

Outside of life insurance, the great fields of this enterprise that concern most of us are fire, casualty and surety. Their processes may seem complex but the great principle behind all of them is simple enough, nothing but an application to the social and economic life of the world of the counsel of that great traveler and keen observer of human problems, the Apostle Paul, "Bear ye one another's burdens."

If you have a business establishment and are the sort of normally decent, honest person who takes due precautions against the risk of fire, you may assume that you are never going to lose your equipment and stock through such a catastrophe. But you must recognize that despite the best precautions of man, that very sort of thing may happen—perhaps not through your fault but possibly that of some careless neighbor—and that if it should, it would mean ruin to your business unless you were prepared immediately to replace the destroyed material.

If it were not for insurance, the only way to guard against such a disaster would be by hoarding an amount of money equal to the entire value of your stock and fixtures and, even if you had that much money in addition to what you already had invested in your business, it would not be a very sensible proceeding.

But, through the great clearing house of insurance, you may bring it about that if the catastrophe should come you will not have to bear the burden alone, the small sum many others have paid as a premium will be available to you for the relief; those who have been more fortunate than you may feel that it is not money thrown away but rather a contribution to a worth-while cause, in the interests of the common security of the whole community.

In fact, by thus equalizing the burden of a loss—by preventing, perhaps, the complete crushing of one individual, and having the community share the burden—insurance serves as a stabilizer of the business structure.

We have taken the example of fire insurance, but the same principle applies to other forms of protection against disaster that is not likely to happen. A golfer may take out a policy against the consequences of a sliced drive breaking the window of the club house or hitting a caddy or other innocent bystander. More than one American family last year took out insurance against twins.

Great musical artists regularly insure the fingers of their hands; a blender of delicate perfumes has taken out a policy to reimburse her if she should catch cold and temporarily lose the keen sense of smell that is her real capital in life. Several companies are prepared to write you a policy insuring your vacation against rain.

These, perhaps, sound like "freak" policies, but in each case they do affect genuine values—possibilities of real burdens against which it evidently seemed prudent to the possible "victim" to be prepared. And curious as

it might seem, even strange policies like these can be worked out on a practical and equitable basis through the mysterious law of probabilities. And there are other forms of insurance that are a commonplace to our underwriters, that may not have occurred to some of you.

Sometimes we householders—and even, I am afraid, some business men—take the attitude that we already have insurance, so why discuss the matter any further? Do we stop to think whether our fire policy protects us from damage due to an explosion of the heating plant? Or whether, in case of a broken water pipe, there will be anything for us to do except pay a substantial plumber's bill?

Household policies are written to cover every conceivable form of damage, from an airplane crashing on the roof to rain coming in through an open window. You get just what you pay for. If the probability of a given cause of damage is slight, the premium will be extremely low, while, of course, if an event is more likely to occur the cost of protection against it will be correspondingly higher.

In a word, the important point is: Do not fail to know what your policies actually cover. Read them carefully and if in doubt as to their meaning, talk it over with your agent.

Of course it is possible to carry prudence in such matters to ridiculous and costly extremes; but I do not think it is too broad a generalization to suggest that every property owner, whether an individual or a firm, ought to insure against every hazard that might threaten the stability of the financial structure.

Let us see how this matter of cost works out in the case of fire insurance. If the premium you pay is at the rate of 10 cents on every \$100 worth of insurance it means that the insuring company estimates that the chances against your house or business establishment burning are 1,000 to one. If the rate is 20 cents on the \$100, the chances against fire are 500 to one.

These rates are not based on guesswork but are the result of long scientific study and careful calculation on the part of underwriters. We are told that the actuaries of fire insurance companies have worked out tables for 10,000 classes of risks, each distinct from the others, with a different premium. And so when you buy insurance it does not mean you are betting with the insurance company at such and such arbitrary odds as to the probability of loss; you are prudently entering into a co-operative arrangement with others who are equally foresighted to unite in sharing the hazard of certain uncontrolled forces.

If a person finds he is paying for his fire insurance at a higher rate than his neighbors, he will learn, too, that there is a good reason for it which his agent will be only too glad to explain, telling him at the same time what he can do to reduce his fire hazard so that he may obtain a better rate. It is simply a matter of good business for both fire and casualty companies to work for the reduction of fire and accident hazards, but in so doing they make an incalculable contribution of a humani-

AN OPPORTUNITY — to increase your profit

The Federal Mutuals offer all merchants with select property an opportunity to increase their annual profit by reducing their overhead expense. When you purchase Federal protection you automatically cut your insurance costs 30 to 40 per cent without sacrificing any degree of safety. This reduced operating expense means an increased profit at the end of the year. We will welcome your communication for further information at any Federal company. There will be no obligation on your part.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

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



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

It's the underlying principle of Mutual Insurance.

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

319-320 Houseman Building

GRAND RAPIDS,

MICHIGAN

Finnish Mutual Fire Insurance Company Of Calumet, Michigan

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

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

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

Write for further information.

JACOB UETTI, Manager
444 Pine Street
Calumet, Mich.

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

tarian and economic nature to the welfare of the human race.

Insurance enforces safety, in the most effective way—not by appealing to sentiment but by reducing the problem to one of dollars and cents. A man may be callous enough against any appeals to his sense of public duty and postpone taking steps to make his property a safe place to live or work, but if he is this type of person he undoubtedly will be doubly sensitive to the increasing attack on his pocket-book as the cost of his insurance rises.

He is finally faced with the alternative of paying insurance premiums so high as to be uneconomical, or of safeguarding his property to bring down this cost. So his insurance problem forces such an individual to be a good citizen (to that extent, at least) whether he wants to or not.

America pays a big bill for its fires—over \$500,000,000 last year. That represents property that is gone without hope of recovery, resources consumed that can never be used again. It is a staggering total, nearly equal to the cost of our entire Federal Government in all of its civil departments, judiciary and legislative.

But this huge sum would be still more appalling were it not for the well-directed and energetic campaign that is being steadily waged by the insurance companies, individual and through the National Board of Fire Underwriters. Do not think that the insurance companies themselves, through some supernatural method of financing bear the financial losses of fires and accidents. They are, after all, only agencies for distributing the premiums which the public pays to cover such losses. It is a simple collection and transfer problem. So their effort to safeguard life and property is very directly for the benefit of the public.

Fire underwriters know that the ancient, tumble-down building crammed with inflammable contents endangers not only the people who use it but also the occupants of surrounding structures. And their engineers and inspectors are constantly making suggestions regarding the removal of fire hazards and the addition of further safeguards against fire.

What I have said about the fire underwriters in this connection applies equally well to the fields of casualty and marine insurance. The National Bureau of Casualty and Surety Underwriters is playing an important part in promoting accident prevention work, as a matter of good business. And the requirements of marine insurance underwriters have done much to bring about increased safety at sea.

We all know what credit is. It is much in our minds these days, and in a very recent public utterance it was emphasized by President Hoover that "credit is the bloodstream of our economic life. Restriction or destruction of credit cripples the revival and expansion of agriculture, industry and employment. The President was calling for a Nation-wide campaign against the hoarding of money. Hoarding is one of the most pernicious negative influences in credit; insurance, on the other hand, is one of the most positive stimulants of credit.

I do not think it is exaggerating in the least to say that the credit resources and facilities required for the normal conduct of every sort of business in the world to-day may be made available only through the background of soundly operated insurance companies.

Every man or corporation who borrows, whether to build a modest cottage or to engage in a great enterprise employing hundreds of people, must satisfy the lender on three points, character, capacity and capital. Let us assume that his honesty and capacity are beyond question. The character of his capital, though, in so far as it is involved in this transaction, must be guaranteed and protected by sound insurance, in one form or another. But in addition, the enterprise itself, as we have seen, must also be guarded against the possibility of disaster, and insurance again is called upon, thus playing a double role.

Insurance not only is an essential factor in the extension of credit on a sound, safe basis but through investment in productive enterprises it plays a large part in promoting economic progress. A dollar invested with a sound insurance company, whether life, fire, or casualty, is a dollar that is given a chance to do its bit in bringing about a National business recovery. I should not have to emphasize to you the important part the institution of insurance has played in easing the Nation over some of the bumps of this present depression.

Under the blasts of the storm that has been beating down upon our economic world, the soundly operated, well established insurance companies have stood like a rock, not only meeting their obligations with 100 cents on the dollar, mitigating the effects of losses of life and property, but contributing in no small manner toward insuring the stability of almost every other form of American enterprise.

Julius Klein.

When On Your Way, See Onaway.

Onaway, May 17—This week it is different. Contrary to our report on May 1 regarding trout fishing, now comes Old Sol in all his glory warming up the earth as well as the hearts of enthusiastic anglers. You should see that smile on the face of E. M. Everling. Ed. has just added a complete line of all the latest fishing tackle and installed it in the show room of his popular filling station and just to demonstrate the true worth of the goods he recommends, Ed. steps out this nice May day and entices an 18 inch brook trout to sample his wares, hence that faint ripple of a smile where the corners of the mouth cross at the back of his neck.

Reputations travel long distances and the reputations of our trout streams have placed many new names on our visitors' register for the season of 1932. "Kindly mail me your descriptive folder," so writes W. E. Friend, of Miami, Florida, (Box 500) "I read your article in the Michigan Tradesman; writer originated in that part of the world." Then he goes on to relate experiences in deep sea fishing but "for me," he says, "give me the little brook trout such as inhabit the waters of the Pigeon, Black and Milligan." Guess our correspondent friend knows his fish talk.

The army of tree planters; that is the name given a group of men, who, under the supervision of Dr. L. D. McMillan, have been planting 150 white

and Norway pine trees on vacant lots and otherwise improving the city proper according to plans outlined by the Civic Improvement League, of which Dr. McMillan is president. It is wonderful how much may be accomplished along this line by competent supervising and the co-operation of a public willing to assist.

G. Angus Belding, of the firm of Belding & Dougher, attorneys, of Dearborn, is spending a few days arguing a case with his clients, the fish tribe. Angus says he has convinced the funny that his "briefs" were carefully prepared and that he secured judgments to his satisfaction. There may be one appeal and that will be to his wife to either accompany him next time or permit him to make a longer stay.

Squire Signal.



Lines of Interest From Grand Rapids Council.

We are sure the members who have attended the dances and social affairs of Grand Rapids Council remember Mr. and Mrs. F. H. Buck. They were both prominent and popular and added much to the enjoyment of those present. Mr. Buck represented Dr. Pierce Medical Co., of Buffalo, N. Y., in Michigan territory for several years. Beginning a few months ago, the company adopted the policy of survival of the fittest, as shown by the sales of their representatives. Brother Buck was the last salesman to be retired from active service. He recently became a citizen and business man of East Grand Rapids. He and Mrs. Buck are now conducting a high-class ice cream parlor and restaurant at the corner of Wealthy street and Lovett avenue, and we are glad to note that business is very good with them. Grand Rapids Council wishes them the utmost success.

Theodore F. Vanderveen, residing at Hopkins, just telephoned the secretary that he had the misfortune to step in a hole in the ground and broke the bones in his left ankle. You brothers who have not paid last assessment send the small amount to the secretary at once. Disaster seems to be lurking around the corner and we do not know when we leave home in the morning whether we will return safely or not. Do not gamble with something so important as your earning capacity.

George Frye, residing at 814 Kalamazoo avenue, this city, although a member of Battle Creek Council, No. 253, since 1908, had the bad luck to make a misstep and fell down a short flight of stairs at his home, severely injuring his knee. He sells White House coffee in Michigan and it is our observation that he has sold much of it and has it well distributed. He is in the employ of the Dwinell-Wright Co., Boston.

We have before us a letter from the editor of a paper published in the Middle West in which he states "I am glad to see the traveling men adopting an attitude of 'gloom chasers.' Somehow many of them I come in contact

with have a feeling that we are all doomed, which cannot help their sales any. If every one of them looks for the good news and talks only that, it should help a great deal. I appreciate the fact that a salesman trying to sell every day and probably meeting with much resistance does get blue, but if he will hide this feeling he will get more business." This letter was written to a member of 131, who sent him the May message for the Team Work in Business Group. The editor wrote an editorial on that message and enlarged upon this paragraph from the message: "You have responsibilities as a salesman, as a citizen and as a man or woman. The salesmen and clerks of America have in their hands the opportunity and the influence to bring about normal business conditions. Upon how you meet the situation, depends the fate of your family, your community and this country." Listen, men of 131, you should be proud of the fact that your Order is the one in this country that is making a sane concerted effort to improve conditions, and when you assist, you are improving conditions for yourself. If you do not have the program of the Team Work in Business Campaign, by all means communicate with your secretary or Council leader H. F. DeGraff, Herkimer Hotel, Grand Rapids, and obtain it. We are engaged in a movement so important that every red blooded salesman or business man should want to have a part in it.

W. E. Wallace, residing at 458 Glenwood avenue, sells house dresses for the firm of Bula-Lee Co., Defiance, Ohio. He had a serious automobile accident last week about six miles West of Lansing, in which his machine was demolished, and he sustained a broken collar bone, two broken ribs, sprained wrist, and other cuts and bruises. He will be on an enforced vacation for several weeks.

Officers and members of Grand Rapids Council extend to Darcy Wilcox their sincere sympathy in the passing of his father, Harry Wilcox.

It is not often that we impose upon the Michigan Tradesman in using their columns to advertise another publication, but we desire to earnestly call your attention to an article in the Saturday Evening Post, issue of May 14. It is entitled "The Anatomy of Credit." It is the clearest and most comprehensive treatise on credit that we have ever read and we have made some study of economics. I am mentioning this because it is in line with the Team Work in Business program and it will help any one who reads it to grasp on our present difficulties, and the necessary steps to remedy conditions and in a measure prevent their recurrence.

Official Reporter.

"Renewable" soles grace a new line of sport sandals and moccasins. Soles, hand-laced to uppers, can be quickly removed when worn out, and new ones laced in place.

A new safety rug, easily laundered, has a sponge rubber base which prevents slipping on polished floors, insulates against electric shocks on damp surfaces.

DEALING WITH THE CRISIS.

Tactics dealing with the depression so far have fallen under two heads. There were the defensive moves undertaken last fall and early this year, which included the National Credit Corporation, the Railroad Credit Corporation, the Reconstruction Finance Corporation and the Glass-Steagall bill. More recently there has been the offensive launched by the Federal Reserve Banks in its expansion of open market operations so that credit might be loosened up and forced into business channels.

The defensive measures were in the end quite successful. Bank failures were cut down very sharply in March, although there was an increase last month. Money in circulation, or hoarded money, was also started downward, although lately it has been moving up and down, the adjusted figures for the latest week showing an increase.

The aggressive step taken by the Federal Reserve in purchasing almost a hundred millions in securities every week has cut down member borrowings and sent up reserves. There is still complaint, however, that proper accommodation at the banks is still difficult to obtain. The reply of bankers is that safe loans are scarce.

In the past it has taken three or four months for a credit-easing policy of the Reserve to become effective, and possibly the desired results will be achieved in that period, although at present there is little evidence that the attack is moving toward its objective. Commodity price movements also fail to reflect much influence of the easy-money policy of the central banking system.

A third tactical move may still be necessary in combating the depression. This would be some stimulation of purchasing power through a public works program or otherwise, so that producers might see markets and be in a position to seek loans which the banks now report as lacking. Such a program might arrest the commodity decline quite abruptly and thus offer an important safety factor in the eyes of the lending institutions.

BUSINESS STILL CONFUSED.

The possibility of a large Government loan to help state and local relief but also to finance a self-supporting public works program is regarded in different ways among business interests. The very conservative viewpoint is, of course, that nothing of the sort should be contemplated and the danger to a balanced budget is again emphasized. The opposite opinion holds it would be quite possible to balance the budget in any event and that the emergency must be met sooner or later, and later might prove too late to avoid serious consequences.

On this, as on other pressing problems, there continues to be great confusion of thought and utterance. The Goldsborough Bill, for instance, which seeks to have the Federal Reserve exert its best effort toward restoring a higher price level, has been condemned in very many quarters and yet is the objective which all financial and business

interests desire above everything. Similarly, there is all praise for the Reconstruction Finance Corporation and considerable criticism of the public works proposal.

In this period of contradiction, uncertainty and groundless fear, it is small wonder that business continues to mark time. The business index has made a new low, although steel, automobile and cotton cloth output moved upward. Automobile operations have been stepped up and promise a more active summer than usual. Production last month was 15 per cent. ahead of the total for March, although 58 per cent. below that of April, 1931.

With the low ebb in industry, there was the greatest drop last month in employment and payrolls in this State since 1914. Factory employment was reported 3.6 per cent. under March and payrolls 6.7 per cent. lower. The State Industrial Commissioner suggested the need of subsidies or long-term loans for socially desirable projects as a means of checking the decline.

DRY GOODS CONDITIONS.

Although various promotions have stirred up more business here and there in retail trade, the net result, according to reports, has not changed the volume level much. The public is shopping very carefully and comparing values to a greater extent. Women's apparel and accessories continued during the week to attract the best demand. Men's wear lines were quiet for the most part. Summer furniture was about the only active branch of the home furnishings division.

Department store sales for April were reported by the Federal Reserve Board during the week and disclosed a larger loss than was expected. The drop for the country was 24 per cent., thus bringing the four months' decline 21 per cent. under the figures for the corresponding period of 1931. The month's decreases ranged from 19 per cent. in the Philadelphia district to 31 per cent. in the Dallas area. This section reported a drop of 22 per cent.

Chain stores made a better showing for the month, but their losses have increased. Thus, a compilation of thirty-four chains showed a drop of 13.88 per cent. for April, which raised the loss for the four months of this year to 11.05 per cent.

In the wholesale merchandise markets, operations were perhaps a little more active. Buyers prepared for Decoration day sales and have taken some interest in vacation items. Sportswear drew about the best purchasing, along with a few specialties which have lately sprung into favor. Dry goods jobbers continue to operate very cautiously, held down by slack demand from small stores and credit risks. Merchandise prices still show little sign of hardening, and this, as well as general business conditions, is responsible for the definite movement toward later openings of lines for the new season.

JUSTICE TO THE NEGRO.

The annual report of the National Association for the Advancement of Colored People is more like a series of bulletins from the front than a

routine record. And in a true sense it is a collection of such bulletins, for the Negro must still fight for some of the elementary rights of humanity, including the right to a fair trial, and in that fight the issue is often one of life or death. Nothing in the battle is more encouraging than the attitude of an increasing number of Southern newspapers. One of these, the World News of Roanoke, Va., characterized the outcome of a case which was tried at Norfolk as "a warning to those who would take the law in their own hands, and execute summary vengeance without full enquiry." A Negro had been condemned to death for alleged criminal assault on a white woman. At his second trial witnesses testified that the complaining woman was forty miles from the scene of the alleged attack at the time it was said to have occurred and that on the night of the alleged attack she was seen drunk in a dance hall. The accused Negro was acquitted. But how many of his color have been killed by mobs without having the slightest opportunity to prove their innocence? Another aspect of the Negro's struggle for his rights appears in the recently decided Texas primary case, in which the Supreme Court declared unconstitutional a law the intent of which was to exclude Negroes from voting in primaries. It is not too much to say that but for the steady support, moral and financial, of the Association for the Advancement of Colored People, with its local branches, victories like these—victories not for the Negro alone but for justice itself—would be far fewer.

TARIFF VETO MESSAGE.

While in certain respects President Hoover's veto message of the Democratic tariff could not be questioned, there were other statements which scarcely stood up even under superficial examination. Thus, his principal argument against any reduction in the tariff was based upon the premise that prices in other countries have declined to a far greater extent than in this country. Federal Reserve Board figures would have shown him quite differently.

Again, in attacking the advantages given by depreciated currency, the message fell into the error of imagining that countries on such a basis could buy their raw materials cheaper. This would be true if the source of such materials was also off the gold standard, but at the same time our own producers would obtain the same benefit and the competitive picture would not be changed. The experience of importers buying from countries with depreciated currency has not pointed to much in the way of economy.

It would be well to point out, since this matter of the effect of depreciated currency is now before Congress, that, to be equally fair in our tariff administration, we might also look into the question of specific duties. Prices have come down, but the flat duties remain and impose highly excessive burdens upon imports which were never contemplated even by the extreme law now on the books. Congress might look into the wool duties, about which

the woolen manufacturers are now so solicitous in their attempt to have their own rates increased on the grounds of depreciated currency.

TO HELP THE RAILROADS.

In favorably reporting the Rayburn bill, which provides, among other things, for retroactive repeal of the "recapture" clause of the transportation act, the House Interstate Commerce Committee has moved to free the railroads from a potentially serious handicap in times of normal earnings. The bill would also eliminate the requirement that the rates granted the railroads shall enable them to earn only "a fair return" on their investment. This rule has been construed by the Interstate Commerce Commission as a mandate against granting rates that would permit the railroads to accumulate surpluses in prosperous periods against the years of low earnings.

These two new provisions, which have been recommended by the Interstate Commerce Commission to Congress, should be enacted in justice to the railroads. Less welcome to the railroads is a third provision which would place railroad holding companies under the commission's jurisdiction. This proposal has been attacked on the ground that the anti-trust laws now provide a remedy for any abuses practiced by holding companies. It is to be hoped the controversy over this question will not delay enactment of the other much-needed improvements in the transportation act designed to help the railroads earn a living.

HIGHER MARK-UPS SOUGHT.

To conserve profits, but in most cases to reduce losses, retailers have given serious consideration to the plan of seeking higher mark-ups. The first definite move in this direction has been the sounding out of dress manufacturers on the question of introducing new price lines which will permit a wider margin to the stores. Thus, a price of \$15 is sought to replace the \$16.50 line which is the \$25 retail number.

Along general lines it is indeed questionable whether, in present trade circumstances, higher mark-ups would furnish the relief sought. Obviously, the spread between wholesale and retail prices grew too wide in good times when the public was not questioning values so closely. To increase this spread now, when the trend is so definitely toward economy, would seem to be very poor policy. Efforts should be turned in the opposite direction.

But from a simple merchandising standpoint it is doubtful that the stores could get their higher mark-up even if they were successful in getting a lower wholesale range. The \$15 wholesale line would soon be selling for \$23.50 and perhaps at less.

A better method for regaining lost retail volume, and one that a number of progressive stores are following, is to add departments after making thorough tests to discover what extra and profitable lines may be carried.

Exempt corporate unemployment relief from taxation.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I have certainly reason to be thankful for many things in this world. One is that I find so many good friends for the Tradesman wherever I go. Another is the wonderful weather with which I am favored on most of our Out Around days. Last Saturday was no exception to the usual rule. I never saw the country more glorious than it was on that occasion. Strawberries, cherry, pear, plum and apple trees were everywhere in full bloom, while highly colored garden flowers were everywhere in evidence.

At Coopersville I found the merchants greatly encouraged over the expected re-opening of both of the banks. As soon as they are opened for business again efforts will be made to bring about a consolidation on a fair and equitable basis.

The master hand at the Daggett Canning Co. was planning for the season's campaign. Mr. Daggett has many canned strawberries left over from last year's run. He is not decided whether he will can any more strawberries this season. He predicts the largest crop the State has ever seen and thinks the yield will be so large that the price will not go much over 50 cents per crate. Contrary to the opinion of some other authorities, he thinks the cherry crop this year will be a large one. As nearly every canner who cans cherries has a large hold over stock, the disposition of the new crop is a matter of considerable conjecture.

Referring to this condition the Oceana (Shelby) Herald has the following in its issue of May 13:

With checks aggregating upwards of \$10,000 in amount the Oceana Canning Co., last Friday and Saturday, made distribution to 130 cherry growers of six-tenths of a cent a pound on the crop of 1931 handled at the Shelby plant. This is in addition to the one and a half cent paid when the cherries were delivered and constitutes a total of two and one-tenth cents per pound.

This figure covers the average sales' price for the year and is considerably in excess of what would be netted at the present market or prices prevailing since the first of the year.

Prices during the whole selling period were depressed by the big general 1930 carry-over as well as by the large crop of 1931, along with greatly decreased buying power during the year.

While establishing an unfortunately new low level these latter prices probably helped in the cherry drive and largely decreased the big surplus stocks that had accumulated throughout the country and this should serve to stabilize future market conditions.

The Shelby concern was fortunate in selling a good portion of its pack before the big price break and in having no carry-over from the previous season nor from this.

Most Oceana county canning concerns operated during the past season upon what is known as a "spread" basis. Under this system growers receive initial payments upon the delivery of their fruit, designed to enable them to pay cultivation and picking costs, and a further distribution determined by the average sales price.

The glutted condition of the canned cherry market is due largely to the

"Co-ops" which were created under Government auspices and which have wasted millions of dollars of Uncle Sam's money in precipitating a condition which has caused the wreckage of many canneries and will probably cause the suspension of many more canneries unless the reckless pirates who are squandering Government funds are throttled.

The same is true of all the so-called "farm board" activities. The men in charge of these activities have cost Uncle Sam millions of dollars and cost the farmers of the United States much more. If Uncle Sam ever has to go into liquidation it will be easy to trace the cause of his collapse to the piratical gangs who have looted the treasury for special classes, cliques and clans.

Spring Lake and Grand Haven are slicking up for the resort season which is expected to produce the usual crowds. The enormous deposits of sand on the oval at Grand Haven have been removed and everything is now in readiness for both callers and campers.

While the usual activity at Muskegon Heights is somewhat tempered by the prevailing dullness in business, every one I met there was in good spirits, ready and willing to accept the first indication of a return to normal conditions.

While in the hardware store of J. L. Lee & Son, I discussed with the senior partner the occasion of my first visit to Muskegon as a newspaper reporter in 1877 to write up the removal of the remains of Jonahan Walker from a country graveyard to a city cemetery and the dedication of a monument to "The Man With a Branded Hand" made forever memorable by the poetical genius of Whit-tier. Mr. Lee remarked: "I do not think 5 per cent. of the people of Muskegon are aware they have such a priceless heritage in the possession of the remains of a man who will have a world-wide fame as long as time lasts." I seldom visit Muskegon that I do not drive out to the cemetery where the remains repose and take off my hat to one of the greatest characters produced during the abolitionist era.

I met with one condition I was not looking for at Muskegon Heights. Felip Granik, grocer and druggist on Henry street, was not in evidence when I called on him and I learned on enquiry that he was sojourning at the Detroit House of Correction for six months. His store and the two adjoining stores owned by him were placarded by the Government that they were closed for a year. Felip now has a realizing sense that the way of the transgressor is hard. Because he listened to the siren voice of the bootlegger he is out of the world of business for a half year and also deprived of the use of his buildings for twelve months.

I did not find time to visit Muskegon, but I was told that former officers of the Peoples Savings Bank of

Muskegon were negotiating with the officers of the Muskegon County Savings Bank with a view to bringing about an amalgamation of the two institutions; also that the Bankers Trust Co. was included in the negotiations. I do not make this statement as a fact, but I heard it repeated by several business men of high standing on whom I called.

The complete collapse of Claude Hamilton, as set forth by the statements he filed in the local bankruptcy court, which were published in the bankruptcy proceedings in the Tradesman last week, is one of the most regrettable circumstances connected with the recent depression. Mr. Hamilton's career as a financier and corporation manager is one of the most picturesque since the collapse of the wheat deal of 1877, which wrecked the fortunes of many Grand Rapids men, most of whom never regained the positions they held undisputed for years. I find many counterparts to this situation in present day conditions. Most men, when they find themselves insolvent and unable to meet their obligations, make the best terms they can with their creditors and start out to redeem their fallen fortunes with as little delay as possible. Not so with Mr. Hamilton. He was offered a settlement with his creditors which would have given his wife and himself approximately \$41,500 with which to start in again. They agreed to this arrangement, after two years of parley, only to throw the agreement in the air, apparently without any good reason for such action. This left the creditors but one alternative — the bankruptcy court—where Mr. Hamilton landed a week or more ago on the petition of the Misses Richards and the Hamilton Co. On the face of things I do not see how Mr. Hamilton can expect to realize one penny from the wreckage he has voluntarily precipitated. He also places his matters in such a condition that much of the available assets will be absorbed by court costs, officers fees and lawyers bills. Mr. Hamilton has been currently thought to be wrong minded ever since he turned over his affairs to William H. Gilbert and Robert W. Irwin by power of attorney, but I have never been able to concede that such was the case until a few weeks ago, when he refused to carry out the very generous proposition his creditors made him in complete settlement of his obligations. Now I am in a mood to believe almost anything I may hear about his mental condition if it comes from a reputable source. I cannot conceive of any lawyer of standing or experience leading him into such a trap as he has deliberately walked into, but I fully realize that lawyers, like some of us who are not lawyers, frequently do strange things.

An Iowa man who has acted as receiver for fifteen suspended banks in his State asserts that of the 155 banks which re-organized in Iowa all but five have gone bad a second time, because they started up with the same officers and utilized the same locations they

had prior to the first default. He thinks that it is a mistake to re-organize a bank unless it has a completely new line-up, so far as officials and location are concerned. Unless this is done the prejudices of those who suffered by the failures are likely to work to the detriment of new banks and prove their undoing.

I heard of a good story about Mr. Smith, of the Smith-Winchester Co., wholesale hardware dealers of Jackson, the other day. As the story runs, Mr. Smith conceived the idea of putting a soup product on the market and induced eleven of his friends to join him to the extent of \$1,000 apiece. The business proved to be unsuccessful and all the money invested in the undertaking was lost. No one chided Mr. Smith over the loss, but the next Christmas his associates were all invited to call at the store at a certain hour. As they filed in he handed each one a check for \$1,000, which served to add to the Yuletide enjoyment of all concerned. I am glad to present to my readers such an exhibition of right thinking and right acting. I only wish I could chronicle more such incidents.

One thing pleases me greatly and that is the comparatively small number of merchants who think they can get along without the Tradesman during the present business depression. Of course, the shape things have taken the merchant needs a faithful adviser and guide in these times more than he does when times are prosperous, and I am very glad my friends in trade have taken this view of the situation and acted accordingly.

The next two years promise to be unpleasant ones because of the campaign which will be waged to repeal the Volstead law. Both the pros and cons are equally determined. Much hot talk will be heard on both sides. Much denunciation will be engaged in on both sides. The wets will be denounced as soaks and the dries as fanatics. I am sorry that the decision must be accompanied by so much ill feeling on both sides, but that appears to be the way we settle political and economic questions in this country. Lifelong friendships are blasted and business relations of long standing are severed. I wish it could be otherwise, but such a wish does not appear to go very far in the face of a bitter controversy which can find permanent expression only at the polls.

W. H. Caslow informs me that he proposes to be a candidate for Representative to Congress at the fall election from the Fifth District. His ideas regarding the repeal of the Volstead law appear to me somewhat muddled. His recommendation is that the sale of liquor be handled by the states under government auspices. I do not think this would work out well. We tried the sale of liquor by the states before the Volstead law was enacted and it does not work out any better than has the Volstead law. I believe that the only way the liquor question can ever

(Continued on page 23)

FINANCIAL

Sound Price Level Cannot Be Foretold.

Much of the current discussion of ways to restore prosperity centers on the question of what is a proper price level. The majority of opinion appears to be that the commodity price level of 1926 should be approximately restored. A much smaller group insists that, while the present average of commodity prices may be too low, there is little basis for believing that prosperity will cause a return of the pre-depression price level.

All of the so-called positive reconstruction plans are based, to a greater or lesser degree, upon the thesis that a higher price level is essential. The most extreme in this regard, of course, is the Goldsborough bill charging the Government and the Federal Reserve banks with the duty of raising commodity prices almost 50 per cent. Other plans are less outspoken, but, nevertheless, are designed to restore or maintain the old values rather than to attempt reaching an equilibrium at more nearly the present level.

It is impossible to determine in advance what is a good price level or at what point an equilibrium in the economic system will be reached. The concept of a price level as "normal" means nothing. Further, price levels of the past afford no conclusive evidence on the future.

In general, it may be said that a price level is sound if it meets two requirements. The first of these is that it can be maintained without the injection of a comparatively ever-increasing amount of artificial purchasing power in the form of book credits. Whenever the output of an industry can be taken only by a greater and greater relative amount of credit it is reasonably certain that an unsound situation is developing.

The second test of the soundness of a price level is whether it permits the ready flow of such volume of goods as the productive efficiency of the country warrants. This means, on the one hand, that producers can sell their products at a price which will cover the cost of production and yield them a reasonable profit and, on the other hand, that the consuming public has sufficient real purchasing power to take the output at this price. When this situation prevails there is an equilibrium between production and consumption which results in the maximum benefit to the maximum number.

It now is evident that the price level of 1921-29 did not comply with these requirements. The price level of those years was maintained by the injection of an ever-increasing amount of purchasing power through book credits. This credit was extended both to manufacturers in order that they might increase their output and to consumers in order that they might take the greater output. The net result was that we developed a standard of living which, in certain directions, was above what the productive efficiency of this country justified.

It is certain that the fall of prices during the current readjustment has gone too far in the case of many com-

modities. In some instances it is probable we are as far below an equilibrium as we were above it in 1926. At other points it is equally probable that the decline has not gone far enough. The restoration of prosperity, in brief, will consist of the elimination of these uneconomic discrepancies.

Ralph West Robey.
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What Foreign Bonds Are Safe.

Prior to the United States entering the world war there were no important foreign government loans floated in the United States. However, a desperate need for funds during the war resulted in the sale by Europeans of the bulk of their holdings of American securities, and in the flotation of large loans by the allies. This sympathy for the cause accounted for the rapid absorption of these loans. At the same time needs for Europe reconstruction, and South American development, caused the increased volume of foreign bonds being floated in this country.

The average investor is unable to judge foreign bonds. The government bonds are all alike in one respect, whether it be a leading country or a small province, the real security is usually the good faith of the borrower. The creditor of a domestic corporation may resort to the courts; the creditor of a foreign government has no such agency in case of bad faith which usually results in defaults of principal and interest. In general two factors determine the credit rating of a foreign government—its willingness to pay and its ability to pay. Its willingness to pay, of course, is the most important. Usually a progressive country is increasing its debt so fast it may appear staggering to the present generation, but proves only a moderate burden to the next. It is possible for a country to only pay a proportion of its current expenses and get into serious difficulties, thus making it difficult to balance its budget. The easiest secured evidence of a government's willingness to pay its debt is its past record. Some investors give undue weight to past history. One should recognize the changes brought about by such an event as the world war. Present conditions must furnish the bulk of the evidence to determine a country's present credit rating. It should be paying its way out of current revenues.

The level at which countries currency is quoted also throws evidence upon the soundness of its finances. Unbalanced budgets lead to inflation of currency with consequently declining quotations. Some investors consider low debt per capital as being a favorable credit rating. One should consider the country, its population, its industries and its system of taxation before buying the bond on this basis. Thrifty people will have no difficulty in earning and collecting this surplus, while the backward people consume all they produce and leave nothing for their obligations. The investors should not consider undeveloped resources as security for a national debt. Debts are paid off out of national income.

The investor who is concerned with safety will find in the dollar or other sound currency, obligations of a few countries, perfect credit records. These

are the best mediums for a moderate portion of these funds as the general run of foreign bonds contain a speculative element.

Jay H. Petter.

One Inflationary Danger Over.

Bonus legislation during the present session of Congress now appears as very unlikely. This means, in effect, that the greatest single threat to the gold standard of this country has been removed. As increasing evidence is provided that the bonus is dead, at least temporarily, and if the forcing of other inflationary schemes become less probable greater and greater confidence in our financial stability will be established abroad.

For the most part Europe has not been frightened by the credit expan-

sion programs which have been discussed and adopted to a marked degree by our financial institutions. Rather, their fear and the direct cause for the heavy withdrawal of gold from this center has been based upon the danger of our adopting a currency inflation program.

It has been in connection with this danger of currency inflation that the bonus has been so important. Aside from it there never has been much chance of the United States' engaging in the issuance of fiat money. If the bonus were adopted, however, the issuance of fiat money would become necessary.

WE RECOMMEND

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

Railroads
Public Utilities
Industrials

List furnished upon request.

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

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

OLD KENT BANK

2 Downtown Offices
12 Community Offices



Established 1860
Incorporated 1865

THE
ONLY NATIONAL
BANK IN
GRAND RAPIDS

The
Largest National Bank
in
Western Michigan

GRAND RAPIDS NATIONAL BANK

UNIT OF
GUARDIAN DETROIT UNION GROUP

INCORPORATED

The other inflationary schemes which have been considered and adopted in this country could be held under some degree of control. The result has been that at all times if they started to have the effect of weakening confidence in the dollar the policy could be reversed.

In the case of the bonus, on the other hand, the damage would be done all at once. By one stroke \$2,400,000,000 of additional currency would be authorized. Thereafter there could be no turning back.

The financial community so far has given only scant attention to the change of the last few days in the outlook for bonus legislation. Two reasons may be assigned for this. In the first place it is not absolutely certain that Congress will adjourn without considering the bonus. Secondly, many believe that the danger is not completely over but that the demand for veteran relief will be stronger than ever next fall.

In spite of these reservations it cannot be questioned that there has been some real improvement in the financial outlook for the United States within the last week. The effect of this change is certain to be reflected in business sentiment in the near future unless it is offset by unfavorable Congressional and financial action at other points.

Ralph West Robey.

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A Business Man's Philosophy.

J. Frederick Essary, an American newspaper man, spent many months in London as a representative of a United States news agency. In his book, "Reverse English," he reviews the English in somewhat the manner of those innumerable Englishmen who have inspected our country.

He finds much to admire in England and much to criticize. He observes universal politeness—messenger boys, gatemmen, porters, telephone operators and restaurant cashier are everlastingly saying "Thank you." He commends the English for their sportsmanship, their cheerfulness, their determination and their honesty.

But when he observes their innumerable holidays and interminable week ends he wonders whether they have a right to complain that times are bad. And he doubts that times will get better unless air drills are substituted for sledge hammers in street paving and other modern methods are introduced elsewhere. He is appalled by their cooking and wonders why they "have never learned how to cook the limberness out of a slice of bacon nor how to fry an egg without submerging it in grease."

Essary offers a formula for getting on with the British. Be a straightforward, double-dyed, unblushing, but an unboastful American. The Englishman despises the cheap imitator who apes him and his mannerisms.

William Feather.

We shall have "Better Business" when every one realizes that while it pays to invest money in their industries and develop natural resources, it pays still higher dividends to improve mankind and develop human resources.

MEN OF MARK.

Albert Koeze, Manufacturer of Various Food Products.

Albert Koeze was born at the corner of Alexander street and Kalamazoo avenue June 15, 1898. His father and mother were both born in the Netherlands. He attended the parochial school of the Christian Reformed church until he completed the eighth grade. He then entered the employ of his father, who was engaged in the produce business. Two years later he and his brother, Roy, took over the business and conducted it for six years on Burton street under the style of the Albert Koeze Produce Co. He then engaged in the manufacture of salad dressing. He purchased the Blue Bell Peanut Butter Co. of Vanderwerp & Ensing and located the business at 56 South Front avenue under the style of the Koeze Manufacturing Co. He subsequently erected a building at 1297 Burton street which he continued to enlarge until it covered 10,000 square feet, where he conducted the sale of vinegar, ammonia, peanut butter and peanuts. About a year ago he purchased the assets of the Bel-Car-Mo Peanut Butter Co., which was in bankruptcy. Instead of installing the machinery thus acquired in the Burton street factory, he purchased the brick building at 2101 Godfrey avenue, where he has created one of the most complete peanut butter factories in the country. He makes all the brands produced by the concern whose equipment he purchased, as well as the brands he previously made very popular in his own business. He also handles on a large scale jumbo peanuts, vinegar in bottles, ammonia, bluing and grocers' sundries generally.

Mr. Koeze has never married, greatly to the regret of his friends, who would like to see him settled in a home of his own. He resides with his brother and sister-in-law in their home on Hawthorne street. He belongs to the Lagrave avenue Christian Reformed church and has no fraternal relations. He owns up to no hobby, but has recently purchased a complete equipment of golf sticks and expects to devote some time to outdoor sports from now on.

Personally, Mr. Koeze is a very companionable sort of chap. He naturally feels very much elated over the success he has achieved so early in life, for which he himself is solely responsible.

Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan "Press on" has solved and always will solve the problem of the human race.—Calvin Coolidge.

Never fret, repine, or envy. Do not make yourself unhappy by comparing your circumstances with those of more fortunate people, but make the most of opportunities you have. Employ profitably every moment.

Take it just as though it was—as it is—an earnest, vital and important affair. Take it as though you were born to the task of performing a merry part of it—as though the world awaited your coming. Take it as though it was a grand opportunity to do and achieve, to carry forward great and good schemes, to help and cheer a suffering, weary, it may be heart broken brother. Now and then a man stands aside from the crowd, labors earnestly, steadfastly, confidently, and straightway becomes famous for wisdom, intellect, skill, greatness of some sort. The world wonders, admires, idolizes, and it only illustrates what others may do if they take hold of life with a purpose. The miracle, or the power that elevates the few, is to be found in their industry, application and perseverance under the promptings of a brave, determined spirit.—Mark Twain.



America has transformed the physical nature of its environment by means of the new science, but it will come to nothing worth while without insight to see that everything depends on the quality of human nature, and without faith and wisdom enough to care effectively about changing that. From the beginning the message of the Christian gospel has been that men do not need to stay the way they are.—Dr. Harry Emerson Fosdick.

Relative humidity of the air in a room can be governed as closely as its heat by means of a new device for the control of humidifying equipment.

**Real Estate Bonds
Guaranty Trust Issues
Bankers Trust Issues**

**BOUGHT
SOLD
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**We invite your inquiry
regarding unlisted Bonds.**

Field & Company

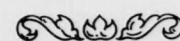
1026 Buhl Building

DETROIT

Phone Cadillac 8888

SYMPATHETIC

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing;
First Vice-President — Theodore J. Bathke, Petoskey.
Second Vice-President — Randolph Eckert, Flint.
Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Hans Jorgenson, Muskegon;
L. V. Eberhard, Grand Rapids; John Lurie, Detroit; E. B. Hawley, Battle Creek; Ward Newman, Pontiac.

Opportunity Knocks in Old-Fashioned Ways.

The following story, true in every detail, shows that while we may—and should—be awake to new things, certain fundamentals persist and must be kept in mind if we are to succeed in our business.

A newcomer in a lively suburban town purchased a lot and secured a building permit. The facts were published in a local paper, but nobody seemed to care.

No local dealer offered building material. No hardware merchant solicited the equipment order. No plumber sought the plumbing contract.

The new home might reasonably be expected to require new furnishings. It was, in fact, new furnished throughout. But no local dealer moved to sell such items.

What was the attitude of those local tradesmen? Did they think: "He has to buy here anyway, and so we'll get our share"? If they did, they were just 100 per cent. wrong, because all furnishings, equipment, supplies and out-fittings were purchased in the nearby city. But it is probably correct to conclude that those local merchants—if they may by courtesy be so called—had no conscious attitude at all.

True, the newcomer was a commuter who worked in the city. It was easy to meet his wife in town for special shopping. But both were so struck with the local indifference that they remarked on it. This showed they were at least fair average prospects. The local dealers had all to gain and nothing to lose by solicitation. Did this not indicate that they were to blame for their own failure to make a single contribution to the new home? Can we blame "community decadence" on outside influence in this case?

When the new home was occupied not a grocer or market man looked up this couple. They had even to hunt up a milk man. After the wife located a grocer he sent a man to see her. Prices were uniformly higher than she had paid in the city, but that did not matter. She phoned her orders regularly during several months, her contact being exclusively with the telephone girl, delivery man and sales clerks. She never met the proprietor.

Repeatedly she specified a definite brand wanted, always with instruction to omit the item if that brand were not in stock, but that instruction went for nothing. Substitution was so persistent and so casual that this customer was literally driven away by it. Her account was withdrawn, yet notwithstanding it had furnished the grocer with \$50 to \$75 promptly paid each month, its discontinuance attracted no apparent attention. Experience in another local service store was similar.

Then the wife located a chain unit. She found goods well arranged and

neatly kept, all at prices lower than she had been paying; and she observed that since the chain unit was opened other local merchants had considerably lowered prices. Yet it must be observed that it was not prices that drove this customer from the individual service stores. It was their failure to render acceptable service, plus indifference that was to blame.

How typical is that story? Unfortunately, one might select almost any suburban town and encounter similar somnolence in local storekeepers.

That tale, true, as I say, in every detail, is replete with hints how any wakeful merchant may find opportunity to sell new customers. One of the best ways to accomplish this is to know all about our own town, its territory, the products thereof and our trade possibilities.

I have just visited a town in which local merchants were "complaining" characteristically. I dug out a few facts about the district, finding what seemed to surprise local tradesmen when reported to them. This is the outline:

Town of 20,000. County seat and market center of 3,500 square miles of surroundings. That area, please note, equals Delaware and Rhode Island with 500 square miles surplus. Modern roads give access to all that district. Thirty-two per cent. of the families pay income taxes; 86 out of each hundred families own passenger cars. Wealth produced in 1930 was \$22,000,000.

Assume that wealth evenly divided up in purchases in the 490 retail establishments, the average would be \$44,900 each—some average business. But that local merchants were not wakeful was evidenced a few years back when 70 per cent. of the county names were on mail order house mailing lists.

Such facts and factors, unknown to most local dealers, guided Woolworth to that town. When Woolworth's imminence became known, several old-timers threw up their hands and quit, before they were hit. Woolworth did a good business from the start, but local men who had not been scared out, the abler merchants, also did more and better business. Prices on many lines were reduced with the new competition, but so much more business came to the town that there was increased profit for all.

It may even be true that had local merchants been wakeful all along, Woolworth would not have located there at all.

Solomon said, "All men are liars." We may paraphrase that into all merchants are buyers—less true now than a few years back, yet far too true even now. For it continues true that grocers spend far too much time with salesmen.

Nothing can or should be said against skillful buying, but to "buy right" is comparatively a short and simple job. Time should not be concentrated on it. The big job in any business, always, everywhere, is to sell. Goods well bought may be half sold, but any man fond of that saying is more than likely to forget that half

(Continued on page 23)

Rademaker-Dooce Grocer Co.

Distributors of

Elk's Pride Catsup

American Beauty Rolled Oats

Heart of Gold Coffee

Peter Pan Peas

Peter Pan Corn

Where Quality and Service Prevail.



BREAKING SALES RESISTANCE

Quality and consistent advertising has made Mueller's Macaroni Products "the world's best seller". Mueller's satisfies the housewife because it always "cooks up better"—and is more quickly digested.

You will find it exceedingly profitable to display and push Mueller's. Customers will come back to your store for it and their visits will give you another opportunity for the sale of other profitable items.

Keep these products before your customers by making counter and window displays.

C. F. MUELLER COMPANY

Jersey City

New Jersey



"Largest selling brand in America"

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

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



A complete line of canned vegetables and fruits

MEAT DEALER

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

Many Methods For Increasing Sales of Sausage.

Now that spring is with us again, the time is near when more attention should be paid to the sausage end of the meat business. It is an important line to the dealer for two reasons, it can easily be made profitable merchandise to handle and it can be used continually and repeatedly as a means of adding a sizeable amount to the customers meat order. In this way it increases volume and decreases the dealer's cost of doing business.

Sausage is easy to handle. There is practically no shop shrinkage, almost no time at all is required for cutting or preparing for the customer and it can be quickly and inexpensively wrapped.

One retail merchant who has featured for many years the sale of sausage in his store, presents the following suggestions to others:

1. Give a definite space in your store to the display of sausage.
2. Place the display counter or case in the front part of your store, if possible—right where everybody coming in will be sure to see it.
3. Display sausage in your windows whenever you possibly can.
4. Neatly label all sausage on display so your customers will know what to ask for. Frequently people hesitate to buy when they don't know the name of the object they want.
5. Show the prices of all products on display. This is one of the best means of stimulating sales. The figures can be lettered neatly on the small card used to show the name of the sausage.
6. The addition of suggested uses to the card showing the name and price of the product also will be a powerful aid in stimulating sales. Thus, the card referring to liver sausage might read:

Liver Sausage

Price To-day, 25c Per Pound

Fine for Sandwiches, for Frying, for Croquettes, and for Broiling.

Try Some To-day.

7. Since neatness and cleanliness are most valuable selling aids, cases in which, or counters or tables on which, sausage is displayed should be kept clean, neat and attractive.

8. In displaying sausage, the skillful use of parsley will help to add a touch that will appeal to the eye of the consumer.

9. Displaying sausage in combination with other foods, if done neatly, is sure to attract attention and aid sales. Showing bologna or liver sausage sandwiches, for example, or a platter of cold meats garnished with parsley and pickles, or a delicious looking waffle with a few nicely browned pork sausages on top, all will help to increase your sausage sales.

10. When you have cut sausages on display, be sure to trim the surface

frequently enough to assure an attractive appearance. Discolored sausage and sausage which has the appearance of being dried out will discourage sales.

11. Require your employees to suggest sausage at every opportunity. This should be done tactfully, of course, or some customers are likely to resent it. One good way is to suggest the purchase of a specific kind of sausage for a specific use, such as, for example, bologna for sandwiches, pork sausage for breakfast, frankfurters for picnic lunches, etc.

12. Utilize every opportunity to tell consumers of the merits of sausage; of the fact that it is high in food value and relatively low in price; that it is virtually all food and without waste; that it is highly pleasing to the taste, and that it is available in many forms and varieties, some of which are sure to appeal to every consumer.

13. Train your salesmen to ask customers, after having sold them a meat order, "And now, Mrs. Smith, how about a little bologna to-day? It's so nice in sandwiches." Or, "These are good pork sausage days, Mrs. Jones. How about some for breakfast?" Or, "Have you ever tried liver sausage sandwiches, Mrs. Brown? Your bridge club members would enjoy some, I'm sure."

14. Finally, think sausage, talk sausage, interest your customers in it, sell more of it. There's money in sausage. Get some of it for yourself.

There are so many ideas in this for developing the sale of sausage that it should be an easy matter for any retail meat dealer to add considerably to his income this year.—Meat and Provision Buyer.

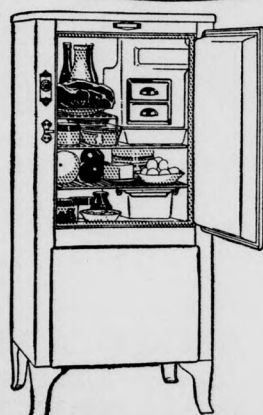
Water-proof paper, produced by a new process, is said to be tough, durable, flexible, washable, capable of withstanding strong acids and boiling liquids.

Store, Offices & Restaurant Equipment

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

FRIGIDAIRE

ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



WITH
FAMOUS
COLD
CONTROL
AND
HYDRATOR

All
Models
on Display
at
Showroom

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

Following our announcement of full production in our Food Products, we include,

BLUE BELL PURE CIDER VINEGAR ZESTO AMMONIA

BLUING

These items are the products of modern research and manufacturing knowledge and are beautifully labeled and conveniently cased for the trade.

Koeze Mfg. Co.

2101 Godfrey Ave.

Grand Rapids, Michigan

Recommend—



RED STAR YEAST

for Health

THE fact that RED STAR YEAST contains Nuclein and Vitamins, its value as a nutriment, an aid to digestion and flesh building is unquestionable.

Red Star Compressed Yeast builds up the body and nerve tissues, aids digestion and purifies the blood. The discovery of vitamins is the most important contribution of modern times to food knowledge.

20c A DOZEN (Delivered)

YOUR PROFIT is 50% on cost selling at 2 cakes for 5c

Our Branch in or near your city guarantees a Fresh Supply

RED STAR YEAST & PRODUCTS CO.

Main Office - Milwaukee, Wisc.

Detroit Branch—1234 W. Fort St. Grand Rapids Branch—515 Division Ave., S.

★ STRICTLY INDEPENDENT—SINCE 1882 ★

Plan Today!

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



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

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



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

HARDWARE

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

Looking Ahead To the June Wedding Gift Trade.

The wideawake hardware dealer always looks ahead. Part of each month is spent in planning for the next. So the middle or latter part of May is not too early to plan for the June wedding gift trade.

Of course June is not the only marrying month. The wedding gift trade is an all-the-year-round affair. But early in June is the psychological moment to drive home to the public the important fact that the hardware store is well equipped to cater to this class of business.

Gift advertising and gift displays are timely any time in June. However, it is generally regarded as good business to put on your display and make your strongest appeal to this class of trade at the very commencement of the month—if not a few days earlier. The sequence is, for the last week in May, "June, the month of brides, is coming" and, for the first week in June, "June, the month of brides, is here."

In most stores which cater aggressively to this class of trade, the regular wedding gift and June bride window trim is preceded a week or two by some sort of display catering to the "shower" trade. Then the last of May and the first of June can be given to your June bride window trim.

As time goes on, the hardware store is becoming more and more recognized as a gift store. Hardware dealers have generally appealed especially to the public demand for practical and useful gifts. Such gifts will probably be more in demand this year than usual; and there is likely to be a tendency to more careful buying. In catering to the gift trade, however, the hardware dealer has to compete with many other lines of trade; so that an exceptionally strong advertising appeal is necessary to get the best results.

The hardware dealer has, however, one advantage. He handles some lines not to be found elsewhere and always in demand for gift purposes. These are the "kitchen shower" lines, the practical household articles and a wide range of "useful gifts."

It would seem desirable, therefore, for the hardware dealer in his publicity to stress the wisdom of giving something practical and useful in preference to the merely ornamental. Coupled with this he should point out the gift possibilities of ordinary hardware lines.

For instance, any young couple setting up housekeeping would appreciate the gift of a kitchen range. It is something they require anyway; and coming as a gift, it would make the early household financing that much easier. Yet comparatively few people think of a kitchen range as a possible gift.

Why not use a kitchen range—the most attractive one in stock—as a central feature of a "Practical Gift" display, showing with it a number of other useful articles? An alternative suggestion is to put on a comprehensive display of ranges with the slogan, "Why not a range for a wedding pres-

ent?" It should not be forgotten that, apart from the possibility of direct sales, such a display is bound to attract the notice of prospective newlyweds; and if they don't get a range as a gift, they are apt to purchase from you anyway.

Another idea to bring out is the wide variety of useful articles the hardware store offers for gift purposes. A Western hardware dealer used a 3 column, 6 inch newspaper space to give a forceful talk on the many gift lines in his store, under the caption, "Everything suitable for wedding presents." This advertisement contained prices and brief, catchy descriptions of a wide range of articles, from glass berry bowls to vacuum cleaners. A number of cuts were used to illustrate the more important articles.

Coincidentally, the dealer put on a "stocky" window display of gift lines for the purpose of emphasizing the wide variety available in his store.

Do not be content, however, with one advertising appeal and one window display. Change your newspaper "copy" and your window trims often; and, if window space is available, run a series of several displays in the course of the month. A point to urge in a second display is the desirability of practical gifts. This is the hardware dealer's trump card. When anyone decides in favor of a practical gift, he perforce goes to the hardware store.

Here is a suggestion for an advertising talk:

Give a Useful Wedding Gift

"The day when all wedding presents had to be mere useless gegaws is gone forever. The practical gift is now appreciated above all others.

"A wedding gift is valued according to the service the recipients get out of it. Experience teaches that newly-married couples need articles for table use and household utensils far more than fancy knick-knacks and tawdry ornaments.

"Give them something whose usefulness will constantly remind them of your thoughtfulness. Something they will use and appreciate very day. Give them the right quality and make it a lasting reminder of you."

At the same time, a large share of the useful articles in the hardware gift stock have, in recent years taken on an ornamental aspect. So that the slogan "Handsome but useful" or "Both useful and ornamental" can be utilized in connection with some very comprehensive displays of gift lines.

Helpful store service is always appreciated by the customer in search of a gift. Hence it is good policy to have a printed or mimeographed list of gift suggestions with prices. Here and there a dealer makes a practice of keeping a check list for each wedding and marking items that have been bought. I remember a furniture dealer who did this sort of thing right along, nearly thirty years ago; and the practice has grown since then. It is not an infallible protection against duplication, since gifts may be duplicated by purchases at other stores; but it helps, and it has a tendency to draw all the trade to the one store.

In connection with your newspaper advertising use illustrations, as many as you can get provided they are clear,

attractive and appropriate. Show cards should be used liberally in window displays; and they can be illustrated with pictures of June brides and similar items cut from the current magazines. Victor Lauriston.

No task is too trivial to be well done. Progress lies not in the nature of the work we do, but in the manner in which we do it. Any job offers possibilities far beyond the most distant dreams of the worker. Why? Because every man places the trademark of his hand and brain upon the result of his work, and the searchlight of business is constantly seeking out those who are thorough, reliable, sincere and loyal.

A Correction.

Saranac, May 13—The recipe I sent to you for the cure of boils should read: One teaspoon citrate of soda, one teaspoon boric acid and one teaspoon salt in eight ounces of hot water. I either left out the boric acid or the mistake was made by the type setter. Will you please correct it?

Mrs. Clara Clark.

Getting Even.

"Five gallons, please."

"Okay. How's your oil?"

"Just gas, please."

"How about a bottle of Shinyola—great for lacquer; your bus is all covered with traffic film."

"Nope, just the gas."

"Your left rear tire's pretty well shot. Better let me put on a new one, we're selling Puncherproofs to-day for—"

"No, the gas will be all."

"How long since you had a grease job? Everything looks kinda dry—hear that body squeak?"

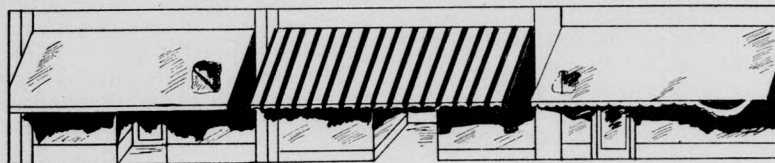
"Haven't time to-day—just the gas this time."

"How about one of our new electric cigar lighters—clamp right on your dash and when you want a—"

"Hell, No! Just the gas!"

And as the indignant motorist drove away with his five gallons of gas, the filling station proprietor remarked to a bystander:

"That there was my barber."



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

Phone or write for new low prices

CHAS. A. COYE, INC.

Phone 65106

Grand Rapids

Wholesale Only

Wholesale Only

DISTRIBUTORS of PINE TREE Brand

FARM SEEDS

Vigoro

Inoculation

Semesan

Bulk

GARDEN SEEDS

Packet

Vegetables and Flowers

We specialize

in

LAWN GRASS and GOLF COURSE

Mixtures

SEEDS

Write for our special prices

INSTANT SERVICE

Telephone

4 4 5 1

ALFRED J. BROWN SEED CO.

25-29 Campau Ave.

GRAND RAPIDS, MICH.

Wholesale Only

Wholesale Only

DRY GOODS

Michigan Retail Dry Goods Association.
President—Jas. T. Milliken, Traverse City.
Vice-President—George C. Pratt, Grand Rapids.
Secretary-Treasurer—Thomas Pitkethly, Flint.
Manager—Jason E. Hammond, Lansing.

Black To Lead For Fall.

Black has been accorded first place in the color ranges for Fall selected by the color co-ordination committee of the National Retail Dry Goods Association at a meeting held in New York last week. Browns were placed second, with two of the dark tones being accorded favor by the committee. The list was rounded out by several wine shades and one dark green. Selection of specific shades will be made by the committee on June 2, the color trend in the wholesale markets having not crystallized sufficiently as yet to warrant specific designation at this time. The colors are those on which retailers feel volume business next Fall will be concentrated.

Blankets Firm Despite No Demand.

Despite the fact that the absence of retail interest in blankets has created an abnormally quiet situation in the market, mills show no disposition to weaken, so far as prices are concerned. Stores are holding up commitments in the expectation that they will be able to buy goods cheaper later on in the season, but mills are refusing to make up any goods for stock purposes. Consequently, producers believe that inventories will be very low when buyers decide to come into the market and that there will be no need for any downward change in price lists. The approaching Summer is expected to provide a severe test for mills, however, if buyers continue to delay commitments.

Swagger Coat Profits Hit.

While reports in the trade indicate that the cool weather which has prevailed has kept consumer interest in seasonal coats active, considerable complaint has developed that the popular swagger style has not been merchandised properly. Even before the vogue had a chance to get started, the style was being offered at "practically give-away prices." The situation has greatly reduced the profit possibilities of a demand that arose quite unexpectedly and which is badly needed. Design protection is seen as a vital factor in preventing the occurrence of the unsettling practices.

Summer Underwear Volume Light.

Jobbers are somewhat disturbed over the fact that orders for lightweight underwear are not appearing at the rate that has been expected. Retailers are sending in a steady stream of small commitments, but the total is not up to that usually expected at this season of the year. The explanation in some quarters is that summer goods are more or less of a style proposition and that consumers are not replenishing their wardrobes until it is absolutely necessary. An increase in business on nainsook union suits is noted from jobbers, who find themselves compelled to purchase this style after fail-

ing to place orders on it at the beginning of the year.

Order Kitchenware For Sales.

Demand for kitchen items is an outstanding feature of the wholesale homewares market at this time. Metal wares, crockery and cutlery are in good demand in retail ranges from 10 to 50 cents. Store buyers re-order heavily on cooking utensils in cheaper ranges and purchase new crockery designs. Orders for cutlery are limited to numbers to sell below 25 cents. Many retailers are planning special June sales for kitchenware departments and will feature low-price goods in these events.

To Delay Fall Clothing Orders.

Buying of men's fall clothing will be delayed considerably this season. While retailers are expected to start looking at goods after June 1, volume business will not appear until late in the summer. As a result of this manufacturers are taking their time in showing the new lines. They also wish to make sure that the fall ranges are correctly priced and from present indications, base prices may be lowered more than was at first expected. Opinions are now that 10 per cent. may be the average downward revision, with some houses making sharper cuts and others smaller ones.

Seasonal Plans For Summer.

Leading group and other buying organizations are taking steps to develop a steady flow for selling in what threatens to be a difficult summer period. The problem of what the stores can do this year to counteract the summer dullness has received more than usual attention, chiefly to avoid hurting fall prospects by starting off the season prematurely in the summer period and also to stave off a further decline in the average sales check. The belief prevails that stressing seasonal merchandise is the answer, a solution rendered somewhat difficult by caution on the part of producers.

Quality Drive Gaining Headway.

The drive in retail channels to raise standards of merchandise quality is reported to be making more headway than is realized at this time. During the last few weeks the number of stores which have definitely decided to push better goods has shown a pronounced increase. Between now and the start of the fall season a strong campaign will be waged on the part of retail organizations which is expected to swing many more stores into line. It is asserted that in dropping cheap goods, stores "are very definitely keying into the current state of mind of the consumer."

Some Things To Think Over.

Do your clerks present a good appearance?

Are they pleasant to children?

Do they know exactly why quality brands cost more?

Do they know how to prepare foods?

Do they know how to push sales and serve the customer at the same time?

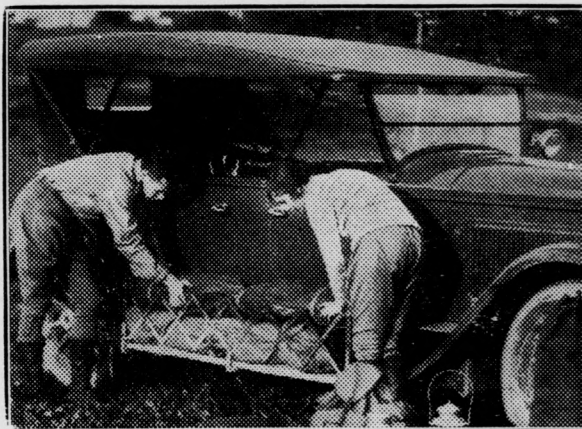
Do you hold regular meetings with your clerks?

Do they know their groceries?
Can you help them to understand the psychology of the customer?

Only resignation is failure.

A new system of preserving lumber or wood products is said to give high resistance to rot or termite attack, to cause no discoloration or odor.

MICHIGAN BELL TELEPHONE CO.



Urge your out-of-state Relatives and Friends to VACATION IN MICHIGAN

Tell them of the splendid vacation advantages offered by our state . . . the Great Lakes and their miles of beaches . . . 5000 inland lakes and streams . . . progressive towns with modern stores, hotels, theaters and newspapers . . . unexcelled highways . . . ideal camping spots.

The millions of dollars spent each year by Michigan's thousands of visitors add to the prosperity of the state. Let us also spend our own vacations in Michigan this year, thereby contributing still further to its prosperity.

And wherever you go, dispel worry by telephoning home and office frequently. Call friends to tell them when you will arrive. Telephone ahead for hotel accommodations. Long Distance rates are low.



Corduroy Tires



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

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

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

CORDUROY TIRE CO.
Grand Rapids, Mich.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Why Confine Economies To the Post-office Department?

Los Angeles, May 14—I notice that Congress, in its wild scramble to get hold of more necessary money, and to provide the necessary alibi for raising it, is dragging the post office department over the coals because there happens to be a deficit in its operation. As a consequence it again proposes to try the old, worn-out expedient of raising postage charges. Most of us remember the last time they tried it the so-called deficit was increased principally because large users of postal service discovered new economies in this direction. For instance instead of returning receipted bills to customers these were asked to remit by local check, the cancelled check being evidence of payment of the account. It was a generally accepted suggestion and postal earnings fell off several millions because of its adoption. I never could see why the postoffice department, the only Federal institution which really provides a public service, should be held accountable for its own expenses, when there are so many rat-holes to sop up public funds. The post office department is in reality the errand boy of the Government, and every other Governmental department. It carries free all the useless pamphlets sent out by the Department of Agriculture, the notices sent out by the Treasury Department, the voluminous mails from every other bureau, commission and committee, and is expected to pay all of its own bills and prove self-sustaining. It pays for the printing of stamps; it pays the Government printing office for its printing. In fact, it pays every other department for everything it gets and yet it does all their messenger work for nothing. The much abused franking privilege, used mostly to carry political propaganda, costs the postoffice department a huge sum every year, but when the publisher of a legitimate journal wants to transmit something of real value to a constituent at a remote point, he must pay dearly for it, because this one branch of government which provides an asset in the shape of service does not declare a dividend. Until very recently, when the Government wanted to help business it reduced the income taxes, in order that larger sums might be invested in private enterprises by a mere handful of America's population, but when Uncle Sam wants to help the postoffice department it seeks to penalize the man or woman who mails a letter or postal card, package, or the publisher of a newspaper who would like to place his product in the hands of the public at a nominal cost. The postoffice department should function to spread knowledge and increase inter-communication between the people of a great Nation, niggardly in nothing except the one idea of making the private citizen pay for every benefit he gains, and if this particular service is performed at a loss, what of it? The deficit can be made up just the same as in every other branch of government, by appropriation from the general tax receipts, rather than extracting the pretty penny from the individual.

Arthur Brisbane, America's great editorial writer, when he made purchase of several thousand acres of arid farm lands in California, some time ago, announced at the same time that he would not advise the small prospect to invest unless he was willing to wait long and weary returns. I always had a great deal of admiration for Mr. Brisbane which was further enhanced by his very frank statement on the subject. Some day the Hearst editor may cash in on his California investments, but the deserts will not be scattered with skeletons of those who were inveigled into buying wastes at his behest.

The finest asparagus I ever saw raised anywhere is being offered at the public markets here at ten pounds for a thin dime. Green peas are also a drug at about the same price. Good for the hotel man and cafe operator, but not so satisfactory for the producer, and yet there is the flivver man who wants everybody to have a little garden spot of his own.

One of the hotel papers conveys the announcement that a recently built New York hotel provided beds of unusual length for "tall" sleepers. Nothing new and original about this. Several years ago the Pantlind people, in making an addition to their equipment, included several beds of unusual length. Prior to that time, however, the late Fred. Pantlind had constructed and presented to Edward R. Swett, of the Hotel Occidental, Muskegon, a bed eight feet in length, with the complete box spring, mattress, linen and blankets. After the receipt of which Mr. Swett advised me that he had enjoyed the first real night's sleep since his boyhood days. There are not so many Colossuses in existence, but when the "sand man" puts in his nightly appearance, there are a few who feel they have graduated from the "trundle bed" period and want to slumber without the necessity of resting their chins upon their knees.

Your mention in Out Around last week concerning the obtuseness of railroad officials is only in line with what I have claimed for years. Railroad corporations will probably continue to employ high salaried managers to destroy the works so long as they can find individuals who have the nerve to accept the fictitious pay which goes with the game. If operators in Michigan had not been so blind they could not see the handwriting on the wall they would to-day be supplying transportation to passengers on a luxury basis, instead of sacrificing their self-respect by asking possible patrons not to carry friends in their automobiles to the embarrassment of the rail lines. Also they might be paying dividends to stockholders and interest on bonds, instead of beseeching Uncle Sam to help them out from his depleted stores. Avariciousness has usually set the policies of these public utilities and they surely have reaped the whirlwind. Only a few years ago Southern Michiganders enjoyed an express passenger service from Grand Rapids South which was really a delight. Everybody was satisfied. Then came the desire "on a falling market" to raise rates. The rights of way are still encumbered by old decaying ties. The stockholder and everything else was obliterated. Now, in California, it has been somewhat different. Notwithstanding the fact that every highway is a boulevard and that there is in use here an automobile for every third individual or less, the interurban companies are constantly improving their service. In Los Angeles, with two enormous terminal stations they are already contemplating the third, have most magnificent rolling stock and a schedule with train service almost anywhere at almost any time. You can go down to the beaches, twenty-five and thirty miles away on a "come back" ticket for fifty or sixty cents for the trip, or you can dodge out into the country for a hundred miles or so for a nominal charge and leave your motor car at home to rest up. The Pacific Electric Company discovered the motor car very early in the game and realized that it might in time become competition, so instead of rushing off to the printer and issuing increased tariff cards, it decided to improve its service, which has always been beyond criticism. It possesses the good will of the public, which means everything in any enterprise. Luther Burbank once made the statement that "Nature does not advance; it retro-

grades." I think the same statement might be applied to some of these railroad magnates.

The Greater Detroit Hotel Association is putting up a stiff fight for the abatement of taxes on hotel property, which have reached a stage where they are really a menace to hotel operation. Next to the motor car industry in that city comes the operation of hotels, which, during the past two years has been far from profitable. Still there has been a steady increase in tax rates. The taxing authorities have arrived at a sort of tacit understanding with the association to the effect that assessments for 1932 will be placed at nearer the true value of the property than in previous years, and it seems virtually certain that a big saving will be made with the presentation of many facts, which show that the cost of construction of the buildings has decreased 20 to 25 per cent. since their erection, and the cost of furnishings 33 1/2 per cent. The good work done by the taxation committee will, without a doubt, effect a saving of many thousands of dollars. The committee urges the association members to favor stock fire insurance companies in placing their risks, since this type of assurers have agreed to a reclassification of hotels at a considerably lower rate. This is a question which the American Hotel Association has been working on for several years, holding that hotel properties have been discriminated against, in being placed in the hazardous class without reason or warrant.

In aquariums in the lobby of Hotel Sherman, Chicago, are on display specimens of Michigan game fish, sponsored by the Michigan Tourist and Resort Association, reminding sportsmen that after all there is but one real commonwealth where the fishing is dependable, and often in keeping with the Aesop's narratives concerning catches made there.

It seems that Ward James, at his several Chicago Windermere hotels is specializing on a special brew of strawberry pies, and me on a milk diet. But I have agreed to eschew hard-luck stories.

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



Warm Friend Tavern
Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

CODY HOTEL
GRAND RAPIDS
RATES—\$1.50 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -- Sandwich Shop

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

Park Place Hotel
Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

New Hotel Elliott
STURGIS, MICH.

50 Baths 50 Running Water
European

D. J. GEROW, Prop.

HOTEL CHIPPEWA
MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service.

Hot and Cold Running Water and Telephone in every Room.
\$1.50 and up

60 Rooms with Bath \$2.50 and \$3
HENRY M. NELSON, Manager

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

M. A. Bradbury, who has been engaged in Detroit hotel operation for several years, has been appointed manager of Hotel Briggs, in that city, succeeding John W. Harris, who has resigned in order to open up his Day-break Inn, a resort hotel on Lake Huron, between New Baltimore and Anchorville, which he has operated every summer for the past four years.

Fred J. Doherty, owner of Hotel Doherty, Clare, and president of the Michigan Hotel Association, has appointed four new district vice-presidents of the organization to take charge of Association affairs in the four new congressional districts, all in the Detroit area. The new appointees are John F. Conroy, manager of Hotel Whittier; Ralph T. Lee, owner of Lee Plaza; Paul Miller, manager of Hotel Dearborn, Dearborn, and William H. Aubrey, manager of Hotel Waldron, Pontiac.

A force of workmen are engaged in improving the external appearance of Hotel Northern, at St. Ignace. The change is most marked. The small pillars giving the colonial effect have been removed, the interior is being completely renovated and when the season opens everything will be ready for the expected guest.

The W. K. Kellogg Hotel, Battle Creek, is responsible for an attractive folder which is being circulated by the executives of the cereal corporation bearing that name. Facts and figures about the enterprising city which supports several outstanding hotels, its industrial and commercial life, its wealth and population are all set forth, together with a map of the city and pictures of leading local institutions.

C. W. Holden, manager of St. Clair Inn, at St. Clair, has inaugurated an innovation in hotel service that has proved highly successful. He is serving a buffet lunch from 10 p. m. to midnight in one of his dining rooms, free to guests registered at his hotel.

Restaurant Management, a magazine devoted to the interests of the catering profession, has launched a campaign against price cutting, giving several remedies for the prevention, or, rather, a reduction of contributing conditions, as follows: One, a demand survey of customers to determine whether lower prices are wanted at the expense of quality; two, prices for every pocket-book so as to widen patronage; three, quality foods that can be sold at a profit at low prices, and four, a formula system of operation to improve daily food standards. The position I have steadily taken and maintained during the past two years, especially, and even before that, is that the class of patrons who prior to the panic of 1929 wallowed in wealth and paid no attention to the size of the service check, has dwindled away to a mere handful, and the act of food consumption has become a necessary function, rather than a display of gastronomic election. In other words the individual who used to dispose of his surplus change with an incinerator, has run out of fuel, and spends more time in meditation. Food prices, up to within the past year, were too high—not warranted by the market costs. But the restaurant operator couldn't be made to understand that the economic trend could ever interfere with his prestige. Now he knows that the necessity for a reduction in the cost of living, has taken away a very large percentage of his best patrons. In Los Angeles, where I still maintain an acquaintance with a considerable number of food purveyors, I am repeatedly assured that incursions into the realm of red ink have been avoided by a pronounced reduction in food charges. One large restaurant chain manager informed me a short time ago that where a year ago his

institution had submitted to a loss considerably in excess of \$100,000, he had, since adopting a policy of selling "all you can eat for forty cents," reduced his loss total to \$20,000, which he considered a very favorable showing. I doubt if one could find in the entire city a half dozen places where a dollar-a-meal service is maintained. They are mostly less.

English chefs find fault with Americans for remaining loyal to the good, old-fashioned apple pie. They claim they are indigestible, which is a base slander on the American housewife, and incidentally the hotel pastry queen, who know just how to assemble these toothsome dainties. The whole trouble with Great Britain is that she takes her measure of an apple pie from the pie factory product with the veneered crust which one often finds in the restaurant and in many hotels, a combination of boiler iron and a poultice compact. I am opposed to any more government commissions, but will make an exception if Uncle Sam will acquire supervision over the pie counter and test the qualifications of apple pie makers.

A friend of mine who recently drove here from Michigan speaks of the eccentricities of the gasoline market. For instance at Des Moines, Iowa, which is considerable distance from any oil fields, gasoline was only 9.9 cents per gallon. In Kansas City it was 13 cents and the nearer he approached to the sources of production the prices gradually advanced. I explained to him that this was simply the result of the application of system to business transactions. System is almost everything. Reminding me of the story of the Israelite, recently married, who was told that if he wanted to stop at a Hibernian hotel, the only public house in town, he must register as an Irishman. Upon doing so he was ejected with such celerity that it excited his admiration and he involuntarily exclaimed: "Mine Gott! Vat a system." The register read: "Cardinal Mandelstein and wife."

The first auto bus line established in America, it is claimed, was operated between Ludington and Shelby at least fifteen years ago, by M. B. Rush and Adrian Luce, the former a Chicago telegraph operative and Mr. Luce an advertising promoter. Both were interested in Pentwater realty and both were imbued with the very laudable idea that transportation facilities would promote transportation. They expended a small fortune in several commodious busses, not so different from the ones in use nowadays, but their schedule of fares was too low—three cents per mile—and road conditions were against them. These busses were disposed of and placed on a run in Western New York. I was reminded of this by meeting Mr. Luce recently. He is now successfully employed in advertising in Los Angeles. Frank S. Verbeck.

Charlevoix—August VanderArk, of Ellsworth, last week sold Big Fish Inn, one of Northern Michigan's leading resort hotels, to Robert Rosenbloom, of Detroit. Big Fish Inn was erected by Louis VanSkiver several years ago, and later sold to J. H. Allgire, of Ohio. After the death of Mr. Allgire the hostelry failed and was purchased by Mr. VanderArk. It did a thriving business under the proprietorship of Mr. Allgire.

Bad Axe—Joseph Bridgeman and Arthur Smith, of Detroit, have leased the Irwin House from the new owners, Hartshorn Bros., Lee Terwilliger and Pat Flannery. Bridgeman & Smith are

experienced hotel men. In fact they operate a chain of hotels in Detroit and Southern Michigan. Mr. Bridgeman, who will be resident manager of the Irwin House, is also a contractor and builder.

Brighton—Brighton's new hostelry, Hotel Frederick has formally opened its doors to the public. Hotel Frederick, which was formerly known as the Western House, and is located at the corner of West Main and First streets, is under the management of Mrs. John Hayes. Mrs. Hayes came to Brighton from Detroit and has had extensive experience in hotel and apartment house work. The entire building has been redecorated and re-furnished, will offer dining room and coffee shop service and will cater to private parties as well.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 16—It takes the warm weather to make one forget about depression. On Sunday, with the thermometer at 80 in the shade, it seemed as if all the new as well as the old cars were doing service. The state parks were filled and there was a constant stream of cars on the highways. It was a day which we call "In the good old summer time." Our friends with the summer cottages all held open house. The golfers also had one grand day. The numerous ball teams occupied the different parks. Many of the speed boats were out for the first time this season, and the woods were visited by many picnic parties picking arbutus. It made us all think of old times before we knew there was a depression on.

With the completion of the new Edison power unit at the rapids the plant has increased its output 2,400 horsepower. This marks another mile stone in the progress of the Edison Co. in providing electricity service to this and other communities it serves. The new generating unit has an Allis-Chalmers water wheel and a General Electric generator. The water wheel is one of the latest types and is expected to have the highest efficiency of any water wheel yet installed. The Edison Co. has faith in our city for the future which is encouraging to our community.

It is frequently lamented that younger men take little interest in political affairs. Perhaps it is because they go bareheaded and haven't any hats to throw into the ring.

More good news reached us last week with the announcement that a giant fuel oil storage or bunker station with tanks having a capacity of 1,500,000 gallons, is to be constructed in Sault Ste. Marie immediately by the Fuel Oil Corporation of Detroit. Material for these tanks is already en route and construction of the tanks and of an office building at Portage avenue and Greenough street and of the pipe lines leading from the tanks to the Michigan Northern Power Co. docks will employ from fifteen to twenty workmen for nearly two months.

Jake Schopp, the enterprising merchant at DeTour, has made DeTour a much better looking village than ever before. He has beautified the property in front of his store by planting evergreen trees from his new dock up to the main street, but Jake did not stop at that, but put on extra help and planted trees for about one-half a mile along the waterfront, where they may be seen by the tourists and passengers on the boats which pass the village. "DeTour is on the map," has been a slogan for many years, and it is men like Jake who helped put it there. It will be a surprise to the old timers who have passed DeTour in bygone

years when the waterfront was strewn with lumber piles, wreckage, sawdust, old dilapidated docks and ashes, to see a village which is now transformed into one of the prettiest waterfronts on the river.

A young married woman was asked the other day how she and her new husband were getting along. "Just like Paradise," she answered. "We have nothing to wear and are in constant fear of being turned out."

The Colwell news stand and pool room on West Portage avenue is selling out the stock and will retire from business for the present. Mr. Colwell has made no announcement as to what he will do in the future.

The meat department in the general store of Goetz & McDonald, the enterprising merchants at DeTour, has been redecorated and the refrigerator has been painted with a special tile effect paint, making it spotlessly clean and attractive. They are both hustlers which accounts for their success and popularity.

Bower's cafe is the name of the new restaurant opened at Newberry last week in the Hotel Newberry dining room. Bower's cafe is a combination restaurant and tea room. It will offer twenty-four hour service. Mr. and Mrs. Bower were formerly of Marenisco. They will specialize on home cooking and cater to local club and private parties, as well as to the tourist business.

Mauritz Carlson, of Manistique, has been appointed cashier of the First National Bank of Manistique, to succeed Walter C. Drevdahl, who left recently to accept the cashiership of a bank at Bessemer. Mr. Carlson has been associated with the First National Bank for the past eight years, the past six years of which he has been assistant cashier. His many friends at Manistique were pleased to hear of his advancement.

The Peoples store, at Manistique, has gone to a cash basis and is making new attractive cash prices on its merchandise.

In these days any girl who receives a penny for her thoughts is getting darn good money.

William G. Tapert.

Death of H. T. Fox, Wholesale Grocer of Saginaw.

Saginaw, May 14—Horace T. Fox, for many years associated with the wholesale grocery business here and active in fraternal circles, died recently at his home, 925 South Warren avenue, after an eight-month illness. He was 53 years old.

Born Jan. 3, 1879 in Ithaca, Mr. Fox spent his boyhood on a farm there and later moved to St. Louis, where he attended the public schools. At the age of 17 he came to Saginaw to become associated with the firm of Smart & Fox, wholesale grocers, which later merged with Lee & Cady. Mr. Fox was with the company for thirty-six years, twenty-eight of which he traveled. He was married June 24, 1902, to Miss Emma Brandt, of Saginaw.

Mr. Fox was a member of Saginaw lodge, No. 77, F. & A. M., of Elf Khurafah Shrine, the Bay City Consistory and of Saginaw council No. 43, U. C. T., in which he had served as past senior counselor. He also was a member of the Royal League.

Surviving are his widow and two daughters, Miss Dorothy H. Fox, Detroit, and Mrs. Frederick E. Miller, Saginaw; an uncle, Frederick J. Fox, and a half brother and a half sister, Wesley J. Fox and Mrs. John Green, St. Louis.

A new all-electric air-conditioning system for railroad cars uses a newly developed axle generator and storage battery for motive power, a new gas as the refrigerating medium.

Leaderlessness leads to chaos.

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.

Handling School Business at the Soda Fountain.

Let us assume that a dispenser has opened a new place near a school. He has hot and cold soda and a luncheonette feature, and he wishes to interest the school children. How can he go about it?

Dispensers sometimes say in a semijocular way that business writers are prone to deal in generalities. What they want to hear about is something that will actually work. We can't blame them for that.

One dispenser in the situation we have outlined started proceedings by inviting the twelve teachers of a graded school to a little luncheon party. Eight accepted. So he set a table for eight, had some flowers, had graphophone music, and a smart girl assistant to receive the guests and act as hostess. During the course of the luncheon she gave the guests a little talk along these lines: "We wanted you to see that school children can come here and get luncheon amid proper surroundings. We serve wholesome food. We will not serve coffee to small children. We will appreciate the patronage of you teachers. On rainy days we will be glad to send over luncheon orders. And we will appreciate it if you will tell parents just what we are trying to do."

This was a smart move, for he immediately began to get luncheonette business from the teachers themselves. Those who accepted his original invitation went away pleased, and he afterwards gave a special luncheon to the four teachers who did not accept the first invitation. Eventually he had teachers lined up from three schools.

There were tables for them, and many an impromptu little luncheon party resulted. A special effort was made to send out luncheon orders on bad days. In the course of time the establishment averaged twenty orders a day from school teachers alone, either served in the store or sent out. At an average of 30 cents an order, this meant six dollars a day gross from the teachers, which is doing very well for a strictly neighborhood fountain.

Another man, on his opening day, stopped ten or twelve children on their way to school.

"Come in at the noon hour," he said, "and bring your friends. Everybody gets a free glass of soda." About thirty accepted this invitation. It did not cost him much to supply them with free soda.

The children were sorry that they had not accepted in greater numbers,

and so was the dispenser, for that matter.

It is sometimes shrewd advertising to call in a bunch of youngsters and give each an ice cream cone, telling them to eat the cones on the playground. Distributing six cones in the store would not yield much advertising, because there are only six children present. But six cones being consumed on the playground mean a lot of advertising if 200 children are milling around. This applies especially to all novelties.

You know how children can show off.

To attract small children, a suitable novelty for every holiday will work out well. For St. Valentine's day, let us say that we have gingerbread hearts, with colored icing around the edges. Six kids are equipped with one of these each, and march off to the playground in dignified procession. Won't that apprise the entire assemblage on the playground that something notable is on sale? Children have been known to rush to their parents, demanding the purchase price. And is one mother going to let the urchins next door triumph over her darlings? Never.

Sandwiches, too, can be turned out in many shapes, hearts, flowers, animals, and what not. How about a fish shaped sandwich with fish filling? Are children attracted by these things or not?

In ice cream we can serve an imitation pickle, a banana, a leaf, a miniature ear of corn. Innumerable pleasing effects are made possible by the use of molds.

In most communities we now have the Parent-Teacher Association.

"A tough combination for kids to buck against," remarks one wag.

Maybe so, but no matter. It is all for the child's good, and a little supervision does no harm.

There was a smart dispenser who invited a committee from the Parents' Association to have luncheon at his place. Four mothers responded. Now around some schools, as we all know, are pool rooms and other establishments that sell soft drinks, perhaps a few luncheon items, and some of these places you would prefer not to have your own child patronize. Loafers congregate there, bootlegging sometimes goes on, and now and then there is talk about drug peddling. This sometimes breaks out in the newspapers and there is a great uproar. Anyhow, in many of these places the atmosphere is none too good.

The ladies invited to this luncheon had to pass a number of such places. They had a nice lunch. When they had finished, the proprietor escorted them to the door. He went as far as the sidewalk. And there he said, "Now, ladies, you must have noticed these establishments along the block. Do you want your children to get lunch in such places, or would you rather have them come to a safe home-like place?"

About that time a "souse" lurched out of a place a few doors away and fell flat on the sidewalk.

The lesson was emphatic.

At the next meeting of the Parents' Association there was some forceful talk as a result of which the chief of police got hauled on the carpet. In one of our large cities last year there was an investigation of an establishment where junior high school pupils went for luncheon, and where it was alleged that liquor was sold. If you will watch the papers, you will see these things cropping up from time to time.

To be perfectly plain, dubious places have no business in catering to children, and if they do, trouble is sure to follow.

Children are not worldly wise and sometimes go in search of adventure some distance from the school neighborhood. It is not necessary to "knock" competitors. A dignified letter to parents, citing the advantages of your own place, will be sufficient. If there are dubious places in the locality, you will be doing the community a service.

There was in a certain store a little nook under a stairway.

The proprietor was at loss as to what to do with it, and there didn't seem to be anything that could be done. But a fixture man soon made a suggestion. The nook was only about four feet high.

"Put a soda booth under there," said the fixture man, "for small children."

This was done, and room was found to seat eight youngsters.

From that time on there was a grand race at recess time for the soda nook. Now when you have the school, or a part of the school, racing for your store, you have accomplished something tangible. A business man who wants a glass of hot chocolate and a sandwich is not much interested in surroundings, perhaps, if they are neat and the food is good. He partakes of the food and goes his way. But to attract children we use many ideas:

Booths
Miniature tables and chairs
Replicas of dining cars
Arbors
Play houses
Pagodas
Grottoes
Etc.

Such novelties in fixtures will win school trade and help us to hold it. And for collegiate pupils we institute

rath-kellars, dancing floors, grills, or indoor gardens.

I have seen a permanent fish pond prove of interest to children; also an aviary stocked with native birds.—Nat. Druggist.

Sudden Death of George A. Pierce.

George A. Pierce, 72, traveling salesman many years for the Brunswick Tablet Co. of Chicago, Ill., died of heart disease last Thursday afternoon at his home, 1801 Horton avenue, after a three weeks' illness.

Born in Springfield, N. Y., Dec. 22, 1859 Mr. Pierce moved to Hillsdale and about thirty-five years ago to Grand Rapids. He joined the City mission about thirty years ago and since that time had been active in religious life, teaching a Sunday school class there for many years and preaching in several churches when pastors were unable to fill their pulpits. He was a member of Griggs Street Evangelical church. He was a member of the Masonic order and the United Commercial Travelers.

Four associates in the religious and business life of Mr. Pierce assisted Monday afternoon in officiating at his funeral at Griggs Street Evangelical church. They were Rev. Raymond R. Brown, pastor of the church; Homer Bradfield, secretary of the United Commercial Travelers of America; Dr. Jacob Helms, former Sunday school pupil of Mr. Pierce, and Rev. Ed Waldeck, assistant superintendent of the City mission. At the funeral services were many physicians from Grand Rapids and Western Michigan cities and persons with whom he had been associated in religious life. Burial was in Oak Grove cemetery, Hillsdale.

He leaves only the widow, Mrs. Nellie Holloway Pierce, and several cousins.

The most noticeable feature of the deceased was his prevailing good humor, which was always in evidence, no matter how dark the horizon might be. Because of his confirmed habit of cheerfulness he was a welcome visitor in the office of every physician he ever called on.

A new metal cleaning unit removes grease and oil from stampings, die castings and other metal parts through the condensation of vapor from a boiling solvent.

BOOST FOR MICHIGAN WHOLESALE BECAUSE THEY BOOST FOR YOU.

TOURISTS
DEMAND



GOOD
CANDY

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

Robbery of Unemployed Ended.

During the past two years hundreds of employment agencies conducted by private citizens have flourished in Michigan. Not content with the authorized fee, many have obtained from \$2 to \$5 from an applicant under the pretense of giving preference to such ones in the assignments to positions of employment.

We understand that all this is now ended, so far as Michigan is concerned at least. And instead of each free employment bureau maintained by any city, reporting monthly to the Department of Commerce and Labor at Washington, the Lansing City Employment Bureau has become the head of the state, and all reports are sent to it, tabulated and sent to Washington.

In furtherance of this re-organization it became necessary to select a new superintendent. Governor Brucker, Mayor Gray, an alderman, three men and a woman were appointed as a committee to nominate a person for the position, the appointment to be made by President Hoover. The position is non-political. Governor Brucker and Mayor Gray are members of different parties. After fifteen applications for the position had been listed, Wilbur E. Whitney, a resident of Lansing since 1909, except four years in California, was persuaded to file an application. He received the unanimous recommendation of the committee, was appointed and began his duties March 15. Inside of a month he had placed 150 persons at work with only one report of dissatisfaction. Leaving the routine work to the former office force he gets in touch with heads of factories, shops and in fact every class of employers, learns the number of persons needed and the qualifications required. Then from the application sheets and con-

ferences with those seeking such kinds of employment he selects those best fitted for the jobs. E. E. Whitney.

A new movable, sound-proofed sectional steel wall, factory-fabricated and decorated, is designed to replace tile and plaster corridor and dividing walls. A hinged base carries telephone and electric wires.

A new clay brick, not yet available commercially, is so light it floats. It is said to be strong, impervious to water, a good heat insulator. It can be sawed; trim can be nailed to it.

Quick, tipless service is given by a new restaurant table. The guest checks a menu card, drops it into a slot, sees his meal rise on tiered trays in the center of the table.

The first all-metal office building in this country was recently completed in Richmond, Va. The frame is of structural steel, floors of steel plate, walls of aluminum.

BROOKSIDE BRAND WHISK BROOMS



ALL STYLES AND PRICES

SPRING SPECIALTIES

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

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

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acetic , No. 8, lb. 06 @ 10	Gum	Hemlock , Pu., lb. 2 00 @ 2 25
Boric , Powd., or	Aloe , Barbadoes,	Heml'k 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	Junip'r W d , lb. 1 50 @ 1 75
Citric , lb. 40 @ 55	Aloe , 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
Alcohol	Asafoetida , lb. 50 @ 60	Pennyroyal , lb. 3 25 @ 3 50
Denatured , No. 5,	Asafoetida , Po., lb. @ 75	Peppermint , lb. 3 50 @ 3 75
Gal. 48 @ 60	Guaiac , lb. @ 60	Rose , dr. @ 2 50
Grain , Gal. 4 25 @ 5 00	Guaiac , Powd., @ 70	Rose , Geran., ozs. 50 @ 95
Wood , Gal. 50 @ 60	Kino , lb. @ 90	Rosemary
Alum-Potash , USP	Kino , powd., lb. @ 1 00	Flowers , lb. 1 50 @ 1 75
Lump , lb. 05 @ 13	Myrrh , lb. @ 60	Sandalwood ,
Powd. or Gra. , lb. 05 1/4 @ 13	Myrrh , Pow., lb. @ 75	E. I. , lb. 12 50 @ 12 75
	Shellac , Orange,	W. I. , lb. 4 50 @ 4 75
Ammonia	lb. @ 25 @ 35	Sassafras ,
Concentrated , lb. 06 @ 18	Ground , lb. 25 @ 35	true, lb. 2 00 @ 2 25
4-F , lb. 05 1/2 @ 13	Shellac , white,	Syn. , lb. 75 @ 1 00
3-F , lb. 05 1/2 @ 13	(bone dr'd) lb. 35 @ 45	Spearmint , lb. 3 00 @ 3 25
Carbonate , lb. 20 @ 25	Tragacanth ,	Tansy , lb. 5 00 @ 5 25
Muriate , Lp., lb. 18 @ 30	No. 1, bbls. 2 00 @ 2 25	Thyme , Red, lb. 1 50 @ 1 75
Muriate , Gra., lb. 08 @ 18	No. 2, lbs. 1 75 @ 2 00	Thyme , Whi., lb. 1 75 @ 2 00
Muriate , Po., lb. 20 @ 30	Pow. , lb. 1 25 @ 1 50	Wintergreen
		Leaf , true, lb. 6 00 @ 6 25
Arsenic	Honey	Birch , lb. 3 00 @ 3 25
Pound 07 @ 20	Pound 25 @ 40	Syn. 75 @ 1 00
Balsams	Hops	Wormseed , lb. 6 00 @ 6 25
Copaiba , lb. 50 @ 80	1/4s Loose , Pressed,	Wormwood , lb. 7 00 @ 7 25
Fir , Cana., lb. 2 75 @ 3 00	lb. @ 60	
Fir , Oreg., lb. 65 @ 1 00	Hydrogen Peroxide	Oils Heavy
Peru , lb. 2 00 @ 2 20	Pound , gross 25 00 @ 27 00	Castor , gal. 1 35 @ 1 60
Tolu , lb. 1 50 @ 1 80	1/2 Lb. , gross 15 00 @ 16 00	Cocanut , lb. 22 1/2 @ 35
	1/4 Lb. , gross 10 00 @ 10 50	Cod Liver , Nor-
Barks	Indigo	wegian, gal. 1 00 @ 1 50
Cassia ,	Madras , lb. 2 00 @ 2 25	Cot. Seed , Gals. 1 25 @ 1 50
Ordin. , Po., lb. 25 @ 30	Insect Powder	Lard , ex., gal. 1 55 @ 1 65
Ordin. , lb. 25 @ 30	Pure , lb. 25 @ 35	Lard , No. 1, gal. 1 25 @ 1 40
Saigon , lb. 40 @ 60	Lead Acetate	Linseed , raw, gal. 55 @ 70
Saigon , Po., lb. 50 @ 60	Xtal , lb. 17 @ 25	Linseed , boil, gal. 58 @ 73
Elm , lb. 35 @ 40	Powd. & Gran. 25 @ 35	Neatsfoot ,
Elm , Powd., lb. 35 @ 40	Licorice	extra, gal. 1 25 @ 1 35
Elm , G'd, lb. 40 @ 45	Extracts , sticks,	Olive ,
Sassafras (P'd lb. 45) @ 35	per box 1 50 @ 2 00	Malaga , gal. 2 50 @ 3 00
Soapstone , cut, lb. 15 @ 25	Lozenges , lb. 40 @ 50	Pure , gal. 3 00 @ 5 00
Soapstone , Po., lb. 25 @ 30	Wafers , (24s) box @ 1 50	Sperm , gal. 1 25 @ 1 50
		Tanner , gal. 75 @ 90
Berries	Leaves	Tar , gal. 65 @ 75
Cubeb , lb. @ 75	Buchu , lb., short @ 50	Whale , gal. @ 2 00
Cubeb , Po., lb. @ 80	Buchu , lb., long @ 60	
Juniper , lb. 10 @ 20	Buchu , P'd., lb. @ 60	Opium
	Sage , bulk, lb. 25 @ 30	Gum , ozs., \$1.40;
Blue Vitriol	Sage , loose @ 40	lb. 20 00 @ 20 50
P'd or Xtal , lb. 06 @ 13	Sage , pressed, 1/4s, lb. @ 40	Powder , ozs., \$1.50;
Borax	Sage , ounces @ 85	lb. 21 00 @ 21 50
Brimstone	Sage , P'd & Grd. @ 35	Gran. , ozs., \$1.50.
Pound 04 @ 10	Senna ,	lb. 21 00 @ 21 50
Camphor	Alexandria , lb. 50 @ 60	Paraffine
Pound 80 @ 1 00	Tinnevela , lb. 20 @ 30	Pound 06 1/2 @ 15
Cantharides	Powd. , lb. 25 @ 35	Papper
Russian , Powd. @ 1 50	Uva Ursi , lb. 20 @ 25	Black , grd., lb. 35 @ 45
Chinese , Powd. @ 1 25	Uva Ursi , P'd, lb. @ 30	Red , grd., lb. 42 @ 55
Chalk		White , grd., lb. 55 @ 65
Crayons ,	Lime	Pitch Burgundy
white , dozen @ 3 60	Chloride , med., dz. @ 85	Pound 20 @ 25
dustless , doz. @ 6 00	Chloride , large, dz. @ 1 45	Petrolatum
French Powder ,	Lycopodium	Amber , Plain, lb. 12 @ 17
Coml. , lb. 03 1/2 @ 10	Pound 60 @ 75	Amber , Carb., lb. 14 @ 19
Precipitated , lb. 12 @ 15	Magnesia	Cream Whi., lb. 17 @ 22
Prepared , lb. 14 @ 16	Carb. , 1/8s, lb. @ 30	Lily White, lb. 20 @ 25
White , lump, lb. 03 @ 10	Carb. , 1/16s, lb. @ 32	Snow White, lb. 22 @ 27
Capsicum	Carb. , P'd., lb. 15 @ 25	
Pods , lb. 60 @ 70	oxide , Hea., lb. @ 75	Plaster Paris Dental
Powder , lb. 62 @ 65	oxide , light, lb. @ 75	Barrels @ 25
	Menthol	Less , lb. 03 1/2 @ 08
Cloves	Pound 4 88 @ 6 00	Potassa
Whole , lb. 25 @ 35	Mercury	Caustic , st'ks, lb. 55 @ 88
Powdered , lb. 30 @ 40	Pound 1 65 @ 1 80	Liquor , lb. @ 40
Cocaine	Morphine	Potassium
Ounce 12 85 @ 13 50	Ounces @ 12 65	Acetate , lb. 60 @ 96
Copperas	1/8s 13 40 @ 13 90	Bicarbonate , lb. 30 @ 35
Xtal , lb. 03 1/4 @ 10	Mustard	Bichromate , lb. 15 @ 25
Powdered , lb. 04 @ 15	Bulk , Powd.,	Bromide , lb. 51 @ 72
Cream Tartar	select , lb. 45 @ 50	Carbonate , lb. 30 @ 35
Pound 25 @ 40	No. 1 , lb. 25 @ 35	Chlorate ,
Cuttlebone	Naphthaline	Xtal , lb. 17 @ 23
Pound 40 @ 50	Balls , lb. 06 1/4 @ 15	powd. , lb. 17 @ 23
Dextrine	Flake , lb. 05 1/4 @ 15	Gran. , lb. 21 @ 28
Yellow Corn, lb. 06 1/2 @ 15	Nutmeg	Iodide , lb. 3 64 @ 3 84
White Corn, lb. 07 @ 15	Pound @ 40	Permanganate , lb. 22 1/2 @ 35
Extract	Powdered , lb. @ 50	Prussiate ,
Witch Hazel, Yel-	Nux Vomica	Red , lb. 80 @ 90
low Lab., gal. 90 @ 1 65	Pound @ 25	Yellow , lb. 50 @ 60
Licorice , P'd, lb. 50 @ 60	Powdered , lb. 15 @ 25	Quassia Chips
Flower	Oil Essential	Pound 15 @ 20
Arnica , lb. 75 @ 80	Almond ,	Powd. , lb. 25 @ 30
Chamomile ,	Bit. , true, ozs. @ 50	Quinine
German , lb. 35 @ 45	Bit. , art., ozs. @ 35	5 oz. cans , ozs. @ 57
Roman , lb. @ 90	Sweet , true, lb. 1 50 @ 1 80	Sal
Saffron ,	Sw't , Art., lbs. 1 00 @ 1 25	Epsom , lb. 03 1/4 @ 10
American , lb. 35 @ 40	Amber , crude, lb. 75 @ 1 00	Glaubers ,
Spanish , ozs. @ 1 25	Amber , rect., lb. 1 50 @ 2 00	Lump , lb. 03 @ 10
Formaldehyde , Bulk	Anise , lb. 1 25 @ 1 60	Gran. , lb. 03 1/2 @ 10
Pound 09 @ 20	Bay , lb. 4 00 @ 4 25	Xtal or Powd. 10 @ 22
Fuller's Earth	Bergamot , lb. 5 00 @ 5 25	Gran. , lb. 09 @ 20
Powder , lb. 05 @ 10	Cajuput , lb. 1 50 @ 1 75	Rochelle , lb. 21 @ 31
Gelatin	Caraway S'd, lb. 3 00 @ 3 25	Soda , lb. 02 1/2 @ 08
Pound 60 @ 70	Cassia , USP, lb. 2 25 @ 2 60	
Glue	Cedar Leaf, lb. 2 00 @ 2 25	Soda
Brok. , Bro., lb. 20 @ 30	Cedar Leaf,	Ash 03 @ 10
Gro'd , Dark, lb. 16 @ 22	Coml. , lb. 1 00 @ 1 25	Bicarbonate , lb. 03 1/2 @ 10
Whi. Flake, lb. 27 1/2 @ 35	Citronella , lb. 75 @ 1 20	Caustic , Co'l, lb. 08 @ 15
White G'd, lb. 25 @ 35	Cloves , lb. 2 50 @ 2 80	Hypophosphite , lb. 05 @ 10
White AXX light,	Croton , lbs. 8 00 @ 8 25	Phosphate , lb. 23 @ 28
lb. @ 40	Cubeb , lb. 5 00 @ 5 25	Sublimate ,
Ribbon 42 1/2 @ 50	Erigeron , lb. 4 00 @ 4 25	Xtal , lb. 07 @ 12
	Eucalyptus , lb. 1 00 @ 1 25	Dry , Powd., lb. 12 1/2 @ 20
Glycerine	Fennel 2 00 @ 2 25	Silicate , Sol., gal. 40 @ 50
Pound 15 @ 35		Turpentine

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

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. doz.	2 00
Musselman, 12-38 oz. doz.	2 00

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



KC, 10c size, 8 oz.	3 60
KC, 15c size, 12 oz.	5 40
KC, 20c size, full lb.	6 80
KC, 25c size, 25 oz.	9 00
KC, 50c size, 50 oz.	8 50
KC, 5 lb. size	6 50
KC, 10 lb. size	6 50

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

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

BEANS and PEAS	
Chili Beans, 100 lb. bag	5 00
Dry Lima Beans, 100 lb.	6 90
Pinto Beans, 100 lb.	5 50
White H'd P. Beans, 200 lb.	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
and 2 doz.	2 25

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

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

Pep, No. 224	2 70
Pep, No. 202	2 00
Crumbles, No. 424	2 70
Gran Flakes, No. 624	2 45
Gran Flakes, No. 602	1 30
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75

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

ROLLED OATS	
Purity Brand	
Instant Flakes	



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

Post Brands	
Grape-Nuts, 24s	2 20
Grape-Nuts, 50	1 40
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 50
Post Toasties, 24s	2 50
Post's Bran, 24s	2 70

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

Stove	
Shaker, No. 50	1 80
Peerless	2 60

Shoe	
No. 4-0	2 25
No. 2-0	3 40

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	8 50

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

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

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

Red Raspberries	
No. 2	4 50
No. 1	3 15
Marcellus, No. 2	3 60
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 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, Star	2 75
Shrimp, 1 wet	1 85
Sard's, 1/4 Oil, Key	5 40
Sardines, 1/4 Oil, Kless	4 15
Salmon, Red Alaska	2 45
Salmon, Med. Alaska	1 60
Salmon, Pink, Alaska	1 20
Sardines, Im. 1/4, ea.	10 2
Sardines, Im. 1/2, ea.	2
Sardines, Cal.	1 10
Tuna, 1/2 Van Camps, doz.	1 85
Tuna, 1/4s, Van Camps, doz.	1 35
Tuna, 1s, Van Camps, doz.	3 60
Tuna, 1/2s, Chicken Sea, Doz.	2 15

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

Baked Beans	
Campbells	60
Quaker, 16 oz.	60
Freemont, No. 7	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. 1	1 90
Choice, Whole, No. 1	1 25
Cut, No. 10	9 50
Cut, No. 2	1 75
Cut, No. 1	1 10

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

Wax Beans	
Little Dot, No. 2	2 55
Little Dot, No. 1	1 80
Little Quaker, No. 2	2 25
Little Quaker, No. 1	1 45
Choice, Whole, No. 10	10 70
Choice, Whole, No. 2	2 00
Choice, Whole, No. 1	1 35
Cut, No. 10	9 50
Cut, No. 2	1 75
Cut, No. 1	1 15
Pride of Michigan	1 35
Marcellus Cut, No. 10	7 25

Beets	
Small No. 2 1/2	3 00
Extra Small, No. 2	2 80
Fancy Small, No. 2	2 25
Pride of Michigan	2 00
Hart 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	90
Marcellus, No. 2	1 00
Fancy Crosby, No. 2	1 25
Whole Grain, 6 Ban-tam, No. 2	1 80

Peas	
Little Dot, No. 2	2 40
Little Quaker, No. 10	11 25
Little Quaker, No. 2	2 15
Little Quaker, No. 1	1 45
Sifted E. June, No. 10	9 50
Sifted E. June, No. 2	1 75
Sifted E. June, No. 1	1 25
Sifted E. June, No. 2	1 75
Sifted E. June, No. 1	1 45
Marcel., E. June, No. 1	3 35
Marcel., E. June, No. 10	7 00
Templar E. June, No. 10	7 00

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

Sauerkraut	
No. 10	4 70
No. 2 1/2	1 15
No. 2	85

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 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

Kraft, American, 1/2 lb.	1 85
Kraft, Brick, 1/2 lb.	1 85
Kraft, Limburger, 1/2 lb.	1 85

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

COCOA



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

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

Pearl Barley	
Barley 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 05
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 20
Spaghetti, 9 oz.	2 20
Elbow Macaroni, 9 oz.	2 20
Egg Noodles, 6 oz.	2 20
Egg Vermicelli, 6 oz.	2 20
Egg Alphabet, 6 oz.	2 20
Egg A-B-Cs 48 pkgs.	1 80
NUTS—Whole	
Almonds, Tarragonna	
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	7

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

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

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

PARIS GREEN	
1/2s	34
1s	32
2s and 6s	30

PETROLEUM PRODUCTS	
Including State Tax	
From Tank Wagon	
Red Crown Gasoline	15.3
Red Crown Ethyl	18.3
Stanoline Blue	13.3

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

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



Iron Barrels	
Light	62.2
Medium	62.2
Heavy	62.2
Special heavy	62.2
Extra heavy	62.2
Polarine "R"	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



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

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

Dill Pickles	
Gal, 40 to Tin, doz.	8 15
32 oz. Glass Picked	2 25
92 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.	13
Good Strs & Hf.	11
Med. Steers & Heif.	10
Com. Steers & Heif.	09

Veal	
Top	12
Good	11
Medium	9

Lamb	
Yearling Lamb	15
Good	14
Medium	10
Poor	08

Mutton	
Good	08
Medium	06
Poor	04

Pork	
Loin, med.	09
Butts	08
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
50 lb. tubs—advance	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	3 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 beef	
Knuckles	@24
California Hams	@12 1/2
riemic 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 1/4

RUSKS	
Postma Biscuit Co.	
18 rolls, per case	1 30
12 rolls, per case	1 20
18 cartons, per case	2 15
12 cartons, per case	1 45

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Unanulated, 60 lbs. cs.	1 35
Unanulated, 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 oz.	
Pails, 10 lb. Fancy fat 1 50	

White Fish	
Med. Fancy, 100 lb.	13 00
Milkers, bbls.	13 50
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
Bixby's, Doz.	1 30
Shinola, doz.	90

STOVE POLISH	
Blackne, per doz.	1 30
Black Silk Liquid, dz.	1 30
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 30
Enameline Liquid, dz.	1 30
E. Z. Liquid, per doz.	1 30
Radium, per doz.	1 30
Rising Sun, per doz.	1 30
654 Stove Enamel, dz.	2 80
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.	40
Baker Salt, 280 lb. bbl.	3 80
6, 10 lb., per bale	93
20, 30 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
Brillo	85
Climoline, 4 doz.	3 60
Grandma, 100, 5c	3 00
Grandma, 24 Large	3 50
Snowboy, 12 Large	2 55

Gold Dust, 12 Large	2 25
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean., 4 dz.	3 40
Octagon, 96s	3 90
Rinsol, 40s	3 20
Rinsol, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
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 60
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	@35
Cassia, Canton	@24
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Mixed, No. 1	@30
Mixed, 5c pkgs., doz.	@45
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</

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

Time For Drifting Is Past.

One thing is certain—that business won't come to you by simply sitting and waiting for it. Shoe stores have got to work a little harder and with determination and intelligence. Shoe stores have got to fight for business and the competition is not between themselves but against every other industry on the basis of "justification for service rendered." We have got to make buying habits instead of waiting for them to develop.

If the shoe industry, as a whole, finds that it is possible to encourage a general demand for certain types of shoes at some particular time, why then it is up to the industry to "get the business." Waiting for times to improve or just simple, passive store-keeping is not going to make a worthwhile shoe business this year or any year in the future.

The shoe industry has tried every form of independent and individual effort. It has gone too far in internal competition. It has made a regular business profitless by internal competition. It has completely forgotten that the big battle was to get the money that would ordinarily be spent for something else. Individual concerns have tried all manners of stunts and ballyhoos in the feeling that this predatory age forced them to individually fight with any tools, good or bad, because the shoe money of the town was limited and the battle for survival was a merciless one. That sort of business develops a display of jealousy and unfairness and in the end injures every shoe store as well as the one using such tools and methods. We believe the time has come for all merchants to co-operate earnestly and sincerely with business associates in the town, in the State and in the industry. Leading merchants throughout the country have expressed themselves as being tremendously interested in any plan for collective action.

Richard D. Hofheimer of Hofheimer's, Inc., Norfolk, states: "I believe that to-day any merchant who deliberately denies himself the opportunity of procuring additional business, through failure to join into any concerted move which would bring him more pairs, is highly atavistic and as such is not going to remain a merchant much longer. There should be little or no reason for anyone to withhold his support to a move of this nature."

Paul O. Kuehn, of South Bend, Ind., says: "We stand heartily in accord with your plans in making this week a profitable one, and will decorate our windows and advertise accordingly. Also, we are willing to give some time to South Bend to promote the cause in the shoe departments and stores."

"I feel that it is quite important that this job will be done best where it is done collectively in respective localities."

Ben A. Phelps, of Shreveport, La., says: "My heartiest co-operation will

be given, and I shall endeavor, in my small way, to put it over."

"Here in Shreveport, we are now planning to feature that week in every way possible, using newspaper advertising and special window displays. If possible, we shall also try to have editorials in our local daily papers on this subject."

And so you see that what this industry needs most is a rallying point around which all stores can co-operate on the basis of a competition of service and selection rather than the merciless competition of price. We believe that National Sport Shoe Week holds real promise because of the new and refreshing spirit of co-operation between men who are associates as well as competitors in "getting more shoes sold right."

Industry had an experience this week of co-ordinated effort in conference. There has never been a conference so humble. There were "no shining lights" whose opinions dominated and directed the preparation of the platform of fashion for Fall and Winter. The voice of the little man was heard and his opinions listened to attentively for perhaps an idea might come out of the country to invigorate and revitalize the tired city. Industry is on the point of being refreshed by a new method of merchandising through collective action.—Boot and Shoe Recorder.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 10.—We have received the schedules, order of reference, and adjudication in the matter of Howard C. Warrell, Bankrupt No. 4895. The bankrupt is a resident of Greenville, and his occupation is that of a laborer. The schedules of the bankrupt show assets of \$127.26, with liabilities listed at \$522.90. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 10. We have received the schedules, order of reference, and adjudication in the matter of Douwe J. Vander Kooi, Bankrupt No. 4894. The bankrupt is a resident of Zeeland, and his occupation is that of a baker and gardener. The schedules of the bankrupt show assets of \$1,490.25, with liabilities listed at \$7,150.25. 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:

City of Zeeland	\$ 80.00
John Kloosterman, Los Angeles, Calif.	
Hendrika Vanden Brink, Zeeland; Timon Vanden Brink, Zeeland; Evert Kloosterman, Beloit, Wis.	2,000.00
Wichers Lumber Co., Zeeland; Timon and Henrietta Vanden Brink, Zeeland	2,745.00
Edward H. Hall, Zeeland	519.00
G. Moeke & Sons, Zeeland	86.00
Henry Vollink, Zeeland	83.00
Zeeland Print Shop, Zeeland	85.00
Brown & Bigelow, St. Paul, Minn.	64.00
J. W. Miller, Rockford, Illinois	87.00
State Commercial & Savings Bank, Zeeland	700.00

May 10. We have received the schedules, order of reference, and adjudication in the matter of Helen L. Wells, Bankrupt No. 4896. The bankrupt is a resident of Grand Rapids, and her occupation is that of a housewife. The schedules of the bankrupt show assets of \$500, with liabilities listed at \$15,869.75. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Claude T. Hamilton, Bankrupt No. 4849. The first meeting of creditors in this matter has been called for May 24.

In the matter of Charles W. Bly, Bankrupt No. 4888. The first meeting of creditors has been called for May 24.

In the matter of James L. Baker, Bankrupt No. 4730. The first meeting of creditors has been called for May 24.

In the matter of Homer C. Potter, Bankrupt No. 4886. The first meeting of creditors has been called for May 24.

In the matter of Spencer-Duffy Co., Inc., Bankrupt No. 4588, final meeting of creditors was held May 6. Trustee's final report and account approved and allowed. Offer of Grand Rapids Savings Bank in the sum of \$19,135.58 for remaining assets accepted and sale confirmed. Or-

\$475,000.00

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with us



MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

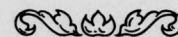
LANSING, MICHIGAN

Mutual Building

Phone 20741

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208 NORTH CAPITOL AVENUE

LANSING, MICHIGAN

Phone 20741

BRANCHES

GRAND RAPIDS—Grand Rapids Trust Building

DETROIT—Transportation Building

(Michigan's Largest Mutual Insurance Agency)

der entered for payment of administration expenses, preferred claims and first and final dividend of 100 per cent. No objections to discharge. Meeting adjourned without date and files will be returned in due course.

In the matter of Theona Brick Co., Bankrupt No. 4448, final meeting of creditors was held May 9. Trustee's final report and account previously filed. Trustee was present in person. Claims proved and allowed. Offer of W. R. Payne in the sum of \$7,500 for real estate offered for sale under Item 4 on final meeting notice together with all buildings thereon and certain machinery and equipment, accepted and sale confirmed. Order entered for payment of administration expenses in cash and for the payment of preferred and secured claims by surrender of liens and receipts. No objections to discharge. Meeting adjourned without date and files will be returned to district court in due course.

May 11. We have received the schedules, order of reference, and adjudication in the matter of Howard Tait, Bankrupt No. 4891. The bankrupt is a resident of South Haven, and his occupation is that of a grocer. The schedules of the bankrupt show assets of \$7,694.59, with liabilities listed at \$5,089.73. The list of creditors of said bankrupt is as follows: City Treasurer, South Haven --- \$46.05
Russell Tait --- 14.00
Wolverine Serv. Stations, So. Ha. --- 34.29
Niffenegger Meat Market, So. Ha. --- 57.92
Stone's Market, South Haven --- 34.56
Arnold Bros., Chicago --- 17.86
Armour & Co., Chicago --- 53.48
Alfred J. Brown Seed Co., G. R. --- 17.28
Frank DeCook, South Haven --- 1.50
Ferry-Morse Seed Co., Detroit --- 45.20
Durant-McNeill-Horner Co., Chicago --- 30.37
J. F. Besley Milling Co., Plainwell --- 47.00
W. W. Goldsmith, South Haven --- 62.44
Hekman Biscuit Co., Grand Rapids --- 9.41
George Ireland, South Haven --- 7.40
Kalamazoo Co. of America, Kalam. --- 10.24
Francis H. Leggett & Co., Detroit --- 10.35
C. Kammert, South Haven --- 25.95
Kalamazoo Food Service, Kalam. --- 2.58
Klass Corp., Chicago --- 15.00
Loose-Wiles Biscuit Co., Kalam. --- 21.48
Kalamazoo Cold Storage Co., Kala. --- 42.32
Lockway-Stouck Paper Co., ---
Benton Harbor --- 34.11
E. B. Mielke, South Haven --- 7.45
Modek-Reko Produce Co., Chicago --- 45.90
Paramount Mineral Water Co., ---
South Haven --- 7.85
Pillsbury Flour Mills Co., Chicago --- 29.75
Pioneer Mfg. Co., Cleveland --- 5.25
Procter & Gamble Distributing Co., Detroit --- 21.35
Pure Food Service, Kalamazoo --- 16.81
Randall Chicken Products Co., ---
Tekonsha --- 19.25
Sprague, Warner & Co., Chicago --- 11.05
Sawyer Biscuit Co., Chicago --- 57.57
Ad. Seidel & Sons, Chicago --- 26.14
Star Paper Co., Kalamazoo --- 44.75
Vette & Zuncher Co., Chicago --- 38.82
Kidd, Dater & Price Grocery Co., ---
Benton Harbor --- 1,085.91
Grove Dairy Co., South Haven --- 330.77
Michigan Fuel & Light Co., So. Ha. --- 75.42
Paul Pomeroy, South Haven --- 40.05
Citizens State Bank, South Haven --- 60.64
Standard Brands, Inc., Kalamazoo --- 3.75
First State Bank, South Haven --- 210.00
Betty's Candy Kitchen, Battle Cr. --- 10.25
Walter Birk Candy Co., Chicago --- 6.96
Chapman & Smith Co., Chicago --- 7.28
Arlington Refining Co., Cleveland --- 10.50
Bd. of Public Works, South Haven --- 4.51
Tri-County Telephone Co., S. Ha. --- 9.10
David Tait, South Haven --- 2,146.00

May 11. We have received the schedules, order of reference, and adjudication in the matter of George W. Hansen, Bankrupt No. 4899. The bankrupt is a resident of Brooks township, Newaygo county. The occupation is that of a salesman. The schedules of the bankrupt show no assets, with liabilities listed at \$9,842.68. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 11. We have received the schedules, order of reference, and adjudication in the matter of Ralph Lynn Ramsdell, Bankrupt No. 4898. The bankrupt is a resident of Portage township, and his occupation is that of a sheet metal worker. The schedules of the bankrupt show assets of \$300, with liabilities listed at \$585.25. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 11. We have received the schedules, order of reference, and adjudication in the matter of David N. Walker, Bankrupt No. 4897. The bankrupt is a resident of Niles township, and his occupation is that of a farmer. The schedules of the bankrupt show assets of \$1,390, with liabilities listed at \$17,396.10.

May 9. On this day final meeting of creditors of Louis S. Markowski, doing business as Standard Clothing Co., Bankrupt No. 4766, was held. Trustee's final report and account approved and allowed. Order made for payment of administration expenses as far as funds on hand would permit; no dividends for creditors. No objections to bankrupt's discharge. Meeting adjourned without date.

In the matter of H. L. Hubbel, doing business under the name and style of H. L. Hubbell Mfg. Co., Bankrupt No. 4634, trustee having heretofore filed his final report and account, final meeting was held on May 4. Trustee was present

in person and represented by Willis B. Perkins, Jr., attorney. Corwin & Davidson present for certain creditors. Claims proved and allowed. Balance of accounts, notes and bills receivable sold to Roman F. Glocheski. Adjustment of the claim of Citizens Industrial Bank was agreed upon by counsel, order to be entered, and this feature of the hearing adjourned without date. Order was entered for payment of expenses of administration and a final dividend to preferred labor claims of 17 per cent. A dividend of 50 per cent. on labor claims has been heretofore paid. No objections to discharge. Final meeting then adjourned without date.

In the matter of Jack Tatroe, doing business as Tatroe Tire Shop, Bankrupt No. 4597, the trustee having heretofore filed is final report and account, final meeting was held on May 9. Trustee was present in person. Certain creditors were represented by Boltwood & Boltwood. Balance of bills, notes and accounts receivable sold at auction. Order was made for payment of balance of expenses of administration and preferred claims, if any, and for the declaration and payment to creditors of a first and final dividend of 7.6 per cent. No objections to discharge. Final meeting then adjourned without date.

May 14. We have received the schedules, order of reference and adjudication in the matter of Cecil Geer, Bankrupt No. 4900. The bankrupt is a resident of Grand Rapids, and his occupation is that of office manager of the Periodical Publishing Co. The schedules of the bankrupt show no assets, with liabilities listed at \$12,196.05. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

OUT AROUND.

(Continued from page 9)

be handled in a satisfactory manner in this country is to confine its sale to the general government, as is done in Canada at the present time. The Canadian system may not be perfect, but it appears to be about as near perfection as can be reached in this day and age of the world. I did not intend to open up the subject of liquor selling in the Tradesman at this time, because I think that is a question that can better be left to the daily press, which has plenty of space at its disposal for the discussion of this subject.

I am pleased to see the announcement in this week's Tradesman that the Morton Hotel (Grand Rapids) has placed 100 of its 400 rooms on the American plan. This means that each guest who prefers the American to the European plan will receive a comfortable room with tub bath or shower, breakfast, luncheon and dinner for \$4. It has been a long time since a guest has been able to obtain so much service at the Morton for so small a sum. The new arrangement harks back to the era of Boyd Pantlind, when the old Morton was generally conceded to be one of the very best American plan hotels in the country. Landlord Frost has been able to preserve most of the best traditions of the old hostelry and under his practiced eye and experienced management the new plan will be given the best possible try out. I can imagine the interest the old-time landlord in his home beyond the skies is taking in the reversion to the plan he pursued with such satisfaction to his guests for about forty years.

In forcing Claude Hamilton into involuntary bankruptcy the creditors may be able—if they conclude it is essential to their cause to do so—to bring about some disclosures concerning the acts of the bankrupt which would never have seen the light of day under the original arrangement. Under the plan Mr. Hamilton originally accepted he would have had the whip hand. By throwing that arrangement in the air he has transferred the whip

hand to his creditors, who may be so exasperated over his vacillating conduct as to be inclined to make certain disclosures which would otherwise be kept in the background.

The decree recently handed down against J. E. Frey and Carroll Sweet for about \$160,000 by Judge McPeck, sitting in the Kent Circuit Court in place of Judge Brown, has not yet been signed by the presiding judge. The trial lawyers have finally agreed on the wording of the decree, but Judge McPeck has been too ill at his home in Charlotte to take the matter up. As soon as the decree is signed the defendants will take an appeal to the Supreme Court. Mr. Sweet insisted that he should not be included in the decree because he had declined to serve as a receiver for the Grand Rapids Body Co. and asked that John P. Homiller be requested to take his place as an associate with Mr. Frey, but the trial judge brushed this contention aside on the ground that he had not been sufficiently thorough in insisting on the substitution. Judge McPeck's decree was based on his belief that the receivers had handled their cause carelessly and that they had done things they should not have done without the consent of Judge Brown, in whose court the case was pending. E. A. Stowe.

Opportunity Knocks in Old-Fashioned Ways.

(Continued from page 12)

sold is as unsold as if not sold at all—which is what usually happens.

Perhaps the two grocers first mentioned above were so occupied "buying right" that they were "too busy" to note the loss of a perfectly good, prompt-paying \$50 to \$75 monthly customer—the woman who asked not of price, but was interested in the ostensible specialty of both those merchants—service. If so, they both thus lost out on many thousands of dollars in sales annually, because the incident I relate must have been fairly typical of their practice. But they both made straight and smooth the way of the chain distributor.

Opportunity continues to knock with commendable patience at every door. The fact that her knock has a familiar sound, that it is quite usual in tone, that we can know within a few minutes of when she will call, that it is old-fashioned to knock instead of pushing a button—we must let none of these humdrum features deaden our hearing.

Consider the actor. He "reads" the same lines over and over again, daily, nightly, often for weeks, sometimes for months, occasionally—as in Abie's Irish Rose—for years on end. How utterly sick he must get of them. But the successful actor knows that he must continue his readings as if he never saw the words before, if he is to attain and hold success.

Business men must be alive to new developments and methods. We must not fail to sense advances toward modernization. We cannot afford to overlook any of the latest angles. But let us remember that buying, preparing and eating of foods is a familiar phase of life and hold in deep respect

all usual demands and requirements of service. For those are neither outworn nor are they liable to become so. Paul Findlay.

Rayon Curtains To Be Featured.

Demand for rayon in curtains will be the outstanding note in business for the coming season. Curtains of all-rayon along with numbers in which rayon is mixed with cotton will be featured in all price ranges. A number of converters are now experimenting with a variety of designs for Fall and will show their lines to producers before the end of the month. Current business is confined to extreme low-end goods, with curtains to retail at 49 to 69 cents, in pastel tones and ruffled styles, selling in large volume.

Profits snared at the cost of patriotism may prove too costly.

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Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department. \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale—Shoe and clothing stock, established for years. Excellent location. Carries best line of merchandise. Reason for selling, ill health. Sell one or both. Address No. 518, c/o Michigan Tradesman. 518

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

MEN OF MARK.

Ted Beecher, New Manager of the Crathmore Hotel.

Ted Beecher was born Aug. 20, 1880, at Lima, Indiana. His father was of English and Irish descent; his mother was descended from the Netherlands Dutch. When he was six years old the family removed to Sturgis, where Mr. Beecher lived fourteen years. During this time he completed the literary course at the Sturgis high school and also took a course at the Howe Military school at Howe, Ind.

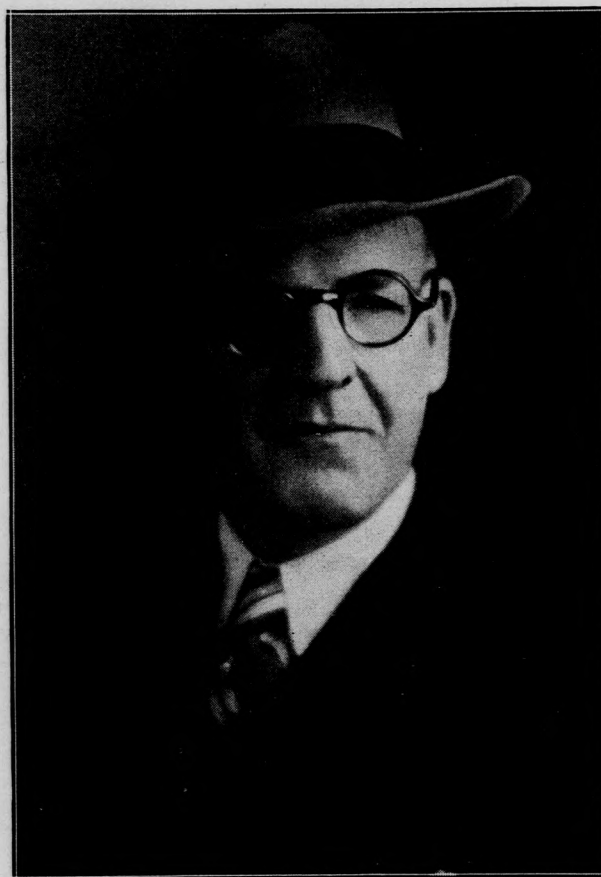
Mr. Beecher's first venture into the business world was as clerk at the Elliott House, at Sturgis, where he remained six months. He then went to Jonesville, where he clerked in the Wilbur Hotel thirteen months. His next change was to the Stratford Hotel, at Cincinnati, where he acted as clerk and book-keeper for fifteen months. The next four years were devoted to the Grand Hotel in the same city, where he acted as relief clerk, taking care of all the positions in the office. He then became chief clerk of the English Hotel, at Indianapolis, where he remained two and a half years. He then opened the Preston Hotel, at Louisville, as manager, remaining one year. The following year he acted as assistant manager of the Seelbach Hotel. He then removed to Evansville, where he acted as manager of the St. George Hotel for one year. He then removed to Omaha, where he acted as assistant to the superintendent of the commissary department of the Chicago, Northwestern & Omaha Railroad for a year and a half. He then took the position of steward at the St. Julian Hotel, at Dubuque. Nine months later the hotel burned and two weeks later he came to Grand Rapids and took the position of clerk of the Pantlind Hotel under Sidney Steele. He acted as clerk of the new Pantlind under the management of Clifford M. Lewis for a year. He then entered the employ of the National Biscuit Co. as traveling salesman under Al. Packard, who was then local manager. His first territory was Manistee and then Kalamazoo, including the surrounding towns. He subsequently acted as special salesman under Mr. Bush, district sales manager, and George C. Hurley, manager. During the three years he was connected with the Detroit district, he acted as sales manager of the Saginaw office for six months, and he was then given the Battle Creek territory, which he covered for a year and a half. On the opening of the Rowe Hotel he acted as night manager for one year under C. L. Holden. When Ernie Nier became manager he acted as assistant for two and a half years. The next two and a half years were devoted to selling Alabastine on the road, his territory covering lower New York, all of Pennsylvania and parts of Maryland, Delaware and Virginia. He then associated himself with the Morton Hotel as promotion manager. This position he filled for about a year. He then went to the Pantlind in the same capacity for two and a half years.

On account of the shifting in the ownership of the Crathmore Hotel from Landlord Mertens to the bondholders, Mr. Beecher was made manager of that hotel on May 5. He will make no change in the staff and will continue the hotel on the European plan.

Mr. Beecher was married Sept. 28, 1922, to Mrs. Loula E. Ryder, of Sturgis. They have no children.

Mr. Beecher has only one hobby that he owns up to and that is hard work. He plays bridge and is fond of his connection with the Elks. He is also a member of York Lodge, F. & A. M., Grand Rapids, and K. P. Lodge No. 56, Indianapolis.

Mr. Beecher attributes his success in the hotel and other fields he has cultivated to hard work. He is con-



Ted Beecher.

ceded to be one of the most painstaking men connected with the hotel business and his career with the Crathmore will fully demonstrate his ability to handle any ordinary hotel proposition with signal success. Many changes in the arrangement of the Crathmore and in the furnishings of the hotel are planned by the new manager.

During the period of economic dislocation through which we are passing, life insurance has been a major factor in maintaining stability and will contribute to recovery. The mighty reservoir of capital and security which insurance represents is an asset to the individual, the family and the country.—Herbert Hoover.

Reflation is preferable to revolution.

Questions and Answers of Interest To Grocers.

No. 1. Question—When was the first association of grocers formed?

Answer—In London, back in 1345, the first grocers' company was formed. At the first meeting arrangements were made for burying poor grocery members, for clothing the members in a suit of livery once each year, for dues, and for a priest to pray and sing for the company.

No. 2. Question—What is the trade definition of sorghum syrup?

Answer—Sorghum syrup is the syrup obtained by the clarification and concentration of the juice of sugar sorghum and contains not more than 30 per cent. of water, nor more than 6.25 per cent. of ash.

cent. of cocoa fat, and fat the beans naturally contain).

No. 4. Question—How many of the common paper bags are there in a bundle?

Answer—Five hundred.

No. 5. Question—From what is malt vinegar made and for what is it used?

Answer—Malt vinegar is usually made by fermenting barley malt, and sometimes by fermenting the malt of other cereals. It is generally used for pickling purposes.

No. 6. Question—What are the so-called unsophisticated foods?

Answer—This phrase is used by Lieut. Col. Robert McCarrison, a distinguished British military surgeon. He uses the term in reference to whole grains, milk, eggs, fruits and vegetables.

No. 7. Question—Does rain on fruit cause it to spoil?

Answer—The Department of Agriculture says that the fruit crops usually suffer after a rainy spell because of the fact that rain spreads diseases. The rain which falls on diseased fruit usually carries the germs to the fruit and leaves of the lower branches. Most fungus diseases of fruit trees are promoted by the existence of dampness.

No. 8. Question—Is it practical for a neighborhood grocer to advertise in the city newspaper?

Answer—As a rule, the neighborhood grocer's business is confined to a section of the city only. If he advertises in the city newspaper he buys considerable circulation not in his logical trading area that will tend to increase his advertising cost out of proportion to results.

No. 9. Question—How is scrapple made?

Answer—Genuine old-fashioned scrapple as originated by the Pennsylvania Dutch is made by boiling a young pig's head. The meat, when it drops from the bones, is minced, put back into the soup, thickened with buckwheat or corn meal, and seasoned. It is then cooled, sliced and fried. Scrapple, so called, is also made from the waste parts of fresh pork.

No. 10. Question—Is the tuna a smooth-skinned fish or does it have scales?

Answer—The tuna belongs to the mackerel family and has no scales.

Mason—O. S. Cipper has purchased the interest of Charles H. Clipper in the Mason City Bakery, a wholesale and retail establishment with a soda fountain and grocery department in connection.

Marine City—Andrew Friedrichs has been named receiver for the clothing firm of Zimmerman Bros., by Circuit Judge William Robertson. His bond has been fixed at \$1,000.

Wayne—Weyand Bros., who conduct a grocery and meat store on Monroe avenue, have opened a second establishment at the corner of Michigan avenue and North Clark street.

He who wishes the good of others has already secured his own.

Trying is succeeding.

No. 3. Question—How is chocolate obtained?

Answer—By grinding the roasted cocoa beans to a pasty mass and moulding this into tablets. The cocoa beans are the seeds of the pod-like fruit of the cacao tree, which grows in the tropics. The pods have a hard, thick shell, and are from six to twelve inches long and from three to four and one-half inches in diameter. There are from twenty to fifty beans in each pod. After the hard shells of the pods have been broken, the seeds are cleaned, dried, cured, roasted, crushed, and ground. It is the roasting that develops the familiar chocolate flavor. (No chocolate may be so labeled unless it contains not less than 45 per

Coffee

The brands that make satisfied consumers and sold by independent merchants only.

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Imperial

Morton House

Majestic

Nedrow

Boston Breakfast
Blended

Breakfast Cup

Quality Coffee that Satisfies.

LEE & CADY

Fast Selling Lines

mean rapid turnover of stock — less money invested and more profit for you. It is to your advantage to push

K C Baking Powder

*Same Price
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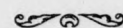
25 ounces for 25c

The price is on the package and in all K C Baking Powder advertising.

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We don't believe in the distribution of free samples or free merchandise to the consumer unless such merchandise pays the merchant his full profit which includes the expense of handling when handled by him.

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Hold Up

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