

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 21, 1932

Number 2570

Peace on Earth Good Will to Men

LIFE is too short to spend much time unhappily. If you cannot alter circumstances conform yourself to them. You are a free agent.

This is the season when old account books are closed and a new start made. Don't repeat the mistakes of the past.

Kind words are the currency of human commerce. They never depreciate in value. If you appreciate a piece of work that is well done, don't keep the fact to yourself. Fault-finding is necessary, but it can be done constructively and kindly. A word of praise reflects credit on the speaker and produces better work from the recipient.

Quaker Brand Products

Quick Selling Dependable Merchandise

Recognized and accepted by the
consuming public for Quality and
Purity

Quaker Products produce increased
sales and have proven to be a
wonderful asset to the retailer

A partial list of the many Quaker Brand Items

Apple Butter	Jelly
Ammonia	Jelly Powder
Brooms	Prepared Mustard
Canned Fruits	Pickles
Canned Vegetables	Salad Dressing
Canned Meats	Peanut Butter
Coffee	Salt
Cocoa	Spices
	Tea

SOLD BY INDEPENDENT MERCHANTS ONLY

LEE & CADY

Why Sacrifice Profits?

It is not necessary when you stock and
sell well-known merchandise on which
the price has been established through
years of consistent advertising.

In showing the price plainly on the
package and in advertising

K C Baking Powder

Same Price
Today

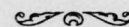
As 42 Years Ago

25 ounces for 25c

we have established the price—created
a demand and **insured your profits.**

You can guarantee every can to give
perfect satisfaction and agree to refund
the full purchase price in which we will
protect you.

*Millions of Pounds Used by Our
Government*



**We Believe You Are Entitled to a Profit on All
Merchandise You Handle or is Distributed to
Your Customers**

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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E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

THE CHRISTMAS RUSH.

Why Worthington's Patrons Don't Step on Each Other.

Although Worthington has the best holiday trade in town, there is never a crush at his store. Of course there are crowds, for people will flock in the glad Christmastime and merchants are delighted to have them, if they have the price, but at Worthington's there are no exhibitions like unto the football season.

When other merchants are reasoning with buyers, suggesting that they come in early before the army of buyers forms, and, too often, before the best goods are in, Worthington is telling them to drop in any old time and he will keep excited shoppers from stepping on them.

The miracle of a well-ordered store during the holiday scramble is worthy of notice, so I'm going to tell you how it came to be:

Worthington came down to his store one morning, during the week before Christmas, and found a head-on wreck at his front door. There was a crowd trying to get into his place of business and another crowd trying to get out. There were customers waiting to buy goods and customers waiting for their change. The former were eager and sarcastic; the latter were tired and ugly.

It took the merchant half an hour to get back to his desk and the first thing he did when he got there was to send for his manager. The manager came looking as if he had been keeping cases on a dog fight.

"What kind of a joint are you running here?" demanded Worthington.

"The joint that's got the best trade in town," chanted the manager, joyfully, unmindful of the dilapidated state of his whiskers and his attire.

"Looks like a ward caucus!" insisted Worthington.

"Glad of it!"

The merchant scowled.

"I'm here to bring crowds."

Worthington scowled again.

"And you're here to take care of them after they come," he said. "You seem to have overlooked that."

"How take care of them?"

"See that they are waited on promptly and sent away satisfied."

"If there is any living being who could satisfy that howling cyclone out there," with a shrug of the shoulder toward the main floor of the store, "I'd like to meet him, her or it."

"You do only half your duty when you leave people in a mess like that," insisted the merchant.

"Hame you any suggestion to make?" asked the manager. "These off-hand observations point to a condition but they don't present a remedy."

"Find your own remedy. That is what you are paid for."

This manager of Worthington's was a good man for the job. He was so good and in such demand that he could sass his proprietor if he wanted to and not run the risk of getting fired. At this time, however, he didn't want to. He said:

"All right, boss! I'll draw up plans and specifications to-night and present them to you to-morrow morning. Don't you ever think I don't know how to do it and don't you ever think it will be a cheap proposition."

Worthington growled again and the manager went off to his work. The stomping, the pushing, the excited voices, the sharp calls for cash boys, were all music to him. He knew that money was rolling in on the store in a golden stream. Next morning he presented his scheme for a quiet Christmas trade to the merchant.

Worthington was busy and told him to go ahead with it. The manager sat down to wait until the boss wasn't busy and the boss scowled.

"This requires your attention," the manager said.

"Go ahead, then," gasped the merchant.

"First," said the manager, "I'm going to rent the long store running back of this and facing Sixth street. It covers the entire width of this store."

"What for?"

"Then I'm going to cut four doors through the wall of this building and connect with that other store."

"What are you going to put into that other store?"

"People, buyers, satisfied customers. Then I'm going to cut a chute from the cash and wrapping gallery up there to this back store."

"I hope you know what you are about!"

"Then I'm going to rent cash registers for all the departments where the articles on sale are small—where the saleslady can do her own wrapping."

"And permit all these new clerks to handle my money? Not yet!"

"Then I'm going to get a map of the store, showing where every department is situated. I want one that will guide a stranger through the maze without a break."

Worthington began to see a great light. The manager, feeling that he had won his point, went on:

"Now for the reason, the utility, of all this: First, the people going out make more noise and more fuss than the people coming in. If there is a woman shopper in the world who doesn't love to stop in a crowd, with her arms full of bundles, and tell a friend coming in what she has and what she paid for it, I have yet to see her. It is the rush at the front door that makes the trouble. Now, I'm going to send customers out by the back doors, through that store."

"And you can put a line of goods in there, too. Good idea."

"Not so you could notice it!" replied the manager. "What do you want to do? Block up the exit so it will be just as bad as the front entrance? Not much. People don't stay there a minute to buy. They get bundles and go right out on Sixth street; and no one comes in that way, either."

Worthington had sense enough to let the manager have his way.

"This relieves the pressure at the front door. It stops people butting into each other and it saves the floor space for people who want to buy."

"Get on with it!"

The merchant saw that it was a good idea, but didn't want to speak of it too highly until it had been tested.

"Now, the aisles are always clogged by people waiting for their goods and their change. They hang on to the counters with both hands and feet, so they won't get cheated out of what is coming to them. They are terribly in the way."

"I don't see how you can get rid of them," said Worthington. "You can not hurry them out of the store."

"I don't want to. I want to give them a quiet place to wait in. I'm going to have them wait in a room at the back of that rear store."

Worthington laughed.

"You're dreaming!" he said.

"As I said before, the clerks in the departments where the articles are small are going to wrap goods and make change. Then buyers can pass right along, out of the way of the others. In the other departments the clerks will put a number on their cash tickets and give duplicates to the buyers."

"Too much red tape, old man."

"For instance: A lady buys a coat at \$15. The clerk makes her cash slip show the sum of money given her and the sum to come back, as usual. She adds a number and a letter showing her department. A duplicate of this is given to the customer."

"Too complicated."

"When the buyer gets the duplicate she goes into this new store room and waits until the clerk at the bottom of this chute I told you about yells, 'A sixty-five!' if that is her number. She presents her duplicate and gets her goods and change. If she has paid in the exact sum called for by the purchase, and doesn't want to wait for the bundle, or wants it delivered, she can go her way and leave it there. Or she can call and get it any old time."

"I think the rear exit will work, all right," said Worthington, "but I am not sure about the bundle business. However, it is worth trying. People do not like to wait half an hour for their change and purchases and we do not want them clogging up the aisles while they are waiting. Go ahead with your scheme, anyway."

The rear exit plan works like a charm. People walk in at the front door and walk out into the rear store and so on out into Sixth street. The motion of the crowd is, as a rule, all in one direction. To be sure there are always people walking back and forth, from one department to another, but there is no football rush at the front door and in the main aisles, as there used to be.

It took some time to inaugurate the bundle delivery system. Buyers would wait as if afraid some trick was being played on them, at first. They refused to take their eyes off the clerk they had given their money to until they got their goods and their change—which is human nature, after all.

But in time the bundle service became familiar to all, and now people take a sort of pride in showing their friends from the cuntry how familiar they are with the complicated system of a big store. Anyway, Worthington has wiped out two evils: The buyer on the way out and the buyer waiting for goods and change. That is why his store is not a place of torture during the holiday rush. Alfred B. Tozer.

New Beverage Container Has Many Attractions.

A new principle in packaging bottled beverages is becoming very popular in the beverage field, a packing material moulded to the form of the bottle making a tight fitting enclosure which ensures not only protection against breakage when handled roughly in transit but insulation, especially for retaining a mean temperature.

More important is the utility in displaying the bottled beverage and serving as carriers or home packs for bottled beverages. The new product appeared as the answer to the beverage industry's long search for a satisfactory package—one that could be pre-packed at the bottling plant, serve as a flexible over-the-counter package and which could be carried conveniently.

FARM EQUIPMENT DEALERS.

Annual Address of President Schantz at Lansing Convention.

In reviewing conditions this year and comparing them with a year ago, I am prone to say that we have not made the progress you and I had hoped for. True, it has not been your fault nor mine, but the world wide troublesome conditions which have followed us to every county and township in which we live.

Sales of tractors and heavy machinery, outside of a few rare cases, have hit the lowest level since they have come into their own, and still in comparing automobiles we find from the report of October for this year, only 50,000 units were made. No question but that more replacements are necessary than what are sold and the same applies to the heavy machinery. Smaller horse drawn tools did not measure up in sales, although some places report a fair trade in this class of goods.

The one redeeming feature in our business that has held its own has been the repair business. Repairs have held their volume with former years, even if No. 9 wire did make a great play, and right here let us give our own state association the credit that is due, in regards to the everlasting pounding the last two years of "getting cash for repairs." This is one of the most vital association services rendered and if you or I as dealers do not demand cash it is our own fault. We have been accustomed to giving good service in repairs and it is not uncommon for anyone in the implement business to furnish repairs for tools from twenty-five to forty years old. I had occasion the other day to furnish a part for a machine which had seen service for fifty-two years. By comparison, try and get a repair for an automobile eight or ten years old. They just don't aim to do it.

Keep after collections, for this is money which is due you. Do it systematically. Go out certain routes and cover them at stated intervals; keep calling and calling on the man who owes you. He will have some money, even though it is only a little, and he will pay the man first who pesters him most. Make lists of names and amounts owing you on accounts and notes. Carry this list with you at all times and keep it up to date. All you need besides this list is a receipt book and when you see a customer who owes you, don't be bashful, but tackle him for your money. Send statements every month, give them a personal touch such as, "we are in urgent need of funds," please pay by the 10th," "part payment at this time would help," "anything you can do will be appreciated," etc. Keep your customer honest and he won't cross the street. Instead, he will come into your store. Write letters, and if you are poor at that kind of work, get your association collection service and use that. If it is necessary to repossess a tool, do it, don't wait, get it in your place at once, and do it with good grace if possible, but get the old deals cleaned up and it will give you time for something more profitable.

One of the real evidences of a step in the right direction is the improve-

ment shown at this time in our financial structure. The banks are beginning to show strength and the continual sapping of the banks in the past has reversed itself and through the agencies of Government, help has and will be given where deserved. I was agreeably surprised when my banker told me last week that less than 100 savings accounts were needed to give their bank the largest number of savings accounts in their history, and this from the largest bank in Grand Rapids.

Our industry is a fundamental necessary business. A person would not conceive of going farming without the use of labor saving implements. In the last 100 years the progress made in the development and use of farm tools is practically inconceivable. With the limited sale of implements and tractors in the last two years there cannot help but be an increased demand. In conversation with farmers from day to day they invariably tell me that they are in need of equipment, only waiting for a better break in conditions. It is not necessary to dwell on the bumper crops. I do not know of a single major crop of any consequence which did not surpass former years in our state and throughout the Nation the same, but, unfortunately, supply and demand have something to do with prices.

The only constructive thought I can give you for next year is that we apply ourselves; be diligent about our work, and make good use of our time. Don't waste it on unprofitable sales. Analyze each sale and its possibilities for profit. Sales are fewer and it behooves us to make good ones. Know the financial status of your prospect.

Our group meetings have not been as successful this year as in years past, consequently we have not had as many meetings or as many in attendance. Dealer troubles were not in evidence as in former years. "Who gets the business," did not apply so much this year as, "dare I sell him" and "will I get my money?" Nevertheless I trust this good work will continue and as business gets on a better basis the demand will again be felt for monthly group meetings.

It is natural for dealers in times like we are experiencing to want to economize in every way possible, but they are likely to go to the extreme in curtailing expenditures. Support of a good association is more important in times of stress than in times of plenty.

A wise dealer would not think of permitting his insurance policies to be cancelled simply because it is difficult to pay the premiums. We are wondering if the associations, safeguarding your interests as they do, are not, after all, the best insurance you have and if their protective influence, their many services, do not make membership one of the best assets in your business.

Our appeal to all implement dealers is that they stand together against every force which in any way opposes their progress. Your secretary and your officers are doing everything humanly possible for the advancement of the dealers' interests, but without help they cannot accomplish all you hope for.

I feel that we should give our wholehearted endorsement in advertising and promoting the sugar beet industry of our state. The thousands of acres used this year in the production of sugar beets has taken the place of the same number of acres grown to various crops which have shown overproduction. This industry is an added asset to us all, helps the farmer and uses additional employment in its harvesting and manufacture. Modern beet sugar is now on a par with cane sugar. The housewife owes no apology in using it for every purpose, including canning. Let us all specify beet sugar from now on. I trust our resolutions will include an endorsement of this subject.

The four points constituting the Farm Prosperity First Program, which was included in the resolutions of the National Federation, is such a wonderful composition that I feel that I must bring it to your attention.

It is clear to all thinking people that the recovery of business is very largely dependent upon the return of prosperity to the farms, therefore, it is the belief of this convention that the following steps are essential to the improvement of the conditions of agriculture.

1. The utmost economy in the administration of all public business (from Congress to the township board) and, the redistribution of the tax burden so that real property may not have to bear the enormous share it now does.

2. The readjustment of transportation rates, to the end that the primary essentials of life may not carry such high rates. Also, that provision be made to allow temporary reduction of rates to areas needing aid in times of economic stress.

3. That all governmental agencies having contact with the farmer lend every possible aid in improving agricultural conditions, particularly as follows:

- a. In refinancing farm debts at low interest rates.

- b. Through market information so that production may, as nearly as possible, meet the probable demands.

- c. Assistance in the disposition of surpluses in such manner, and to such countries as shall have the least tendency to depress the home market.

4. That the present situation demands that every manufacturer or retailer of any goods essential to the economical production of food stuffs, join in delivering them to the farmer at the lowest cost consistent with the maintenance of their own business establishments. To the furtherance of this program, we pledge our every effort.

We are indebted to R. A. Lathrop, Secretary of North Dakota, for his splendid outline and I trust that we will all, as individuals, dedicate ourselves to the fulfillment of the four point program and that our resolution committee will see fit to include it in the resolutions.

I gratefully acknowledge at this time the assistance during the year of the officers, dealers, travelers and manufacturers who have stood so nobly by our association. Also the finest bunch of past presidents an organization could possibly have.

As an Association we all appreciate the co-operation of the manufacturers in putting on the complimentary luncheon. This is a new arrangement in our program and I am glad to note that it starts our convention off with a bang.

In conclusion let us enjoy the convention, make it a part of ourselves, attend every meeting, be on time, give all our constructive criticisms and when we return home, we will have become inspired to do something better, and, grateful for courage to face the future we will say with the poet:

Take what God gives oh heart of mine,
And build your house of happiness,
Perchance some have been given more,
But many have been given less,
The treasure lying at your feet
Whose value you but faintly guess
Another builder looking on,
Would barter heaven to possess.

Have you found work that you can do,
Is there a heart that loves you best
Is there a spot some where called home
Where spent and worn your soul may rest
A friendly tree, a book, a song
A dog that loves your hands carress
A store of health to meet lifes needs
Then build your house of happiness!

Trust not tomorrow's dawn to bring
The dreamed of joy for which you wait
You have enough of pleasant things
To house your soul in goodly state
To-morrow times relentless stream
May bear what now you have away
Take what God gives, oh heart and build,
Your house of happiness to-day.

Survey Grocery Credits.

A study of wholesale grocery credits has been started by the retail grocery merchandising committee of the National Wholesale Grocers Association, in conjunction with the research department of R. G. Dun & Co. The results of the survey will be presented for discussion at the annual convention of the grocery association on Jan. 23 and 24 at the Congress Hotel in Chicago.

The questionnaire, which was sent out last week, contains eighteen questions on all phases of grocery wholesaling. The study will cover four groups of wholesalers—those doing a business over \$5,000,000, those with a volume of \$1,000,000 to \$5,000,000, those ranging between \$500,000 and \$1,000,000 and those under \$500,000.

Men's Gift Buying Restricted.

The failure of gift buying to appear in any volume cut sales in men's wear stores appreciably during the week and executives reported that it was one of the poorest holiday periods they have experienced in many years. Some staple furnishings, such as shirts, neckwear and hosiery, have been bought, but the more expensive lines, including robes, silk pajamas and other novelties failed to move. Even special promotions of low-price clothing and furnishings did not elicit much interest from customers. The cold weather brought out a little activity on overcoats, principally those selling at \$25 and under.

Fair Demand For Home Glassware.

Among producers of blown and pressed glassware, items for table and kitchen use continue in fair demand. Orders for these products during the last several weeks have been for small individual quantities, but of satisfactory proportions in the aggregate. In the Eastern section of the country, special sets, such as decanter combinations, four and six piece smokers' outfits and the decorated variety of jugs and tumblers enjoy fair turnover for the moment. Plate glass requirements for the automobile field continue slow, while requisitions from the building trades for flat glass reflect the dullness in the construction line.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The Los Angeles Commercial Bulletin warns retailers of a new "racket" which it says is being practiced by some crooked concerns in that section. It says:

"A smooth salesman approaches a retailer with a plausible story about how easy it should be to sell his business at a profit. The dealer, naturally is skeptical, and the salesman counters with a proposition that he will handle the sale on a basis which will pay its own commission. For example, he will ask a flat commission of \$500 for selling the business, but instead of asking \$4,000, which would be a satisfactory price to the owner, he will 'guarantee' \$4,500, making this extra \$500 pay the commission.

"The dealer is given to believe, furthermore, that there will be no commission paid unless the sale is actually made and, in any event, the contract is for a limited time—say fifteen days.

"But what actually happens?

"Nothing comes from the salesman's glowing promise to sell the store and the retailer dismisses the matter from his mind. Possibly he thinks about writing the agency, definitely canceling the listing, but can find no copy of the contract. Presently, he sells the store, possibly at auction, and gets not \$4,500 for it but \$2,500. Then the racketeering broker, who apparently has given no further attention to the matter, files with the escrow a bill for \$500.

"When the retailer protests, he is told to read his copy of the contract. Having received none, he gets a duplicate from the broker. He finds—if it is a typical form—that the contract, while supposedly for fifteen days, actually continues for six months—possibly indefinitely—and that commission is payable, no matter how or by whom the sale may be made.

"Not only that, but the contract, unfair as it may seem, has in many cases been held by the courts as a perfectly legal document. The fact that it did not coincide with the salesman's statements is regarded as having no bearing on the matter, as the signer had an opportunity to read it before affixing his signature.

"Take no chances on having some forgotten contract bob up after a sale has been made through other parties. There are cases on record where commissions almost approximating the total sale price of the business have been claimed—and allowed by the courts."

A manufacturer agrees to discontinue the use of endorsements which are not the unbiased opinions of users of the product and to discontinue the use of endorsements given for a monetary consideration unless accompanied by a statement to that effect.

A manufacturer agrees to discontinue impressing the words "One Pint" "Full Pint" or "Half Pint" upon glass bottles having a capacity less than that indicated and stamped thereon.

A manufacturer of electric clocks and lamps agrees to discontinue repre-

senting that he holds patents on the products.

A manufacturer agrees to discontinue the use of the word "Witch Hazel" to designate soap that does not contain witch hazel in sufficiently substantial quantities as to be so designated.

A distributor agrees to discontinue the use of the word "Fashioned" to designate hosiery that has not been manufactured by the method used to produce fashioned hosiery.

A conductor of a correspondence school of instruction in aviation, agrees to discontinue misrepresenting the scope of the instruction, the demand for and opportunities open to its graduates, and the financial benefits the students will realize.

A distributor agrees to discontinue representing that two alleged remedies distributed are competent to cure psoriasis, when such is not the fact.

A manufacturer agrees to discontinue the use of the word "St. Thomas" on labels designating bay rum that is not manufactured at St. Thomas, in the West Indies.

A manufacturer agrees to discontinue representing that his salesmen are representatives of Drovers Veterinary Union or that he has purchased Drovers Veterinary Union, when such are not the facts; to discontinue representing that Drovers Veterinary Union has cheapened or changed its formula when such is not the fact; and to discontinue representing that a certain product is made from the same formula from which the product made by the Drovers Veterinary Union designated "Third Degree" was formerly made, when the "Third Degree" continues to be made by the Drovers Veterinary Union, and by the formula always used by them.

A distributor agrees to discontinue the use of the word "Manufacturing" in firm name and to discontinue its use in any manner to imply ownership or operation of a factory in which the carbon paper and typewriter ribbons sold are manufactured, when neither owning nor operating such a factory.

A manufacturer agrees to discontinue representing that an alleged malt extract manufactured will perform the same or similar functions in the metabolism of the human body as cod liver oil, when such is not the fact.

A manufacturer agrees to discontinue misrepresenting the therapeutic value of certain alleged remedies for diseases common to livestock; to discontinue representing that a certain treatment is an effective remedy for certain diseases of live stock when no scientifically recognized remedy has been discovered for those diseases; and to discontinue representing that a product designated "Stomach Medicine" is a competent remedy for chronic troubles of the human stomach, when such is not the fact.

A distributor of soap agrees to discontinue circulating a test or formula designed to show that soaps made with animal fats contain free alkali, when such is not the fact; and to discontinue publishing a warning against the use of soaps that contain animal fats on the score that most soaps are made of animal fats or grease that you scrape from the dinner dishes, that they leave

a greasy film on the skin that clogs the pores, make the skin coarse, prevent it from throwing off the poisonous bodily excretions, and often cause eruptions, when such are not the facts.

A manufacturer agrees to discontinue representing that cats and dogs will not eat a certain vermin exterminator and that it will mummify the carcasses of rats and mice, thus preventing offensive odors, when such are not the facts.

A publisher of a book designed to inform importers relative to the customs tariff, United States Customs procedure and procedure at different ports in the United States, agrees to discontinue the use of the words "United States" in firm name and to discontinue the use of the words "United States," "U. S. Commerce Publications" and the representation

of an eagle, or other insignia, in a manner to imply affiliation with or endorsement by the United States Government, when neither a part of nor officially endorsed by the Federal Government; and to discontinue representing that the address of the publishers is the United States Customs Building in New York City and that some of its officers are officially connected with the U. S. Customs Service or were interested in the publication while so connected, when such are not the facts.

A manufacturer of malt syrup agrees to discontinue the use of the word "Extract," to designate products that are not extracts manufactured wholly from barley malt.

A distributor agrees to discontinue misrepresenting the weight of soap and of other commodities sold.

Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service

A NEW SALES-BOOSTING DISCOVERY!



Product of
STANDARD BRANDS
INCORPORATED

The average man or woman has a "coffee tolerance" of 5 cups a day, provided the coffee is fresh. That's a new scientific discovery, now featured in Chase & Sanborn's Dated Coffee advertising.

Capitalize on this new appeal and get your share of the increased business by pushing this famous brand that's **always** fresh. Besides regular profits, you'll gain the additional advantages of the Standard Brands Merchandising Plan of—frequent deliveries, small, fresh stocks, small investment and quick turnover.

CHASE & SANBORN'S Dated COFFEE

MOVEMENTS OF MERCHANTS.

Detroit—Aladdin Sales, Inc., 944 Penobscot building, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Detroit — The LaSalle Boot Shop, Inc., 6525 14th street, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Grand Rapids—The Northwestern Timber Co., 303 Michigan Trust building, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Lansing — William O. Kantlebner has removed his jewelry and clock and watch repair business from North Lansing to the corner of Grand River and Washington avenues.

Detroit—Good Times Sales, Inc., Penobscot building, has been organized to do general merchandising, with a capital stock of \$5,000, all being subscribed and \$1,000 paid in.

Lansing—The North Side Pharmacy, Inc., 1136 North Washington avenue, has been incorporated with a capital stock of 300 shares at \$10 a share, \$3,000 being subscribed and paid in.

Cadillac—The L. J. Deming Co. has merged its plumbing, heating and garage supplies business into a stock company under the same style with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Cumulative Sales Co., 1026 First National Bank building, has been incorporated to act as merchandise broker with a capital stock of \$50,000, of which \$1,000 has been subscribed and paid in.

Detroit—The Progressive Sales Co., 801 Cadillac Square building, has been organized to deal in merchandise specialties with a capital stock of 5,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Lansing—The Mills Dry Goods Co. recently assigned some of its book accounts to Marshall Field & Co. as security for a past due account. The Capital National Bank thereupon proceeded to place the corporation in the hands of F. D. Keller, of Edson, Moore & Co. as receiver. Mr. Keller has placed James Sander, of Edson, Moore & Co. in charge of the stock, with instructions to close it out as rapidly as possible.

Manufacturing Matters.

Detroit—Montague, Inc., 1420 Farmer street, has been organized to manufacture and repair drapes and furniture coverings, with a capital stock of \$6,000, all subscribed and paid in.

Kalamazoo — American Electrical Displays, Inc., 812 Gull street, has been incorporated to manufacture illuminated signs with a capital stock of 10,000 shares at \$1.20 a share, \$12,000 being subscribed and paid in.

Charlotte—Harry Wills, recently of Vermontville, has leased the Goodrich Manufacturing plant where he will manufacture magnetic separators, mailing list machines and several electrical items to be used in elevators.

Grand Rapids—The Young-Johnson Furniture Co., 106 Division avenue, South, has been incorporated to manufacture and sell furniture and house-

hold appliances with a capital stock of \$100,000 common and \$50,000 preferred, \$70,000 being subscribed and paid in.

Damages For Injury To Good Will.

Needless to say, the good will of a retail business may constitute one of its most valuable assets, and any impairment thereof may indeed be a serious matter for the owner. By the same token, the law will give a merchant a right of action for damages, that result from any deliberate and unfair course of action that tends to destroy or injure an asset of this kind.

Of course, since each case of this kind must necessarily be decided in the light of the particular facts involved, the subject cannot be covered by any hard and fast rule. However, as an example of judicial reasoning thereon and the possible liability of one for intentionally injuring the good will of a business, the following case is squarely in point.

In this case the plaintiffs were partners engaged in conducting a retail business, while the defendant resided across the street from where plaintiffs' business was located. For some reason which does not appear in the report, the defendant took a dislike to plaintiffs and openly stated that he would put them out of business if it cost him a thousand dollars.

Defendant, it appears, owned considerable property in the neighborhood, and made good on his threat by telling his tenants that if they traded with plaintiffs they would have to move. Furthermore, he kept his word and compelled one or two of his tenants to move upon their failure to quit trading at the plaintiffs' place of business.

In addition to the foregoing, defendant from day to day took up a position on his porch and called to his tenants and others who passed by not to trade at plaintiffs. He stated plaintiffs were not reliable, that their goods were trash, and called upon people not to go into plaintiff's establishment.

Defendant, it appears, pursued this course of action continuously for about two months and with such success that he actually put plaintiffs out of business. Their trade fell off under the continued verbal attack of defendant until their profits dropped to from forty to fifty cents per day, and they closed up.

Following this, the plaintiffs brought the instant action for damages against the defendant for the driving away of their trade and the loss of their business. Upon the trial of the case the plaintiffs showed their damage by proving their net weekly profits before defendant started to drive them out of business and what they earned after that time. On the evidence as submitted the trial resulted in a judgment for plaintiffs for \$1,400 for the loss of their business, and \$5,000 punitive damages.

The defendant appealed from this, and especially contended that the judgment for punitive damages was grossly excessive and should be set aside. In passing upon this point, and in affirming the judgment the higher court reasoned:

"The facts appearing in the case authorized a verdict for punitive dam-

ages. The malicious and inexcusable conduct of appellant (defendant) continuously and persistently engaged in for two consecutive months, accompanied by offensive and vicious acclamations directed toward appellees (plaintiffs) and their business, resulting in their closing it, authorized the jury to find punitive damages.

"The appellant's (defendant's) conduct and declarations were an invasion of the appellees' (plaintiffs' rights and not only aggravating and insulting, but were engaged in by him in utter reckless disregard of the rights of the appellees to enjoy the peaceful pursuit of their own business. Accepting the theory of the appellees and their explanation of his protracted course of conduct it cannot be said that \$5,000 punitive damages were excessive. Wherefore the judgment is affirmed.

The foregoing case was somewhat unusual in its facts, but it constitutes a striking illustration of the possible liability that may be incurred by one who intentionally pursued a course of action for the purpose of injuring the good will of a business. Here, it is obvious, the defendant went to great and wholly unwarranted lengths in his campaign to drive away plaintiffs' customers and continued therein until he had accomplished his purpose.

In the light of which, the holding of the court in sustaining the judgment rendered, not only for actual damages but for punitive damages as well, is in accord with a long line of decisions that uphold punitive damages in cases of this kind. A nice case indeed on the subject involved, and one that may well give pause to anyone contemplating a course of action of this kind, for the purpose of wrecking an established business by driving away its custom and trade. Leslie Childs.

Impairing Health By Excessive Caution.

Health faddists belong to that minority of persons who naturally become excessively enthusiastic about something because it is new. They are likely to be influenced by the gloss rather than by the heart of the matter. They are "in the mode," which, after all, is often their main concern.

Such persons fall for all sorts of ideas, some of them good, others only half good, many of no value, and others of decided harm. It is quite impossible to control persons of this type, for by their very nature they are quite uncontrollable. So, if they make a mess of things, it is their own fault.

But there is another class who are really sincere about health and long life, who overdo the thing. And advice can help such persons.

A well-meaning man recently came into a physician's office somewhat worried about his condition. The doctor, after questioning him, discovered that he religiously walked four miles a day, watched his diet like a detective, got his eight hours nightly sleep willy-nilly, drank no coffee or tea, used no tobacco, and in every other conceivable way seriously and conscientiously attempted to carry out the basic living rules.

But the sad fact remained that physical righteousness had not only gone to his head but to his body also.

This individual had become so imbued with the religion of proper living that he unconsciously had become a fanatic and in his fanaticism had become so violently earnest in well-being, that the thing back-fired upon him.

In short, he was a nervous wreck. Which should at least prove that health fanaticism, whether directed toward fads or orthodox expressions, is good for neither the soul nor the body.

Persons, of course, should become interested in healthy living. And they should abide by the major rules of nature, and thus make a practical application of their interest. But when the zeal for health becomes an obsession, it is carrying the thing quite too far.

After all, the main object in life is to live. Most of the living should be a more or less automatic affair with the primary rule of moderation and good sense crowning all.

Dr. Theodore B. Appel.

Grocer Problem That Is Hard To Beat.

"Problems facing the independent grocers in 1933 are multitudinous, multifarious and never ceasing," declared William H. Funk, president of the Independent Retail Grocers of Baltimore, Inc.

"One of these was put up to headquarters this week, when a member made this statement: 'I am carrying on my books three and one-half times the amount of credit accounts that I was carrying last December, and this in the face of the fact that commodity values are lower.'

"Don't you think you ought to cut them off?" I asked.

"The grocer replied, 'These people have been dealing with us for years, some of them twenty or thirty years; they are up against it, we can't see them starve.'

Now, this man not only has to carry this load, but has to meet chain store competition. His trade is of such a character that they quote chain prices to him and demand equal prices. The customer never figures that this grocer is charging his goods and has no idea when he will receive his pay. The chain demands cash or no goods, and yet unreasonable women expect equal, if not better prices. Not only does chain competition have to be met, but erratic independents, often irresponsible, are cutting worse than the chains.

"Women are prone to compare meat prices and never consider quality and expect and demand from the established grocer a quality and weight that they know is impossible to be obtained at the cut-price establishment."

Six New Readers of the Tradesman.

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

John W. Niemeyer, Grand Rapids.
August Biewer, Grand Rapids.
F. E. Shears, Kalamazoo.
A. J. Rademacher, Grand Rapids.
A. G. Cooper, Grand Rapids.
Wendt & Kanners, Detroit.

A new synthetic transformer oil compares with mineral oil as an insulating and cooling medium, is non-explosive and non-inflammable. Apparatus must be designed especially for it.

Essential Features of the Grocery Staples.

Sugar — Local jobbers hold cane granulated at 4.65c and beet granulated at 4.50c.

Tea—Figures issued during the week show an increase in the imports of tea about 1 per cent. covering the five months from July 1 to November 30. Considerable of this increase was in Java teas and also in Indias, Formosas and Japans. Ceylons showed smaller imports and so did Pingsueys. Primary markets showed fractional declines during the week in some grades, but in this country prices remain about unchanged. The first hands demand is very moderate. Consumptive demand routine.

Coffee—The market for Rio and Santos coffee, green and in a large way, has been restless during the week with some small gains early in the week and about corresponding losses later. Perhaps actual Rio and Santos is a small fraction higher than it was a week ago. The first hands business in these coffees has been quiet since the last report. There is a little easier feeling in mild coffees, though it has not resulted in any notable decline. The jobbing market on roasted coffee is substantially as it was a week ago.

Canned Fruits—Business is being booked on new pack grapefruit at the low prices named late last week. The Polk company has met the 92½c price on No. 2s established by the Scoville Canning Co., so that for the time being this establishes the market. Grapefruit is not likely to go lower; in fact, the probabilities point rather to advances, but more will have to be known of packing plans and the trend of fresh fruit before any guess of the future market can be made.

Canned Vegetables — The major vegetables showed no change during the week. Some liquidation of Midwest corn has been completed while standard peas and beans are just where they were a week ago. Higher grades are dragging.

Canned Fish—Important news of the week is the effort of the Maine sardine packers to get a tariff so high that it will put a decided crimp in the importation of Norwegian sardines in particular. Nobody appears to think that they will succeed as the two products resemble each other only in name. As to salmon, Alaska salmon of the various grades is about steady and fairly active. Japanese pink salmon is attracting some attention in this country entirely on the question of price. The supply is not large. The current pack of shrimp is going to be short this year and this is affecting the market to some extent. Other tinned fish unchanged, quiet. The approval of President Hoover as to the Tariff Commission's findings on imported crabmeat settles the issue, so far as a higher tariff is concerned. For various reasons the Commission has found that imported crabmeat differs from domestic crabmeat and that the costs of production in this country and in Japan, the principal competing country, do not furnish an adequate basis for determining the duty under Section 336. The tariff on imported crabmeat, therefore, remains unchanged.

Dried Fruits—The cold weather is here and the holidays fast approaching. These two factors have served to put a little more life into the spot dried fruit market, which has been drifting along without any special activity or interest being displayed in it. Jobbers here reported a pick-up in business. The character of the trading has not materially changed, however. Retail distributors are so closely covering their requirements that undoubtedly a sizable business is being lost by the fact that inventories have not been well rounded out. Low spot prices on fruits are nicely timed with the cold weather when dried fruits are most in demand. Raisins, apricots, prunes and dried peaches and pears are priced at levels which should encourage volume consumption, but they have, of course, got to meet the competition of other foods also featured at low prices. The coast market continues relatively firmer than the spot market. There is little pressure to sell raisins and prunes are effectively controlled by the pool. Apricots and other items are so well out of the hands of growers that the future market is definitely in the hands of packers.

Beans and Peas—Demand for dried beans during the week has continued poor and the price situation is weak. This refers to practically the entire list. Split peas, especially yellow splits, are also weak and neglected.

Nuts—Somewhat improved buying has come into the nut market as business is expected to increase now as the holidays approach. Prices show no particular changes for the week, although pecans, filberts and Brazils are generally in light supply. French walnuts eased slightly recently, but demand from this country is so light that there is little basis for attractive trading. The shelled nut market as a whole has been somewhat more active, also, as large buyers have been covering their requirements for the holidays. New crop Manchurians are here, but first arrivals are said to lack quality, just as the first arrivals of French walnuts were inferior to the old crop.

Rice—The market shows a rather featureless tone, as more attention now is being devoted to selling out merchandise already on the shelves or in the warehouses than to new buying. A better market is looked for soon after the first of the year, however. Stocks are not heavy. Rough rice is rather inactive in the South, as mill stocks are ample for the near future. Both the rough and clean rice markets are generally well maintained, however, and losses have been slight.

Salt Fish—Demand for mackerel and other salt fish continues good and the situation is healthy on account of the lack of surplus. American shore mackerel are plentiful enough for the demand, for medium and smaller sizes, but the large mackerel are scarce.

Sauerkraut—The demand for sauerkraut remains slow.

Syrup and Molasses—Demand for sugar syrup has been fair during the week with prices steady on account of limited production. Compound syrup unchanged in price with quiet demand. Grocery grades of molasses are unchanged, quiet selling.

Vinegar—Nothing new has developed in the vinegar field. The demand is quite normal. Cider, although still moving in quantity, has passed the peak of its season. No price changes are reported.

Review of the Produce Market.

Apples—20 oz. Pippin and Red McIntosh, \$1@1.25 per bu.; Wagner, 85c @1.25; Spys, \$1.50 for No. 1 and \$1 for No. 2; Baldwins, 75c@\$1; Greenings and Russets, 75c@\$1.

Bagas—Canadian, 60c per 50 lb. sack.

Bananas—5@5½c per lb.

Beets—60c per bu.

Butter—The market has ruled from steady to firm during the past week and has shown no change in price. At the present writing the demand is fair and the receipts are being well cleaned up. Jobbers hold plain wrapped prints at 24c and 65 lb. tubs at 23c for extras.

Cabbage—40c per bu.; 50c for red. California Fruits—Empress Grapes, \$1.50.

Carrots—35c per doz. bunches; 50c per bu.

Cauliflower—\$1.75 per crate containing 6@9.

Celery—20@30c per bunch.

Cocoanuts—90c per doz. or \$5.50 per bag.

Cranberries—\$2.75 per 25 lb. box for Late Howe.

Cucumbers—No. 1 home grown hot house, \$1.20 per doz.

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

C. H. Pea from elevator	-----	\$1.10
Pea from farmer	-----	.90
Light Red Kidney from farmer	--	1.50
Dark Red Kidney from farmer	--	1.25
Cranberry beans to farmer	-----	2.75

Eggs—Offerings of fine fresh eggs continue limited and if there was any improvement in the demand prices would undoubtedly advance. The market is about 2c per dozen lower for the week and that is on a rather moderate demand. Jobbers pay 26c for 56 lb. crates and 28c for 57 and 58 lb. Pullet eggs fetch 17c per lb. Jobbers sell candled fresh eggs at 30c. Cold storage are offered on the following basis:

XX candled	-----	27c
X candled	-----	24c
Checks	-----	23c

Grape Fruit—Present prices are as follows:

Florida More Juice	-----	\$3.00
Florida Sealed Sweet	-----	3.25
Texas, Choice	-----	3.50
Texas, fancy	-----	3.75

Green Onions—Chalots, 50c per doz. Green Peppers—60c per doz.

Honey—The market is weak and uncertain, because of over supply.

Lettuce — In good demand on the following basis:

Imperial Valley, 6s, per crate	--	\$3.25
Imperial Valley, 4s and 5s, crate		3.25
Hot house, 10 lb. basket	-----	.65

Lemons—The price is as follows:

360 Sunkist	-----	\$6.00
300 Sunkist	-----	6.00
360 Red Ball	-----	5.00
300 Red Ball	-----	5.00

Mushrooms—28c per one lb. carton.

Oranges—Fancy Sunkist California Navels are now sold as follows:

126	-----	\$3.50
150	-----	3.50
176	-----	3.50
200	-----	3.50
216	-----	3.50
262	-----	3.50
288	-----	3.50
324	-----	3.25

Red Ball, 50c per box less.

Onions—Home grown, 50c per bu. for medium yellow. Domestic Spanish, \$1.50 per crate.

Parsley—50c per doz. bunches.

Potatoes—Home grown 35c per bu. on the local market; Idaho bakers, 25c for 15 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	10c
Light fowls	-----	8c
Ducks	-----	8c
Light Broilers, 2 lbs.	-----	7c
Rock Broilers, 2½ lbs. up	-----	9c
Turkeys	-----	11c
Geese	-----	7c

Radishes—40c per doz. bunches hot house.

Spinach—\$1.50 per bu. for Southern grown.

Squash—Hubbard, \$2 per 100 lbs.

Sweet Potatoes—\$1.50 per bu. for kiln dried Indiana.

Tangerines—\$2.25 per box or bu.

Tomatoes—Hot house, \$1.10 per 7 lb. basket.

Veal Calves — Wilson & Company pay as follows:

Fancy	-----	6@7c
Good	-----	5c
Medium	-----	5c

Start Off With Flying Colors.

Twenty-six Red and White stores opened their doors in Grand Rapids last Saturday as follows:

- Roy Blandford, 2165 Alppine, N. W.
- L. Bradley, 300 Corrine, S. W.
- Mrs. Nel Bronkema, 60 Mack, N.W.
- S. P. Cooper, 1056 Bridge, N. W.
- Ford DeYoung, R. No. 6.
- Greep & Rippens, 3006 Coit, N. E.
- Walter Grotenhuis, 302 Cedar, N. E.
- L. D. Haigh, 610 Alexander, S. E.
- Don Holaday, 742 Scribner, N. W.
- C. H. Heskett, 1955 Division, S.
- C. H. Heskett, 315 Michigan, N. E.
- Ideal Food Shop, 5th & Stock, N.W.
- Wm. Jennings, 2325 S. Division.
- J. Kolehuse, 1303 Alpine, N. W.
- Lowman & Anderson, 305 Division.
- L. V. Nelson, 1759 S. Division.
- S. Popma, 725 Spencer, N. E.
- C. E. Potruff, 976 Cherry, S. E.
- A. Rademacher, 336 Bridge, N. W.
- Schichtel Bros., 736 Bridge, N. W.
- Wilmer Selvius, 733 Alger, S. W.
- Stellard Bros., 700 Jefferson, S. E.
- John Waalkes, 1887 Grandville.
- C. T. Willacker, 152 Michigan.
- L. Wygman, 724 Fulton St., W.
- E. W. Kowalski, 757 Michigan.

A temporary advisory committee has been appointed, as follows:

- William Lowman.
- C. E. Potruff.
- A. J. Rademacher.
- A. Stellard.

A permanent committee will be elected soon after Jan. 1, at which the regular officers of the organization will be elected.

All of the members report a satisfactory business on the opening day.

MUTUAL FIRE INSURANCE

The Incendiary Fire Problem.

During recent months nearly every city has reported a considerable increase in the number of incendiary fires. Arson is a problem to which a considerable number of cities are giving their attention. For example, the Boston Chamber of Commerce and Massachusetts Safety Council have taken an active part in securing the adoption of amendments strengthening the arson statutes in Massachusetts this year.

Arson Laws. The arson laws are a primary consideration in its proper control. For many years the laws of most states defined arson so haphazardly and imposed such severe penalties that convictions for the crime were very difficult to get. The model arson law sponsored by the National Fire Protection Association was prepared to correct these shortcomings, and thirty states have now adopted this law or its equivalent. Local communities in the remaining states desirous of securing the model arson law may call on the N. F. P. A. for active support.

Fire Records. Many cities are not aware they have an incendiary fire problem because fire records are incomplete. No real investigation of the origin of fires is made and the records of large fires or those with suspicious circumstances are no more detailed than the report of a trivial grass or rubbish fire. The establishment of a good system of fire records by the fire department is important.

Arson Squads. The most important single procedure in any city toward the control of arson is prompt and thorough investigation by trained men of all suspicious fires. Many cities have established arson squads composed of fire department men and police detectives whose duty it is to be on call for fire investigation twenty-four hours a day and to prepare cases for prosecution in court.

One of the best known arson squads is the one in Detroit, now composed of two police department men and two firemen. During last year this squad investigated 1,216 fires, finding 150 of these of incendiary origin. The squad took statements of 420 witnesses and suspects, made sixty-three arrests and secured sixteen convictions.

Cigarette the Greatest Fire Hazard Ever Known.

Tom Wheeler is editor of the Farmers Guide, Huntington, Ind., one of the best farm papers published. He has given the subject of fire prevention on the farm serious thought and through the columns of his papers and through frequent radio broadcasts has been able to put his practical ideas over strong, reducing the fire losses on the farms of Indiana materially. In a recent issue, Tom said:

"I had occasion this past week to deliver an address on fire prevention. In digging up data for developing my discussion I came across some astounding figures bearing on a serious fire hazard, namely, cigarette smoking. In 1930 there were 120,000,000,000 cigarettes smoked in the United States.

Think of that many stubs, many of them lighted, being tossed aside, every one a potential source of fire. A lighted cigarette, unlike a cigar, will burn until it is all consumed, and there are many instances on record of destructive fires resulting from the careless disposition of these lighted stubs.

"No matter what you think about the effect of cigarettes on human health and morals, they do constitute a fire hazard and especially on the farm, that must not be overlooked."

A Fable For Builders.

Last summer a good citizen of a certain town not over a hundred miles from almost anywhere, built a wooden house for a woman and her children. He built the chimney of brick because he had to. The chimney was able to stand alone, so did not have to prop it with wood. But the floors of the house would not stay up without props.

The good citizen saved a dollar by using the chimney as a support to the floors. He nestled the ends of the floor joists nicely in the brick of the chimney. He covered up the job and got his money.

The rains fell and the winds blew in the most Biblical manner and winter came after its fashion. The chimney settled a little and there was a tiny crack.

One morning the woman woke up with fire all about her. She tried to get to her children. If she got to them no one ever knew it. The good citizen who built the house was not arrested for manslaughter. He is building other

houses of the same kind for other women and children.

He is making his living by it.

Franklin H. Wentworth.

Warn the Outsider.

In looking over a number of reports on fires in various plants, one is impressed by the number that are caused by the carelessness of some person working in the plant only temporarily. Painters, carpenters, welders—all of the many men who come into a shop for a few days to repair or remodel—often do not understand the hazards present.

Whenever any outsider is to work in a building where there are hazards of any kind, someone should explain to him the dangers present, and the local rules for preventing fires. The location of the work should be inspected frequently, and particularly at the end of the day.

The same obedience to plant rules should be demanded from the outsider as is expected from employes of the firm itself. It is obviously wrong to work out a thorough fire prevention code for employes only to have a fire because some outsider failed to heed its provisions.

We Doubt This One.

While loitering in a fire station the other day, we heard this story about an assistant chief: He drove home early one morning after a particularly hard fire that lasted for hours. Pulling into the driveway he climbed from his car and opened the garage doors. On finding that his car wasn't in the

1907

Silver Anniversary

1932

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garage, he slammed the doors shut, jumped into the car, and went to the police station to report his car was stolen. Could the fire have been in a brewery, or are we ahead of time?

Fire Alarm Saves Life.

The firebug believed to have set fire to a vacant apartment house in Lockhart, Texas, recently, no doubt would be surprised to learn that his act was responsible for the saving of a man's life. The night clerk at the railroad station, hearing the fire alarm, rushed out to see where the fire was. He stumbled over a drunk lying across the railroad tracks. A few minutes later a fast freight rushed by.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

- Mullin Land Co., Detroit.
- Atlas Iron & Steel Co., Detroit.
- Automobile Transport Corp., Detroit.
- O. M. Smith & Co., Flint.
- Robins Resort and Development Co., Detroit.
- Michigan Chemicals, Inc., Grand Rapids.
- Pontiac Stationery Co., Pontiac.
- Telegraph Road Holding Co., Detroit.
- Allen Road Corp., Detroit.
- Sunset Hills Estates, Detroit.
- Roberts-Chevrolet, Highland Park.
- Bridgman Chevrolet Sales Co., Flint.
- Chenik Hospital, Inc., Detroit.
- Dowagiac Farmers Co-operative Association, Dowagiac.
- Jean LeNault, Inc., Detroit.
- Inland Company, Grand Rapids.
- Paramount, Publix Corp., Detroit.
- F. E. D. Corp., Detroit.
- Parrish, Roskam & Keller, Detroit.
- Royal Oak Savings Building Co.
- Bilz-em Toys, Inc., Royal Oak.
- Thompson's Malted Milk Co., Inc., Detroit.
- Seminole Fuel & Supply Co., Detroit.
- First Broomfield Threshing Co., Ltd., Mt. Pleasant.
- Penoleum Oil Corp., Detroit.
- Detroit International Corp., Detroit.
- Delaware Floor Products Sales Co., Detroit.
- Royal Tire Service of Michigan, Inc., Saginaw.
- Quality Tire Service, Inc., Battle Creek.
- Master Tire Service, Inc., Grand Rapids.
- National Equipment Corp., Lansing.
- People's Soda Water & Baking Co., Detroit.
- Barnett-Sturm Co., Detroit.
- Daggett Farm Bureau, Daggett.
- Harbor Tire Co., Benton Harbor.
- Phil's Cut Rate Stores, Pontiac.
- W. J. Burton Co., Detroit.
- Petermann Stores Co., Inc., Laurium.
- R. G. Byron Florists, Detroit.
- Servwell Drug Co., Detroit.
- Big Rapids Fuel Co., Big Rapids.
- East Jordan Electric Light & Power Co., East Jordan.
- Dowagiac Light & Power Co., Dowagiac.
- Holland Gas Co., Holland.
- Talo-Sima, Inc., Detroit.
- Earl Crest Land Co., Detroit.
- The Pittsford Milling Co., Pittsford.

Equitable Manner of Handling Men Who Are Delinquent.

Lansing, Dec. 17—Mr. Affeldt and myself sat in at a meeting of factory welfare executives which was held Dec. 13, at which time these executives discussed the employment situation fully.

They were desirous of working out some plan whereby information concerning the men could be handled through a clearing house. In other words, they do not want everyone in the community phoning them, asking whether certain men were working and how long, and how much they

had coming, all of which would be for the purpose of collecting past due accounts. In addition to this, men were garnisheed in many instances before they drew their first pay and in some cases, as high as three and four garnishments, which is discouraging to labor and kills the morale.

After going over the matter quite fully, it was decided that all information would be handled through the Lansing Credit Exchange, which pledged itself that we would not permit our collection department to garnish anyone until he had at least his second pay.

We are enclosing a notice that is going out with our weekly bulletin to all of our members. Mr. Affeldt, thought you would be interested in receiving same. We feel that this is a step forward and if at any time there should be further information you would like concerning it, we will be glad to furnish you with same.

H. G. Heidt,
Gen. Mgr. Lansing Credit Exchange.

The communication above referred to is as follows:

Lansing, Dec. 17—At the suggestion of Welfare Executives of the principal factories, a meeting was held on Dec. 13, and a plan worked out by them which will make credit information more helpful to our members, which is as follows:

The Welfare Departments will not pass out any information regarding their employes, except through the Lansing Credit Exchange.

We suggest to our members that all credit information concerning factory employes and other employers of labor, be cleared through the Credit Exchange, rather than through the Welfare Departments.

This arrangement will greatly help the factory Welfare Departments, while the service to you through the Credit Exchange will be prompt and efficient. Lansing Credit Exchange.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 19—The Sault has caught the holiday spirit, with Christmas coming upon us. It was a pleasant sight to note the crowds in the stores Saturday night. Some of the big department stores were so filled that it was with difficulty the crowd could get through the aisles. It recalled the good old times when depression was only to be found in the dictionary.

There are plenty of turkeys at low prices coming into the city and the old-time newsboys have had their annual Saturday sale of newspapers to raise enough money to see that poor children are remembered by Santa Claus. The other charitable organizations are also busy laying in supplies to send out Christmas baskets, as has been the habit for many years. We have much to be thankful for this year and hope that next year will surprise us by being better than anticipated.

Con Harris has purchased the building formerly occupied by Jim McKenzie on East Spruce street and will occupy the same in the near future with his grocery stock. Mr. Harris has been in business on Easterday avenue for the past year and worked up a good business, much of which he will take with him to his new location.

The Ryan funeral home, which has been conducted during the past six months by the estate of the late James R. Ryan, will be continued by James Ryan, grandson of the former owner. James has completed a course in embalming at a Chicago college. He was born and brought up here, where he graduated from the high school. He has a host of friends who wish him every success in his new venture.

Mr. Withey, manager of the Sault Kresge store, announces that the entire stock of the store will be disposed of this month in preparation for

changes which the company has decided on. The store will be converted into the 5-10-25c type. It is now a 25c to \$1 store. During the first three weeks in January the store will be closed. New stock will be shipped in and new fixtures will be placed. The disposal sale starts Monday and will continue until after Christmas.

Percy Elliot, one of our well-known traveling salesmen, is taking a forced vacation, being laid up at home with the grippe.

W. H. Miller was elected chairman of the War Memorial Hospital last week at the board of trustees meeting. The other members elected were D. E. Murray, vice-chairman, and Mrs. T. F. Falkner, secretary.

"Live within your income" seems to be the prevailing advice of the day. But this is pretty hard for a man who has no income.

Ironwood will be the scene of the sixth annual Tri-State Dairy Con-

gress on or about March 20. It will be the second meeting at Ironwood, the first having been held in 1930.

J. Otis Pratt, formerly with the Wienneke Soo Co., has been added to the sales force of J. L. Lipsett & Sons. Pratt and Austin Lipsett make up the sales department, with Paul Hoholik as manager.

We read of a farmer in North Carolina who wants the county to take his place for a poor farm site, so he won't have to move.

Gladys Cutler, daughter of Ace Cutler, city salesman for the Soo Wholesale Grocer Co., is going into the grocery business in the store recently occupied by Con Harris on Ann street. This is Miss Cutler's first business venture, but she has had several years' experience in the office of the National Grocer Co.

We wish the Tradesman and its many readers a Merry Christmas and a Prosperous New Year.

William G. Tapert.

There is satisfaction in knowing you are getting the most for your money

That is why Federal policyholders continue their protection with these companies year after year. They know that they are securing the safest protection, the best service and capable management at the lowest possible cost. It is pleasant to know you are securing value for every dollar expended. You don't have to tolerate excessive insurance costs. The Federal Mutuals will save you 30 to 40%.

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WILLIAM N. SENF, Secretary-Treasurer

THE TRADESMAN'S GREETING.

As the Tradesman goes to press on this 21st day of December, millions of households are happy in the wide open integrity of our annual Season of Sacred Secrecy. Each one possesses its sanctum sanctorum where only the most trusted familiar may enter.

And as we move about trying our best to preserve inviolate the confidences with which we have been entrusted; striving to fight down the delightful expectations we are so fearful may be foreshadowed by our carelessness, we cannot avoid seeing, hearing and feeling things which are truly holy.

Even the tight shut doors of closets seem to mock us, while the locked drawers in dressers and chiffoniers, the demure bulks of great silent trunks, the lids of myriads of boxes and the wrappers of a host of bundles spring up and out and at one in a mad rout of ecstasy, as though bantering all to the commission of unpardonable indiscretions.

And is this all a delusion?

Do not peddle out the conventional cant, hiding behind the children as you thus indulge your disposition. If your stomach is out of order confess, but put aside your fears that the children are being deceived.

Try, for once, at least, to see if you cannot form some conception as to the exquisite pleasure, the supreme pride and the beautiful devotion of mother, sister, father, brother, as they indulge in their ante-Christmas secrecy. The children know and the givers know that the children know.

Better than all, the children know the significance of the day and of the giving. There is nothing dubious about the spirit of that house which is filled with the true Christmas cheer; nothing doubtful as to the purity and genuineness of that spirit.

And so, from the Tradesman, to all households here's a Merry Christmas to you. May your remembrances be those telling of increased harmony, peace and contentment and may your joys continue and increase fourfold with the passing of the New Year.

INDUSTRY HOLDING GAINS.

War debt developments, with payments by Great Britain and others and defaults by France and her associates, overshadowed ordinary business affairs during the past week. The general opinion was that the French will lose considerably more than they failed to pay and that Britain has helped her case for adjustment. It is accepted that revision of the debts is in sight, but what the ordinary layman cannot see is why private debts are conspicuous by their absence from the discussions.

It has been evident that for the last two months or so general business activity has entered a stage where it is resisting decline from the early Fall rise. In view of adverse developments of one kind or another, this is viewed in a hopeful light as marking clearer skies in the near future.

The weekly index shows an upturn, which was brought about largely by the sharp rise in the automobile series. Automobile production more than dou-

bled in the last week reported as producers expanded their output of new models.

Commodity prices have eased further and the Annalist weekly index has fallen to a new low at 86.1. The main losses were in farm products, which have dropped to an index number of 66.0. This compares with 128.1 for the fuel group and 106.5 for building materials, which are so obviously out of line. Dun's list for the week showed about the same excess of declines as previously. A group conspicuously weak in this compilation was hides and leather.

While commodity price movements are scarcely of the cheering sort, attention may be called to recent labor statistics, which show improvement, and to a further drop in the adjusted figures for money in circulation. The latter have reached the low level of the year, although they are still about \$800,000,000 above the point just before the hoarding rush began in June, 1931.

FACTS REQUIRE STUDY.

It is quite the usual thing at this stage in a depression to hear of many interpretations of the trouble and of countless plans for affording relief. Many of these offerings deserve scant attention, but others are worthy of consideration. Reactionary forces are not idle and they attempt to lump all plans together so that out of the confusion there may come little change and the ancient order may be bulwarked.

At present there are discussions of purchasing power and how it may be improved so that business operations may be resumed on a normal scale. It has been shown that the most reliable figures available disclose a maladjustment of income which probably goes to the root of the crisis. But against this view it is argued that lower wages will finally touch a level that will enable manufacturers to see a profit and induce them to start up operations.

This theory of how recovery is to come about is earnestly disputed by those who believe that business activity under present conditions starts with consumer demand and not with lower costs. Fixed charges on plant and machinery, it is explained, have become too heavy to permit the old economic principle to work. Wages can be cut down to a point where the market is too restricted to absorb anywhere near the normal output.

The influence of the machine, it has been declared, has finally become so strong that a new social order is possible. The debt burden is offered as a further reason pointing in this direction. Both claims are, of course, warmly disputed. Nevertheless, facts will govern and it would be best for all concerned, it seems, to consider and work on those facts instead of letting their emotions control their views.

INACCURATE FIGURES.

In the agitation being carried on by certain domestic interests against imports of various kinds, there have been some figures used which are growing somewhat shopworn. They were not correct to start with, and age has not added to their accuracy.

Thus, an official of the International Chamber of Commerce, who returned last week from the meeting held in Paris, took occasion to repeat these dreary statistics. Rubber footwear imports for the first six months of this year, he declared, were 700 per cent. over the entire total for 1931. Actually, the increase in quantity for the first half of 1932 was 156 per cent. ahead of the number of pairs brought in for the corresponding period last year and not the whole of 1931.

Something was mentioned about a particular type of steel products which Commerce Department figures indicate were received in smaller quantities than last year. Attention was also called to the shutting down of plants making miniature electric light bulbs, although it is strongly suspected here that the foreign plants of this company are shipping from Japan or at least have provided the machinery to the Japanese producers under license and royalty.

The burden of this particular plea was that the country is being flooded with imports because of depreciated currencies. The figures fail to reflect this devastation and the Tariff Commission has reported to the Senate that imports from countries on the gold standard had dropped less than those which came from nations off that standard.

DRY GOODS CONDITIONS.

The number of shoppers is still in higher ratio to total transactions than is customary. Locally, the salary cuts to be taken by municipal employes are undoubtedly a factor, along with anxiety among other workers that further reductions will be made after the turn of the year.

As an added difficulty to the reduced volume of transactions which is reported, retail prices have failed to hold to recent levels where a check to the decline was indicated. The Fairchild index for November dropped 1 per cent. under the October figure. This was the largest loss since July. Only women's underwear and floor coverings showed gains for the month. The biggest drop was in women's apparel.

Because they are faced with an exceptionally difficult period after the holidays and through the first quarter of next year, some stores are moving forward their sales in an effort to expand Christmas volume. Fair results are reported for this move. However, it does not seem that customers are waiting for last-minute bargains, because unit purchases in many cases are understood to be for smaller amounts.

Wholesale merchandise markets have been quiet during the past week and even the volume of rush orders is reduced. Dry goods jobbers have already started to purchase their January needs in staple lines. Plans in several lines for marking up prices have been abandoned and weakness has again developed.

RETAIL EXPERIMENTS.

Some experimenting has been done by retail stores, and as a result new plans of operation have been put into effect recently in order to prop up sagging sales volume. This was a step

suggested here some time ago, but which could be followed, perhaps, on an even wider scale than it is with good results.

In the case of a department store, it is generally believed that a definite operating policy for the whole store must be observed. The question is, however, whether the highest efficiency is attained by having all sections governed by the same tactics. Obviously, there is room for change here and there which would mean profit.

If a regular program of experimenting with departments one after another was adopted, no doubt improvements could be effected. Such a program should not interfere seriously with the store policy itself, and might, as a matter of fact, inject that novelty, if nothing else, which would keep public interest alive in the establishment.

Distribution science is new but not as flexible, it would seem, as a new science generally is. There are a great many items which stores might add to their present lines and probably a number of methods which might be changed and improved upon with a little imagination and experiment.

If we were to fancy a wholly Christianized world, it would be a world inspired by the spirit of Christmas, — a bright, friendly, beneficent, generous, sympathetic, mutually helpful world. Let us cling to Christmas all the more as a day which in every age some souls have believed to be the possible spirit of human society. The lighting of Christmas trees, the hanging up of stockings, the giving, the happy family meetings, the dinner, the game, the dance — they are all the natural signs and symbols, the flower and fruit of Christmas. For Christmas is the day of days which declares the universal human consciousness that peace on earth comes only from good will to men.

George William Curtis.

UNFAIR TO THE FILIPINOS.

Senator Johnson of California has introduced an amendment to the Philippine independence bill barring Filipino immigration into the United States after freedom is granted. So offensive a measure would be unworthy of us. The Filipinos have been under the American flag for more than thirty years. Filipinos served in the armed forces of the United States during the kaiser's war. If they are granted complete independence, they should be placed under the quota system applied to most aliens.

I have always thought of Christmas time — when it has come 'round — apart from the veneration due to its sacred name and origin, if anything belonging to it can be apart from that — as a good time; a kind, forgiving, charitable, pleasant time; the only time I know of, in the long calendar of the year, when men and women seem by one consent to open their shut-up hearts freely.

Charles Dickens.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

In the face of the determined opposition of the War Department, based on detailed reports made to that body by chief engineers and the district engineer, it is very evident that any improvement in the navigation of Grand River above Bass River, which is 17¼ miles from Lake Michigan, is next to impossible. As it looks to me, this condition is due to two causes—the passing of the men who advocated the improvement of the river in season and out of season for many years and the disappointment of the men who furnished the money for the two ill-fated river boats which were constructed about twenty-five years ago, which caused them to lose interest in the undertaking. Senator Smith had handled the matter very energetically and diplomatically up to that time. He had secured a series of favorable reports from General Ludlow, obtained the co-operation of the War Department and the assistance of the rivers and harbors committees of both houses of Congress. If his constituents had not made the mistake of creating two boats not adapted to the navigation of the river at that stage of the proceedings and had continued to maintain their interest in the improvement of the river, Mr. Smith would, I think, have seen to it that the outcome of the undertaking would have been very much different than I am now describing it.

With the further improvement of Grand River ultimately and definitely abandoned, what is there left for Grand Rapids in the shape of a water connection with Lake Michigan? Much as I love Grand River, because I have lived on her banks most of the time for nearly sixty years, I am compelled to admit that another route offers advantages much greater than the Grand River plan ever possessed. I refer, of course, to the construction of a ship canal from Jenison to Black Lake. This discovery is not original with me or any man of the present generation. As I recall the circumstance, it originated with Melbourne H. Ford, who was the representative of the Fifth district in Congress for one term about thirty-five years ago. His enthusiasm for this project caused him to make many speeches in behalf of the Black Lake route. Whether he ever succeeded in inducing Congress to instruct the War Department to make a preliminary survey of the route I have been unable to ascertain, but I think some informative information on this subject could be dug up in the files of the War Department. I have asked Congressman Mapes to assist me in securing information on this matter. If the information is there, he will promptly unearth it, because he has never failed me in any request of this kind I have ever made of him—and he has received quite a few requests during the twenty years he has represented the Fifth district in Congress.

Since the above paragraph was written and put in type, I am in receipt of

the following letter from Representative Mapes:

The office of the Secretary of the Board of Engineers reports that "after a very careful search" it is unable to find that the Department has ever made a survey of the route which you call the Black Lake route or that it ever made any survey of the proposition for a canal from Grandville to Black Lake over the old river bed of Grand River.

I wonder if you have in mind the agitation which was before the city council for a canal to the Lake some thirty odd years ago? I think that was a city matter and not a matter with which the Federal Government had to deal.

I appreciate the way you treated the correspondence from Senator Vandenberg and myself in this week's Tradesman and I shall be glad to get the copy of the next issue to which you refer.

In seeking information for the Black Lake route, I called on Robert Merrill, civil engineer, who has the most remarkable knowledge of facts concerning ship canals of any man of my acquaintance. He was connected with the local U. S. Engineer's office for many years, served as engineer on the New York barge canal and two years on the Grand canal in China. Mr. Merrill went over the matter with me very carefully. I am glad to be able to transmit his ideas to my readers.

Mr. Merrill says the plan to construct a ship canal from Jenison to Black Lake is a perfectly feasible one, but as a commercial proposition it would be a dismal failure, from a financial standpoint, because there would not be enough tonnage for the canal to make it a profitable undertaking. The route, in his opinion, should follow the old route of Grand River when it emptied into Black Lake, ten or fifteen thousand years ago. This would involve passing under the Pere Marquette railroad three times, twice under the main line and once under the Pentwater branch. It could be constructed without crossing under the main line, but the high elevation around Zeeland would render the cost of excavation almost prohibitive.

Asked how it is that Europe makes a success of navigating light draft river and ship canals, Mr. Merrill said that in Europe they build boats to fit their water courses, while in this country we build boats and then proceed to deepen the rivers to fit the boats.

Mr. Merrill told me many facts of a historical character I never knew before. One was that Grand River originally emptied into Lake Michigan at Saugatuck. The next glacial activity changed the mouth of the river to Black Lake and the last event of the kind again changed it to Grand Haven. He told me that the Yellow River, in China, had changed its course many times. The last change was in 1853, when it sought an outlet 160 miles from where it emptied before—from

the Yellow Sea to the gulf of Pe-chi-li. Great expense is incurred in maintaining artificial embankment to prevent frequent changes in its bed and outlet. Yellow River is 2,600 miles long—ten times as long as Grand River. The last change caused the death of three million people.

Mr. Merrill has accepted an invitation to address the Rotary Club next week on the subject of the Black Lake route to Lake Michigan. He estimates that by following the old bed once used by Grand River the distance can be covered in twenty-one miles. The distance from Grand Rapids to Grand Haven via Grand River is forty-one miles. Anyone who is interested in this project who is not a member of the Rotary Club would do well to solicit an invitation from some member to attend the meeting named, because the enormous amount of information Mr. Merrill has accumulated on the subject will be well worth the effort.

Frank C. Morse, Secretary of the Browne-Morse Co., Muskegon, writes me as follows concerning the proposed improvement of Grand River from his viewpoint:

I want to congratulate you on your forty-ninth anniversary. As I recall, it was just about forty-five years ago when my dad was engaged in the hardware business at Whitehall, that I began to read the Michigan Tradesman. I may be wrong in this, but I have a faint recollection I am telling the truth. I know that your magazine has been a familiar one to me for many many years and it has always been a magazine of exceptionally high character, not only because of its editorials, but because it is a very instructive periodical for the benefit of retail dealers.

I am particularly interested in your recent articles on Grand River. Out of due respect to the energy of some of the Grand Rapids citizens in the past—and I was living in Grand Rapids at the time—who were fooling around Grand River years ago, I always did think that the efforts to make Grand River navigable were rather crazy and entailed the expenditure of a lot of Government money for the benefit of a very few people and without much hope of realizing but very little benefit therefrom.

I think it would be far better to build a special road for trucks between Muskegon, Grand Haven or Holland—one capable of carrying super-loads. The initial cost of such a road and, I believe, the cost of the transportation would be far less than the cost of deepening Grand River so that boats could go from Grand Haven to Grand Rapids. It might be a good idea to set aside that piece of extravagance known as M 50 as a special truck road.

I am inclined to think if you get right down to brass tacks, sharpen your pencil and begin to figure you would find that all the tonnage which would go in or out of Kent county by boat from Grand Haven to Grand Rapids would not begin to pay the interest charges on the cost of making such boat transportation possible.

Of course, this is just one man's opinion, and it is rather superficial, for I haven't the facts and figures to substantiate the statement.

Mr. Morse's reference to the construction of M 50 from Grand Rapids to U S 31 as a "piece of extravagance" will hardly meet with the approval of local people, who consider the improvement one of the most important

ever undertaken in Western Michigan. I have never heard any Grand Rapids man rail against the cut-off cement road now under construction between Nunica and Muskegon; in fact, I think we all hail the improvement with delight and fond anticipation, because we always rejoice in any good fortune which comes to Muskegon and Muskegon people, largely, I think, because they have both been handicapped in the race for supremacy by conditions over which they have no control. The way they have progressed in the face of their handicaps is the wonder of the world.

Local shipping interests at Grand Haven find themselves in about the same position as the advocates of deep water navigation on Grand River. They recently requested the construction of two detached breakwaters at the harbor entrance, each arm being about 1,000 feet long with an entrance about 600 feet wide. The request was referred to the Corps of Engineers, who report adversely on the proposed construction, as follows:

1. I submit for transmission to Congress, my report with accompanying papers, on preliminary examination of Grand Haven harbor, with a view to constructing suitable breakwaters, authorized by the river and harbor act approved July 3, 1930.

2. Grand Haven harbor is on the East shore of Lake Michigan, nearly opposite Milwaukee on the West shore. The harbor is formed by the improvement of the lower portion of Grand River. Under the existing project for improvement two parallel piers, about 400 feet apart, have been constructed at the mouth of the river, revetments constructed inside the mouth; and a channel for deep draft lake shipping has been provided from deep water in the lake about 2½ miles up the river. The channel has a depth of 23 feet at the entrance, and 21 feet inside the entrance, and a width of 300 feet in the lower portion and 200 feet for a distance of about 15 miles upstream. The project is substantially completed. Its cost to June 30, 1932, for new work, was approximately \$1,000,000. The estimated annual cost of maintenance is \$35,000. Local interests request the construction of two detached breakwaters, each about 1,000 feet in length, and parallel to the shore, about 1,000 feet off the entrance to the piers, with an opening between them 600 feet wide.

3. The population of Grand Haven is 8,000. The commerce of the harbor in vessel cargo is about 250,000 tons per annum, consisting in large part of sand and gravel produced at a large plant near the head of the 21 foot channel. The traffic by translake car ferry was somewhat in excess of 1,000,000 tons in 1927 and 1928, declining to 630,000 tons in 1931.

4. The district engineer reports that the entrance to the harbor is considered generally satisfactory by master mariners, and as one of the best harbors on the East shore to enter. Experience with detached breakwaters has shown that the currents and eddies set up around the structures result in rapid formation of shoals at the entrance and bad cross currents. It has been found necessary to extend practically all of the detached breakwaters to the shore to form an arrowhead type of outer harbor. He is of the opinion that the breakwaters desired would make the entrance to the harbor more difficult than it now is.

5. The division engineer, concurring with the district engineer is of the opinion that the existing project for

(Continued on page 23)

FINANCIAL

No Occasion For Further Statistical Studies.

The attitude of the Administration on banking reform has been expressed in such strong language that there is considerable reason to hope for some accomplishment in this direction in the relatively near future. President Hoover, it will be recalled, in his annual message put this need as second only to balancing the budget. He was not specific in what should be done, but since he urges action in the short session of Congress he must be leaning toward the Glass bill.

Secretary Mills, in his annual report, also gives ardent support to banking reform. Further, he believes that "there is no occasion for any extensive new gathering of material" as a preliminary step to the drafting of needed legislation. He thinks that there should be a "prompt formulation and enactment of legislation that will remedy the fundamental weaknesses of our banking system."

All of this provides a new basis of hope for those who believe that it is essential not only to clean up our banking system but also at the earliest possible opportunity to take such steps as are essential to protect us against a repetition of the errors between 1920 and 1930. The attitude of Secretary Mills is especially encouraging in this regard, because he cuts through one of the favorite excuses made by those who always oppose any banking reform, namely, that further extensive studies must be conducted before anything is done.

There is no question, of course, of the accuracy of the position of Secretary Mills. The errors made in our banking system before 1930 and the structural defects of our organizations are well known. Such statistics as are necessary for appraising the exact significance of various policies already are available as a result of studies which have been completed.

Further delay in banking reform in order to make still more exhaustive studies, therefore, would be an almost complete waste of time. Our energies now should be devoted to starting legislation in motion which once and for all will wipe out the possibility of our commercial banks becoming hodge-podge real estate and security organizations.

In order to accomplish this the reform must go beyond those structural changes such as Secretary Mills and various financial leaders suggest. Various structural changes, notably branch banking, are important, but the major problem is one of banking policy and appreciation of the necessity of maintaining the liquidity of the American credit system. Unless this is done no banking reform bill will more than scratch the surface.

Ralph West Robey.
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Current Liabilities Should Be Known To Prospective Investors.

Current liabilities are considered by accountants to represent the unfunded corporate obligations which are payable currently. A bond or note issue, maturing in a short period of time, is

not considered current liability while a bank loan, payable over a period of six months, is considered a current liability.

Current liabilities also include such as taxes, accounts payable, interest, dividends and notes accrued. Some corporations show all accrued items under a special head of accrued liabilities. Unless this is included in current liabilities, it may lead the investor astray in making his analysis of the company. Accounts or bills payable on a good balance sheet must be always separated.

The investor will find, in many corporations, that they generally finance themselves with notes payable on 30, 60 and 90 days commercial paper. The thing for the investor to watch is that the corporation has not sold too much commercial paper to finance its business. Investors should check to find if the maturing commercial paper is increasing or decreasing as this inflation of credit will not appear in the balance sheet. This condition is avoided by periodical audits by reliable concerns and some requirements of banks and other purchasers of commercial paper that the obligations be registered with the trust company.

The prospective investor, in a corporation, should satisfy himself on this point. Contingent liability is an account which should appear on all balance sheets. The account may or may not be due but should be stated on the balance sheet so the investor can check his corporation. In many cases this contingent liability is due to obligations of a subsidiary or affiliated company or it is either a guaranty, interest or dividends of stock or a bond of another company. This contingent liability should be known to the prospective investor in any corporation particularly if he is making an investment in common stock.

Jay H. Petter.

Check Swindlers Are Getting Trickier.

Craftily the check swindler plies his calling. Investigation of cases reported show that the wiles of these parasites, sharpened by increasing wariness of the merchants, are still too frequently successful in getting money from even the most careful store operators. Meat dealers are constantly pestered with them.

In Chicago there is being used an accurate copy of the regular Wilson & Company payroll check. A few weeks ago three men were convicted and sent to the penitentiary when it was shown that they had been counterfeiting these checks by making a plate from a stolen blank check and imitating the signatures of company officials. They were passed through subordinates.

Since then a woman, about 25 to 28 years old, has been passing similar ones. They were made in amounts of \$9.37, \$9.73 and \$11.39. She worked in Cicero around 5300 West 22nd street, with checks dated Nov. 21 on the Saturday following that date, and was working around Clark and Grace streets the next week with checks dated Nov. 26. Several dealers in these localities cashed the checks but their banks sent them back with a "not genuine" notation. The name used by the woman is L. D. Smith on

some of the checks and John L. Smith on others.

Look out also for a fellow who comes into your store and talks about his wife, "Mrs. Smith," on one of your nearby streets, by saying: "She got a chicken this morning and we are going to have company and she wants two more just like it." After you have drawn two more and wrapped them up he flashes a check on the Central Republic Bank, at the same time saying: "Now if you will just take the pay for the chickens out of this check, I'd like for you to deliver them." He gives an address near the place. He worked Western avenue and Peterson road and Southport and Grace streets. His checks are signed J. C. Smith. He is about 40 years old.

Look out for a nice looking natural blonde, well built woman, who will trade with you for a month or so, when she starts to have small checks cashed. These checks are all good, but she increases the size of them each time until they are up around fifty dollars, then she gives one which is not good and the neighborhood butchers find that she has worked on five or six grocers and meat dealers in the locality and has landed them all. She looks like a regular housewife and is apt to come

into your place in an ordinary house dress and bedroom slippers. She is very pleasant and is seldom turned down. She has worked in the Halsted and Willow district and also at Clark and Grace streets.

Other new and partly new rackets are reported from other parts of the country. At St. Louis a woman called up a grocery market and gave an order amounting to \$8.40 to be paid on delivery. A check was accepted and it came back from the bank with the notation "no funds." The merchant could not get the woman to make the check good. She was informed that unless she did she would be prosecuted. Then she showed her hand. A money order for \$1 was purchased and sent to the dealer. Fortunately for him

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when he reported the matter to police he had not cashed the money order, as that would have represented a payment on account. That trick would have absolved her from prosecution and the retailer would have had to forget the balance of \$7.40.

This one has been worked, too. A woman makes a small purchase, tenders a \$20 bill and gets the change. Shortly after she leaves, a man comes in and makes a small purchase, presenting a \$5 bill. When he gets his change he insists he tendered a \$20 bill in payment. When the storekeeper denies it, he says he is very careful of his money and not only notes the denomination but makes a record of the numbers of the bills which he has in his wallet and then tells the storekeeper the number of the \$20 bill which he claims to have given the retailer. He asks the storekeeper to look and see if he has not a \$20 bill with that number. In his cash register the retailer finds a bill of that number and thinks he has made a mistake, so gives the man the remaining \$15.—Al Saunders in Butchers' Gazette.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 12—In the matter of William Y. Koolman, doing business as Bellview Grocery, Bankrupt No. 4864, final meeting of creditors was held Oct. 28. Trustee was present in person. Certain creditors present in person. Trustee's final report and account approved and allowed. Claims proved and allowed. Balance of accounts receivable sold to F. H. Roth, Muskegon. Bill of attorneys for bankrupt reduced and allowed. Made order for payment of administration expenses, preferred claims and a first and final dividend to creditors of .75 per cent. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court in due course.

Dec. 12. We have to-day received the schedules, reference and adjudication in the matter of Henry H. Merriman, Bankrupt No. 5077. The bankrupt is a resident of Kalamazoo, and his occupation is that of a mechanic. The schedule shows assets of \$254.05 of which \$45 is claimed as exempt, with liabilities of \$15,434.77. The court has written for funds and upon receipt of same, the first meeting of creditors will be called and note of same made herein.

In the matter of Glen E. Martin, individually and doing business as Martin Autoelectric Service, Bankrupt No. 4835, final meeting of creditors was held Oct. 28. Trustee present in person; bankrupt present in person and by attorney C. Sophus Johnson. Trustee's final report and account approved and allowed. Claims proved and allowed. Bill of attorney for bankrupt approved and allowed. Balance of accounts receivable sold to Glen E. Martin. Made order for payment of administration expenses as far as funds on hand would permit, there being no dividend or preferred or general creditors. No objection to bankrupt's discharge. Final meeting adjourned without date and files will be returned to U. S. District Court in due course.

Dec. 13. We have received the reference, and order of adjudication in the matter of J. F. Easley Milling Co. a corporation, Bankrupt No. 5070. The bankrupt had his residence in the city of Plainwell. The court has written for schedules to be filed, and upon receipt of same the list of creditors, assets and liabilities will be published herein.

Dec. 13. We have received the schedules, order of reference and adjudication in the matter of William L. Hall, Bankrupt No. 5078. The bankrupt is a resident of Grand Ledge. The schedules of the bankrupt show assets of \$3,602.75, with liabilities listed at \$3,651.26.

Dec. 14. We have received the schedules, order of reference and adjudication in the matter of Earl Cassada, Bankrupt No. 5079. The bankrupt is a resident of Grand Rapids, and his occupation is that of a druggist. The schedules of the bankrupt show assets of \$186.06, with liabilities listed at \$4,966.04. 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:

Hazeltine & Perkins Drug Co., Grand Rapids	\$2,100.00
Holland Furnace Co., Grand Rapids	56.00
Quendag Grocery Co., Grand Rapids	13.00
Heyboer Stationery Co., Grand R.	96.00

Geo. Rysdale Candy Co., Grand R.	73.00
Johnson Candy Co., Grand Rapids	56.23
Gray Beach, Grand Rapids	65.00
Colonial Bath Salt Co. & Colonial Cosmetic Co., Grand Rapids	4.50
Wayne Calendar Co., Fort Wayne	11.51
Battle Creek Dog Food Co., Battle Creek	14.53
Frederick Laboratory, Toledo	3.50
Schust Co., Saginaw	1.15
Christy Sales Co., Fremont, Ohio	3.75
Peoria Corporation, Louisville, Ky.	5.00
V. C. Milling Co., Grand Rapids	4.40
Geo A. Breon Co., Kansas City, Mo.	2.58
Novelty Import Co., Holland	2.34
Shaw News Agency, Grand Rapids	19.00
Press, Grand Rapids	30.00
American Lending Library Co., Chicago	19.21
Bayuk Cigar Co., Grand Rapids	22.00
Freeman's Service Garage, G. R. Mandeville & King, Rochester, New York	19.50
John Ten Hoppen, Grand Rapids	950.00
Boyer & Co., Chicago	12.65
Boggiana Brothers, Grand Rapids	3.21
Nelson Baker Co., Detroit	26.25
G. H. P. Cigar Co., Detroit	5.79
Wurzburger's Dry Goods Co., G. R.	28.82
Bon Marche, Grand Rapids	87.05
Mich. Bell Telephone Co., Grand R.	22.00
Ridgeway Dairy, Grand Rapids	34.39
Consumers Power Co., Grand Rap.	19.00
Hartnett Flower Shop, Grand Rap.	3.50
American Laundry Co., Grand Rap.	32.00
Hammer & Cortenhorf, Grand Rap.	4.80
Herpolsheimer Co., Grand Rapids	15.73
Carrol, Dunham, Smith Pharmaceutical Co., New York	6.00
Kelly Ice Cream Co., Grand Rapids	23.00
Vanden Berg Cigar Co., Grand Rap.	21.00
Woodhouse Tobacco Co., Grand R.	22.63

Dec. 14. We have received the schedules, order of reference, and adjudication in the matter of Frances W. Haines, Bankrupt No. 5080. The bankrupt is a resident of Ludington. The schedules of the bankrupt show assets of \$350, with liabilities listed at \$998.49. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Leo P. Ritzenheim, Bankrupt No. 4529, final meeting of creditors was held under date of Dec. 12. Trustee was present by Arthur Branson and Hilding & Baker, attorneys. Bankrupt was represented by L. D. Averill. Creditors represented by G. R. Credit Men's Association. Trustee's final report and account approved and allowed. Certain attorney's bills approved and allowed. Three items of real estate abandoned as worthless and burdensome. Order was made for the payment of expenses of administration as far as funds on hand will permit. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of Stanley Hattis, individually and doing business as Cinovox Co., Bankrupt No. 4829, final meeting of creditors set for Oct. 18, was adjourned to Oct. 25, at which time the trustee was present in person; bankrupt present and represented by Dorr Kuizema, attorney. Certain creditors present in person. Claims proved and allowed. Trustee's final report approved and allowed. Bill of attorney for bankrupt approved and allowed. Bills, notes, accounts and contracts receivable sold to Arthur Kulms. Order made for payment of administration expenses and preferred claims as far as funds on hand will permit, there being no dividend for general creditors. No objection to bankrupt's discharge. Meeting adjourned without date. Files will be returned to U. S. District Court in due course.

Dec. 16. We have received the schedules, order of reference and adjudication in the matter of Errol Rogers Barber, Bankrupt No. 5082. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules of the bankrupt show no assets, with liabilities listed at \$1,693.58. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Dec. 16. We have received the schedules, order of reference, and adjudication in the matter of Floyd Dillon Mason, Bankrupt No. 5083. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules of the bankrupt show no assets, with \$50 claimed as exempt to the bankrupt. The sum of \$518.47 is the scheduled liabilities of said bankrupt.

Dec. 16. On this day first meeting of creditors in the matter of Frank Easterbrook, Bankrupt No. 5061, was held. Bankrupt present and represented by R. J. Wade, attorney. Creditors represented by Jackson, Fitzgerald & Dalm, attorneys. Claims filed. Bankrupt sworn and examined without reporter. M. N. Kennedy, Kalamazoo, trustee; bond \$100. Meeting adjourned without date.

Dec. 16. On this day adjourned first meeting of creditors in the matter of U. S. Pressed Steel Co., a corporation, Bankrupt No. 5033, was to be held. By agreement the matter was further adjourned to Dec. 23.

Dec. 17. We have to-day received the schedules, reference and adjudication in the matter of Edward Ludwig, Bankrupt

No. 5085. The bankrupt is a resident of Grand Rapids, and his occupation is that of a decorator. The schedules shows assets of \$1,600.70 of which \$850 is claimed as exempt, with liabilities of \$3,448.61. The court has written for funds and upon receipt of same, the first meeting of creditors will be called and note of same made herein.

Dec. 17. We have to-day received the schedules, reference and adjudication in the matter of Hans Johnson, Bankrupt No. 5084. The bankrupt is a resident of Grand Rapids, and his occupation is that of a carpenter. The schedule shows assets of \$1,725 of which \$1,700 is claimed as exempt, with liabilities of \$3,466.72. The court has written for funds and upon receipt of same, the first meeting of creditors will be called and note of same made herein.

In the matter of Fetke & Rutkoskie, alleged Bankrupt No. 5018, adjourned hearing on composition was held Dec. 9. Claims were proved and allowed. Composition offer of 20 per cent. in cash and 13-1/3 per cent. in note payable thirty days after confirmation was accepted by a majority of creditors. Referee's certificate will be made and files returned to District Court in due course.

Dec. 19. We have to-day received the reference and adjudication in the matter of Vosler & DeLoof Co., Bankrupt No. 5072. This is an involuntary case and the schedules have been ordered filed. This concern is located at Kalamazoo.

The Christmas Echo.

Joyously the Christmas bell
Heralds wide that "all is well."
Sweet Peace of Yuletide comes again
To stimulate the hearts of men.
Though many minds are weary quite
And some sad, crippled up with fright,
And though the larder's running low
God's cheer has stood the staggering blow.
Sweet Christmas spreads a healing balm
To bring distress a soothing calm;
In children's eyes there glows a light
Of toys old Santa soon will bring.
As reindeer prance and sleigh bells ring.
'Tis Christmas! Golden time of year
When earth-bound griefs must disappear;
When friendships old we each renew
And many "happy times" review.
'Tis Christmas! Time when faith in men
Inspires us all to try again,
To garner mellow hope and cheer
For use throughout the dawning year.
So let's drink deep the music sweet
That wafts from firesides, from the street,
And see the Peace Christ's Love impart,
Finds reverent echo in our hearts.

Frank K. Glew.

Spreading work spreads revival.



UNDER THE TOWER CLOCK ON CAMPAU SQUARE

Analysis of any security furnished upon request.

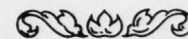
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RETAIL GROCER

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—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; John Lurie, Detroit; E. B. Hawley, Battle Creek; Ward Newman, Pontiac.

Good Goods Are Always in Demand.

"O, I think people are veering away from mere price again." It is the maker of high quality merchandise speaking. "Folks want value these days." Paul Willis writes: "People have found that much of the price merchandise offered is inferior in quality. Price appeal has lost its appeal. Value and quality are necessary to draw trade."

If we should write that two plus two make four our statement would be just as exciting to the thoughtful, for the fact is that value always wins. Good "times" and when "things" are bad, the merchant who works close to the line of genuine service and real values fares best. Odd that we have to re-learn this lesson every cycle.

It remains true that the men who will dig out of depressed conditions most speedily will be those who put effort and emphasis behind genuine values and then make certain that in every instance they deliver what they advocate. And this is no truer now than it ever was, because it is eternal truth.

Experiences in Indiana with special taxes designed to hamper chains run as some of us clearly foresaw. They have (1) not yielded the revenue anticipated—not nearly as much as the most conservative estimates. They have (2) not borne heavily on the chains nor hampered chain growth in the least. They have (3) pressed where least expected and where not at all intended. Worst of all—and here's the real rub—they have (4) put politicians on the scent of new avenues through which to raise revenue.

"We told you so" is cold comfort, but it is bad to monkey with a buzz saw. Let us all remember, merchants as well as others, that what we need is less taxes, not more. That may help us to avoid further errors on the Indiana special tax plan. Kentucky seems to have fared no better, although I have no late news from that state.

Far better that grocers study their own business from the inside and make right moves instead of wrong ones. One merchant sought to save expense by cutting out a phone extension whereby customers might give their orders directly to the meat department. He has been inundated by complaints from those who do not like to give their orders to grocery clerks for transmission to the meat dealer. They feel they take enough chances talking to one man.

So this man may save a few dollars monthly, and cut his meat trade in half or worse. He may have put in so much time thinking how he could stop some other merchant—maybe a chain unit—that he failed to see the consequences of such a fool move as he has made.

The painless dentist seems to be the model of many would-be collectors of grocer accounts. Virtually every "plan" I see outlined is designed to be so gentle, polite, downright subservient that no debtor could be blamed much if he did not take it seriously.

A real model for a collection letter, recently sent to the Grocers Advocate, runs thus:

Dear Mr. Customer—

It does not pay to be sued because:
First: Your employer is made a party to the suit.

Second: Your name is published in the municipal court record, a daily newspaper.

Third: Your credit is impaired—your job jeopardized.

Fourth: The costs of the suit are added to the amount of the bill.

Fifth: Your wages are subject to garnishment.

Therefore, if you will call at this office, we can make better terms than those that the court will impose upon you. In this way you can save time, money, inconvenience and credit standing; or better still, remit by postal money order or check to cover your overdue account of \$42.20.

But you will have to act quickly if you desire to take advantage of these benefits.

That is a model of the right kind. And I, personally, can assure you from my own long experience, that there is no nourishment in being gentle with slow-payers. "Treat 'em rough" was not invented until after my own grocery experience terminated; but we practiced that method without the slogan. We had no compunction whatever about demanding what was coming to us, and we were just as outspokenly uncompromising about it as this letter.

We went further than that. We treated applicants whose record on investigation proved unworthy or shady with such harshness, roughness and plain discourtesy as warned all people whose credit was not the very best that it was not pleasant to apply at Findlay's for an account. We did not care how widely that part of our reputation traveled—the wider the better. One pleasing result was credits which were far better than cash for the many reasons that sound credit always is better than any cash trade there is anywhere.

Credit business is fine, if it is fine. It continues fine if you always keep it fine. Every bit of its results is right up to the merchant himself, and nobody else.

In former times almost any kind of a story would be taken as true, also as interesting and likewise as unusual, if it were credited to Kansas. But that state is not quite so wild and woolly as it was forty years ago. Still they do get a bit loco even yet at times.

Strong against competition by others against grocers, trade papers there are yet willing to endorse the practice among grocers of selling quite a line of popular household proprietary preparations. Grocers are not supposed to cut prices on those things; but how far do supposes go in such affairs? Is this a bit like the pot calling the kettle black?

It seems to me—always has seemed so to me—that it is folly to seek to confine any man's efforts to any

special lines of *goods. One reason why is because such efforts get us nowhere and they do interfere with our doing a good job in our own individual stores. Drugs which may be compounded must be sold only by those trained to compound them and licensed to do that. Otherwise the best practice is to let competition take care of what lines any man shall handle.

Note, for example, Ralphs of Los Angeles. Trade there has been all het up over a law to prevent a merchant from offering anything for sale with a limit attached. That strikes me as basically unsound because it robs us of our right to choose our own customers. Constitutionally, we can sell or refuse to sell to anybody—just as we can tell anybody he is not wanted in our store, and he has to stay out; for the law gives us unlimited liberty to use any means to keep him out thereafter, once he has been warned. The lesser right must

inhere in the greater, else the greater were of none effect.

But while all this mixup is bubbling over in that sprawling region, Ralphs cuts the Gordian Knot in an announcement that every offering he makes is without limit or restriction. He issues an "Invitation to retail grocers to come and buy all you want at our regular or special prices. No limit." That kind of sanity should help to clear the atmosphere, even in that town of unlimited sects and isms.

We would all be in better business if we sought to keep competition open and free. "Business is War" said the Iron Woman. She spoke an eternal truth. Camouflage it as we will, hamper it with populistic and Coin Harvey notions as we like, competition remains the true Life of Trade. Interference with its free play jeopardizes our most cherished commercial rights.

Paul Findlay.

ASSOCIATED TRUCK LINES

The Outstanding Freight Transportation Line of Michigan.

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ROWENA FLOURS INCLUDE

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Buckwheat Compound
LILY WHITE FLOUR
Graham Flour
Golden "G" Meal
White Corn Meal
Cake and Biscuit
Pure Buckwheat
Steel Cut Wheat

KENT STORAGE COMPANY

Grand Rapids, Michigan

EGGS - EGGS - EGGS

Now shipping finest quality

APRIL and MAY Canded Whites or Browns

Wire or Write us for prices.

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.

Trend Is To Higher Standards.

In the "old days" families spent \$43 of every \$100 for food and there were not so many foods competing with meat. A summary two years ago showed that \$19.38 of every \$100 was spent for food and \$13 of every \$100 spent for automobiles and accessories. This condition is very much changed to-day and food is the principal concern of many.

The trend of the times is toward more ethical merchandising and retailers are advertising quality. Retailers are bending their efforts by meeting competition with (1) convenience to the consumer through attractive displays in the show windows and on the counters; (2) by courtesy which brings back the customer again and again and gives the store a reputation of appreciation of the trade; (3) by service, which means the fulfillment of the ideals of intelligent buying and selling, and (4) display which combined with a little reasonable advertising, help spell success to the retailer in his field of merchandising.

That large and powerful organizations striving for the bulk of business are not as successful to-day as appearance would have them is evidenced in a statement made by Dr. Julius Klein, assistant secretary of commerce, over a coast to coast network, when he said:

"Certainly to-day the passion for great bulk in business is not so powerful as it once was. Take the case of two of our largest and best known merchandising organizations. Some time ago they opened new stores all over the United States. They found that, in a rather surprising number of instances, the new establishments did not pay. Many of them were closed. And here is another angle: Formerly these two organizations exercised strictly centralized control from their headquarters city. The idea was that of a gigantic, closely integrated business unit. But that did not work out satisfactorily. The thing proved too unwieldy. The companies found it wise to decentralize and made territorial divisions with localized responsibility and individual decisions to meet the varying circumstances that arose."

Another of our gigantic selling organizations, operating many thousands of stores, made a radical alteration in its policy a couple of years ago. It decided not to try to expand any further. Moving in the contrary direction, it reduced the number of units. As a close student of this particular situation has said, the change was due mainly to the "personnel" equation. The organization found it difficult to control effectively the human cogs in its intricate machine without incurring a really burdensome cost for extra supervision. The commentator whom I have been citing here is evidently correct when he asserts that, on account of waste and leakage, the oper-

ating costs of a huge business organization are "terrifically high."

John A. Kotal,

Secy National Association of Retail Meat Dealers.

Women No Longer Shop Together.

Several years ago Paul H. Nystrom of Columbia University made the statement that women no longer enjoyed shopping. He pointed out that in former days women went shopping in pairs, fours and sixes, and that it was a real event. Under present conditions and with the social use of leisure plus the fact that many women are employed, "shopping together" has been on the wane. Recent support of this statement was gleaned from an analysis of an apparel chain systems' locating problem. It came about this way. The particular chain in question would not locate within a hundred yards of a theater. Naturally one thinks first of all of the fact that the bright lights would dim the window displays and, of course, this is true. After becoming adjusted to the light of the theater, and then the brilliant lights of the theater lobby and entrance, one does not turn to window shopping; hence, it is more desirable to locate down the street about a hundred yards. However, the executive in charge of location pointed out that women no longer enjoy shopping together as the most significant reason for not locating within a hundred yards of the theater. They will go to theaters together but at the close of the afternoon theater it is customary to stroll together for a short distance and then separate for late afternoon shopping. This, according to the chain executive, was one of the main reasons why they were not locating within a hundred yards of the theater.

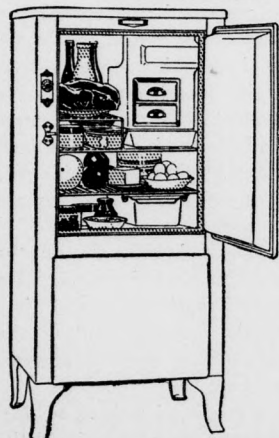
A new gas furnace operates as an auxiliary to the present warm air furnace. Gas is used in ordinary winter weather, coal during severe cold, thus eliminating peak gas bills.

Oysters and Fish For The Holidays.

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 Ask your Dealer for Reader Fish.
 They are better.
 Lake and Ocean Fish. Wholesale.
G. B. READER, Grand Rapids.

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Henry Jaffe, of 739 E. University, Ann Arbor, sends in his renewal and writes: "I still find your paper very useful. I believe every business man should have the Tradesman on his desk."

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 We save you money.
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And you can help at no cost to yourself. When you need sugar buy Michigan Made Beet Sugar. 35,000 Michigan wage earners depend on the sale of Michigan Made Beet Sugar for a living. If you don't buy Michigan Made Beet Sugar, you help the foreigners.

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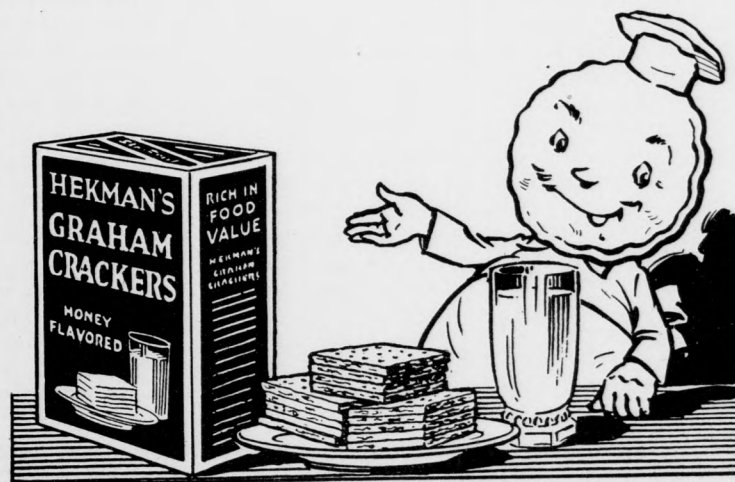
Available in 5-10-25 and 100 lb. sacks. For sale at all grocers.

Farmers and Manufacturers Beet Sugar Association
 Bay City, Michigan

Added Sales With Hekman Grahams

HEKMAN'S delicious honey-flavored Graham Crackers are a profitable, quick-selling item every grocer should handle. They top all other brands for popularity. Even people who never knew they liked Graham Crackers, revel in the fresh, crisp goodness of HEKMAN'S.

During November, HEKMAN Grahams will be advertised state-wide in leading newspapers. Arrange now for your deliveries so you can cash in on this advertising direct to your customers.



HEKMAN BISCUIT COMPANY
 GRAND RAPIDS, MICH.

HARDWARE

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

Suggestions For the Hardware Dealer After Christmas.

With the holiday trade in its last stages, the wide-awake hardware dealer is planning his next move. In this, as in everything else connected with the business, it pays to look and plan ahead.

The natural tendency right after the holiday is for selling effort to slacken. The Christmas selling season has called forth a good deal of extra effort; and afterward the dealer feels like resting and the customer feels like economizing. As a result of this dual tendency in the same direction, the winter months are apt to be very quiet.

This very fact, however, constitutes the best of reasons why the hardware dealer and his salespeople should put forth extra efforts to get business when the holiday is over. For then, if ever, a little extra business counts for a lot.

The first thing after Christmas is to remind yourself that the strain of the winter months will not be exceptionally heavy. With this concession to the forces of reaction, you can then rally yourself and your salespeople to the task of carrying on efficiently. To this end, a first essential is the determination to make the most of these dull winter months. You will have plenty of time to rest, and also plenty of time to do what business there is done, and still plenty of time to plan for the spring trade.

If business is hard to get in January, February and March, it is especially hard to get in the first week or two immediately after Christmas.

The day after Christmas you can do two things. First, you can meet the needs of the immediate moment by launching a clean-up sale to get rid of odds and ends of seasonable stuff. Second, you can begin to lay your plans for the three winter months.

Whether or not to hold a clean-up sale is a matter of policy. Some merchants are strongly opposed to price-trimming under any conditions. Others prefer to wait until after stock-taking. Others hold a pre-inventory sale, but take a week or two to sort over the stock and select their loss leaders and other features.

There is, however, one phase of the situation worth remembering. That is the Christmas "hang-overs." Right after the holiday there is still a chance to sell gift lines. First, there are always some people overlooked in the annual giving. Second, belated gifts arrive and the recipients feel they ought to send something in return even if it is a day or two late. And of course there are youngsters in a good many homes who failed to get everything they wanted and are clamoring for some desired article and unwilling to wait until Santa Claus comes a year hence.

You won't sell a very large number of gifts to these people; but there is some little opportunity of doing business if you put on a "sudden death"

sale of your odds and ends of Christmas stuff right after the holiday.

Don't wait to stage an elaborate sale. Dump the stuff in the window and on the counters ticketed at prices that will move it out. Add to your offerings as you go through the stock. Do a little advertising, scatter dodgers, put a few striking show cards in the window. Besides the classes of folk I have mentioned, there are a few thrifty ones who are willing to buy such stuff—at a price—and store it for next year.

Such a sale should be launched, however, the day after Christmas and pushed through the holiday week from Christmas to New Year's. After that, the possibilities of selling will be pretty well exhausted; and it will be time for you to go ahead with the serious task of stock-taking.

For this after-Christmas sale select the lines you obviously ought to get rid of at once—the old articles and broken lots that it will not pay you to carry over under the most favorable circumstances. Pile a lot of them in the window in a hurry-up display with the biggest price tickets and the most impressive price cuts you can afford. Put in a show card explaining that these are extra specials offered at extra special prices—prices so drastically cut that it will pay people to buy the articles and keep them until next Christmas.

The main thing is to get into action right after Christmas and make it vigorous, impressive, decisive, forceful action, that will arrest attention and draw business.

This sale might, as you size up your stock, be gradually merged in your pre-inventory sale, if you hold one. Or in the alternative, it will bridge the period until you are ready to go ahead with your stock taking.

The problem of stock taking should be considered while you are holding this sale—that is, immediately after Christmas. You may not start stock taking until January, or even February; but here, as everywhere else, it pays the hardware dealer to plan carefully and thoroughly and then to move swiftly into action.

Most dealers take stock as early as possible in the new year and hold the stock taking sale after the job is finished. Some on the contrary hold a pre-inventory sale which means that they must take stock later. The policy to follow is for the individual dealer to determine. He ought to know what best suits his circumstances.

The Christmas lines you do not offer at your after-holiday sale should be pushed into the background to make way for more seasonable winter lines.

Quite often a sale of stoves can be staged to good advantage right after Christmas. It is usually considered that stoves can't be sold at this time; which is perhaps one reason why isolated dealers who have defied precedent and tradition, have been able to sell stoves as a result of judicious advertising and small price concessions. Often, instead of shading the price, it is good policy to give some article—a razor, a carving knife or a lamp—as a premium. Premium articles can usually be found when you sort over the stock; and quite frequently they

are articles which, though they will not sell readily for cash, will help to sell a stove for a great deal more cash.

While taking stock and pushing after Christmas and winter business you should also plan thoroughly for the spring trade. Victor Lauriston.



Lines of Interest To Grand Rapids Council.

A great many of the boys who make the territory bordering on 31 and 131 have little fear of hardships due to cold, wintery weather. They have a feeling of comfort as they roll along in their cars because they know the long, cold evenings will be made cheerful by the hospitality of the excellent hotels on their route. The Occidental at Muskegon offers everything that a landlord who is big, physically and mentally, can devise for the traveler. As they drive Northward they have confidence that a cheery welcome will be had at the Sterns at Ludington. The Chipewa at Manistee is another favorite. Crossing to Traverse City the Park Place offers them a fine home and meals that make them want to eat beyond a healthy man's capacity. Farther North they anticipate the Perry at Petoskey. The landlords of these hostelrys know that the rigors of winter must be tempered with genuine hospitality. The boys do not hesitate to report very favorably for them. As they glide down 131 en route home, the Northwood at Cadillac is a favorite stopping place. There is an air of welcome that is appreciated. There are many smaller inns which are deserving of praise. They are not pretentious, but they lend a cheery home-like atmosphere to the traveler who has his ups and downs all day long. If it came to a vote, there is not any question but what the travelers on the routes mentioned would elect the hotels in Western Michigan and Northern Michigan to a place second to none in the country.

Women have a keen sense of humor. The more you humor them the better they like it.

The scribe could well dispense with the columns this week on a valid excuse. Practically every reporter on the staff has had the flu the past week and those who are convalescent are in the minority to those who have it now. There must be meat for news. No hunters—no meat. No meat—no news.

Gilbert Ohlman and wife are host and hostess to the flu this week. We extend our sympathy and hope they are soon on the road to normalcy.

W. E. Lypps and wife are on the sick list. It seems that the Lypps' are sympathetic with each other and they decided to make one case out of the thing and have it over with. Our sympathy applies here also.

Charlotte Ghysels, daughter of Mr. and Mrs. Ghysels, is reported on the list of those who have contracted flu. The flu is no respecter of age, they all get it.

Some people grow old gracefully; others attempt the new dances.

Mrs. Marion Fox, of Detroit, arrived in the city Sunday evening to spend the holidays with her parents, Mr. and Mrs. Lypps. Her husband will join her the latter part of the week.

George W. Hunn, age 44, a hardware dealer of Parma, died suddenly last week. He was formerly cashier of the bank in Parma.

Mr. Eastwood has been employed by the Blue Point Oyster Co. of Lansing to cover the Western part of the state. The line consists of all kinds of sea foods. Congratulations.

The past week has been a severe one for weak batteries and poor ignition system in automobiles. A can can go eleven months and never think a swearword, but one cold, frosty morning will plunge him into the biggest swearing room he can find. Preparedness is all that is needed to avoid the troubles resulting from procrastination. The last we saw of Gil Moore he was pushing Gil Ohlman out of Mt. Pleasant. We have been run out of towns, but never yet pushed out. Some fresh guy standing on the curb yelled out, "two Gils equal what?" Some other fresher villager answers, "fish."

It has come to our attention that the Democrats and Republicans met again last week and that some intricate economical problems were worked out satisfactorily. The convention shifted from the lake region to the Dal-Van Hotel in Jackson. We did not learn whether Mayor Heuman was invited in on the session or not. When politicians meet politicians they start an argument.

We have long suspected that many a politician who claims that he hears his country calling is a ventriloquist.

With a tremendous list of delinquents on the books, it looks like a big shrinkage in membership for 131. However, Senior Saxton and our efficient Secretary Bradfield reduced the list from one hundred twenty-five to seventeen. That is work and the work got results. There is a possibility that their labors will be crowned with the knowledge that they have, perhaps, saved some good wife the prospect of being left penniless when her protector is taken.

The highway department of Kent county is to be congratulated on the thoroughness of their attention to road conditions in the county. It is quite noticeable when one enters from another county. The roads have the best of attention and care and the work of snow removal is promptly done. We believe Kent county is outstanding in her road work.

Harry Nash was one of the many U. C. T. members who attended the Elks picnic which was held Saturday. Harry reported that it looked like a U. C. T. convention when he began to count noses.

We haven't heard who sent in a request to W O O D to have their artists play and sing, "Show Me The Way To Go Home" for Ray Bentley. It must have been a joke because we are sure Ray was already in his domicile when the clock struck the hour of ten.

(Continued on page 15)

DRY GOODS

Michigan Retail Dry Goods Association.
 President—Geo. C. Pratt, Grand Rapids.
 First Vice-President—Thomas P. Pitkethly, Flint.
 Second Vice-President—Paul L. Proud, Ann Arbor.
 Secretary-Treasurer—Clare R. Sperry, Port Huron.
 Manager—Jason E. Hammond, Lansing.

Advices on Selling Non-Run Hose.

Intelligent promotion of non-run hosiery by stores will enable them to lift the dollar volume of hosiery departments considerably above the current levels, Elliott Sanger of J. R. Beaton & Co., large wholesale distributors of hosiery, remarks. Commenting on the fact that response to such styles has been spotty, Mr. Sanger asserts that early shipments were somewhat experimental, but that various improved features have been added since August, that many retailers did not merchandise the goods properly in view of the fairly high price and that in some cases misconceptions among customers regarding the run-resist quality were not cleared up. Several of his retail customers, however, are doing an excellent job in merchandising non-run styles, he added, and demand from these accounts is above expectations.

Notion Trade Ahead in Volume.

An exceptionally active demand for notion gift items this year has carried the unit volume at least 5 per cent. above the total for the previous holiday season. The gain over last year's Christmas business may reach 7 or 8 per cent. before the shopping period closes. The popularity of low price gifts of a practical type accounts for the increase. Price reductions made since January on most of the articles on which demand is heaviest will leave the dollar volume for the current season more than 10 per cent. below the previous year, it is believed. Sewing kits and such clothing accessories as shoe trees, hat stands and clothes hangers, are the leading numbers in current sales.

Women's Spring Sweaters Shown.

Open-stitch constructions, rough-surface fabrics and short puffed sleeves are features of women's Spring sweater and knitted dress lines opened by several Cleveland, Brooklyn and Philadelphia mills during last week. Slip-over styles in ratine, boucle and other knotted yarn types and one and two piece dresses are shown. The wholesale prices, starting at \$7 to \$7.50 per dozen are only slightly under those prevailing last year. White is predominant, with bright pastel shades also widely featured. The open stitch is a carry-over from this year's Spring and Fall styles, on which mills are doing an exceedingly good business.

Lamps and Shades Move Freely.

Week-end orders for popular price lamps provided a considerable volume of business. The demand varies widely but bridge lamps in retail ranges up to \$15 are favored. Most of the orders are from nearby stores which request immediate delivery. Table lamps with both pottery and metal bases sell well in ranges up to \$10. The call for shades continues strong with silk and combinations of silk and rayon out-

selling all other types. Purchases for January and February promotions are limited in volume and only the cheapest styles are in demand.

Greeting Card Trade Off Sharply.

Greeting-card manufacturers are convinced that this season's dollar volume will fall at least 25 per cent. below the level of 1931. The sharp drop is due, they hold, to the public's insistence on cards retailing in the 5 and 10 cent ranges, and to the growing popularity of packaged assortments of greeting cards available at a low unit price. With sales for this season concluded, producers have turned to Christmas 1933 lines and prepared a wide range of merchandise for inspection by buyers immediately after the first of the year. The new cards feature novelty shapes and folds but adhere to this year's decorative designs. A large selection of extreme low-end goods is included in the new lines.

Holiday Trade Showing Gains.

The week thus far has seen substantially increased buying of holiday items by consumers, but the gain in either volume or transactions has not measured proportionately to the increased crowds in the stores. Home furnishings and accessories, apparel and toys show up best in the business being done, with less useful gift items falling a good deal behind. The view was expressed that much buying has been slow in making its appearance, leading to expectation that the volume the last three days of this week will be heavy. It is also pointed out that the seven-day period before Christmas this year will have two Saturdays, favoring increased late volume.

Gray Goods Quiet But Firm.

Trading in the gray goods market has slackened from the activity of last week, but the market continues very firm. Sheetings are restricted, but the trade looks for a pick-up in demand this week. December deliveries of 38½ inch 60-48s were quoted at 2½ cents, with some mills asking 2¾ cents for next year's shipment. A strong tone prevails in 38½ inch 64-60s at 3¼ cents and in 39 inch 80 squares at 4½ cents. Nearby 39 inch 68-72s were offered at 3½ cents, with later shipments at 3¾ cents. Demand is quiet for 39 inch 72-76s at 4 to 4½ cents.

To Mark Down Men's Clothing.

Failure of men's wear retail trade to measure up to expectations during this month will result in stores having to take fairly substantial markdowns on a good volume of clothing during the January sales. Retail stocks are not exceptionally heavy, nor are there substantial lots of distress merchandise available, but in order to clear out existing goods thoroughly during the January and February clearances, exceedingly low prices will have to be offered. Suits may have to be priced from \$8 to about \$15 in the sales to attract any interest.

A brick pavement filler has been developed which is said to be nonsoftening and nonskid. A new method of application leaves a minimum of the filler on the surface.

Stores Feature \$1 Gift Wares.

Retail concentration on \$1 items deprived art and gift ware manufacturers of most of their profit in holiday operations this year. The dollar volume purchased by gift stores was the most disappointing in years, although unit sales were well in advance of the 1931 totals. The same trend toward \$1 merchandise is apparent also in the orders placed by buyers from Winter resort establishments. Even the exclusive gift shops in Florida will feature \$1 retail goods in the coming months.

Lines of Interest To Grand Rapids Council.

(Continued from page 14)

Nowadays, whatever is not worth saying is sung.

R. B. Clark of 824 South College avenue has been removed to Butterworth hospital for a serious operation. Many of the boys know R.B. because he has traveled out of Grand Rapids for several years. He represented Brown & Sehler for twenty years and then took over the Morley Brothers hardware line. Mr. Clark will be glad to have his friends visit him after he is sufficiently recovered to receive visitors.

Men don't like to tell of their surgical operations. They don't care for anyone to think they haven't been everlastingly all right.

We haven't learned whether the advent of the new Chevie floored A. B. Burkholder or whether it was the flu. We do know that whatever indisposition he had kept him from being present at his place of business when the big showing took place Dec. 17. The Council joins in congratulating Burk on the fine car he has to sell this coming year and in wishing him a speedy recovery to his usual good health.

Raymond W. Bentley was confined to his bed at the Western Hotel in Big Rapids during last week. He returned the latter part of the week feeling some better. Sympathy to you also, Ray.

H. Pilkington, of Lakewood, Ohio, spent the week end with his brother and family of this city.

One of our reliable members who is not easily excited and who is an adept at resale work with the retailer, stated he worked in and around Jackson for five days and never once heard depression mentioned. We believe that in itself is reason for encouragement. If we will quite discuss the depression and begin to think prosperity, the quicker we will be up toward the line of normalcy. Surely Job knew what he was talking about when he wrote, "the things I feared have come upon me." If we can banish fear, we will dispense with four-fifths of the troubles which beset mankind.

Past Counselor A. Bosman and wife left Monday for Chicago where they will spend the holidays with Mrs. Bos-

man's folks. We sincerely hope Abe doesn't meet up with any of the boys that Mayor Cermak is gunning for.

It is reported that Mrs. A. T. Heinzelman, who underwent a serious operation at Butterworth hospital, is rapidly recovering and expects to return to her home shortly.

Don't forget the big New Year's eve party. It is going to be something. Ray Bentley and his committee met Saturday afternoon to complete plans for the best party ever held by the Council. Favors have been purchased and all matters pertaining to the entertainment have been settled. When the band strikes up Saturday evening, Dec. 31, everything will be planned for the enjoyment of everyone present. This party is for United Commercial Travelers and their friends. The committee which has done plenty of hard work toward making this party a huge success is composed of the following: R. W. Bentley, chairman; W. E. Lypps, treasurer; J. C. Laraway, Darcy Wilcox, Frank Holman, Paul Schmidt and their wives and ladies.

Perry Larabee and wife are located at Saline, Michigan, where they are employed in the State Hospital for the Insane. They send their best wishes to all their friends and have extended an invitation to those coming near there to make them a call. We wish to advise that it might be well for some of us to pay our call via the telephone. We understand barred doors and windows do a prison make if you are unable to pass certain tests.

Convicts don't care much for our penal institutions, but all the inmates are crazy about our insane asylums.

Frank Holeman has come to the front as a good samaritan. He says if everyone who has the symptoms of a cold or the flu used Colman's mustard in a hot bath that they would get immediate relief. Frank says he knows because he sells the mustard and would even use it on himself if necessity demanded it. Thanks, Frank, for the tip—we haven't had our flu as yet.

Gilbert Moore reports that old man depression has been chased out of the Mt. Pleasant-Midland country. The rapid development of the oil fields in that section has thrust prosperity upon the people without much effort on their part. Alma and St. Louis are now the center of speculation as to the merits of that section for another field. Four test wells are being drilled and excitement is high as to the possibility. There is an immense supply of natural gas and there is talk of piping it to various cities within a radius of one hundred and fifty miles. We congratulate that region and believe that some nitro charges down this way might dispel some of the black pessimism.

The man who said that oil and water won't mix never bought any oil stock.

A very Merry Christmas to all.

Scribe.

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HOTEL DEPARTMENT

Landlords Doing Their Best To Dissipate Pessimism.

Los Angeles, Dec. 17—Not a week passes that Pastry Chef Hans Gottmanns, of the Book-Cadillac, or Pastry Cook Charley Maier, of the Detroit Statler, doesn't turn out some extravagant bonbon to stun the banquetees at their institutions. They bounce from birthday cake to anniversary or wedding cake without knowing, most of the time, just who it is intended for. Only a short time ago Hans produced a cake with a candy piano of sizable proportions and recently he baked a cake six feet high for the Rotary Club. Maier did a cake with a huge refrigerator on it for Kelvinator. The Statler's real piece de resistance was a cake prepared for the Free Press centenary. These monsters are baked the day before, assembled and decorated the day of the function, with the fruits or jellies placed between the layers. There is said to be one unwritten law about birthday cakes. When in doubt about a lady's age or when she is getting to the point that she may be touchy about it, just place one candle in the center of the cake. Reserve the exact number of candles for children's parties.

The hotel men of the country are certainly doing their level best to dissipate pessimism, and I give them a great deal of credit for their effort in that direction, more especially as no other business or profession has suffered more than their particular line as a result of financial depression. The facts are that the hotel field was entered by Old Man Trouble long before the Wall street debacle in 1929. Mr. Statler sensed trouble several years prior to that date, when he told the world that the hotel field was over-developed, that there were already too many hotels and the tendency was still toward over-production. Then, too, the hotel men were not altogether responsible for this condition. It was forced upon them by promoters who had worn out their influence in the sale of mining, oil and other stocks, and it was necessary to cast a new bait toward the wary investor. Hotel rates had been previously increased on account of war demands, but the cost of operation had increased at even a greater ratio, business was falling off and house counts were lowering at an alarming rate. The layman thought he had discovered that hoteliers were profiteering and he proved an easy mark for the promoter. But while the hotel man opposed the move for good and substantial reasons, the investor went ahead and erected the hotels, made it an object for operators of established reputations to take charge of them and the era of trouble began. It has kept up ever since. I think I am safe in stating that nowhere in the entire Nation, has there been a single proposition, long-established or otherwise, which has paid an adequate return on the investment, and it will easily be a decade before a lot of these enterprises get outside the red in their book-keeping activities. It is for this reason that I get frequent thrills when I realize that the hotel men of the country are going farther than in any other line of industry to promote optimism, by advertising, orally and by their actions, and there has been no Government bureau to standardize their activities in that direction. They have honorably won the best wishes of the public at large and great should be their reward.

Also, it seems to me that another industry in which overbuilding is apparent is the steamship line. To-day I took occasion to inspect the new Grace line offering, the Santa Rosa, which is carded to link Pacific coast cities with Atlantic ports. It is a magnificent \$5,000,000 proposition, and is one of a quartette of similar vessels

programmed for the near future. But is it really needed. Every California port is clogged up with vessels which have been out of service for some time, and some of them really floating palaces. Rates have been cut to the "quick" on almost every route, coast, transPacific and otherwise, and the sailing lists of passengers are very meager. Perhaps there is a certain investment element which is being carried off its feet by the tinkle of the cash register which induced the public to place their investments in hotel securities.

Some irresponsible news gatherer makes the announcement that there will be plenty of work on the Boulder Dam project on and after March 1 next. Such an informant ought to be chained to one of the hundreds of model "t" flivvers, which are to be found parked at Los Vegas and other Nevada towns, in which human beings are actually keeping house and have been for the past year, awaiting developments on this project. The actual facts are that when the aqueduct work is started there will not be enough jobs to absorb the horde which is already on the ground awaiting the sound of the gong. In the section where these squatters are encamped the game and fish have absolutely been absorbed, and a touch of cold weather, such as has been prevailing for the past fortnight, is the cause of added suffering. On the California section of the work contractors have already announced that only Californians will be considered when the jobs are allotted.

Several Michigan hotels are furnishing radio service to such of their patrons as desire same, either gratuitously or at a moderate charge. Most of them, however, insist that 11 o'clock shall be the closing hour for such service. If the civic authorities would only follow this up by suppressing the public desire to over-produce such songs as "Oh, Lord! You make the night too long," one outstanding menace might be abated.

One of the prominent roadside inns out here, is being talked about on account of a lettuce "slaw" they are featuring. Very simple to prepare and really worth while introducing elsewhere! Crisp lettuce, chopped fine (not shredded) sprinkled lightly with granulated sugar, and an application of French dressing, topped off with lemon juice.

The Eastern bankers have come to the conclusion that the movie corporations are spending money with too lavish a hand on much over-estimated stars and a whole lot too much on the type of mush which is prepared and worked off on the public who are already beginning to indicate that a return to the legitimate stage would be a relief. Of course the talk about salaries of \$10,000 per week is largely hoakum, unless the stars have surpassing drawing capacity, but it is reasonably true that as high as \$50,000 has been paid for scenarios which could not compete with some of the yellow-back classics we used to steal away and read in our youthful days. The principal reason for all this is that while the movie houses are apparently well patronized the stockholders are subsisting on husks, and don't care who knows that they are not pleased with the situation. It is claimed that pay checks are being cut down, but the production of "twaddle" concerning princely salaries seems to continue. Reminding me of something else: When "Grand Hotel" was produced at one of the Hollywood palatial movie houses, announcement was made that "never would it be produced anywhere at standard movie prices." It has already been shown at the Main street ten cent houses here, and my Detroit paper is evidence of the fact that at least a score of houses in that city are

offering it at fifteen cents or better. And a lot of us poor saps paid \$1.50 for the same thing and "hoped" we liked it.

Dry skimmed milk is an item rather recently introduced into the hotel cuisine and is working out very satisfactorily. It is, in reality, nothing but fresh, pure skimmed milk, but in some sorts of cooking it is exceedingly desirable and many chefs prefer it to the natural milk. Recently the manager of a local bakers' supply house called my attention to a demonstration going on in his establishment, and while I had seen it used in a small way previously, its advantages were manifest. One great advantage is that it requires no refrigeration, requires small space for storage, and is pronounced by experts to be just as nutritious as in its original form.

President Hoover's debt moratorium of last year seems to have raised the hopes and, at the same time, "dickens" with those European statesmen, who have been visualizing Uncle Sam as a somewhat heroic form of Santa Claus. Henceforth, it is to be hoped, they will content themselves with Christmas cards on which "received of" will have due prominence.

The Detroit Free Press, which I read regularly, publishes a definition of the term "printer's devil," which I am glad to have. In my youthful days I occupied such a position in the office of the Fond du Lac (Wisconsin) Commonwealth. At the time I didn't think so much of the "impish" position, but since perusing the following I am fairly gloating over the fact that its glories were once mine: "In print shops of old the boys running back and forth between presses apparently always managed to be smeared with ink. For, in writings of former times we find them referred to as 'black as the devil.' It has been advanced that they first acquired the name printer's devil from the circumstance that printing was called the Black Art."

I am glad to learn that at a special meeting of the board of directors of the Browning Hotel Company, Grand Rapids, held recently, Miss Leah F. Brown, daughter of the late Alvah Brown, was elected president, treasurer and general manager of that institution. Miss Brown was associated with her father in a managerial capacity for several years, and has demonstrated thoroughly her capabilities in that direction.

Joseph Denowitz, candidate for president of the Detroit Charter of

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ERNEST W. NEIR
MANAGER

Greeters, has been appointed assistant room clerk at the Detroit-Leland by Manager Harrison. For some time he has filled the position of mail clerk at the Book-Cadillac.

At a recent meeting of the Detroit Stewards Association, held at Hotel Fort Shelby, Fred H. Simonson, president of the National Restaurant Association, in an interesting address, outlined the most pressing problems facing the hotel and restaurant industry during the coming year. It was reported at this meeting that the hotel course at Michigan State College is making a very satisfactory showing.

A new scheme of catering is developing in Chicago. A group of prominent catering managers have formed a company for the purpose of leasing and operating the catering departments of hotels and clubs, including country and golf clubs, in the Chicago and Detroit districts. The personnel of the company are men who for years have been connected with leading hotels and clubs and who realize that the catering art and quality standards of years ago must be revived in order to compete with various forms of "feeding" institutions which have sprung up in the past decade.

Alfred J. Creamer, for the past forty years identified with hotels from Michigan to Florida, and connected with the winter operation of Highland Pines Inn, Southern Pines, N. C., for twenty years, and managing director of The Inn, Charlevoix, for twenty-six years, died at his home in Maine after a long illness, at the age of 59. He was well known among Michigan hotel men.

President J. Henry Pichler, of the Detroit Hotel Association, has appointed a committee consisting of Albert E. Hamilton, managing director Hotel Fort Wayne, chairman; Edward T. Lawless, general manager Book-Cadillac; Preston D. Norton, general manager Norton and Norton-Palmer; Chas. H. Clements, manager Royal Palm, and Maynard D. Smith, proprietor Hotel Fort Shelby, to follow up the prohibition work of the Association, acting in conjunction with the prohibition committees of the American Hotel Association and the Michigan Hotel Association. The committee will await instructions from Arthur L. Race, of the A. H. A. and John A. Anderson, of the M. H. A. before proceeding with their activities.

A plan adopted by various hotels throughout the country is to make a registration of license numbers displayed on the cars of their patrons, which practice ought to be useful in many ways, especially in locating the whereabouts of "skippers." If properly applied it ought to be of considerable advantage to hotel operators.

The Detroit Free Press has inaugurated what I would call a "cooking school on wheels," which they purpose sending out on call to any of the various Home Economics clubs in Michigan, who may desire its services. It ought to be gratefully utilized.

And now several Detroiters who are not looking for profit, and have little desire for publicity, are establishing several "Penny Pantries," in that city, where really good meals will be served at a penny a portion, and at a cost for the entire meal, of less than a dime. This is similar to an enterprise established in Los Angeles, several weeks ago, by one of the large cafeteria organizations which had been giving away its surplus productions, but found a lot of indigents who possessed too much self respect to accept absolute charity. It works out very nicely here, and I expect to hear of similar results in Detroit.

The convention guest is undoubtedly a good thing to have at your hotel occasionally, but far more valuable is the fellow who comes along several times each year and leaves a few dollars in your collection plate. You may crowd him out at convention time, but he is usually gritty enough to come back for more punishment, especially if you give him the glad hand as if you really meant it. There are a few people who decry hospitality, but if you will take time to make a survey you will find the men who really made their mark and a stake in the hotel game, were such as appeared genuinely glad every time you visited their hotel, and then followed it up by showing that they were sincere in their manifestations.

California is getting a bunch of nice, soaking, rainy weather just now and I am wondering just what some of her "croakers" are going to worry about for the next few months. With an unusual depth of snow in the mountain regions it looks as though she were carded ahead for a good measure of moisture in her irrigation ditches next summer. And yet with all these offerings not a single indication of frost in the citrus belt has been reported.

James C. Cleary, National counsel for the Hotel Greeters of America, is an individual possessed of good, horse sense, and is by no means a crepe hanger. In a recent address before that well organized body he offered the prediction that while, for the time being, there may be no accumulation of evidence to the effect that we have actually reached the end of the most universal depression the world has ever experienced, there are certain unmistakable signs of the near approach of the culminating phase of the great bear market of 1929-30. He says: "I believe the close proximity of general commodity prices to the actual and necessary cost of production has been reached—a condition which, in the industrial history of the world is worth considering and may be relied upon shortly to expose at least the dead-line of the present economic situation."

Frank S. Verbeck.

Michigan Farm Implement Association.

At the twenty-ninth annual convention of the Michigan Farm Implement Association, held in the Hotel Olds, Lansing, the following officers were elected:

President—E. B. Straehly, Burr Oak.
Vice-President—A. J. Rankin, Shelby
Treasurer—Henry A. Schantz, Grand Rapids.

Secretary — S. E. Larsen, Grand Rapids.

1933 Directors — C. E. Hochradel, Maybee; S. A. Ford, Gaylord; George Rummel, Frankenmuth; W. H. Campbell, Hemlock.

1933-1934 Directors — Elmer Lang, Capac; G. D. Wilius, Elkton; Wm. Montague, Ovid; D. A. Baylis, Ann Arbor.

It is not unlikely that the thirtieth annual convention will be held in the new auditorium in conjunction with the Michigan Dairyman's Association.

No exhibits were shown at the Lansing convention. Because the Grand Rapids auditorium affords ample space for exhibits the custom will probably be resumed next year.

A new outlet for cotton is seen in the use of cotton sheeting, permeated with a bituminous compound, to patch or entirely cover old roofs. It is said to be economical, effective.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

In spite of the downward trend of the factors shown on this page, the Industrial Department of the Detroit Board of Commerce has been receiving reports which indicate a substantial improvement in local activity. According to the report compiled Dec. 15, Thursday, Friday, Saturday and even Sunday activity in local industrial plants is now showing a decided improvement. Most manufacturers of automobiles are now in the process of stocking up dealers with the new 1933 models. This, alone, is expected to maintain fairly high levels of activity over the next month. A slight decline was apparent last week in the value of building permits, passengers carried by the Detroit Street Railways, deliveries of passenger cars and bank clearings. The value of building permits last week declined to \$23,000 as compared with \$32,000 reported the previous week. The working day average of passengers carried by the D. S. R. declined slightly from 788,000 reported a week ago to 786,000 last week. Deliveries of passenger cars in Wayne county are holding up very well, considering the seasonal trend at this time of the year. Deliveries for the latest period amounted to 246, a moderate decline from 278 reported the previous period. Bank clearings last week showed a slight drop and amounted to \$50,282,000 as compared with \$53,478,000 the previous week.—Detroit.

There are no more emphatic figures relating to just how busy this heart of the automotive industry is these days than those which describe the proportions of present factory payrolls. These figures show that Chevrolet is employing 30,000 persons in its own factories and giving work to 21,000 more in the plants of the Fisher Body Company. Ford's payroll is between 30,000 and 40,000, and the four units of the Chrysler corporation have a list of 22,000 workers. Buick has expanded plant activities until it now is working a force of 10,000. Hudson-Essex is recalling an additional 4,200 men and already is giving employment to 6,000. Oldsmobile with its new line under way is returning 2,000 more to their jobs. Graham's roster includes 1,550. From 8,000 to 9,000 others are working in the body plants, such as Briggs and Murray.

The trade announcement came during the week that Auburn was preparing to stand pat on its 1932 line of cars. The only changes will come in the form of additional body models to the eight and twelve cylinder lines, salon sedans on each chassis which will have many special features and be sold at correspondingly higher prices. E. L. Cord's decision with regard to new models is rated by many as the most radical in his spectacular career in the industry, coming as it does at a time when every manufacturer is making many changes in his products.

Rockne seems slated to be another that differs on the idea of lower price

as the vital sales stimulant in 1933. The same list as prevailed last year will apply to the materially modified new car with which dealers now are being stocked. Another feature of the Rockne program is that of abandonment of the larger six, the series 75. The 65, with an increase in horsepower, refined chassis details and numerous interior and exterior body changes, will comprise the Rockne offering for the coming year.

Sidney Styer, for more than fourteen years associated with the S. M. R. Co., of Chicago, and vice-president of the Women's Apparel Club of Michigan, returned this week from the Eastern manufacturing centers. He announces he has made arrangements to handle the products of several manufacturers of jewelry and leather novelties and will represent them in the same Michigan territory he has covered for the past several years. The new lines will be displayed at the Women's Apparel Club of Michigan exposition and market to be held at the Statler Hotel, Feb. 12, 13 and 14.

Sam Rosenfeld is now representing the S. & F. Garment Co., Detroit branch, located at 1217 Griswold street. The company sells women's and misses' coats and dresses. Before becoming associated with the present firm Mr. Rosenfeld represented a local coat and dress house in the Michigan territory. Previous to coming to Detroit several years ago he made his headquarters in New York and traveled through the South and Southwest.

Manley Sprague, secretary of the Women's Apparel Club of Michigan left this week for Providence on a business trip. Mr. Sprague represents several Eastern manufacturers of women's apparel in the Michigan territory.

The M. Starr Co., 162 East Jefferson, wholesale dealer in silks, dress goods and novelty piece goods, has liquidated its stock and discontinued business.

The apple vendors of Detroit have applied a slogan to their business: "An apple concession fights Old Man Depression" and, let us hope, successfully even though the apples are not Michigan products.

Andrew B. Fraser, well known in local automobile circles, has opened Buick service and sales agency at 10217 Linwood avenue. Fraser has been associated with Buick sales for about ten years in the Detroit area.

William Schaible, resident manager of the Hotel Norton-Palmer, in Windsor, died last Friday, following an attack of pneumonia. He was ill for only a few days. He served for eighteen months in France during the kaiser's war and received wounds which at the time were considered critical. Although he recovered he was left in such a weakened physical condition that he was unable to withstand the ravages of a disease as formidable as the one which struck him down. Bill Schaible (every one who knew him called him Bill) was born in Ann Arbor thirty-eight years ago. Associated with his brother in the cafe business in that city he received the first rudiments of a

(Continued on page 24)

DRUGS

Michigan Board of Pharmacy.

President—Clare F. Allan, 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.

Michigan State Pharmaceutical Association.

President—F. H. Taft, Lansing.
First Vice-President—Duncan Weaver, Pennville.
Second Vice-President—G. H. Fletcher, Ann Arbor.
Secretary—R. A. Turrel, Crosswell.
Treasurer—William H. Johnson, Kalamazoo.

Queer Drugs Used in Medicine.

Many fanciful tales have been told about the ancient fears and superstitions of primitive folk. Stories are told of how the earliest medicines were made from the fat off the back of a crocodile or the hardened nails of some prehistoric monster. Evil spirits were blamed for many ills and a common cure was catching the four winds and placing them in a bottle, which was then corked. Still, for other ailments, prayers were offered and various sacrifices made to the gods.

With the progress of civilization, herbs, roots, barks, berries, leaves and many crude drugs made their advent into the therapeutic field of medicine. Indian medicine men used these in profusion together with their noisy, wailing incantations to the gods to drive away the evil spirits.

But—medicine has been said to have progressed rapidly. Still—to-day, we find faith healers flourishing and innumerable disciples of Christian science, everywhere. Medical men of the allopathic school prescribe live maggots in the treatment of bone diseases; spanish flies as a rubefacient; cochineal and other loathsome insects, which harken back to biblical times, for other ills.

Fish of all kinds are now being used in medicine, as witness the recent popularity of codfish and halibut in the treatment of rickets. The sun's rays, in recent years, are being utilized for its curative powers. Yet, we laugh at the thought of bottling four winds.

Homeopathic physicians use a great variety of animals and insects in their daily practice, which reminds one of the earliest prescriptions of the Ebers Papyrus calling for parts of the crocodile, lion, tiger and other jungle animals.

The entire animal, however, is rarely used in homeopathic practice. Usually the venom of the snake is used, the excretion of some animal and in some cases the entire animal or insect is used.

From Boericke's Materia Medica with repertory, a standard reference book for homeopathic physicians, we have taken a list of the more unusual drugs. Included in this list are the adder, the ant, beaver, bedbug, bee, bushmaster (snake) caterpillar, cat's milk, centipede, cobra, cockroach, Colorado potato bug, copperhead, coral snake, crawfish, Cuban spider, cuttlefish juice, dog's milk, eel serum, flea, gila monster, green dragon, green lizard, grey spider, headlouse, thumb-nail of the horse, king crab, kissing bug, lady bug, lizard, lizard's tail, lobster, louse, moccasin snake, red mullet fish, New South Wales black spider,

New Zealand spider, orange spider, papal cross spider, plant lice, saliva of a rabid dog, rattlesnake, red starfish, skunk, snail, snake head, snake lizard, snap dragon, Spanish fly, Spanish spider, Cuban spider, sponge, fresh water sponge, stingfish and viper.

These animals and insects have been used therapeutically with very excellent results and have a scientific basis for their use. For example, snake and spider poisons decompose the blood, rendering it more fluid; hence a hemorrhage tendency is marked. These drugs all have their specific uses and have proven their worth, however, some are still in the experimental stage.

After a glance at the list of drugs used to-day, one cannot refrain from asking the question, "Has medicine advanced?"
Max I. Kern.

Michigan's Four-Year Course in Pharmacy.

When the pharmacy laws were passed by the State Legislature in 1885, the requirements to become a registered pharmacist in the State of Michigan were very few. Since that time the requirements have gone from drug store experience to tenth grade education, then to high school, and up to the present law, passed in 1925, which requires a pre-requisite of two-year college attendance.

When this legislation was passed the pharmacists of Michigan thought they would never have to change the law again so far as college requirements were concerned. If we are going to keep pharmacy in the front line trenches, we will have to change our present law to four years or graduation from a school of pharmacy.

I have had the pleasure of speaking on this subject to several city drug clubs in the state and in every case they have gone on record unanimously in favor of changing the law to require college graduation. Michigan has always excelled in manufacturing pharmacy, in pharmacy colleges and in up-to-date drug stores. If we are to continue in this position, we will have to change our law to conform with the other thirty-five states which require college graduation.

Michigan is a densely populated state and has the advantage of four colleges of pharmacy. It certainly should rank as high as the majority of states in the Union in so far as pharmacy is concerned. The states which do not require college graduation are sparsely populated and, in most instances, have no college of pharmacy within their boundary. In such states it would be very difficult to legislate so that they require college graduation. Michigan should not remain in this group.

The National Association of Colleges of Pharmacy have a uniform four-year course that is required of the colleges which are in the National Association. In other words, each year's course and the subjects required are nearly uniform. The first year is devoted mostly to cultural and general subjects, in the second the student only begins his actual pharmacy studies. If a student at the end of the second year is allowed to write the examination given by the Michigan Board of Pharmacy, he would

have very little training in so far as the practice of pharmacy is concerned.

The pharmacy laws were passed by the State Legislature to protect public health and anyone can see that a student, who is given a certificate to practice pharmacy in the state, with very little knowledge of the actual compounding and dispensing of medicines and poisons, is not qualified to care for the medical requirements of the general public.

The Michigan Board of Pharmacy does not license their students to engage in a commercial enterprise but they do license them to carry on a profession which is as important to the doctor's patients as the doctor is himself.

Every state surrounding Michigan, namely, Ohio, Indiana, Illinois, Wisconsin and Kentucky, requires college graduation. In these modern times every pharmacist wants a license which does not limit his activity to one state. If Michigan still stays in the two-year college class, Michigan pharmacists will


not be able to reciprocate with the surrounding states and there will be only a few states in the United States with which they can reciprocate.

I believe the pharmacists of Michigan are interested enough in their profession to always want to stay at the top instead of falling by the wayside with the small minority of the smaller states that are members of the National Boards of Pharmacy.

Clare F. Allan.

Drug Store in Sweden Is 310 Years Old.


The chemists' shops in Stockholm are venerable institutions, judging from a recently published report. The seven oldest shops in Stockholm have a combined age of 1,860 years, or an average of 265 years each. The oldest one is "The Lion," originally the drug dispensary of the royal palace, which has celebrated its three-hundredth and tenth anniversary. It is an old tradition among the Swedish druggists to give animal names to their shops,



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which wear a gilt sculpture of their particular animal as a signboard. Thus, besides "The Lion," there is "The Raven," "The White Bear," "The Swan," "The Owl," "The Deer," "The Unicorn," "The Griffin," etc.

Beans and Business.

Merchandising beans and the conditions in the bean trade, from grower to consumer are identical with all lines of business. Shortage of money. A grower needs some article he does not produce. Takes some beans to the elevator. Many more growers have done the same thing, resulting in taking all the cash of the elevator owner, who, not being able to borrow on the beans, stored as he did in former times. He must pass the beans along to the broker, jobber or other wholesaler, who in turn, having his money tied up in beans with other merchandise, must dispose of the beans to the retailer. Perhaps several of the many who have handled beans have been paid for their work and made a small profit, which accrued above the handling costs. Most bean handlers, particularly the retailer, have not been paid for their labor even. Few of the many who have handled beans know what it costs them to do so. The average retailer uses a percentage mark-up to ascertain his selling price. A pound of choice H. P. pea beans will cost the retailer 2c. He adds 25 per cent. (more than most do) making 1/2c. He will pay 6c for a pound of lima beans adding 1/2c. It costs no more to handle the lima beans than the pea beans. Why should the consumer pay more? In other lines sold by the retailer. Canned goods. A can of corn costs 6c. He adds 1/2c. A can of pears costs 20c. He adds 5c. Why charge 3/2c more for the same service. Of course, in getting figures of cost of handling, allowance for interest on extra cost of one can over another should be added, particularly on slow moving merchandise. My point is that the cost of merchandise should be ascertained before the selling price is set. If an article is sold below cost the difference should be carried in a profit and loss account. If such lower prices are made for the purpose of advertising, such reduction should be made a part of the advertising account. If ten pounds of sugar cost 45c delivered, with a 2c cost of handling in the retailing, and this same sugar is sold as an advertising item at 43c, 4c should be charged to advertising.

Getting back to beans. Beans and the farmer with his problems are closely hooked up with all other business. The farmer must get enough money for his beans to pay for the seed, his taxes and the interest on the mortgage. If he does not get more than enough to take care of these, he cannot buy other articles he may need. The farmer must have more money for his products before the remainder of our people can get the money and then the merchandise they need. Retailers can through their close contact with customers carry the thought that the consumer is worse off in the end by getting merchandise at less than cost of production, whether it is farm products or those from the factories.

Burton S. Haswell.

A Business Man's Philosophy.

The man who thinks follows a routine that is as standard as the stance of a golfer. The thinker may be unconscious of the process and he may be unaware of ever having learned it, but that does not alter the fact that his reasoning proceeds in a definite sequence.

Ordway Tead in "Human Nature and Management" says that the necessary steps in thinking are:

1. Recognition of a problem.
2. Accumulation of all possible data which throw light on the nature of the problem and, perhaps, therefore, its solution.
3. Classification of all data into significant groupings—groupings which, if intelligently made, supply clues to the probable nature of the solution.
4. Formulation of a tentative conclusion, a solution, or "working basis" or "hypothesis" (as it is called in scientific enquiries) which is to be tried out in action to see if it works.
5. Testing of the tentative solution in action and finding out if it works.
6. Adoption of the solution as a working method to be effective as long as all the supporting conditions of the case remain the same.

William Feather.

O'Connell Comments on Christmas Trade.

A heavy rush of Christmas shopping beginning Monday and continuing through the week is counted by retailers to make up for the poor volume encountered thus far, according to P. A. O'Connell, president of the National Retail Dry Goods Association. His advices indicate, Mr. O'Connell said, that December trade up to last Saturday night was running about 40 per cent. below a year ago. In Boston, he added, the percentage of decline was around 20 to 21 per cent., with a drop of 4 per cent. noted in reports on trade in Washington, D. C. Mr. O'Connell said he would not be surprised if the Federal Reserve figures on retail trade for the entire month of December showed sales 30 per cent. below the same month in 1931.

Quality Demand Held Growing.

Essentials, such as clothing, foodstuffs and small housewares, and a few higher price products, including household heating units and electric refrigerators, are absorbing the attention of consumers at the present time, F. J. Schlink of Consumers' Research, Inc., says. In the last six months, according to enquiries received at the organization's headquarters, retail buyers have been only slightly interested in automotive products and in the luxury types of merchandise. Mr. Schlink added that buyers with which his group comes into contact are less concerned with price than with the quality of products requiring investments of \$10 to \$150 or more. Even on the popular price goods, such as medicines and foodstuffs, he says, consumers are now willing to pay a premium in price, if necessary, in order to insure quality.

Glass building brick, plain or colored, have now reached a practical stage. Used in industrial and other buildings they permit infiltration of light, offer unusual effects.

WHOLESALE DRUG PRICE CURRENT

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

Acid	Gum	Hemlock, Pu., lb. 2 00@2 25
Acetic, No. 8, lb. 06 @ 10	Aloes, Barbadoes, so called, lb. gourds @ 60	Heml'k Com., lb. 1 00@1 25
Boric, Powd., or Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 4 00@4 25
Carbolic, Xtal, lb. 36 @ 43	Aloes, Socotrine, lb. 75 @ 75	Junip'r W'd, lb. 1 500@1 75
Citric, lb. 40 @ 55	Powd., lb. 80 @ 80	Lav. Flow., lb. 4 00@4 25
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 50 @ 50	Lav. Gard., lb. 1 25@1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. 45 @ 45	Lemon, lb. 2 00@2 25
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @ 1 50
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. 35 @ 35	Mustard, art., ozs. @ 35
Tartaric, lb. 35 @ 45	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 4 00@4 25
Alcohol	Asafoetida, lb. 50 @ 60	Origanum, art, lb. 1 00@1 20
Denatured, No. 5, Gal. 48 @ 60	Asafoetida, Po., lb. 75 @ 75	Pennyroyal, lb. 3 25@3 50
Gal. 4 00@5 00	Guaiaic, lb. 60 @ 60	Peppermint, lb. 3 50@3 75
Wood, Gal. 50 @ 60	Kino, lb. 90 @ 90	Rose, dr. 2 @ 50
Alum-Potash, USP	Kino, powd., lb. 1 00 @ 1 00	Rose, Geran., ozs. 50 @ 95
Lump, lb. 05 @ 13	Myrrh, lb. 60 @ 60	Rosemary Flowers, lb. 1 50@1 75
Powd. or Gra., lb. 05 1/4 @ 13	Myrrh, Pow., lb. 75 @ 75	Sandalwood, E. I., lb. 12 50@12 75
Ammonia	Shellac, Orange, lb. 25 @ 35	W. I., lb. 4 50@4 75
Concentrated, lb. 06 @ 18	Ground, lb. 25 @ 35	Sassafras, true, lb. 2 00@2 25
4-F, lb. 05 1/2 @ 13	Shellac, white, (bone dr'd) lb. 35 @ 45	Syn., lb. 75 @ 1 00
3-F, lb. 05 1/2 @ 13	Tragacanth, No. 1, bbls. 1 75@2 00	Spearmint, lb. 3 00@3 25
Carbonate, lb. 20 @ 25	No. 2, lbs. 1 50@1 75	Tansy, lb. 5 00@5 25
Muriate, Lp., lb. 18 @ 30	Pow., lb. 1 25@1 50	Thyme, Red, lb. 1 50@1 75
Muriate, Gra., lb. 08 @ 18	Honey	Thyme, Whil., lb. 1 75@2 00
Muriate, Po., lb. 20 @ 30	Pound 25 @ 40	Wintergreen Leaf, true, lb. 6 00@6 25
Arsenic	Hops	Birch, lb. 3 00@3 25
Pound 07 @ 20	1/4s Loose, Pressed, lb. 75 @ 75	Syn. 75 @ 1 00
Balsams	Hydrogen Peroxide	Wormseed, lb. 5 00@5 25
Copaiba, lb. 50 @ 80	Pound, gross 25 00@27 00	Wormwood, lb. 6 00@6 25
Fir, Cana., lb. 2 00@2 40	1/2 Lb., gross 15 00@16 00	Oils Heavy
Fir, Oreg., lb. 65 @ 1 00	1/4 Lb., gross 10 00@10 50	Castor, gal. 1 35@1 60
Peru, lb. 2 00@2 20	Indigo	Cocoonut, lb. 22 1/2 @ 35
Tolu, lb. 1 50@1 80	Madras, lb. 2 00@2 25	Cod Liver, Norwegian, gal. 1 00@1 50
Barks	Insect Powder	Cot. Seed Gal., 90 @ 1 10
Cassia, Ordinary, lb. 25 @ 30	Pure, lb. 25 @ 35	Lard, ex., gal. 1 55@1 65
Ordin., Po., lb. 20 @ 25	Lead Acetate	Lard, No. 1, gal. 1 25@1 40
Saigon, lb. 50 @ 60	Xtal, lb. 17 @ 25	Linseed, raw, gal. 60 @ 75
Saigon, Po., lb. 50 @ 60	Powd. & Gran. 25 @ 35	Linseed, boil., gal. 63 @ 78
Elm, lb. 35 @ 40	Licorice	Neatsfoot, extra, gal. 1 25@1 35
Elm, Powd., lb. 35 @ 40	Extracts, sticks, per box 1 50 @ 2 00	Olive, Malaga, gal. 2 50@3 00
Elm, G'd, lb. 40 @ 45	Lozenges, lb. 40 @ 50	Pure, gal. 3 00@5 00
Sassafras (P'd lb. 45) @ 35	Wafers, (24s) box @ 1 50	Sperm, gal. 1 25@1 50
Soaptree, cut, lb. 15 @ 25	Leaves	Tanner, gal. 75 @ 90
Soaptree, Po., lb. 25 @ 30	Buchu, lb., short @ 50	Tar, gal. 65 @ 75
Berries	Buchu, lb., long @ 60	Whale, gal. 2 @ 00
Cubeb, lb. 75 @ 75	Buchu, P'd, lb. 60 @ 60	Opium
Cubeb, Po., lb. 80 @ 80	Sage, bulk, lb. 25 @ 30	Gum, ozs., \$1.40; lb. 17 50@20 00
Juniper, lb. 10 @ 20	Sage, loose pressed, 1/4s, lb. @ 40	Powder, ozs., \$1.40; lb. 17 50@20 00
Blue Vitriol	Sage, ounces @ 85	Gran., ozs., \$1.40; lb. 17 50@20 00
Pound 05 @ 15	Sage, P'd & Grd. @ 35	Paraffine
Borax	Senna, Alexandria, lb. 50 @ 60	Pound 06 1/2 @ 15
P'd or Xtal, lb. 06 @ 13	Tinnevela, lb. 20 @ 30	Papper
Brimstone	Powd., lb. 25 @ 35	Black, grd., lb. 30 @ 40
Pound 04 @ 10	Uva Ursi, lb. 20 @ 25	Red, grd., lb. 42 @ 55
Camphor	Uva Ursi, P'd, lb. @ 30	White, grd., lb. 35 @ 45
Pound 60 @ 75	Lime	Pitch Burgundy
Cantharides	Chloride, med., dz. @ 85	Pound 20 @ 25
Russian, Powd., @ 3 50	Chloride, large, dz. @ 1 45	Petrolatum
Chinese, Powd. @ 1 25	Lycopodium	Amber, Plain, lb. 12 @ 17
Chalk	Pound 35 @ 50	Amber, Carb., lb. 14 @ 19
Crayons, white, dozen dustless, doz. @ 3 60 @ 6 00	Magnesia	Cream Whi., lb. 17 @ 22
French Powder, Coml., lb. 03 1/2 @ 10	Carb., 1/8s, lb. @ 30	Lily White, lb. 20 @ 25
Precipitated, lb. 12 @ 15	Carb., 1/16s, lb. @ 32	Snow White, lb. 22 @ 27
Prepared, lb. 14 @ 16	Carb., P'd, lb. 15 @ 25	Plaster Paris Dental
White, lump, lb. 03 @ 10	Oxide, Hea., lb. @ 75	Barrels @ 5 25
Capsicum	Oxide, light, lb. @ 75	Less, lb. 03 1/2 @ 08
Pods, lb. 60 @ 70	Menthol	Potassa
Powder, lb. 62 @ 65	Pound 4 25@4 60	Caustic, st'ks, lb. 55 @ 88
Cloves	Mercury	Liquor, lb. @ 40
Whole, lb. 25 @ 35	Pound 1 25@1 35	Potassium
Powdered, lb. 30 @ 40	Morphine	Acetate, lb. 60 @ 96
Cocaine	Ounces @ 10 80	Bicarbonate, lb. 30 @ 35
Ounce 11 43 @ 13 60	1/8s @ 12 96	Bichromate, lb. 15 @ 25
Copperas	Mustard	Bromide, lb. 51 @ 72
Xtal, lb. 03 1/4 @ 10	Bulk, Powd., select, lb. 45 @ 50	Carbonate, lb. 30 @ 35
Powdered, lb. 04 @ 15	No. 1, lb. 25 @ 35	Chlorate, Xtal., lb. 17 @ 23
Cream Tartar	Naphthaline	powd., lb. 17 @ 23
Pound 25 @ 40	Balls, lb. 06 3/4 @ 15	Gran., lb. 21 @ 28
Cuttlebone	Flake, lb. 05 3/4 @ 15	Iodide, lb. 3 64 @ 3 84
Pound 40 @ 50	Nutmeg	Permanganate, lb. 22 1/2 @ 35
Dextrine	Pound @ 40	Prussiate, Red, lb. 80 @ 90
Yellow Corn, lb. 06 1/2 @ 15	Powdered, lb. @ 50	Yellow, lb. 50 @ 60
White Corn, lb. 07 @ 15	Nux Vomica	Quassia Chips
Extract	Pound @ 25	Powd., lb. 25 @ 30
Witch Hazel, Yellow Lab., gal. 99 @ 1 35	Powdered, lb. 15 @ 25	Quinine
Licorice, P'd, lb. 50 @ 60	Oil Essential	5 oz. cans., ozs. @ 57
Flower	Almond, Bit., true, ozs. @ 50	Sal
Arnica, lb. 75 @ 80	Bit., art., ozs. @ 35	Epsom, lb. 03 1/4 @ 10
Chamomile, German, lb. 35 @ 45	Sweet, true, lb. 1 50@1 80	Glaubers, Lump, lb. 03 @ 10
Roman, lb. @ 90	Sw't, Art., lbs. 1 00@1 25	Gran., lb. 03 1/2 @ 10
Saffron, American, lb. 35 @ 40	Amber, crude, lb. 75 @ 1 00	Nitre, Xtal or Powd. 10 @ 22
Spanish, ozs. @ 1 25	Amber, rect., lb. 1 5 @ 2 00	Gran., lb. 09 @ 20
Formaldehyde, Bulk	Anise, lb. 1 00@1 25	Rochelle, lb. 21 @ 31
Pound 09 @ 20	Bay, lb. 4 00@4 25	Soda, lb. 02 1/2 @ 08
Fuller's Earth	Bergamot, lb. 5 00@5 20	Soda
Powder, lb. 05 @ 10	Cajeput, lb. 1 50@1 75	Ash @ 03 @ 10
Gelatin	Caraway S'd, lb. 3 00@3 25	Bicarbonate, lb. 03 1/2 @ 10
Pound 55 @ 65	Cassia, USP, lb. 2 25@2 60	Caustic, Co'l., lb. 08 @ 15
Glue	Cedar Leaf, lb. 2 00@2 25	Hyposulphite, lb. 05 @ 10
Brok., Bro., lb. 20 @ 30	Cedar Leaf, Coml., lb. 1 00@1 25	Phosphate, lb. 23 @ 28
Gr'd, Dark, lb. 16 @ 22	Citronella, lb. 75 @ 1 20	Sulphite, Xtal., lb. 07 @ 12
Whl. Flake, lb. 27 1/2 @ 35	Cloves, lb. 2 00@2 25	Dry, Powd., lb. 12 1/2 @ 20
White G'd., lb. 25 @ 35	Croton, lbs. 8 00@8 25	Silicate, Sol., gal. 40 @ 50
White AXX light, lb. @ 40	Cubeb, lb. 5 00@5 25	Turpentine
Ribbon @ 42 1/2 @ 50	Erigeron, lb. 4 00@4 25	Gallons 52 @ 67
Glycerine	Eucalyptus, lb. 75 @ 1 20	
Pound 15 @ 35	Fennel 2 00@2 25	

GROCERY PRICE CURRENT

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

ADVANCED

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

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, 10 oz. --- 3 60
 KC, 15c size, 15 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
 Lizzie, 16 oz., 12s --- 2 15

BLUING

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

BEANS and PEAS

100 lb. bag

Chili Beans ----- 5 00
 Dry Lima Beans 100 lb. 7 25
 White H'd P. Beans 2 50
 Split Peas, Yell., 60 lb. 4 10
 Split Peas, Gr'n 60 lb. 4 25
 Scotch Peas, 100 lb. -- 6 25

BURNERS

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

BOTTLE CAPS

Dbl. Lacquer, 1 gross pkg., per gross ----- 13

BREAKFAST FOODS

Kellogg's Brands

Corn Flakes, No. 136 2 85
 Corn Flakes, No. 124 2 85
 Pep, No. 224 ----- 2 00
 Pep, No. 250 ----- 1 00
 Krumbles, No. 412 ----- 1 35
 Bran Flakes, No. 624 1 80
 Bran Flakes, No. 602 1 50
 Rice Krispies, 6 oz. --- 2 25
 Rice Krispies, 1 oz. --- 1 10
 All Bran, 16 oz. ----- 2 25
 All Bran, 10 oz. ----- 2 70
 All Bran, 3/4 oz. ----- 1 10
 Kaffe Hag, 6 1-lb. cans ----- 2 75
 Whole Wheat Fla., 24 1 90

DECLINED

Beef
 Veal
 Quaker Potted Meat
 Hart Lima Beans
 Hart Wax Beans
 Cod Fish

BROOMS

Leader, 4 sewed ---- 3 45
 Quaker, 5 sewed ---- 6 25
 Warehouse ----- 6 50
 Rose ----- 2 75
 Winner, 5 Sewed ---- 3 70
 Whisk, No. 3 ----- 2 25

Pears

Pride of Mich. No. 2 1/2 2 25

Amsterdam Brands

Gold Bond Par., No. 5 1/2 7 50
 Prize, Parlor, No. 6 -- 8 00
 White Swan Par., No. 6 8 50

ROLLED OATS

Purity Brand
 Instant or Regular



Small, 24s ----- 1 53

Large, 12s ----- 1 85
 China, large, 12s --- 2 70
 Chest-o-Silver, 12 lge. 2 98
 Glassware, 12s, large 2 25
 Purity Oat Snaps, 24s 2 20

Post Brands

Grapenut Flakes, 24s 2 00
 Grape-Nuts, 24s ----- 3 80
 Grape-Nuts, 50 ----- 1 40
 Instant Postum, No. 8 5 40
 Instant Postum, No. 10 4 50
 Postum Cereal, No. 0 2 25
 Post Toasties, 36s --- 2 85
 Post Toasties, 24s --- 2 85
 Post Bran, PBF 24 --- 2 85
 Post Bran PBF 36 --- 2 85

BRUSHES

Scrub

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

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, 6s, per box -- 30

CANNED FRUITS

Hart Brand

Apples

No. 10 ----- 4 75

Blackberries

Pride of Michigan ---- 2 55

Cherries

Mich. red, No. 10 --- 5 25
 Red, No. 2 ----- 3 00
 Pride of Mich., No. 2 2 60
 Marcellus Red ----- 2 10
 Special Pie ----- 1 35
 Whole White ----- 2 80

Gooseberries

No. 10 ----- 7 50

Black Raspberries

No. 2 ----- 2 80
 Pride of Mich. No. 2 --- 2 45

Red Raspberries

No. 2 ----- 3 25
 No. 1 ----- 2 00
 Marcellus, No. 2 ----- 2 35
 Pride of Mich. No. --- 2 90

Strawberries

No. 2 ----- 3 00
 8 oz. ----- 1 20
 Marcellus, No. 2 ----- 1 80

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
 Clam Chowder, No. 2 2 75
 Clams, Steamed, No. 1 2 75
 Clams, Minced, No. 1/2 2 40
 Finner 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 45
 Sard's, 1/4 Oil, Key --- 4 25
 Sardines, 1/4 Oil, k'less 3 35
 Salmon, Red Alaska --- 1 90
 Salmon, Med. Alaska 1 45
 Salmon, Pink, Alaska 1 20
 Sardines, Im. 1/4, ea. 6@16
 Sardines, Im., 1/2, ea. 2 15
 Sardines, Cal. ----- 1 20
 Tuna, 1/2 Van Camps, doz. ----- 1 75
 Tuna, 1/4s, Van Camps, doz. ----- 1 35
 Tuna, 1s, Van Camps, doz. ----- 3 60
 Tuna, 1/2s, Chicken Sea. doz. ----- 1 85

CANNED MEAT

Bacon, Med. Beechnut 3 00
 Bacon, Lge. Beechnut 2 10
 Beef, Lge. Beechnut 4 10
 Beef, Med. Beechnut 2 50
 Beef, No. 1, Corned 2 00
 Beef, No. 1, Roast --- 2 70
 Beef, 2 1/2 oz., Qua., sli. 1 35
 Beef, 4 oz. Qua., sli. 2 25
 Beefsteak & Onions, s. 2 70
 Chili Con Car., 1s --- 1 20
 Deviled Ham, 1/4s --- 1 50
 Deviled Ham, 1/2s --- 2 85
 Potted Beef, 4 oz. --- 1 10
 Potted Meat, 1/4 Libby 52
 Potted Meat, 1/2 Libby 80
 Potted Meat, 3/4 Libby 55
 Potted Meat, 1/2 Qua. 55
 Potted Ham, Gen. 1/4 1 45
 Vienna Saus. No. 1/2 1 00
 Vienna Sausage, Qua. 90
 Veal Loaf, Medium --- 2 25

Baked Beans

Campbells ----- 60
 Quaker, 16 oz. ----- 57
 Van Camp, med. ----- 1 25

CANNED VEGETABLES

Hart Brand

Baked Beans

Medium, Sauce, 36 cs. 1 70
 No. 2 1/2 Size, Doz. --- 90
 No. 10 Sauce ----- 4 00

Lima Beans

Little Quaker, No. 10 10 50
 Baby, No. 2 ----- 1 70
 Pride of Mich. No. 2 --- 1 60
 Marcellus, No. 10 --- 6 50

Red Kidney Beans

No. 10 ----- 4 00
 No. 2 ----- 90
 8 oz. ----- 60

String Beans

Little Dot, No. 2 --- 2 25
 Little Dot, No. 1 --- 1 80
 Little Quaker, No. 1 --- 1 60
 Little Quaker, No. 2 --- 2 00
 Choice, Whole, No. 2 --- 1 70
 Cut, No. 10 ----- 9 00
 Cut, No. 2 ----- 1 60
 Pride of Michigan --- 1 35
 Marcellus Cut, No. 10 --- 6 50

Wax Beans

Little Dot, No. 2 --- 2 25
 Little Dot, No. 1 --- 1 80
 Little Quaker, No. 1 --- 1 45
 Little Quaker, No. 2 --- 2 00
 Choice, Whole, No. 10 10 25
 Choice, Whole, No. 2 1 70
 Choice, Whole, No. 1 1 35
 Cut, No. 10 ----- 9 00
 Cut, No. 2 ----- 1 50
 Pride of Mich., No. 2 1 25
 Marcellus Cut, No. 10 --- 6 50

Beets

Extra Small, No. 2 -- 2 50
 Fancy Small, No. 2 -- 2 00
 Pride of Mich., No. 2 1/2 2 00
 Hart Cut, No. 10 --- 5 00
 Marcel. Whole, No. 2 1/2 1 35
 Hart Diced, No. 2 --- 90

Carrots

Diced, No. 2 ----- 95
 Diced, No. 10 ----- 4 00

Corn

Golden Ban., No. 2 --- 1 20
 Golden Ban., No. 10 10 00
 Little Quaker, No. 1 --- 90
 Country Gen., No. 2 --- 1 20
 Pride of Mich., No. 1 80
 Marcellus, No. 2 ----- 95
 Fancy Crosby, No. 2 --- 1 15
 Whole Grain, 6 Ban-tam, No. 2 ----- 1 45

Peas

Little Dot, No. 2 --- 2 25
 Little Quaker, No. 10 11 25
 Little Quaker, No. 2 --- 2 15
 Sifted E. June, No. 10 9 50
 Sifted E. June, No. 2 --- 1 75
 Belle of Hart, No. 2 --- 1 75
 Pride of Mich., No. 2 --- 1 45
 Marcel., Sw. W. No. 2 1 55
 Marcel., E. June, No. 2 1 35
 Marcel., E. Ju., No. 10 7 50

Pumpkin

No. 10 ----- 4 75
 No. 2 1/2 ----- 1 30

Sauerkraut

No. 10 ----- 4 00
 No. 2 1/2 ----- 1 35
 No. 2 ----- 1 05

Spinach

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

Squash

Boston, No. 3 ----- 1 35

Succotash

Golden Bantum, No. 2 2 10
 Hart, No. 2 ----- 1 80
 Pride of Michigan --- 1 65
 Marcellus, No. 2 --- 1 15

Tomatoes

No. 10 ----- 5 25
 No. 2 1/2 ----- 1 80
 No. 2 ----- 1 40
 Pride of Mich., No. 2 1/2 1 45
 Pride of Mich., No. 2 --- 1 20

CATSUP

Sniders, 8 oz. ----- 1 20
 Sniders, 14 oz. ----- 1 85

CHILI SAUCE

Sniders, 8 oz. ----- 1 65
 Sniders, 14 oz. ----- 2 25

OYSTER COCKTAIL

Sniders, 11 oz. ----- 2 00

CHEESE

Roquefort ----- 55
 Wisconsin Daisy ----- 14 1/2
 Wisconsin Twin ----- 13 1/2
 New York June ----- 24
 Sap Sago ----- 40
 Brick ----- 15
 Michigan Flats ----- 14
 Michigan Daisies ----- 14
 Wisconsin Longhorn --- 15
 Imported Leyden ----- 23
 1 lb. Limberger ----- 18
 Imported Swiss ----- 50
 Kraft Pimento Loaf --- 21
 Kraft American Loaf --- 19
 Kraft Brick Loaf ----- 19
 Kraft Swiss Loaf ----- 22
 Kraft Old Eng. Loaf --- 32
 Kraft, Pimento, 1/2 lb. 1 50
 Kraft, American, 1/2 lb. 1 50
 Kraft, Brick, 1/2 lb. --- 1 50
 Kraft, Limbur., 1/2 lb. 1 50

CHEWING GUM

Adams Black Jack --- 66
 Adams Dentyne ----- 65
 Beeman's Pepsin ----- 66
 Beechnut Peppermint --- 66
 Doublemint ----- 66
 Peppermint, Wrigleys --- 66
 Spearmint, Wrigleys --- 66
 Juicy Fruit ----- 66
 Wrigley's P-K ----- 66
 Teaberry ----- 66

CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 50
 Baker, Pre., 6 lb. 3 oz. 2 55

CLOTHES LINE

Hemp, 50 ft. ----- 2 00@2 25
 Twisted Cotton, 50 ft. ----- 1 50@1 75
 Braided, 50 ft. ----- 1 90
 Cupples Cord ----- 1 85

COFFEE ROASTED

Lee & Cady

1 lb. Package

Arrow Brand ----- 24
 Boston Breakfast --- 25 1/2
 Breakfast Cup ----- 23
 Imperial ----- 37
 J. V. ----- 19
 Majestic ----- 30
 Morton House ----- 34
 Nedrow ----- 28 1/2
 Quaker ----- 31



Coffee Extracts

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

CONDENSED MILK

Eagle, 2 oz., per case 4 60

EVAPORATED MILK



Page, Tall ----- 2 55
 Page, Baby ----- 1 43
 Quaker, Tall, 10 1/2 oz. 2 75
 Quaker, Baby, 4 doz. 2 75
 Quaker, Gallon, 1/2 dz. 2 75
 Carnation, Tall, 4 doz. 3 00
 Carnation, Baby, 4 dz. 1 50
 Oatman's D'udee, Tall 2 50
 Oatman's D'udee, Baby 1 25
 Pet, Tall ----- 3 00
 Pet, Baby, 4 dozen --- 1 50
 Borden's Tall, 4 doz. 2 50
 Borden's Baby, 4 doz. 1 25

CIGARS

Hemt. Champions --- 38 50
 Webster Cadillac --- 75 00
 Webster Golden Wed. 75 00
 Webstrettes ----- 38 50
 Cincos ----- 38 50
 Garcia Grand Babies 38 50
 Bradstreets ----- 38 50
 La Palena Selectors 75 00
 Odins ----- 38 50
 R G Dun Boquet --- 75 00
 Perfect Garcia Subl. 95 00
 Budwiser ----- 19 50
 Dry Slitz Stogies --- 20 00
 Tango Pantellas --- 13 00
 Skylines ----- 19 50
 Hampton Arms Jun'r 37 50
 Trojan ----- 35 00
 Rancho Corono ----- 35 00

CONFECTIONERY

Stick Candy Pails

Pure Sugar Sticks-600c 3 90
 Big Stick, 28 lb. case 16
 Horehound Stick, 120s 75

Mixed Candy

Kindergarten ----- 14
 Leader ----- 09 1/2
 French Creams ----- 10
 Paris Creams ----- 12
 Jupiter ----- 09
 Fancy Mixture ----- 14

Fancy Chocolate

5 lb. boxes

Bittersweets, Ass'ted 1 25
 Nibble Sticks ----- 1 35
 Chocolate Nut Rolls --- 1 50
 Lady Vernon ----- 1 15

Gum Drops Pails

Champion Gums ----- 14
 Jelly Strings ----- 14

Lozenges Pails

A. A. Pep. Lozenges --- 13
 A. A. Pink Lozenges --- 13
 A. A. Choc. Lozenges --- 13
 Motto Hearts ----- 16
 Malted Milk Lozenges-- 19

Hard Goods Pails

Lemon Drops ----- 12
 O. F. Horehound drops 12
 Anise Squares ----- 13
 Peanut Squares ----- 13

Cough Drops Bxs.

Putnam's ----- 1 25
 Smith Bros. ----- 1 45
 Luden's ----- 1 45

Specialties

Italian Bon Bons ----- 16
 Banquet Cream Mints-- 18
 Handy Packages, 12-10c 80

COUPON BOOKS

50 Economic grade 2 50
 100 Economic grade 4 50
 500 Economic grade 20 00
 1000 Economic grade 37 50
 Where 1,000 books are ordered at a time, special-ly printed front cover is furnished without charge.

CREAM OF TARTAR

6 lbi boxes ----- 4 1

DRIED FRUITS

Apples

N. Y. Fcy., 50 lb. box 13
 N. Y. Fcy., 14 oz. pkg. 16

Apricots

Evaporated, Choice --- 10 1/2
 Evaporated, Ex. Choice 11
 Fancy ----- 12 1/2
 Ex. Fancy Moorpack 15 1/2

Citron

10 lb. box ----- 24

Currants Packages, 11 oz. 11 1/2
Dates Imperial, 12s, pitted 1 70
Imperial, 12s, Regular 1 30

Peaches Evap., Choice 09
Fancy 10 1/2

Peel Lemon, American 24
Orange, American 24

Raisins Seeded, bulk 7
Thompson's s'dless blk. 6 1/2
Thompson's seedless, 15 oz. 7 1/2
Seeded, 15 oz. 7 3/4

California Prunes 90@100, 25 lb. boxes @05
80@90, 25 lb. boxes @05 1/2
70@80, 25 lb. boxes @06
60@50, 25 lb. boxes @06 1/2
50@60, 25 lb. boxes @07
40@50, 25 lb. boxes @07 1/2
30@40, 25 lb. boxes @08 1/2
30@30, 25 lb. boxes @12
18@24, 25 lb. boxes @14 1/2

Hominy Pearl, 100 lb. sacks 3 50

Bulk Goods Elbow Macaroni, 20 lb. 06
Egg Noodle, 10 lbs. 12

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

Sage East India 10

Tapioca 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 Presto Mason F. O. B. Grand Rapids Half pint 7 15
One pint 7 40
One quart 8 65
Half gallon 11 55

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

GELATINE Jell-o, 3 doz. 2 55
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 1 85

JELLY GLASSES 1/2 Pint Tall, per doz. 38
1/2 Pint Squat, per doz. 38

Margarine I. VAN WESTENBRUGGE Food Distributor



Cream-Nut, No. 1 13
Pecola, No. 1 9 1/2

Wilson & Co.'s Brands Nut Special Roll 09

MATCHES Diamond, No. 5, 144 6 15
Searchlight, 144 box 6 15
Swan, 144 5 20
Diamond, No. 0 4 90

Safety Matches Red Top, 5 gross case 5 45

MULLER'S PRODUCTS Macaroni, 9 oz. 2 00
Spaghetti, 9 oz. 2 00
Elbow Macaroni, 9 oz. 2 00
Egg Noodles, 6 oz. 2 00
Egg Vermicelli, 6 oz. 2 00
Egg Alphabets, 6 oz. 2 00

NUTS—Whole Almonds, Peerless 15 1/2
Brazil, large 12 1/2
Fancy Mixed 11 1/2
Filberts, Naples 13
Peanuts, Vir. Roasted 6 1/2
Peanuts, Jumbo 7 1/2 c
Pecans, 3, star 25
Pecans, Jumbo 40
Pecans, Mammoth 50
Walnuts, Cal. 13 @ 21
Hickory 07

Salted Peanuts Fancy, No. 1 7
24 1 lb. Cellophane case 1 80

Shelled Almonds 39
Peanuts, Spanish 12 1/2
125 lb. bags 5 1/2
Filberts 32
Pecans Salted 45
Walnut California 42

MINCE MEAT None Such, 4 doz. 6 20
Quaker, 3 doz. case 2 65
Yo Ho. Kegs, wet, lb. 16 3/4

OLIVES 7 oz. Jar, Plain, doz. 1 05
16 oz. Jar, Plain, doz. 1 95
Quart Jars, Plain, doz. 3 25
5 Gal. Kegs, each 6 50
3 oz. Jar, Stuff., doz. 1 15
8 oz. Jar, Stuffed, doz. 2 25
10 oz. Jar, Stuff., doz. 2 65
1 Gal. Jugs, Stuff., dz. 2 40

PARIS GREEN 1/2s 34
1s 32
2s and 5s 30

PICKLES Medium Sour 5 gallon, 400 count 4 75

Sweet Small 5 Gallon, 500 7 25

Dill Pickles Gal., 40 to Tin, doz. 7 50
32 oz. Glass Pickled 2 00
32 oz. Glass Thrown 1 45

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

PIPES Job, 3 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. 11
Good Steers & Heif. 09
Med. Steers & Heif. 08
Com. Steers & Heif. 07

Veal Top 07
Good 08
Medium 07

Lamb Spring Lamb 11
Good 12
Medium 08
Poor 05

Mutton Good 04 1/2
Medium 03
Poor 02

Pork Loin, med. 09
Butts 08
Shoulders 06
Spareribs 06
Neck bones 03
Trimnings 05

PROVISIONS Barreled Pork Clear Back 16 00 @ 18 00
Short Cut Clear 15 00

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

Lard Pure in tierces 5
60 lb. tubs advance 1/4
50 lb. tubs advance 1/4
20 lb. pails advance 3/4
10 lb. pails advance 3/8
5 lb. pails advance 1
3 lb. pails advance 1
Compound tierces 6 1/2
Compound, tubs 7

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

Smoked Meats Hams, Cer. 14-16 lb. @ 12
Hams, Cert., Skinned 16-18 lb. @ 11
Ham, dried beef Knuckles @ 25
California Hams @ 09
Picnic Boiled Hams @ 16
Boiled Hams @ 18
Minced Hams @ 12
Bacon 4/6 Cert. @ 14

Beef Boneless, rump @ 19 00

Liver Beef 09
Calf 35
Pork 05

RICE Fancy Blue Rose 3 50
Fancy Head 4 75

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

SALERATUS Arm and Hammer 24s 1 50

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

COD FISH Peerless, 1 lb. boxes 18
Old Kent, 1 lb. Pure 25

HERRING Holland Herring Mixed, Kegs 72
Mixed, half bbls.
Mixed, bbls.
Milkers, Kegs 80
Milkers, half bbls.
Milkers, bbls.

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

White Fish Med. Fancy, 100 lb. 13 00
Milkers, bbls. 18 50
K K K 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 30
E. Z. Combination, dz. 1 30
Dri-Foot, doz. 2 00
Bixbys, doz. 1 30
Shinola, doz. 90

STOVE POLISH Blackne, per doz. 1 30
Black Silk Liquid, dz. 1 30
Black Silk Paste, doz. 1 25
Enameline Paste, doz. 1 30
Enameline Liquid, dz. 1 30
E. Z. Liquid, per doz. 1 30
Radium, per doz. 1 30
Rising Sun, per doz. 1 30
654 Stove Enamel, dz. 2 80
Vulcanol, No. 10, doz. 1 30
Stovoil, per doz. 3 00

SALT F. O. B. Grand Rapids Colonial, 24, 2 lb. 95
Colonial, 36-1 1/2 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. 2 90
Med. No. 1, 100 lb. bk. 1 00
Farmer Spec., 70 lb. 1 00
Packers Meat, 50 lb. 65
Cream 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, 3 lb., per bale 1 00
28 lb. bags, Table 40



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

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

WASHING POWDERS Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s 1 65
Brillo 85
Climaline, 4 doz. 3 60
Grandma, 100, 5c 3 50
Grandma, 24 Large 3 50
Snowboy, 12 Large 2 55
Gold Dust, 12 Large 2 05
Golden Rod, 24 4 25
La Frace Laun., 4 dz. 3 65
Old Dutch Clean., 4 dz. 3 40
Octagon, 96s 3 90
Rinso, 40s 3 20
Rinso, 24s 5 25
Rub No More, 100, 10 oz. 3 85
Rub No More, 20 Lg. 4 00
Spotless Cleanser, 48, 20 oz. 3 85
Sani Flush, 1 doz. 2 25
Sapolio, 3 doz. 3 15
Soapine, 100, 12 oz. 6 40
Snowboy, 100, 10 oz. 4 00
Speedee, 3 doz. 7 20
Sunbrite, 50s 2 10
Wyandotte, 48s 4 75
Wyandot, Deterg's, 24s 2 75

SOAP Am. Family, 100 box 5 60
Crystal White, 100 3 50
F.B., 60s 2 15
Fels Naptha, 100 box 5 00
Flake White, 10 box 2 85
Grdma White Na. 10s 3 50
Jap Rose, 100 box 7 40
Fairy, 100 box 4 00
Palm Olive, 144 box 9 90
Lava, 50 box 2 25
Pummo, 100 box 4 85
Sweetheart, 100 box 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 100, 10c 7 25
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

SPICES Whole Spices Allspice, Jamaica @ 24
Cloves, Zanzibar @ 36
Cassia, Canton @ 24
Cassia, 5c pkg., doz. @ 40
Ginger, Africa @ 19
Mixed, No. 1 @ 30
Mixed, 10c pkgs., doz. @ 65
Nutmegs, 70 @ 90 @ 50
Nutmegs, 105-110 @ 48
Pepper, Black @ 23

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

Seasoning Chili Powder, 1 1/2 oz. 65
Celery Salt, 3 oz. 95
Sage, 2 oz. 85
Onion Salt 1 35
Garlic 1 35
Penalty, 3 1/2 oz. 3 25
Kitchen Bouquet 4 50
Laurel Leaves 20
Marjoram, 1 oz. 90
Savory, 1 oz. 65
Thyme, 1 oz. 90
Tumercl, 1 1/2 oz. 65

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

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

SYRUP Corn Blue Karo, No. 1 1/2 2 45
Blue Karo, No. 5, 1 dz. 3 33
Blue Karo, No. 10 3 18
Red Karo, No. 1 1/2 2 66
Red Karo, No. 5, 1 dz. 3 64
Red Karo, No. 10 3 44

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

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

Grape Juice Welch, 12 quart case 4 40
Welch, 12 pint case 2 25
Welch, 36-4 oz. case 2 30

COOKING OIL Mazola Pints, 2 doz. 4 60
Quarts, 1 doz. 4 30
Half Gallons, 1 doz. 7 75
Gallons, each 1 25
5 Gallon cans, each 3 70

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

TEA Japan Medium 17
Choice 21 @ 29
Fancy 35 @ 33
No. 1 Nibbs 32

Gunpowder Choice 40
Fancy 47

Ceylon Pekoe, medium 41

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

Oolong Medium 39
Choice 45
Fancy 50

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

VINEGAR F. O. B. Grand Rapids Cider, 40 Grain 16
White Wine, 40 grain 20
White Wine, 80 Grain 25

WICKING No. 9, per gross 80
No. 1, per gross 1 25
No. 2, per gross 1 50
No. 3, per gross 2 30
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. 75

WOODENWARE Baskets Bushels, Wide Band, wood handles 2 00
Market, drop handle 9c
Market, single handle 95
Market, extra 1 60
Splint, large 8 50
Splint, medium 7 50
Splint, small 6 50

Churns Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
3 to 6 gal., per gal. 16

Pails 10 qt. Galvanized 2 60
12 qt. Galvanized 2 85
14 qt. Galvanized 3 10
12 qt. Flaring Gal. Jr. 5 00
10 qt. Tin Dairy 4 00

Traps Mouse, Wood, 4 holes 60
Mouse, wood, 6 holes 7c
Mouse, tin, 5 holes 65
Rat, wood 1 0c
Rat, spring 1 0c
Mouse, spring 20

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

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

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

WRAPPING PAPER Fibre, Manila, white 05
No. 1 Fibre 0 1/4
Butchers D F 05 1/2
Kraft Stripe 09 1/2

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

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

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.

A Simple Answer To "Technocracy".

In the November, 1932, issue of the New Outlook appeared an article—"What is Technocracy?" It is a severe indictment on the machine age but presents no path to solution. It has been reprinted far and wide and is worthy of our answer. The conclusion presented therein are that the machine age has defeated us, that the "price" system is doomed and that "we are faced with the threat of National bankruptcy and perhaps general chaos within eighteen months."

"A shoemaker of ancient Rome took five and a half days to make a pair of shoes. The 7,200 shoemakers in the Shoemakers' Guild of Roman days would make only 7,200 pairs of shoes in five and a half days. The same number of employes in a modern shoe plant in five and a half days would produce 595,000 pairs of shoes. But for whom?"

The alarming statements made in this article have attracted more attention than similar dismal prophecies which have been manufactured in quantities during the past three years and which seem to be symptomatic of all depressions. One reason for this is that there is a wide public interest in the New Outlook because of Alfred E. Smith's acceptance of its editorship. Another reason is that the reader may be led to believe that the opinions expressed are those of a large and representative body of typically conservative engineers who started with open minds to examine facts and who arrived, with engineering precision, at their conclusion that, willy nilly, we are all going to pot.

"Technocracy," in case you do not know this already, is not a word defining a general state of technological development, but is a trade name adopted by a small group of engineers and professors having headquarters in Greenwich village in New York City and desk room at Columbia University. According to the letterhead of this group, it is "Dedicated to the Design of Greater America."

Let's go back to the quotation! "One shoemaker in the Roman period made one pair of shoes in five and a half days. One shoemaker to-day makes eighty-two pairs in five and a half days." The layman's conclusion to this unqualified statement is that in 2,000 years mechanization has speeded up productivity per man eighty times.

Another example is given in pig-iron production. "One man, working one hour can do what it took him 650 hours to accomplish fifty years ago." In this case, mechanization has speeded up productivity per man 650 times in a half century of making pig iron.

Another quotation! "In agriculture, one man can do in one hour what he required 3,000 hours to accomplish in 1840."

All three of these are pretty unqualified statements which must be in-

terpreted as meaning that general output has been speeded up eighty times in the case of shoes, 650 times in the case of pig iron and 3,000 times in agriculture—all due to technological advances. As a generalization, this is utterly ridiculous. We might make generalizations with more basis of truth. Take for example—cotton, the king crop of the South and Southwest. Outside of the occasional use of a tractor, the great bulk of this crop is today raised and picked by methods identical with those employed in 1840. Agriculture, in fact now in sorer straights than her sister, manufacturing, has experienced less mechanization than other industries.

It might be timely to present some actual facts as contrasted with half truths and theories for the attention of those who have been disturbed by the sophistries put forth as cure-alls for humanity's ills. Let us look at the picture of employment as a whole and see what the machine has done to it during the past thirty years—for the manufacturing wage earners of industry represent but one-fifth of our total number of breadwinners in all occupations.

In 1900, there were 383 breadwinners in the United States for each thousand of population. These included all "gainfully employed" in all lines of industry, agriculture, business, professional service, domestic and public service, etc.

In 1930, we find the density of employment greater instead of less after thirty years of our most intensive mechanization. For there were then 398 breadwinners for each thousand of our population as contrasted with 383 in 1900. A net gain of fifteen workers per 1,000 of population during the thirty year period.

If mechanization were an enemy of employment we should expect to find evidence of it in a ten, twenty, thirty or forty year period. We should expect this evidence to be gradual and accumulative. Instead of which over the same period we have found a progressive and accumulative increase in the number of working opportunities in proportion to population.

From the beginning of our intensive machine age in 1880, up to 1930, the record shows conclusively that the machine, under its present ownership, has increased and not diminished the density of employment.

Why is it that the "medicine man," the economic tinker and the "profundist," whose philosophies are so abstruse as to be nonunderstandable, command larger audiences than the man who tells the homely truth?

Simply because, as Mr. Barnum said, the general public likes to be fooled. But in these times, it cannot afford that luxury.

Machinery helps make more articles and to-day's factory capacity might well be 900,000,000 pairs of shoes per year; but production capacity is not the thing to worry about. The capacity to consume, to use, to desire and enjoy is the measure of what to make. We certainly have not reached the point of saturation in shoes when the consumption per capita in 1932 2.44.

Let's have less worry about production capacity and more interest in increasing consumer interest. It is a far more fertile field for scientific study.—Boot and Shoe Recorder.

Issues Spring Shoe Color Card.

Two "high fashion" colors for women's shoes for Spring are featured as of marked promotional value in the Spring shoe and leather color card issued last week by the Textile Color Card Association. The two hues are dawn gray, a neutral tone designed to complement the leading costume grays for the new season, and sunrust, which harmonizes with the new copper-rust tones in ready-to-wear, as well as navy and gray. Corosan and chaff, light and medium beige tones, were stressed as outstanding in the new staple colors. The repeated staple hues are fawn brown, India brown, swagger brown and admiralty blue.

Quaker Oats Declined in Price.

In conformity with declining price of oats, now around 15 cents, at a record low, Quaker Oats Co. has again cut the price of its breakfast food lines. At the same time, owing to its grain buying policy, it is but slightly affected as regards inventory values, any losses on this score being small. While profit margins have naturally been cut somewhat by successive reductions in selling prices of food and pancake flour lines, there has been a favorable compensatory factor toward maintenance of profits through substantial operating economies.

The latest reduction by Quaker Oats totals close to 30 per cent. of which 7½ per cent. is a standard reduction and the remainder a mark-down in connection with a special offer to retailers. The 7½ per cent. cut and the total of 30 per cent. marked off are directly reflected in the retail price.

Reduction in prices of Quaker Oats products are obviously unavoidable. Actually its foods compete directly with all other foods, dairy products, meats and branded foods. They must sell at prices which compare with the general selling levels of foods. Latest reductions bring retail price lists of the Quaker Oats line from one-third to one-half less than two years ago.

That the effect on inventory values of the decline in oats is small is brought out by the fact that declines in 1932 have been gradual. Compared

with current price of 15 cents per bushel, oats a year ago sold at 25¾ to 26½ cents, a drop of around 11 cents spread over twelve months during which sudden downturns were agscent.

A Business Man's Philosophy.

Sometimes it seems as though the change from muscle power to machine power, known as the industrial revolution, had merely enabled the world to feed more mouths.

We know that population vastly increased in the last century and a half. Some people debate whether the ordinary man is better off, but the mass of evidence indicates that he is.

But even if he isn't, Hartley Withers contends in an exposition of the benefits of capitalism that to enable so large a number of people to be alive is a great deal.

He continues, eloquently: "Under capitalism millions saw the light of the sun, smelt the scent of spring, knew love and friendship, made and laughed at good and bad jokes, ate and digested their meals, made their queer guesses at the secret of life, played games, read books, cherished their hobbies and their prejudices, knew a little, thought they knew much more, and went their way leaving others behind them to take up the thread of life and spin another strip of its mysterious cloth.

"If life on the whole is a good thing—and most of us waste little time in sending for a doctor if we do not feel well—capitalism has made the enjoyment of that good possible to millions."

William Feather.

Weather Spurs Wool Hose Demand.

The cold weather has proved a boon to wool and part-wool half-hose mills, which have found that a renewed demand for spot shipments will keep them operating into next year at least. In the last two or three years such mills have wound up their production late in November, but current demand will keep them going well into January. The season, as a whole, will not show a very large volume of business, as early this year large chain and mail-order organizations decided to confine themselves to 25 and 35 cents part-wool styles and very few all-wool numbers. The last-minute spurt, however, will enable mills to make a better showing than they expected.

Positive protection
plus profitable investment
is the policy of the

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

OUT AROUND.

(Continued from page 9)

improvement will provide adequately for present and reasonably prospective commerce on Grand River, particularly in view of the contemplated removal of the car ferry terminal from Grand Haven to Muskegon.

6. The Board of Engineers for Rivers and Harbors, in review of the report, states that experience elsewhere indicates that the breakwaters requested by local interests would not accomplish the desired result, and that the removal of the Grand Trunk Railway car ferry terminal, as proposed, will eliminate practically all winter navigation and therefore any substantial need for additional protection. The Board therefore concurs with the reporting officers and recommends that no improvement of Grand Haven harbor, other than as authorized by the existing project, be undertaken by the United States at the present time.

7. After due consideration of these reports, I concur in the recommendations of the Board. Lytle Brown, Major General, Chief of Engineers.

Arthur Brisbane, who is probably the highest paid editorial writer in the world, has this to say about the unfortunate utterance of Mrs. Franklin D. Roosevelt:

Mrs. Roosevelt, who will live in the White House after March 4, would have liked to see prohibition succeed, but is compelled to call it a failure.

"The modern girl," according to Mrs. Roosevelt, "faces the problem of learning very young how much she can drink of such things as gin and whisky."

That isn't all. Thousands of young girls in the United States drink cocktails every day, and thousands that are now young will be confirmed, hopeless, middle-aged female drunkards, twenty years hence, and nothing on earth can save them.

Still worse, thousands, by their drinking are demoralized, before they become confirmed drunkards.

People who own boats on Grand River have secured the consent of the United States Engineer in this district to raise a fund for the purpose of scouring out the sand bar in the river just below Lamont. This they propose to accomplish by piling obstructions on a portion of the bar which will divert the current into the old channel in such a manner as to lower the river level to an extent which will enable boats of light draft to pass through without detention or delay.

Rev. McNeal, pastor of the Messiah Baptist church (colored), dropped in on me a day or two ago to say that he must abandon the pastorate of his church, because the organization is \$1,100 behind in paying his salary. He said he would never ask the church for the arrearage, but must transfer himself to some other church which will enable him and his family to live comfortably. I have never witnessed greater self sacrifice and self abnegation than some of my colored clergyman friends exhibit under unfavorable circumstances. When I note how uselessly some of my friends spend money with great prodigality and how a small

portion of such expenditures would keep the wolf from the door of our colored preachers, I feel like taking my hat off to those men of heroic courage who keep on ministering to their flocks in sunshine and shadow, plenty and disaster, until forced by hunger and privation to seek relief by transferring themselves to another locality where the preacher and his family are not forced to go hungry.

Perhaps I appreciate this situation more because most of my forebears for three generations were Congregational clergymen in New England. I find a record of one of these old fellows in New England Ancestry who evidently did not care much for the emoluments of the average preacher in those days. The Congregational flock to whom he ministered once informed him that his preaching was not satisfactory and asked him to seek another pulpit. Not agreeing with his congregation in their willingness to part company with him, he ignored the request to quit. At the end of the year his congregation cut off his salary. Even that did not phase him, for he continued to occupy the pulpit of his church for thirty-one years without any compensation whatever, when death kindly came to the relief of his congregation.

Charles A. Heath, assistant editor of the Seed Trade News, who has contributed a poem to the Tradesman nearly every week for the past twenty-five years, will celebrate this month the fiftieth anniversary of his connection with the seed trade. I recall him as a long-time associate of Albert Dickinson, who put Chicago on the map as a center of the seed trade, long enjoyed by Toledo. Mr. Heath will also celebrate his birthday on Dec. 24. A mutual friend acquainted me with the two anniversaries, whereupon I wrote him the following letter:

I am informed that the present month of December marks the fiftieth year of your connection with the seed trade of America and also the anniversary of your birth. I think I am entitled to congratulate you on both counts.

It must be nearly or quite forty years ago when I did business with you at the Dickinson establishment. I formed a liking for you at that time which has gradually increased with the years. I happen to know that every other trade journal man of my acquaintance who called on you formed the same conclusion concerning you that I did. The trade paper men I have met are almost invariably bright men who cannot be attracted by cajoling or clap trap. To receive the universal approval of such men is, in my opinion, a very great honor.

I have never heard any man speak ill of you. That, in my opinion, is a great point in your favor.

I am told by many men who have known you for a long time that you have led a pure and blameless life. Such expressions have pleased me greatly.

Careful perusal of your poetical efforts leads me to the belief that if you had devoted your life to the muse, you would to-day be in receipt of as large an income as Douglas Malloch and Edgar Guest from their poems and lectures.

In conclusion, permit me to say that I am glad I have been permitted to know you and that I hope your life may be spared for many years to come.

With three regular contributors in California, I have been obliged to request them not to use the air mail in transmitting their letters, because of the large percentage of delay and loss involved in that method of transmission. On Monday of this week a manuscript came in from Los Angeles which was mailed Nov. 19, exactly thirty days in advance of the date of delivery. Until the air mail straightens out some of the kinks in the service, I prefer to receive our mail in the regular way.

In talking with our local Postmaster (who entered the Grand Rapids post-office as a boy, thirty-nine years ago, and who worked his way up through every position in the office) concerning the recent death of the pilot on a mail airplane on the Rocky mountains, he stated that the bags used by the postal service in air mail service were made of cotton fabric. Considering the frequent loss of both pilot and mail by fire, I cannot understand why the Department does not use asbestos bags, so as to protect the mails from destruction.

Speaking of our local postmaster reminds me that he is probably the only person in the United States who has served one office thirty-nine years and held every position from janitor to postmaster. He is what is called a service postmaster—and service it is in all that the term implies. It would seem to me that a man who has devoted thirty-nine years to the service of Uncle Sam in one office ought to be permitted to remain there as long as he is physically and mentally able to discharge the duties of the position.

E. A. Stowe.

Perfect Plans For Food Sales Drive.

First-quarter sales in the grocery trade in 1933 will be at least 10 per cent. above the volume for the corresponding period this year if plans perfected this week by grocery manufacturers are successful. The producers have fixed upon a 10 per cent. increase as their goal, because the depleted conditions of both jobbers' and retailers' stock indicates that abnormal replacement purchases must be made in the coming three months. Special campaigns in which advertising and premiums will be used on a larger scale than usual are being discussed by leading producers.

Rug Volume Reaches New Low.

The slackest period experienced in the floor-coverings industry in years held the movement of merchandise in both the soft and hard surface branches of the trade to a minimum throughout last week. Reports reaching the wholesale market from retailers are that consumer purchases of rugs and carpets are far below the average for the normally slow pre-Christmas period. Special promotional efforts made by stores last week have been abandoned in many instances, because the early active interest first engendered by the sales appeals has disappeared.

Experience is a dead loss if you cannot sell it for more than it cost you.

Increased Call For Brass Noted.

Increased activity among manufacturers of brass wire and similar goods is one of the most encouraging features of the metal market this week. At the present time brass manufacturing plants are reported using heavy amounts of scrap, purchasing 50 per cent. more from rolling mills now than they were taking four months ago. The rate of operations has increased from 25 to 38 per cent. recently. Because of the demands for brass, rolling mills are ready to purchase new supplies of copper, and the zinc trade has enjoyed a slight upturn in the demand also.

Limited Call For Electrical Goods.

Re-orders on low-end electrical appliances continue to reach the New York market this week. Calls are for small quantities and immediate delivery is specified. Both retailers and jobbers are showing interest in Spring merchandise, but producers will not show the 1933 goods until after the Christmas season is over. Although the price situation is still unsettled, manufacturers are convinced they must retain the Fall levels in order to sell and plans for advancing prices 5 per cent. above this season's quotations have been abandoned.

The Little People.

A dreary place would this earth be
Were there no little people in it;
The song of life would lose its mirth,
Were there no children to begin it.

No little forms, like buds, to grow,
And make the admiring heart surrender;
No little hands on breast and brow,
To keep the thrilling love-chords tender.

The sterner souls would grow more stern,
Unfeeling nature more inhuman;
And man to stoic coldness turn,
And woman would be less than woman.

Life's song, indeed, would lose its charm
Were there no babies to begin it;
A doleful place this world would be,
Were there no little people in it.
John Greenleaf Whittier.

Phone 61366
John L. Lynch Sales Co.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
Grand Rapids, Michigan

Business Wants Department

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

FOR RENT—Store building 25x75, located on main business street, especially adapted to women's wear and women's shoes. Rent \$40, including basement. Will Curtis, Reed City, Mich. 551

OWING to sickness, will sell at a bargain modern electric steel foundry. Latest equipment. Investigate at once. Linwood post office, box 23, Detroit, Mich. 554

COMPLETE layout for men's and women's apparel. Solid walnut, all crated and packed for shipment in Chicago. Cost \$30,000. Willing to sell at about cost of packing and shipping. Convenient terms arranged. Write for blue prints and photograph of original set up. Bentley's, 517 Olive St., St. Louis, Missouri. 556

FOR SALE—General store. Stock mostly groceries. Country resort. Northern Michigan. Year around business. Cause for sale, death of owner. Address No. 557, c/o Michigan Tradesman. 557

FOR RENT—Central location in Greenville for large store. Good opening for any kind of business. Best town in Michigan. Home of the Gibson Refrigerator. For further information address No. 558, c/o Michigan Tradesman. 558

DETROIT DOINGS.

(Continued from page 17)

training which led to a successful hotel career. Before coming to Windsor, four years ago, he was connected with the old Boody House and the Hotel Fort Meigs, at Toledo. He was well regarded by all who knew him and a friend with him was always a friend. He tried to make every hotel guest his friend. Whether behind the hotel desk or on the greeting line few handled the job more efficiently. His very demeanor radiated good will and service. Bill Schaible was tolerant and straightforward with his friends. His efficiency was brought to mind in a conversation with Preston Norton, managing director of the Norton-Palmer, when he spoke of the days when Bill acted as clerk behind the desk. "I cannot recall," he said, "of a single instance when Bill's daily figures on the books or the cash, contained a single error. In the rush and activity which follows the arrival of a number of guests at one time this is unusual." The burial was at Ann Arbor. He left a sister, Ernestine, of Detroit, and four brothers, Fred, Walter and Ernest, of Detroit, and Henry, of Toledo.

Well, the breweries are doing their bit toward the returning of business. The Tivoli Brewing Co., one of the old breweries of this city, has placed orders for equipment which will more than double the capacity of the present plant.

Gabby Gleanings From Grand Rapids.

The Vendor Slate Co., Inc., plaintiff, has commenced suit in the Kent County Circuit Court against the Grand Rapids Cut Stone Co., defendant. It is alleged that on March 26, 1930, plaintiff sold to defendant, merchandise to the value of \$960, to which it is entitled to commissions and credits of \$320, leaving a balance of \$640, which is now long past due and unpaid.

Ted Beecherfi landlord of the Crathmore Hotel, will re-open the restaurant formerly conducted in that hostelry Jan. 3. It will be well conducted along thoroughly modern lines. Regular waiter service will be installed, with a menu in keeping with the excellent service rendered by the hotel, which has been lifted up to the Fred Mehrtens standard under the management of the present landlord.

Advance Low-End Kitchen Tools.

Price advances of 5@10 per cent. have been put into effect on Spring lines of cutlery and small kitchen utensils by manufacturers. The articles affected are chromium-plated goods in the low-end ranges and utensils on which a new type of composition handle is supplied. In both instances court actions compelling producers to pay a royalty to originators of the processes are responsible. Operators of chains which feature low-end goods in established price ranges have protested against the advances, but manufacturers have refused to absorb the increased production costs represented by the royalty payments.

A man may be happy without a fortune but he can never be happy without a friend.

NOISE IS BAD BUSINESS.**In Many Cases It Is a Real Tragedy.**

Numerous studies and experiments show that excessive noise reduces efficiency of workers.

A 12 per cent. increase in output followed a reduction of about 28.5 per cent. in the noise level in an insurance office where the workers were engaged in a variety of machine operations, one experiment disclosed.

Dr. Donald Laird, Director of the Psychological Laboratory at Colgate University, made a special survey of noise in Chicago, not so long ago. He discovered that Chicago's loss in efficiency on account of its myriad noises, inside and outside, amounted to at the lowest possible minimum, \$1,600,000 per week. A British scientist, at about the same time, estimated that London's noise cost was \$5,000,000 per day. Astounding figures.

At least 5 per cent. of the payrolls in the United States is eaten up by inefficiency caused by preventable noise, says Dr. Laird in a recent report to the U. S. Department of Labor. Measuring the effects of noise on the output and energy of mediocre and champion office typists working at top speed was 5 per cent. greater when the room was only 15 per cent. quieter.

As much as 30 per cent. increase in output was noted in certain places where disturbing noises were cut down. Noise, it seems, reacts harmfully on the nervous system, even when individuals are accustomed to it and not consciously disturbed by it, and the average typist uses up 25 per cent. more bodily energy in a noisy room than in a relatively quiet one, as the result of pounding the keys harder and of muscular tenseness.

Noise is indeed a problem in the modern business office. Outside noises we can hardly control without the aid of various civic and municipal bodies, but inside noises—din within the four walls of an office or a factory or any business place can be greatly eliminated to the immense benefit, financial, social and moral, to all concerned.

In the offices of the Rike-Kumler Co., Dayton, Ohio, the clamor of machines was almost intolerable. In an area of approximately 5,000 square feet, seventy-two machines, of twelve different types, were at work, efficient, of modern types, but inevitably noisy in the aggregate, just as in countless other offices where machines grind out vital statistics. In this comparatively limited space sixty-nine employes worked. The answer to the noise problem was found and a five-sixths noise reduction was reached.

Dr. William Braid White, director of the Acoustical Laboratory of the American Steel and Wire Co., has placed his tape measure on office noises. Measured mathematically and recorded on photographic prints is the evidence that the physical intensity generated in the clatter of the noisy typewriters is sixteen times greater than that of a certain well-known noiseless typewriter.

Probably the most thorough tests ever made of office noises were concluded last year at the home offices of Remington Rand Inc., at Buffalo. Dr.

White spent three days at Buffalo, utilizing the osiso or acoustic camera. The experiments resulted in a graphic and compelling story of the value of quiet in the office. Actual photographs now make comparisons which heretofore have been available only in word pictures.

The test which holds the widest interest to all business men was made in the stenographic department of Remington Rand. Oscillograph recordings were made with forty hammer blow typewriters going at full speed.

Noiseless typewriters were then set up and a second series of acoustic photographs made under exactly the same conditions, as regards the room, location of the machines and temperature. It was the result of these tests, made with engineering precision, that the ratio of energy expended between the noisy and the noiseless typewriters was established as approximately 16 to 1.

Through his studies of sound, beginning with tests of piano wire for the American Steel and Wire Co., Dr. White has become an outstanding authority on noise and problems involved in its abatement. He has classified accurately the harmful effects of noises in offices and industry and is optimistic that the rapidly-growing noise-consciousness of the Nation will show steady results in a pronounced manner.

"In a noise office, about two hours after lunch, there comes a marked drop in work accomplished, and a marked increase in the number of errors made," Dr. White points out. "The typist finds that the task of keeping herself at attention under the constant hammering of noise on the brain, becomes increasingly difficult. Instead of going to pieces entirely, she slows down. She is suffering from an intense straining of the nerves.

"For years we have assumed that because noise is indicative of activity that it is therefore commendable. Most noise, however, is simply waste.

This is not a new doctrine in principle, but it is new in practice. Some people say they like to hear a noisy office. We have long since learned that noise has nothing to do with constructive activity. The noisy office is not necessarily one in which anything is being accomplished. Instead, it is almost certain to be an office in which everyone is working under the worst conditions possible.

"Influential minds throughout the country realize that a noisy civilization is not an efficient civilization. We should prevent noise the same as we do smoke, tuberculosis and other harmful things. A noiseless civilization is possible—a noisy civilization will drive itself insane."

Every noisy office has its permanent wave. It is a sound wave, jarring to the nerves, breeding errors, endangering health and causing nervous energy to be largely expended in the mere task of keeping going at your work.

A few years back, Dorothy Sherlock, a Washington stenographer, locked herself in the bathroom and took her life with a 38 caliber revolver. Beside her body lay a note which said: "I am sick and weak ---D." The dead girl's mother said that her daughter told her

the day before that "the noise of those typewriters is driving me wild." Dorothy confided to her mother that she didn't feel able to endure another day of the noise in her office.

Noise is more than bad business. Noise, many times, is real tragedy.

Robert Kerwin.

Heavy Underwear Season Prolonged.

For the first time in about five years, heavyweight underwear mills will have to prolong their production of goods on a large scale into January. Several mills cannot promise deliveries for three to four weeks on certain types of union suits and shirts and drawers. Wholesalers and retailers, who are in the market looking for off-price goods, cannot find any such merchandise, and this strength in prices as the season draws to a close is likely to have an encouraging influence on the 1933 quotations, which will be made at the end of January.

American Woolen Co. Cuts Prices.

The American Woolen Co. has reduced prices on some men's Fall suitings $2\frac{1}{2}$ to $7\frac{1}{2}$ cents per yard below the opening quotations made recently, according to reports in the trade. In a few instances, cuts are as high as 10 cents. The revisions apply mostly to men's fancy worsted suitings, which are regarded as being higher than the general market established on these cloths. The volume staples of the company's lines are reported to be very little affected by the changes. General business on Fall goods continues very quiet, with buyers waiting until the market reaches some sort of stability before placing orders.

Lower Swim Suit Line Planned.

Leading bathing suit mills are seriously considering introducing a pure worsted, ribbed line at \$7.75 per dozen to meet the competition provided by the one large manufacturer, who is now selling such a number. Definite announcements to this effect are expected next week. Pressure from wholesalers is behind the move for the lower price style, as it permits them to obtain a regular mark-up and they will still be able to offer a suit to fit a low retail range. Current demand is spotty, with renewed activity expected after the first of the year.

Sheets Ordered For January Sales.

A last-minute rush of orders from retailers to cover their sheet and pillow-case requirements for January white goods sales is now in evidence. Although many mills, realizing that buying would be very late, had prepared goods in anticipation of the demand, some stores are finding it difficult to obtain their full needs. One of the leading mills advised its customers last week that current prices had been extended to include January shipments and, from present indications, no downward revisions are in sight.

A weighing device has been perfected for measuring changes in physical properties of materials. It shows increases or decreases in elasticity, specific gravity, and moisture, also the percentage of volatiles which can be driven out.

MODERN CUTS OF PORK

This is the tenth of a series of articles presenting modern methods of cutting pork which are being introduced by the National Live Stock and Meat Board.—Editor's Note.

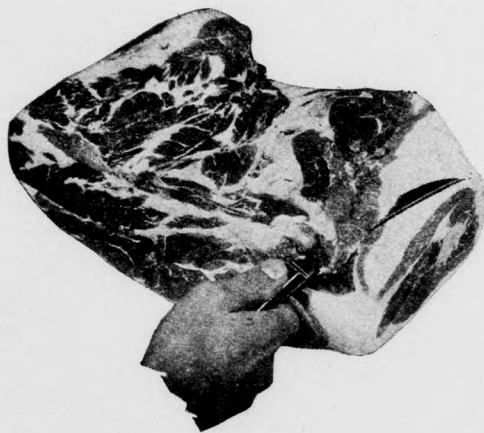
CUTS FROM THE FRESH SKINNED SHOULDER (Cont'd.)

In the preceding article the suggestion was given for slicing the fresh skinned shoulder into steaks. Another way to use the shoulder to advantage is to make it into two rolls. Instructions in making these rolls is given here.

TWO ROLLS FROM FRESH SKINNED SHOULDER (hock off)

Two rolls may be made from the pork shoulder. It is divided at the natural seam which separates the supporting muscle of the back from the outside of the shoulder.

Inside Shoulder Pork Roll



Art. X.—Cut 1

1. Place shoulder on block with outside (fat inside) down. Insert knife under the lip meat of the shoulder.



Art. X.—Cut 2

2. Follow natural dividing seam to the tip of the blade bone. Cut through to the block to remove the inside cut of the shoulder.



Art. X.—Cut 3

3. Roll into shape, making the eye of the shoulder the center of the roll.

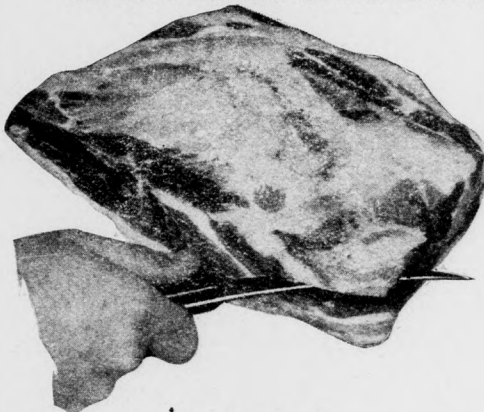
Outside Shoulder Pork Roll

After the inside shoulder has been lifted the outside shoulder may be boned and fashioned into an attractive roll.



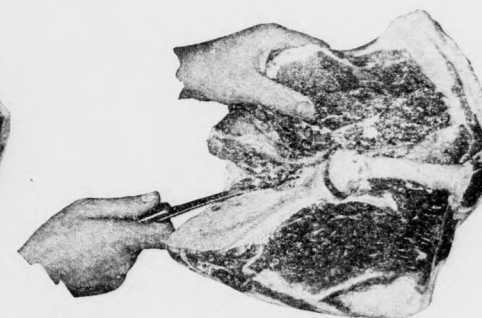
Art. X.—Cut 4

4. Complete the Inside Shoulder Pork Roll by tying into shape.



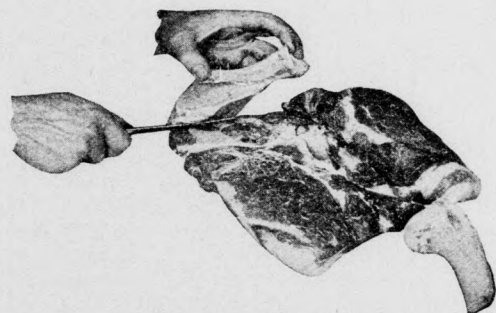
Art. X.—Cut 5

1. Open the outside shoulder from the rib side.



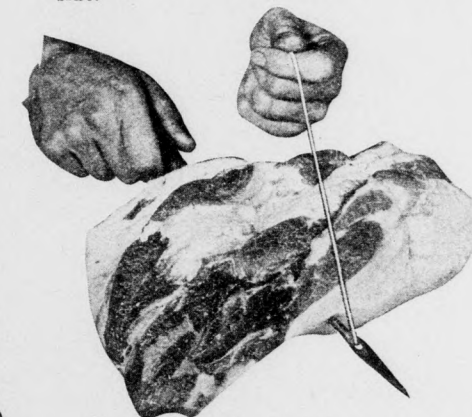
Art. X.—Cut 6

2. Lift meat from arm and blade bones.



Art. X.—Cut 7

3. Remove the bones.



Art. X.—Cut 8

4. Fold shoulder lengthwise. Put three or four stitches in the roast to hold it in shape while being tied.



Art. X.—Cut 9

5. The completed Outside Shoulder Pork Roll.

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