

WALKING AT NIGHT

My face is wet with the rain
But my heart is warm to the core,
For I follow at will again
The road that I loved of yore;
And the dim trees beat the dark,
And the swelling ditches moan,
But my heart is a singing, soaring lark,
For I travel the road alone.
Alone in the living night,
Away from the babble of tongues;
Alone with the old delight
Of the night wind in my lungs,
And the wet air on my cheeks,
And the warm blood in my veins;
Alone with the joy he knows who seeks
The thresh of the young Spring rains,
With the smell of the pelted earth,
The tearful drip of the trees,
Making him dream of the sound of mirth
That comes with the clearing breeze.
'Tis a rare and wondrous sight
To tramp the wet awhile
And watch the slow delight
Of the sun's first pallid smile,
And hear the fields breathe again
And see the far woods turn green,
Drunk with the glory of wind and rain
And the sun's warm smile between!
I have made me a vagrant song,
For my heart is warm to the core,
And I'm glad, oh, glad that the night is long,
For I travel the road once more,
And the dim trees beat the dark,
And the swelling ditches moan,
With the joy of the singing, soaring lark
I travel the road, alone!

Amory Hare.

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

BUY ONLY MICHIGAN MADE BEET SUGAR

When you insist on Michigan Made Beet Sugar, instead of foreign made sugar, you are spending your money to help thousands of Michigan wage earners and thousands of Michigan farmers.

At the same time you are contributing your bit to the general prosperity of your state.

What Michigan Makes—Makes Michigan

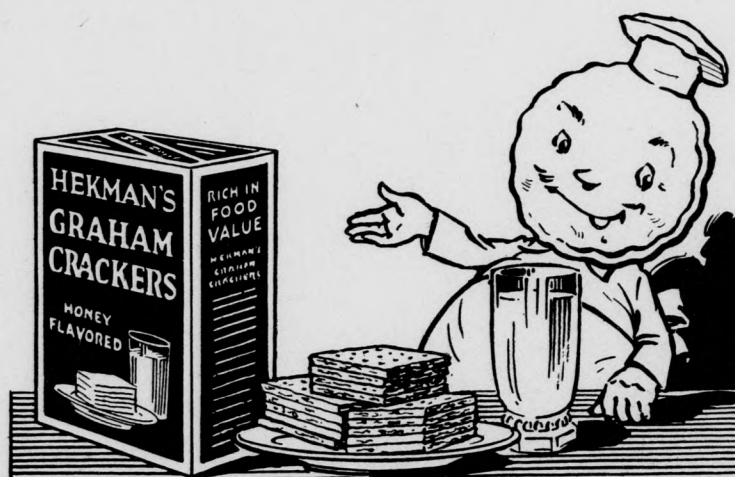
*Michigan Made Beet Sugar is available in 5-10-25 and 100 lb. sacks.
For sale at all grocers.*

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.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 4, 1933

Number 2572

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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.

SOME TRENDS IN TRADE.

Sidelights on the General Business Situation.

The Irving Fisher all-commodity index of wholesale prices remained steady at 58.7 and the purchasing power of the dollar stood at 170.4, both indices based on 1926 prices as 100. World commodity prices, with the exception of England, are at or close to their depression lows.

Failures, quite surprisingly, recently have overcome seasonal forces which tend to make them rise to a first-of-the-year peak, and there was a sharp decline in the number during the week ending Dec. 15. The 458 defaults reported were thirty-four less than in the preceding week, and nearly 100 below the corresponding period last year.

The Bureau of Labor Statistics' wholesale price index number of 784 commodities declined to 63.9 in November, as against 64.4 in October and 70.2 the year before. The same bureau's index of retail food prices in 51 cities showed an average decrease of 1 per cent. in November from October, and a decline of a trifle less than 15 per cent since a year ago. Retail food prices now are slightly less than in 1913.

The recent cuts in the prices paid for crude oil do not meet with the approval of all marketers and refiners. Sinclair announced, "The drastically lower levels may be expected to lead to the establishment of prices far below former schedules. Sinclair will, necessarily, but very reluctantly, follow this downward movement, believing that it will retard general recovery. Selling below the cost of production is the greatest evil that every basic industry must overcome if prosperity is to be restored."

Records on wheat prices go back to the year 1287 when the cereal was worth only 9 cents a bushel in the Liverpool market. November's low price of 33 cents a bushel in Winnipeg (Canadian price in U. S. A. dollars)

was the lowest price since 1570—a mere 362 years back.

The two most encouraging recent production items are the figures on buildings and automobiles. Building normally sags in November, but this year the Government reports an increase of 18.3 per cent. over October in the total costs of permits, including alterations and repairs. Awards for new residences bumped along on bottom, but there was a big increase in other types of buildings, especially Government projects.

Individual cities which showed large increases in building permits in November over October were, in order of volume of permits, New York, San Francisco, Pittsburgh, Philadelphia, Omaha, Hartford, Boston, Oklahoma City, Columbus, Indianapolis and Jacksonville.

In volume of permits the ten leading states were California, New York, Pennsylvania, Connecticut, Ohio, Maryland, New Jersey, Massachusetts, Nebraska and Texas.

The employment index in the Detroit area stood at 44.2 on Dec. 15, as against 39.3 a month before. The auto makers are hurrying their 1933 models and tens of thousands of workers are being recalled to the factories in Detroit, Pontiac, Flint, Lansing, South Bend, Auburn and Kenosha. A Detroit dispatch dated Dec. 17 stated that approximately 200,000 men were being employed, and there were indications that by the first of the year another 50,000 would be at work in the Detroit area alone.

Contracts awarded, but held up until the "go" signal is given on beer, must amount to staggering proportions. We know of one immense lithographic plant for example, which has enough actual orders on hand for beer labels to put the plant on a full production basis and keep it at that level indefinitely.

Holiday sales set no records, unless it was for the number of department stores which started around the middle of December to run "after Christmas" sales. Buying started slowly, with indications the first two weeks of December that it would be 25 per cent. under last year, but the old Christmas spirit couldn't be kept down and during the last two weeks the decline was cut in half. Of the larger cities it is reported that Los Angeles came nearest to last year's dollar volume.

The well-sustained volume of miscellaneous and l.c.l. freight has been an encouraging feature of car loadings the past two months. The volume of total freight moved has risen from the summer lows of 50 per cent. of the ten-year average to better than 60 per cent. Traffic in mid-December compared more favorably with the levels of the early Fall than at any similar date in the past ten years.

Department store sales in November made a poor showing, for instead of increasing from October, which would have been normal, they decreased, and the Federal Reserve's index number dropped to 64 on the basis of the 1923-1925 average equaling 100, compared with 71 in October and 70 in September.

Department store sales budgets for 1933 are down approximately 10 per cent.

Dissatisfaction with banker rule was voiced last week by the newly-formed "Association of American Business," which was promoted at a meeting in a New York club by a number of industrialists, including Edward F. Hutton, Walter Chrysler and Thomas Chadbourne. They plan to make searching studies of distribution and production, to get business co-ordinated on a program, and then to release heavy propaganda.

Among the purposes outlined are (1) to reduce Government expenses and improve methods of taxation, (2) to give Government a better understanding of business problems, (3) to revise the anti-trust laws "which take us further and further from planned and co-ordinated production. We must allow industry to constitute itself, whether by merger or otherwise, into self-controlling and self-governing organizations, under public supervision, to avoid abuses. The end of an era of unplanned, uncontrolled and maladjusted expansion of quantity production has been reached. We have relied far too long on the so-called practical views of our so-called practical economic experts, the practical commercial bankers. Their record goes to show that they have excellent facilities for dealing with problems of the moment, but, unaided by others, altogether too little background and foresight for long-term planning."

Copeland's president, W. R. Wilson, told the national convention of his company's dealers last week that the widespread price-cutting in the electric refrigeration industry during 1932 had resulted in a loss to all engaged in the industry—that the price cuts did not bring volume because buyers held off, hopefully waiting for more and bigger cuts. Many dealers and salesmen, discouraged by reduced profit margins, drifted into other lines of endeavor.

According to the New York Trust Company, which has completed a study of population growth, the future increases in our population are likely to be in the suburban and suburban farming districts rather than in the cities. According to the Department of Agriculture the flow of population back to the farms from urban centers during the past three years more than offset the loss during the previous decade. "Undoubtedly many of those who have

left the cities will return when economic conditions improve, but this flow back to the larger centers of population will be tempered by changed conditions. There is a tendency to locate factories in smaller cities and towns, as is illustrated by the growth of the textile industry in the South to replace plants in the more densely settled areas of New England." It is estimated that by 1980 the population of the United States will be stationary at about 180,000,000.

Colonel Ayres of the Cleveland Trust Company has this to say about 1933 in his current economic bulletin: "Fundamental matters such as the probable volume of industrial production in 1933 as compared with that of 1932, the amount of building construction, the output of iron and steel, the production of electric power, the loadings of railroad freight, the volume of industrial employment, and the trends of security prices, may be so greatly influenced by political developments, as well as by more impersonal economic forces, that they defy prediction. If the business man is forced to use estimates of them in formulating policies and making budgets for the new year, he will probably be following the prudent course if he assumes the figures of 1932 in making his estimates for 1933, hoping and planning for more, but trying to safeguard his affairs against the possibility of less."

Toilet Sets Are Reordered.

A renewed consumer interest in comb, brush and mirror sets is noticeable in current retail trade and heavy reorders for low-price merchandise have been sent in by stores this week. Sets in retail ranges of \$7.50 to \$15 are wanted for immediate delivery and also for special sales scheduled for late next month. Holiday business, producers said, was better last year than the year before and higher-price merchandise in retail ranges of \$35 and up sold in fair volume. Cheaper sets, specially processed to give the appearance of being hand painted, were outstanding sellers in ranges up to \$10.

Thirteen New Readers of the Tradesman.

The following new subscribers have been received during the past week:
E. W. Kowalski, Grand Rapids.
Nell Bronkema, Grand Rapids.
Zuiderhoek Coffee Co., Grand Rapids
Victor Futrelle, Grand Rapids.
L. V. Nelson, Grand Rapids.
I. Wepman, Grand Rapids.
Peck's Drug Store, Grand Rapids.
L. D. Haigh, Grand Rapids.
Peter Joppe, Grand Rapids.
S. Kielar, Muskegon.
Grant S. Wirt, Hudson.
Goodspeed Real Estate Co., Grand Rapids.
Lee & Cady, Battle Creek.



Lines of Interest To Grand Rapids Council.

Another year has passed into history and such history it will make for the younger generation to cogitate upon in years to come. Its echo will become an American saga that will be related even unto the second and third generation, losing none of its gargantuan hellishness. Only clear thinking, initiative and the tenacity to hang on in the face of adversities has saved the Nation. Singleness of purpose, pride in home and country, an aversion to failure has driven the Anglo-American onward in a seemingly hopeless task of disentangling the country from the brambles of a business depression that has never had an equal. Many of us remember many depressions, especially that of 1893, but they were nothing compared to our present situation. There is no doubt but what this present condition is magnified due to our mode of living the past several years. Thirty or forty years ago we could take it on the chin and still stand up and look for more because we had not been fed on pap, cradled in the lap of luxury, if you please, but were used to hardships and the absence of plenty. No great factories pushed their gigantic stacks heavenward, palaces of amusements were non-existent, transportation was slow, but sure, and no great dailies with screaming headlines help drive us into a retreat from which friendly overtures could not recall us. Grey haired and business-wise men pulled us from the debris and we were quick to rebuild on greater and sounder foundations. Quicker then than now because there was less to repair. Our task to-day is vastly different, extremely harder to accomplish desired results. Teeming millions must be considered, billions in valuation must be readjusted and millions of feet of floor space must be dusted off before there is a clear pathway ahead. The absence of cynicism and the presence of urbane demeanor will prevail over the existing evils. Those afflicted with ignis fatuus will never be contributing factors in our recovery. Here looms a question that may be more definitely answered after the lowering clouds have been wafted away on the breezes of normalcy. Will the grey haired, experienced, conservative business man be the savior or will the young, impetuous, unseasoned, inexperienced, college man brush the blanket of depression aside with a gesture of derision and set the country back upon a pedestal from which mighty tremors and violent quakings will fail to shake it? Previous to the present debacle it came to where a tinge of grey at the temples was a valid excuse for the dismissal of a valued and trusted employe and a barrier to him when seeking employment elsewhere. Why? Because the efficiency expert, whose experience had been gained through books and who was a disciple of

theorism, said the head at forty had passed its usefulness and that younger men must be injected into the American business scheme in order to progress. No doubt it is noticeable that with the going of experience, that was not learned by rule of book, so went the business. With the retreat of conservatism and the advent of soul thrilling, life taking speed and hecticism, things took on a different face and when it changed to that countenance which defied conventionalism, the good ship veered from her course in the trade winds and was cast upon the rocks of depression as a sacrifice to the whims and wiles of curmudgeons who, through lack of experience, failed to note the direction of the prevailing winds. It is true. There aren't any churlish, carping, idiosyncracies to be satisfied in the accusation, the truth of the statement is apparent. Many a dad has stepped aside so that son, with a new sheep-skin, might step in and inaugurate new principles, new ideas and new methods only to step back in later and untangle the snarl that had resulted. There isn't any question but what experience will be called upon to lead us out into light and crowns of grey will wield the sceptre of common sense and guide the welfare of our various enterprises out of the chaotic condition in which we find them to-day. The old, experienced, long winded hound will stick to one track and bring the game around with surety while the young dog rushes hither and yon trying to run every rabbit in the swamp. When the chase is over, the old dog lies down and drifts into a dreamless sleep while the pup whimpers and jerks in his fitful slumber. With the New Year in its swaddling clothes, bent on a career yet to be determined, let us mark a straight and true course for it through adhering to safe and sound principles in business and lean upon experience to guide us to that city which lies beyond the mountain range, that goal where once again we will be a satisfied and contented Nation with aversion to all things un-American and with the good sense to buy American goods from the independent dealer for the good of America.

Here is news! The big boss of the publicity department of Grand Rapids Council fell before the fierce thrusts of influenza and has been confined to his home for the past several days. When the old flu can down a physique like that of L. L. Lozier we of smaller dimensions had better watch our germs. Lee says the only comforting feature of the lay-in was the fact that the inclement weather promoted a desire to be indoors. Lee expects to attack the New Year with renewed vigor and be able to show a marked increase in business over last year. That is the spirit we all should show because as we all do so will the new era be.

Many traveling men and electrical goods dealers throughout Michigan will regret to learn of the death of Stephen MacNiel of 418 North avenue, Grand Rapids. Steve, as he was familiarly known, traveled Michigan territory for several years. He represented the C. J. Litscher Electric Co. as

salesman, later being made treasurer of the company. Steve was liked by all know knew him. He was conscientious in his work, square in his dealings and always displaying a sunny disposition. He was always ready with a supply of wit and humor and never too busy to lend a helping hand where needed. The fraternity has lost a valued brother and his family a devoted husband and father. Readers of these columns who knew Steve, all unite in extending their heartfelt sympathy to Mrs. MacNiel and family.

Don't forget the U. C. T. meeting, Saturday, Jan. 7. The meeting will be called to order at 8 p. m. sharp.

Paul Schmidt has returned to Grand Rapids after spending several weeks in Flint. Paul closed out a jewelry and radio store during the month of December.

An optimist: a man who goes looking for lodgings with a trombone under one arm and a saxophone under the other.

The Ladies Auxiliary of Grand Rapids Council will hold a 1 o'clock pot luck luncheon at the home of Mrs. Charles Ghysels, 804 Scribner, Tuesday, Jan. 10. The luncheon will be followed by bridge. All U. C. T. ladies are invited and are privileged to bring friends. The proceeds of the party will go to the widows and orphans fund.

Mr. and Mrs. A. F. Rockwell spent the holidays with Mrs. Rockwell's folks at Howell.

Council leader H. Fred DeGraff held a meeting Saturday afternoon with his crew managers of the team work group at the parlors of the Herkimer hotel. Plans were formulated and discussed for team work activities for the new year. This group has done valuable service in the past year and their program for the future calls for bigger and better things.

W. C. Harper of Oakwood Manor, has recovered from a badly burned finger and has sent in his final papers to Columbus. Council members are glad to learn that the injury did not prove more serious and that the New Year finds brother Harper ready to assume his regular duties.

A pessimist remembers the lily belongs to the onion family, an optimist that the onion belongs to the lily family.

Ingratitude is not only a failing of the human race but of the animal kingdom as well. It is a question these days as to whom one can turn for gratitude. Jimmy Malloy has about come to the conclusion that any Samaritan act is not justifiable if one expects to receive any thanks for the deed done. He has declared that some acts of Samaritanism must be handled with gloves if one expects to come through without being worsted in the act. Jim with all his good heartedness and tender feeling for the suffering, attempted to resuscitate an injured squirrel that had been struck by a car. When Jim picked him up, instead of the squirrel being thankful for the kind act, he deliberately bit his rescuer. We understand that after the atmosphere had cleared, several witnessed James looking for a first aid station and counting the days until the season opened for squirrel shooting.

The first casualty of the Yuletide has been reported for these columns. A bountiful Christmas dinner with all the trimmings proved a boomerang to Al DeHaan. He thought his capacity was sufficient unto but found he had overestimated the amount that could be digested with ease. To make a short story of a short illness, Al just naturally had an attack of acute indigestion to remind him of his indiscretion.

R. E. Groom and family entertained friends at a New Year party Saturday night. The party was strictly a New Year gathering because the New Year had been ushered in when the crowd gathered. Most all of the well wishers said hello to the milk man when they returned to their various homes.

If all New Year's resolutions were placed end to end they would be broken.

H. R. Bradfield and family spent the New Year vacation with Dr. and Mrs. Bolender, of Detroit.

Charles Nuthall, of 817 South West-nedge, Kalamazoo, a member of No. 131, is reported on the injured list. We have no particulars as to the extent of his injuries as the report came to the Executive Committee from headquarters at Columbus.

Harry Nash made a business trip to Chicago last week and reports that his contract for the New Year is highly satisfactory. Harry represents the Chinese-American Food Products Co., of Chicago, and they market the celebrated Shanghai brand of Chinese food.

Mrs. H. H. Godfrey has been removed from her home to the O'Keefe Sanatorium for a serious operation. Her condition is reported as favorable. The Council members sincerely wish her a speedy recovery.

Bryon S. Davenport, of 811 Fairmount, representing Lee & Cady, had the misfortune to slip on the walk in front of his home and suffer severe bruises and shock. No bones were broken, but he suffered a sprain to an arm as he tried to break his fall. We sincerely hope is soon able to resume his duties as salesman for the popular grocery house.

The New Years eve party, held at the Browning Hotel Saturday evening, proved to be a huge success. A large crowd attended and enjoyed the bountiful eats served at the buffet luncheon and the wonderful music furnished by a band composed of students of the University of Michigan. Everyone enjoyed themselves and sang praise to chairman R. E. Bentley and his able committee. Sickness among many of the members kept several from attending. This is the third New Years party sponsored by the Council and they have proved a popular attraction to those who enjoy kicking the old year out and welcoming the New Year in.

Don't forget the U. C. T. meeting night. The Ladies' Auxiliary will hold their meeting at the same time. Be on hand Saturday evening, Jan. 7. Both meetings called at 8 o'clock sharp.

An author has made a list of the world's ten worst writers. But surely there must be more than ten of them. Scribe.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Ellsworth, Dec. 28—I notice by the Tradesman that a number of dealers have had trouble with the Simplicity Pattern Co.

We had our patterns increased until there were more than double what we agreed on and we refused to accept any more patterns and informed them that when they gave us orders to return patterns we would settle our account with them with the returned merchandise.

This does not appeal to them, as they would rather have us keep the old out-of-date patterns and have us pay them right up to date.

Klooster & Co.

Reeman, Jan. 1—We would like to tell you about some of our crooked jobbers and dealers, one of them the Burns Produce Co., butter and eggs, Muskegon.

On June 29, 1932, this Mr. Burns had an account with us for a small amount and asked for more credit, which, we, of course, knowing his circumstances, refused. He then offered his two ford trucks as security, which we accepted. A paper which stated as follows, was made out, and witnessed by three parties. The titles of the trucks were signed over to us and notarized the following day: "This is to certify that this 29th day of June, E. N. Burns, hereby gives title and ownership of the ford trucks as follows (description) to the Reeman Creamery Co. for security to the amount of \$250 on an open account and stating we will return same titles upon payment in full.

About two weeks ago we found that Mr. Burns was going down instead of up. We found his car had been mortgaged, also his furniture. Our security was to be held for ninety days

only, also we had his checks returned for payment of butter. We then demanded payment of at least part of the account and were not able to get anything but promises. After two weeks we demanded the trucks which he agreed to turn over to us at any time he would not fulfill his payments. He would not give us the trucks, so we had replevin papers made out by our attorney. When we arrived with the sheriff the said trucks were concealed for several days. Our prosecutor would not give us a warrant, even on demand of the sheriff on contempt of circuit court. Of course, all depended on his lawyer, our lawyer being out of town and the friendship of the prosecutor and the home lawyer. Furthermore the prosecutor had to go out of office Jan. 1, so he did not care or want to do any more work. Anyway the trucks were concealed long enough so as to go into bankruptcy. After that, of course, we could not touch the trucks any more and have to try and obtain same through the Federal court. In between this time, of course, Burns Produce Co. had a chance to run the life out of the trucks and we will not be secured. Also titles of same trucks were in the meantime transferred to the Reeman Creamery Co. This was done before the bankruptcy.

Could you give us any advice in this case, also let your readers know so as to be careful to avoid such crooked work?

C. A. Kotthaus,

Mgr. Reeman Creamery Co.

The case, as stated by the writer, is so mixed up that it certainly will require the services of an expert lawyer to straighten the matter out. A good way to avoid such mixups in the future would be to discontinue all relations with men who do not keep their word. The writer has never found it profitable or satisfactory to put good money after bad.

Two Ways of Considering Fixed Assets.

In considering the fixed assets of a company, investors should note on the balance sheet whether or not the land and buildings are being separately stated. The land may increase in value and the buildings depreciate at a very minor rate, but if the accounts are not separated, analysis cannot be properly made. Depreciation, as stated before in these articles, bears a close relation to the business of a corporation. Investors should remember that the fixed assets of a corporation must be maintained, but the rate of depreciation varies in different industries and conditions. The average investor takes the arbitrary figure of 10 per cent. not including sources of raw materials.

If a company has one plant, it is impossible to keep its full value year after year because it depreciates as a whole. It is possible for a company to keep its plant in good condition and add new construction out of earnings and so balance the loss suffered by depreciation. Usually, new construction out of earnings does not occur and unless a policy of depreciation is strictly followed, the plant will suddenly become obsolete and worn out.

In accounting practice, the investor will find two distinct methods: one is to keep the assets at the original or stated value and set up a depreciation reserve on the liability side of the balance sheet out of earnings to compensate for depreciation and obsolescence, the other method used is to charge off earnings directly against the assets

showing depreciation and obsolescence by each year showing a decline in the balance sheet of the original assets.

There is a difference of opinion as to which method is theoretically the more adaptable to a company's operations. Many accountants prefer the first method because the assets are at all times visible with the reserves balancing the loss through depreciation and obsolescence. Jay H. Petter.

A Business Man's Philosophy.

One Better Business Bureau says in its bulletin:

"You are a good salesman because you are a success. You have learned the invaluable lesson that falsehood never sold any merchandise permanently. You have learned that it pays to play square with your customers. You have learned that temporary profits gained by concealing truths or twisting facts are never permanent gains. You have learned that your customer's best interest is your best interest. You have learned that you can best serve your employer by serving his customers. You have learned not to knock your competitor nor disparage his merchandise.

"That is why you are a good salesman and that is why you applaud the Better Business Bureaus in their fight against the salesman who has not learned these things."

William Feather.

A dressing table with electrical outlets, a plate-glass mirror, and a lavatory of unique design are combined in a new furniture unit for bedrooms, dressing rooms, etc.

WE BUILT

The Grand Rapids, CIVIC AUDITORIUM

Here Are Some Facts of Interest About the Civic Auditorium

Building site—
285 ft. by 342 ft.
Size of building—
245 ft. by 279 ft.
Floor space—
165,000 square feet
(equivalent to 4 acres)
Total cost ---\$1,100,000
(not including land)
Tons of steel used 1,800
Tons of stone used 2,500
Total carloads of
material ----- 685
Contract completed in
8½ months.

WE ARE proud of the job. And we are confident that every citizen of Grand Rapids who visits this splendid institution will be as proud of it as we are. We gratefully acknowledge our indebtedness to the people of Grand Rapids, to the City Commission, the various civic bodies which helped in planning and carrying out this project; to the architects for their attractive design and ideal interior arrangements of the structure, which is not only beautiful but provides the utmost in comfort, utility and convenience.

We are happy to give full credit to all contractors and dealers who in any way contributed to the construction or adornment of the Civic Auditorium. And we express our thanks to every artisan, craftsman and worker who helped to complete the monumental task.

Entire Job Completed with No Fatality or Serious Accident to Workmen or Public

Total expended for
labor ----- \$250,000
Crew employed varied
up to 350 men.
Building is beautifully
finished and decorated
and has the most complete
equipment of
every kind considering
the use to which it is
destined.

We are equipped to carry out a building contract of any magnitude. The numerous structures, large and small, which we have erected elsewhere, are evidence of our building ability. We respectfully ask you to consult us if you have a building project in contemplation.

OWEN - AMES - KIMBALL CO.

BUILDERS

Grand Rapids, Michigan

ENGINEERS

MOVEMENTS OF MERCHANTS.

Pentwater—McMahon & Lyons succeeded Ralph Dukes in the grocery business.

Alpena—The Fletcher Paper Co. has decreased its capital stock from \$1,000,000 to \$500,000.

Plainwell—The Michigan Paper Co. has decreased its capital stock from \$2,000,000 to \$1,000,000.

Lansing—The Reo Motor Car Co. has decreased its capitalization from \$20,000,000 to \$10,000,000.

Grand Rapids—The Globe Knitting Works has decreased its capitalization from \$1,662,970 to \$1,362,970.

eBnton Harbor—The Combination Boiler Co. has decreased its capital stock from \$90,000 to \$21,000.

Iron Mountain — The Von Platen-Fox Co. has decreased its capital stock from \$2,500,000 to \$1,250,000.

Eaton Rapids — Horner Brothers Woolen Mills has decreased its capital stock from \$750,000 to \$500,000.

Detroit—The Spaulding Electric Co., 1344 Michigan avenue, has decreased its capital stock from \$172,500 to \$50,000.

Detroit — The National Pharmacal Co., 3835 Scotten avenue, has decreased its capital stock from \$100,000 to \$50,000.

Bay City—The Bay City Industrial Service Co., 114 Center street, has decreased its capital stock from \$165,000 to \$27,500.

Detroit—The American Lumber & Coal Co., 5172 St. Jean avenue, has decreased its capital stock from \$150,000 to \$56,250.

Detroit — The Standard Stained Shingle Co., 6500 Six Mile Road, has decreased its capital stock from \$50,000 to \$10,000.

Detroit — The Eastlawn Accessory Shop, 14114 East Jefferson avenue, has decreased its capital stock from \$10,000 to \$5,000.

Kalamazoo—The Kalamazoo Railway Supply Co., 1827 Reed street, has decreased its capital stock from \$600,000 to \$300,000.

Grand Rapids—The Exide Battery Service, Inc., 327 Jefferson avenue, has changed its name to the Battery Sales & Service, Inc.

Detroit—Ohakara, Croitori & Co., Inc., 1346 Theodore street, undertakers, have changed its name to Ohakara, Kirinchich & Co.

Detroit — The Elite Laundry Co., 2624 Elmwood avenue, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Howell—The William McPherson Jr., Estate, Inc., timber and mineral lands, has decreased its capital stock from \$1,000,000 to \$500,000.

Grand Rapids—The Fifteen Hundred Union Avenue Corporation, 1500 Union avenue, has changed its name to the Automatic Musical Instrument Co.

Detroit—The Diebolt Service Co., 11333 Woodward avenue, dealer in plumbers' supplies, has decreased its capital stock from \$10,000 to \$2,000.

Detroit—The Charles A. Berkey Co., 35 West Grand River avenue, wholesale and retail jeweler, has decreased its capital stock from \$50,000 to \$5,000.

Muskegon — The Square Clothing Co., 349 Western avenue, dealer in

clothing for men and boys, has decreased its capital stock from \$54,000 to \$43,200.

Lansing—May Brothers, 235 South Washington avenue, dealer in clothing, furnishings and hats for men, has decreased its capital stock from \$50,000 to \$18,000.

Grand Rapids—The Gordon Gene Ultra Stores, Inc., 612 Association of Commerce building, has changed its name to the Consolidated Equipment Sales Corporation.

Detroit—The Wayne Funeral Home, Inc., 604-10 Macomb street, has been incorporated to conduct an undertaking business with a capital stock of \$1,500, all subscribed and paid in.

Grand Rapids—The Veneer Works Liquidating Co., 549 Alabama avenue, N. W., has been incorporated with a capital stock of 2,500 shares at \$20 a share, \$1,000 being subscribed and paid in.

Wyandotte—The Wyandotte Food Market, Inc., 2929 Biddle avenue, has been incorporated to deal in groceries and meats, with a capital stock of \$10,000, \$4,000 of which has been subscribed and paid in.

Detroit—The Kosher Produce Corporation, 8620 12th street, has been organized to conduct a Kosher meat market, deal in meats, poultry, etc., with capital stock of \$50,000, of which \$16,100 has been subscribed and \$12,618.90 paid in.

Detroit—Alter Shrier, wholesale and retail dealer in fruits and vegetables and produce, has merged the business into a stock company under the style of A. Shrier & Sons, Inc., 4718 Gilbert avenue, with a capital stock of \$3,500, all of which has been subscribed and paid in.

Bay City—The Peerless Oil Co., 200 Columbus avenue, wholesale and retail distributor of petroleum products, has merged its business into a stock company under the style of the Peerless Petroleum Co. of Bay City, with a capital stock of \$40,000, \$31,400 being subscribed and paid in.

Holland—Roy Pringle, formerly of Grand Rapids, who has represented the Holland Furnace Co. for some time at Crown Point, Ind., has been promoted to the management of the branch at Hammond, where he will have thirty-five employees under him. Mr. Pringle is conceded to be one of the most expert furnace authorities in the country.

Detroit—To fill the vacancy in the board of directors of Parke, Davis & Co., caused by the death of Henry Ledyard, John B. Ford was elected at a recent board meeting. Mr. Ford is president of the Michigan Alkali Co., president of John B. Ford & Co., president of the Huron Portland Cement Co. and is connected with other important corporations.

Holland—A policy of economy has resulted in the release of George Dauchy as manager of the Warm Friend Tavern, Arthur W. Wrieden, chairman of the board of directors, announces. John Hefner, who has been chief clerk of the hotel since its opening, will succeed Dauchy. Hafner also will serve as clerk. Mr. Dauchy, who came to Holland in 1930 from the Me-

dinah Athletic Club in Chicago, will return to Chicago.

Saginaw — The Grocers and Meat Dealers Association, following the plan of last year, withheld all basket donations to the needy families until after the first of the year and the passing of the holiday season, because it has been found that with organized agencies distributing supplies there is likely to be a duplication of effort. Members have installed boxes and barrels in their stores for collection of supplies. Walter H. Loeffler, manager of Loeffler Bros., is president of the Association.

Lansing—Papers have been filed with the state banking commissioner increasing the capital and surplus of the People's State Savings Bank, making the bank one of the strong and outstanding banking institutions in the city. The capital has been increased from \$100,000 to \$150,000, and the surplus has been increased by the addition of \$150,000, making the total surplus and capital exceed \$300,000, after setting up depreciation and reserve for possible losses. The increase in capital stock surplus was provided by R. E. Olds.

Saginaw—Funeral services were held Tuesday for George A. Alderton, 89 years old, prominent business leader, who died at his home Sunday. Mr. Alderton was active in business here for more than half a century and at his death was president of the G. A. Alderton Co., wholesale grocers, was president of the Melze-Alderton Shoe Co., and a director of the Second National Bank & Trust Co. He was formerly president of the Commercial National Bank and was actively engaged in the lumber business late in the Nineteenth Century. He is survived by four children, A. A. Alderton, E. D. Alderton, C. W. Alderton and Mrs. Cora M. Morgan, all of Saginaw, and a sister, Mrs. Katherine Fillmore, of Ann Arbor.

Lansing—All merchants and every other person should be careful at this time in regard to cashing checks. This is the advice of police and bankers, as forgers are busy and a number of them have converted worthless checks into money this week. A new stunt has appeared this year. Forgers obtain a blank check or in some way acquire a check from some of the smaller industrial plants of the city. Fake checks are then printed from these originals, and signatures of officers of the company are forged. The check appears to be a pay check and is presented generally by a man who appears to be a mechanic, or a woman who might be mistaken for a housewife, cashing the check to do a little Christmas shopping. Lansing Stamping Co.'s checks are being reprinted and a number of them have been cashed. Bank of Lansing discovered one Saturday. The paying teller, however, held up the check as the printing was crude and words misspelled. The checks are generally presented when clerks and manager of a store are busy and would not scrutinize the check carefully.

The man who only half tries doesn't even half make good.

Manufacturing Matters.

Detroit—The Towne Robinson Co., 5736 12th street, manufacturer of screw machines, has decreased its capital stock from \$40,000 to \$20,000.

Walled Lake—The Lakeside Products Co. has been organized to manufacture and deal in dairy products, beverages, ice, etc., with a capital stock of \$15,000, all subscribed and paid in.

Grand Rapids — The Thirty-Three Commerce Corporation, 500 Michigan Trust building, has been incorporated to manufacture and deal in novelties, auto accessories, etc., with a capital stock of \$1,000, all subscribed and paid in.

Lapeer—The Lapeer Wood Products Co., manufacturer and dealer in boxes, crates, veneer, etc., has been incorporated with a capital stock of \$5,000, of which \$2,500 has been subscribed and paid in.

Lansing—The one industry that has been operating night and day in Lansing for the past three months has closed for the season. The last beet has been sliced and the last pound of sugar manufactured and bagged at the Lansing sugar plant. The revival of the sugar beet industry in the Lansing area has accomplished all that was promised for it and more, it is claimed. Now, as pointed out by the North Side Commercial club which worked on the proposition two years, the big task is to keep the industry alive, buy Lansing-made sugar and to work toward the end of opening the factory again next year. The campaign was one of the liveliest in the history of the plant. Records show that 224,000 hundred pound bags of sugar were produced by the plant. A total of 22,475,000 pounds was actually manufactured, however, but some of the product was converted into powdered sugar for confectionery purposes. Eighty-four thousand tons, net, of beets were sliced during the campaign which gave 300 men 96 days work. Average tonnage per acre was 10½, an exceptionally heavy yield. The factory and yard employed 250 men, office organization 20 more, and 1,200 men were given labor in the fields. The total gross payments on beets at \$4 per net ton will equal \$336,000. Largest beet check to any grower was \$1,074 which represented net cash after deducting all expenses and at the rate of \$4 a ton. There was no intimation this week that the Lansing Beet Growers Association, which was incorporated, would continue its existence nor that the Crystal White Sugar Co. would again enter into a contract to operate the plant.

An insurance company is writing a lot of new small policies these days through an old savings bank idea. Small banks are distributed to policy holders with requests that they drop in a certain sum daily. Banks are picked up quarterly for collection of premiums. The bank used has a dial on the back, which, turned to the age of the policyholder, shows the exact monthly cost of insurance, cash value after a certain number of years, etc. On the face is a place for inserting a photo of the beneficiary.

Essential Features of the Grocery Staples.

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

Canned Fruits—Some low priced offerings of California peaches have been heard around town from reputable, but usually smaller packers who find themselves in need of cash from time to time. However, other California fruits have been holding up well, and in fact, are pretty generally scarce, particularly in the more popular grades. Hawaiian pineapple has been moving in a satisfactory way, with the national advertising showing increased consumer interest as reflected in the movement of family sizes.

Canned Vegetables—There have been some offerings of corn from the Middle West, probably due to year-end liquidation, which have been rather below the prevailing market. Anxiety to sell some intermediate grades of peas has also been apparent in Wisconsin. On the other hand, Maryland tomatoes have shown a little more strength and gallons are reported in very good position. Fancy corn is held pretty well in Maine, but fancy refugee beans and sweet peas are in very narrow demand.

Canned Fish—Canned salmon has not been very active here as far as Alaska grades are concerned, but the trade carries rather light stocks and the price tone is well maintained. Fancy salmon, on the other hand, is moving well in this market.

Dried Fruits—Dried fruit prices are holding within a narrow range as the new year arrives. There is not much shading of jobbers' list prices and some at least are reported as carrying a rather broken assortment of goods. Some low prices, it is held, are merely quoted for effect, as the sellers in question may not have the particular fruit which they quote low. It seems to be generally agreed, however, that the benefits of lower prices which existed early in the fall in California are being passed on to the trade, and in several instances spot fruit prices could not be replaced at present costs, because of the relatively higher Coast market. Business continues rather spotty. There has been the usual dullness near the close of the year, which marks inventory time. Yet some good sized sales have been put through and more interest has been shown in California prunes. The outlook for the early new year is for a good replacement business, with interest increasing as the time draws near when new buying for shipment will reflect the stronger position that has obtained on the Coast for some weeks past. The primary market, the foundation of the industry, has worked into a good position through correctives which were developed over the fall period. There is a better control of Thompson raisins with Coast advices hinting at advances soon. The prune pool and packers have the crop situation well in hand. Apricot stocks are now practically all out of the hands of growers. The only cloud over the primary market is the rather more unfavorable export outlook by reason of higher tariffs in the United Kingdom and restrictions elsewhere.

Nuts—The market was quiet during the holiday period, as retail outlets had covered their needs earlier. However, buying was not up to seasonal proportions, and as a result replacement buying is expected to assert itself at least in a moderate way. Prices are fairly steady now after rather general declines which have occurred before the holidays. The shelled nut market was fairly active for the holidays, but large confectioners have been substituting shelled pecans a lot for imported walnuts because of lower prices. Chaberts are showing up good quality as compared to Bordeaux. Later arrivals of Manchurians also are improved.

Olives—Consumers have completed their holiday purchases of olives. This demand was none too active, although some improvement over what it had been a short time back. Prices held steady, but with supplies in this area still quite generous there was no fear of an advance in spite of the strong position of the shipping market. Spanish cables continued to tell of a shortage of new queens, but found the replacement interest from this country small.

Olive Oil—The market in Spain and Italy ended the year with quotations showing no particular change, but the undertone still somewhat weak. There is little confidence in the near future of the market, and as a result importers are covering their needs very closely. The demand is quiet here, but improvement is expected soon.

Pickles—Pickle sellers have been disappointed with developments to date. A few months back it was evident that he new pack of dills would prove very light. Reports indicated a crop about 20 per cent. of normal. This failed to arouse consumers. Efforts to advance prices met with little success, since the lack of a good demand brought out competition in spite of the acknowledged shortage of good dills. Sweets likewise have been quiet and barely steady quotably.

Rice—The rice market is quiet both here and in the South. The mills have closed down for the holidays and growers are not anxious sellers at today's market. Better prices are looked for early this year. Millers' stocks are not unduly heavy, but they have shown some anxiety to move milled stocks recently. Domestic distributing centers are not heavily stocked and a good replacement movement is looked for early in the new year. Better export buying is also indicated.

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—4½ @ 5c per lb.

Beets—75c per bu.

Butter—The market is fairly steady on the same basis as a week ago. Jobbers hold plain wrapped prints at 22½c and 65 lb. tubs at 21½c for extras.

Cabbage—40c per bu.; 50c for red.

California Fruits—Empress Grapes, \$1.50 @ 1.75.

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

Cauliflower—\$2.50 per crate containing 6@9 from Calif. or Arizona.

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, \$2.20 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—The handling of fresh eggs will be placed entirely on a per pound basis by the leading dealers of Grand Rapids within the next two months. Retail dealers and consumers appear to warm up to this new system. Jobbers pay 25c for 56 lb. crates and 27c for 57 and 58 lb. Pullet eggs fetch 16c per lb. Jobbers sell candled fresh eggs at 28c. Cold storage are offered on the following basis:

XX candled	-----	25c
X candled	-----	22c
Checks	-----	21c

Grape Fruit—Present prices are as follows:

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

Green Onions—Chalots, 60c per doz.

Green Peppers—70c per doz.

Honey—Comb, 5@6c per lb.; strained, 5 lb. tins, \$4.50 per doz.; 60 lb. cans, 8c per lb.

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	-----	.60

Lemons—The price is as follows:

360 Sunkist	-----	\$7.00
300 Sunkist	-----	7.00
360 Red Ball	-----	6.00
300 Red Ball	-----	6.00

Mushrooms—28c per one lb. carton.

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

126	-----	\$3.75
150	-----	3.75
176	-----	3.75
200	-----	3.50
216	-----	3.50
262	-----	3.50
288	-----	3.50
324	-----	3.25

Red Ball, 50c per box less.

Florida oranges are sold on the following basis:

126	-----	\$3.25
150	-----	3.25
176	-----	3.25
200	-----	3.25
216	-----	3.00
252	-----	3.00
288	-----	3.00
324	-----	3.00

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, 28c 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—35c per doz. bunches hot house.

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

Squash—Hubbard, \$2.50 per 100 lbs.

Sweet Potatoes—\$1.60 per bu. for kiln dried Indiana.

Tangerines—\$2.10 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

The Corner Grocer's Want Book.

1. "Ma wants a pound of butter and a loaf of bread and says she will pay you Saturday night"—maybe.

2. "Ma wants you to call Dr. Smith to phone to the factory and tell them pa's sick and can't come to work."

3. "I want those two nicest bunches of grapes and that extra large grapefruit there—they are for a sick friend."

4. "Dad wants a couple of postage stamps—charge it on the bill."

5. "Ma wants you to put the fruit salad in the ice box to harden—we don't take ice this summer."

6. The farmer wants a high price for his potatoes; the consumer wants them for nearly nothing.

7. The farmer wants the cheapest oleo, but wants a higher price for butter fat.

8. The school child wants a five cent candy bar for one cent.

9. His parents want delivery—credit and fancy quality — at chain store prices, or less.

10. Everybody wants prosperity, but only a few want to work for it.

Sam Sugarsax.

Lansing—Many customers and depositors of the South Lansing and North Lansing branches of the American State Savings Bank have urged the re-organization committee to again open these branches when the parent bank finally opens its doors for business. The depositors and the re-organization committees have given the proposition serious consideration. The court and banking commissioner, however, may offer objections. The parent bank owned both business and buildings of the two branches. The North side branch was completely solvent at the time the bank's receiver was named. The South side branch, however, had suffered heavy withdrawals in the late fall of 1931. Whether the East and West side branches, much younger units, will be considered is conjectural.

The question of human welfare is not an economic question. It is a moral question. Our civilization perishes unless the great powers it has developed are directed by a greater moral force.

MUTUAL FIRE INSURANCE

Concerning Fire Loss.

With the national fire loss amounting to an average of approximately \$500,000,000 a year, leaders in the insurance field are turning their attention inward, asking that agents in their profession bear more strongly in mind that they are not "peddlers of policies," but professional underwriters. They sense a definite connection between this mounting loss and a hit-and-miss system too often employed by agents in pocketing commissions, without making sufficient investigation of the risks, or the moral hazard involved.

Actually, the figures for this annual loss are not larger in the past few years than for an extended period before, but in view of the fact that property values have been so steadily decreasing in the last three years, the fire loss is really increasing alarmingly.

The matter of fire loss and rates runs in a vicious circle, according to executives, with the public paying the bill for carelessness in the end. When losses get out of bounds, the insurance companies necessarily raise their rates, in order to remain solvent. Juries, out of sympathy, sometimes disregard the merits of a case, but instead of the fire insurance company paying the entire bill, it is again passed on to the public in the form of higher rates. Since most fires could be prevented, extra care would reduce losses, rates could be lowered, and many people not carrying insurance would become good prospects.

Companies, they say, will not indefinitely keep agents with consistently unsatisfactory business, because it is too much of a drain upon the resources of the home office. Hence, their only salvation must be in perfecting themselves in selling and investigation methods, and in educating the public that through care, substantial financial benefits may be gained.

With the large number of fires in the past months, especially those on farms, these facts and figures take on added interest. It is seldom that enough insurance is carried to cover actual loss and it is almost impossible to prove that such fires are of an incendiary nature. With public opinion aroused on the matter of extra carefulness, it is to be hoped that many people will be able to benefit in the matter of reduced insurance rates.

Pay Up or Cancel.

The time of the year is again approaching when the agent will get a polite request from his home office that all due, and overdue, premiums shall be remitted by a given date or the insurance will be arbitrarily cancelled. The request practically means "pay up or cancel." The agent who has worked hard to place the business on his books is dismayed because his customer has not yet been able to pay up. The company on the other hand requires the money in order to make a better financial showing, which is bad enough at best.

In this matter the assessment mutual has it all over their premium writing fellows, for the contract of mutual insurance requires that the as-

essment must have been paid at the time of the fire or else the policy is void. This may work a hardship at times but the right thinking person will agree that the provision is fair enough, for in business a man is not entitled to any more than he pays for.

The old established mutual plan of assessment of policies to pay for losses may be old, and not so profitable to the intermediary between the company and the policyholder, but in these times of depression the plan is about as good as any. The assessment mutual notifies the delinquent policyholder "pay up if you want to keep your policy in force."

Some of the older insurance practices may be more efficient than some of the new fangled devices introduced by a profit-making business. Mutuals need not be ashamed of their assessments for the insured can pay his assessment about as easily as his neighbor can pay premiums, when he can pay.

Rural Fire Protection Essential.

A recent press dispatch from Rensselaerville, New York, recounts the loss of a hundred-year-old home which, with its treasured furnishings, was destroyed by fire. It happens that the loss of irreplaceable articles was unusually heavy in this case. Similar fires occur almost daily in rural sections of the country, and in addition to the property, many lives are lost.

Such catastrophes are becoming daily more inexcusable. They happen because of lack of fire prevention measures by the owners of the property and because of lack of fire protection measures by the community.

Good roads radiate in every direction from most of our small towns and rural areas to-day. Each year farm fires claim a toll of 3,500 lives and cause \$100,000,000 property damage.

Motorized, standard fire apparatus, rural telephones and good roads have helped pave the way for better rural fire departments.

The attitude toward a farm fire used to be one of fatalism. It was looked upon as one of those things which just happen, and about which nothing much could be done. But to-day this viewpoint is changing.

Small communities and districts are joining together and installing at a central point modern fire apparatus that can quickly cover a wide territory. This, coupled with the telephone and good roads, is curbing the fire menace in small towns and on the farm.

Hollow Ware Ordered For Sales.

An active call for metal hollow ware for February sales provided an exceptionally heavy volume of business for manufacturers last week. Buyers from mid-Western and Southern stores purchased pewter ware in retail price ranges up to \$5 and ordered fair quantities of sterling silver to sell around \$9.95. Nearby stores furnished additional business to selling agents by filling in stocks for immediate selling. They purchased goods in the cheapest ranges only and took little sterling ware. Regular Spring merchandise will be shown by manufacturers late this month and only sales goods will be in demand until that time, selling agents said.

Sharp Drop in Appliance Sales.

Dollar volume in the electrical appliance industry fell from 20 to 25 per cent. this year, according to early estimates furnished by several leading producers. The decline was due chiefly to differences in the price levels of 1931 and this year. Another factor, producers said, was consumer insistence upon cheaper types of merchandise. Unit sales were equal to the previous year's record. In medium and higher brackets, the loss in unit sales was heavy, but was more than balanced by a rise in demand for merchandise to retail for \$5 or less.

Milk can now be pasteurized by passing an electric current through it. The apparatus is simple, compact, efficient.

Composure

Upon the days when nobody cares
I want to be my best
Upon the days when unawares
Unpleasant things protest
Against the working of a plan
Most cherished when the day began.

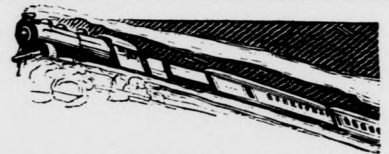
One cannot ever live alone
His heart a hermitage
Athwart each path is often strewn
E'en down to ripe old age—
Those little, irksome, block-the-ways
Which so perturb unguarded days.

Serenity becometh one
In whatsoever lot;
Composure quite may be undone
If she suspect a plot
Doth lie in wait—or ever will
To do her some surprising ill.

To be at peace is my one prayer
At morn, at night the same;
Within the breast have kindled there
Desire, and all a flame
From burning beacons on ahead
Which keep the footstep comforted.

Charles A. Heath.

FULL STEAM AHEAD into 1933



Let's go into 1933 using every ounce of available energy—to employ every means to make new customers and increase profits—to continue our present efficiency in the operation of our business. For 33 years the Federal Mutuals have exercised the greatest efficiency of operation. This coupled with care in selection of property insured has resulted in large annual savings on insurance costs for policyholders.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

Retail Hardware Mutual Fire Ins. Co.
Minneapolis, Minnesota

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

Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

**OUR FIRE INSURANCE
POLICIES ARE CONCURRENT**
with any standard stock policies that
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 3—Now that we are starting on the new year, we feel that we had much to be thankful for. We came through the old year right side up and, according to the new deal in politics, we have much to look forward to. The fact that the past year has been a year of adversity does not mean that it has been a year of loss. The law of compensation is that for every loss there is a compensating gain. While most of us have had our losses in money, property and business, if we are honest with ourselves we will recognize that on the other hand we have also had great gains. Gains and losses are not always reckoned in material things and dollars. In fact our greatest assets lie in such things as health, friends, clear mental faculties and liberty of action under a form of government which is still the best the world has ever known. Prosperity inevitably leads to countless abuses, which are harmful to our health and spirit. The evolution of the world is from one cycle to another. As it goes on we encounter the various phases of each cycle. We have a period of depression, then serious hard work, then growth and development, then prosperity, then avarice, license and carelessness and then depression again; and so the cycle keeps turning and, regardless of what we think about the present situation, the law is that out of this depression there will come a universal consciousness that the only abiding process comes from hard work, righteousness and earnest endeavor. We are each of us but a pawn in the great plan of life. Troubles come and troubles go. Cycles come and cycles go and the world moves on to a better and better life. We will follow the guiding star that is emblematic of Christmas and in that we find our regeneration and hope for progress in this new year.

Fred S. Shaw, manager of the Gamble, Robinson Co., was called to Sparta last Friday in response to a message announcing the serious illness of his aged father.

Earl Bellows, who has been a resident of Grand Rapids for several years, has moved to Sault, Ontario, where he has opened a collection agency. He is well satisfied with the amount of business he has worked up since opening an office in our sister city across the border.

A crew of 200 men are waiting for the river to freeze over to start the annual river ice survey for the U. S. Engineers.

The Hoholik grocery, at Manistique, suffered several hundred dollars' loss by fire last week. The fire started in a storage bin early Christmas morning and only the fine work of the fire department saved it from spreading.

There is one thing about an icy sidewalk—none of us like it, but we all fall for it.

Dave Hackney, one of our former Sooiters, but for the past several years in charge of the Soo Hardware Co., at Marquette, was elected president of the Marquette Chamber of Commerce at their last regular meeting. Dave was one of our live wires while here and we know that Marquette made no mistake in honoring him to that position.

Grover C. Dillman, State Highway Commissioner, visited several Upper Peninsula communities in December. He announces that the State Highway Department will recommend to the next Legislature that the star-ferry fares at the Straits of Mackinac be reduced approximately 50 per cent. The law creating the service specified that charges and tolls should be based on the cost of service, including operating and maintenance expenses, interest on the investment and a fair allowance for depreciation. The Upper Peninsula is a loyal part of the State of Michigan. It welcomes any

move that will draw it closer to the rest of one of the greatest American commonwealths.

It has been reported in the city of Calgary, Alberta, Canada, sawdust is selling for \$10 per ton, while wheat is bringing \$9 per ton.

J. E. Mars, 64, manager of the produce department of the Carpenter-Cook Co., Menominee, and well known throughout the Upper Peninsula, died in Marinette Dec. 1. He was a director of the Carpenter-Cook Co., and the first president of the Wisconsin Michigan Fruit Jobbers Association.

Florida is "enjoying" an enormous winter patronage. Thousands of jobless men have flocked there for the winter.

You can have your ups and downs and still be on the level.

William G. Tapert.

MEN OF MARK.

Theodore I. Fry, Our New State Treasurer.

Theodore I. Fry was born on the main street of Fremont, July 25, 1881. His mother was a native of New York and of Irish descent. His father was descended from the Pennsylvania Dutch.

Mr. Fry graduated from the Fremont high school in 1898. In the meantime he completed a short course at the Ferris industrial school at Big Rapids. He then entered the employ of the Fremont Canning Co. as time-keeper. Eighteen months later he transferred himself to the Gerber Gro-

Mr. Fry was married in 1903 to Miss Pearl O'Dell, daughter of James A. O'Dell, who at one time conducted two drug stores in Fremont. The family have lived in their own home for many years until last month, when they established a residence in Lansing, where they will reside for at least two years.

Mr. Fry is a member of Pilgrim Lodge, F. and A. M., and a member of the Consistory and Shrine in Grand Rapids. He is also a member of the I. O. O. F.

He has been a member of the Congregational church about ten years and has been a trustee of that organization several years.

Mr. Fry is one of the four owners of the Blandford Pickle Co. His partners are Frank Gerber, W. J. Branstrom and Harry Blandford.

Mr. Fry owns up to but two hobbies—brook trout fishing and golf.

He attributes his success to hard work.

Mr. Fry is well and favorably known among the bankers of Michigan, with whom he has been on terms of intimacy for twenty-five years.

Mr. Fry is a man of high character and elevated ideals.

His friends expect him to acquit himself with great distinction while he supervises the handling of the funds of the people of Michigan.

When On Your Way, See Onaway.

Onaway, Jan. 3—All is well. What might have been a gloomy Christmas turned out to be a most joyful one.

True, the weather man made an unfortunate slip in his calculations by issuing rather extraordinary weather, contrary to the wishes of Christmas workers; weather that probably prevented many visitors from attempting to manipulate the roads; traveling by auto was rather risky. On the other hand, it failed to interfere with Santa's plans. In some way or another the grand old fellow arrived on schedule time and distributed over one hundred baskets to the needy; not just small baskets, but real bushel baskets which were filled with the right kind of real health giving food. In addition to this a good many extra baskets were distributed by individuals, baskets which contained not only food, but articles of clothing, shoes, with a few delicacies for the sick.

Welfare work was conducted in a very sensible manner and the workers deserve a lot of credit. Not such a cold world after all.

Another business change: Clayton Smith (Smithy) has sold his grocery business, located on South Pine street to Miss Edna Lound, and the transfer took place Dec. 28. Miss Lound needs no introduction to the public, having formerly been employed by Gumm's Stores, Inc., for a number of years. Miss Lound is experienced in every detail of the business and is known by all to be a hustler and is sure to make a success of the business.

Luther Abbott died Jan. 1. Mr. Abbott has been unable to attend to his furniture business for over a year past, having been confined to the house for several months. Arterio sclerosis was the cause of death. Mr. Abbott moved to Onaway about the year 1902 and opened a furniture and undertaking establishment and continued in business ever since. He was actively engaged in building up the town. He was a member of the Board of Public Works for a three year term. His wife survives and one son, George Abbott, of Grand Rapids. Funeral services were held at the family residence, Monday, Jan. 2, and the body taken to Grand Rapids for burial.

Squire Signal.



Theodore I. Fry.

Packaged Foods May Advance.

Reports that a number of producers of packaged foodstuffs would advance prices on their brands in January failed to stimulate trading in the wholesale grocery markets last week. Reports of price changes could not be confirmed. Evidence of continued price weakness was apparent on many lines of canned goods and on other processed foods. Buyers said that the recent slight recession in quotations would continue this week, but that the market would strengthen in the active purchasing anticipated early in the new year. Due to the inventory period, current orders for grocery products are small.

This should prove the last Winter of our discontent.

cer Co., with whom he remained about five years. On the sale of the stock to the Worden Grocer Co., he traveled eleven months for the latter house. He was then offered a position in the Old State Bank of Fremont, with which institution he remained twenty-five consecutive years.

Originally functioning as cashier he was subsequently elected executive vice-president. He resigned from this position last month to take that of State Treasurer at Lansing.

Mr. Fry has been a member of the city commission three years. He was a member of the board of supervisors ten years and served as chairman two years. He has been a director of the chamber of commerce at different times and served as president one year.

FAIR PLAY FOR THE NEGRO.

It is one of life's tragedies that those who are at a disadvantage in normal times are at a proportionately still greater disadvantage in abnormal times. This unfortunate tendency is illustrated by the plight of the American Negro. In the large cities Negroes form something like 4 per cent. of the population but of the unemployed they form 16 per cent.

A special instance of injustice to members of this race is noted by Mr. Walter White, secretary of the National Association for the Advancement of Colored People. Speaking in the Catholic interracial hour over the Paulist Fathers' radio station, Mr. White called attention to the conditions under which one of the greatest engineering feats of modern times is being performed. This is the building of levees, spillways and other structures for the purpose of controlling the flow of the Mississippi River and preventing repetitions of the disastrous floods which have occurred along that stream. The work has to be done under a broiling sun which may raise the temperature as high as 120 degrees; it has to be done in swamp land on which malaria and typhoid fever are common. The Government let the job to contractors. Most of the workers are Negroes, for only they can endure the long hours and the excessive heat. Independent investigations have shown not only that these men work from twelve to sixteen hours a day seven days a week but also that many of them are mulcted of their wages of \$1.25 a day by a tricky commissary system under which they are required to buy goods to the value of at least \$4.50 a week and are charged that sum, whether they buy that much or not.

Senator Wagner has introduced a resolution for a Senate investigation. This resolution should be adopted. It is the irony of fate that a work which is undertaken for the protection of men and women should be made a means of mistreating other human beings—the very ones, indeed, who are making that work possible.

OUTSTANDING GAINS MADE.

Few regrets mark the passing of the old year in general business and industry, but by contrast with twelve months ago there are outstanding gains. The level of business activity is lower, but the trend is upward and not downward as it was then. Credit conditions, which were verging on a crisis at this time last year, have mended and the structure is bulwarked by the Government itself. Hopes just now are probably more sober, but there is an absence too of the dire alarm which was in the air as 1932 began. The panic phases of the depression are over.

The low point in the depression, it is now believed, was passed last Summer following the raid on the country's gold and the final balancing, in a fashion, of the National budget. In its early stages there was more than a bit of the speculative to the recovery, which, nevertheless, marked natural reaction to the collapse which had taken place in business sentiment.

Since the early Fall rise there has been some flattening out of the busi-

ness curve, but in the closing months of the year resistance to even the usual seasonal losses in industry has been significant. What trade and industrial statistics seem to be asserting is that a minimum level of activity even for the straitened circumstances of the country was reached and will not be pierced.

With so many of the most important influences on the course of business to be exerted by political developments, it is not safe to venture into the field of prediction for the coming year. Nevertheless, it is possible to argue that most of these political problems, have reached critical stages and must finally be settled one way or another. Such action will free business from the hesitation which now prevents it from making real progress.

ECONOMIC RESEARCH.

Although economic conditions are of first importance in determining the call upon philanthropy, it is reported once again that the field of economics is receiving only the most meager support from the large foundations. The Twentieth Century Fund in a survey issued last week indicated that out of a total of \$54,600,000 in donations during 1931 only \$825,000, or 1.5 per cent., went to further economic knowledge.

Several years ago it was pointed out that, instead of going to the root of most trouble which can generally be found in the operation of the economic system, the large foundations apparently were more concerned over the effects of the basic malady. It was explained further that economic study would in no way interfere with the wealth creating activities of philanthropists, but, in fact, might enable them to achieve even larger accumulations while at the same time raising mass standards to levels without precedent.

Instead of studying possibilities, however, the general tendency has been to ignore them until there have arisen prophets of disaster who are causing some shivers even in high places. Few will question the statement that what the business world faces now is a startling lack of factual data and conclusions upon basic economic questions—the place of the machine and the part it plays in our system, the level unemployment can reach before it dooms recovery, the spread of barter, war debts and ways of converting them into funds or services which can be transferred, etc.

There are masses of figures on every side, but few agencies, having general confidence, to interpret them, and philanthropy might very well set itself this prime task.

SEEK IMPROVED DEMAND.

From the emergency steps which were taken last year to check the spread of deflation and avoid utter collapse there are signs now that more positive measures for stimulating demand are in prospect. "Famine in the midst of plenty" is the way this depression is summed up, and it grows increasingly clearer that improved purchasing power is the key-log in the jam. Demand must be revived for the goods which are in over-plentiful supply.

On many occasions, the "buy now" movement introduced in the Fall of 1930 has been jeered at, and yet if there had been dynamic and more widespread use of this plan it might have saved most of the hardships which have been suffered in the meantime. And in the last few months opinion has veered closely toward the objects of that movement in one form or another.

However, this task of stimulating demand now faces difficulties a good deal more serious than two years ago. Unemployment has mounted to 12,000,000, wages are much lower, part-time work is more general and farm prices are at record lows. The maladjustment of industrial and agricultural values is wider.

For these reasons it is plain that more drastic changes are required to bring about the necessary equilibrium of prices and of demand to supply. A remedy which is gaining increased support is the shortening of working schedules. A bill for the shorter week has been introduced in the Senate, but it affects only interstate commerce. Joint action by all the Legislatures might cut the Gordian knot and answer the question of demand, overproduction, technological unemployment and a host of similar problems.

PRICE VARIATIONS.

Contrary to the idea which is still so widely entertained, prices do not move up first in recovery from a depression. All the major crises through which this country has passed disclose an advance in industrial activity before commodity quotations move up from their lows.

For that reason business observers are not greatly concerned over the recent loss of all the gains which were made in the commodity upturn which started last Summer. What they are disturbed about is the widening gap between important groups. Admitting, for instance, that some question can be raised over indices based on 1913, when farm prices were in an improved position over industrial values, they still find cause for concern over the small declines registered in some categories.

Where industrial prices are concerned, there is the necessity of meeting fixed charges, at least, on a greatly reduced volume of output. Should full operation be restored and profits restricted for the time being, it is quite possible that present economies combined with the highest operating efficiency would bring some astonishing values.

In industry as in trade, however, there is a distinct aversion to low prices, although through volume, if there is adequate demand, profits made at higher prices can be fully matched. This is the solution offered in some quarters for the present difficulty and one which would solve not only the idleness in plants and factories but also the low state of agricultural affairs.

DRY GOODS CONDITIONS.

Going over their experiences of the past year to find what improvements can be made in 1933, retail executives discover that their problems fell into two groups, both of which were due to

reduced trade volume. One of these was the burden imposed by fixed charges, the other was the competition brought about by the almost universal effort to maintain sales volume in the face of declining prices.

With respect to the fixed expense of overhead, distribution was to an important degree unable to effect the economies desired. Rentals or the charges upon store expansion depended upon decisions by others who were often slow or unwilling to adjust their favorable contracts, even though they might run the risk of losing all in order to preserve their rights.

Adjustments have been made in this category, however, and more will probably be seen in the coming year. The method of putting rentals on a percentage basis has spread, particularly in the chain store field.

In the other group of problems, the stores have had matters more largely in their own control although at times they have manifested evidences of being helpless in the grip of circumstances. These problems centered largely upon merchandising practices. To meet conditions of lower purchasing power, prices were ruthlessly slashed and merchandise standings degraded. All real merchants agree that lower prices should not mean junk, but the proper care has not been taken to guard values.

SUPERLATIVE SILLINESS.

An excellent example of the futilities in which college professors sometimes engage is afforded by a paper on the social standing of families as indicated by their furniture presented before the American Association for the Advancement of Science by Professor F. Stuart Chapin, sociologist of the University of Minnesota. Professor Chapin reports that the social standing of a family with hardwood floors in the house, with large rugs, library table, books, radio and piano is higher than that of a family with pine floors in the house, small rugs, no books and no piano or radio. He has devised a system by which he "weights" each article of furniture and grades the standing of the families according to the combined totals of the "weights." The conclusions which he draws after all this elaborate preparation are no different from those which any uneducated man or woman would draw after visiting the different houses.

Volumes have been written about the decline and fall of that great people. But the truth is that it was the bath that ruined Rome. Until Rome built its magnificent marble baths the Romans were a great and martial people. Their legions went forth and conquered the earth. But when they became addicts to lolling in bathtubs they fell an easy victim to the Goths, who took baths much more temperately. And when the Israelites were going to cross the Red Sea, did they go into the water? Not they. They were much too wise. They had the Red Sea opened for them and they walked across on dry land.

There is joy in rising after having been down.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I gladly give place to a communication from John Buys elsewhere in this week's paper on the subject of the proposed ship canal from Grandville to Black Lake. Basing his belief on information he gleans from Texas concerning the ship canal from Houston to the Gulf of Mexico, Mr. Buys contends that such a canal can be constructed and maintained on the Black Lake route in such a way as to reduce the price of steam coal from West Virginia to Grand Rapids \$1.50 per ton and other raw materials used by our manufacturers in the same proportion. Mr. Buys may be entirely right in his advocacy of this great improvement and I certainly wish him well in the presentation of his undertaking and its accomplishment if it ever gets beyond the preliminary stage.

Two letters on the subject of a ship canal have reached me during the past week, as follows:

Grand Rapids, Dec. 31—I note what you say regarding change in location of the proposed waterway to Lake Michigan, and wish to assure you that I think this is a very practical suggestion.

The late Capt. W. L. Coffinberry, whom you will remember as the civil engineer, and also having an unusual scientific mind, was always of the opinion that the Black Lake route was by far the best proposition in connection with the waterway to the Great Lakes. I believe it would be advantageous to build this canal clear through, rather than attempt to use the river route. However, this is naturally the project for the engineers to work out.

J. R. McCargar,

Pres. Stow-Davis Furniture Co.
Grand Rapids, Dec. 30—Your interesting issue of Dec. 28 was read with customary benefit.

I agree with your viewpoint as to the basic value of a navigable waterway for our city without which it can never engage in basic enterprise such as iron, steel, pulp, clay and other items now being produced in cities like Gary, Chicago, Detroit, etc., which enjoy low cost water transport.

It is possible that the developments of the next decades may yield enough converters' tonnages to warrant the founding of small basic industries.

The development of ocean-lake traffic will grow from its small start, in which I aided in case of initial cargoes from England, until the volume received and discharged at Lake Michigan ports will cause an increased appreciation of this traffic and its current and later values to our city.

In my opinion the evolution is in progress although neither you nor I may see it in full fruition. To me the present blossom stage holds encouragement.

J. R. Cassleman.

I have never discussed any subject in the Tradesman which has given me—and, incidentally, enabled me to give my readers—as much general information as the ship canal project. In going over the matter with engineers, I learned that Michigan was once an annex of the Arctic zone; that the North half of the state was never devoid of ice and snow; that the North half of Lake Michigan was probably frozen solid; that Eskimos probably inhabited the land which now contains Grand Rapids, Saginaw and Bay City;

that all the Great Lakes except Lake Ontario discharged their surplus water down the Mississippi river via Saginaw Bay, thence to Grand River and Lake Michigan; that Grand River once flowed South of Grand Rapids via Gull Lake and emptied into Lake Michigan somewhere near South Haven; that subsequent outlets were at Saugatuck, Holland and Grand Haven; that the level of Lake Michigan was once fifty feet higher than at present. These conditions are not based on surmise or speculation, but are proven to the satisfaction of scientists by men of eminent ability in their knowledge of prehistoric Michigan. I hope to secure the services of some able authority to present these conditions in detail in the fiftieth anniversary edition of the Tradesman nearly a year hence.

I have every reason to believe that the manner in which I have presented the ship canal project has brought pleasure to many others besides myself. An eminent gentleman who asks that his name be withheld from publication writes me as follows:

I have been a reader of trade journals all my life, but I have never seen a subject of paramount interest to a great city discussed with more didactic appeal to those hungry for authentic information on the subject and more complete thoroughness than you have displayed in the presentation of a proposed ship canal from Grand Rapids to the unsalted seas. I appreciate this symposium more than I can ever tell you. It will have an honored place in the historic records I have preserved for many years.

I heartily commend the Board of Supervisors of Ottawa county, who have certainly shown great respect for the rights of taxpayers this year. Having occasion last Saturday to pay taxes on some property I own in that county, I found the property valued the same as the year before, but the tax levy 32 per cent. less than it was for the previous year. I could not help comparing this condition with the action of the Board of Supervisors of Kent county, who increased our county tax 36 per cent. over that of 1931 by methods which are not considered legal by the best authorities. Every taxpayer who coincides with this view of the situation is paying his January taxes under protest and having his action noted on the tax receipt by the treasury clerk who signs the receipt.

The power to tax is the power to destroy. Some years ago Charles M. Greenway, manager of the Grand Rapids Press, purchased the beautiful Jack home, with artistic surroundings, on the East end of Reed's lake. He has continued to add to its embellishment every season and now has the most beautiful show place of its kind in Western Michigan. In addition to having an ample fortune to enable him to render this super service to the community, Mr. Greenway possesses an artistic temperament which enables him to do things along the line of his undertaking not enjoyed by many men in the country. I think I am safe in stating that a million people inspect his development on the lower lake level

every season. To what extent this beautiful spot has influenced others to attempt something similar I have no means of knowing, but I cannot help feeling that it has been very beneficial in that respect. I met a resident of East Grand Rapids the other day whose temper was greatly disturbed. I asked him as to the cause of his annoyance and was informed that he had just come from the office where he paid his taxes. "I noted Mr. Greenway's assessment and asked why it had been increased. I was told every time Mr. Greenway added any new beauty feature to his property his valuation was increased by a like amount. As most of the improvements were created by hand labor I fail to see the justice or fairness of such an arrangement. I don't know how Mr. Greenway feels about such a wretched plan of penalization, but if I were in his place I would never expend another dollar in adding to the beautification of the property—largely for the benefit of the public—knowing I would be made to pay heavily for my enterprise and public spiritedness."

Klooster & Co., long-time patrons of the Tradesman at Ellsworth, in renewing their subscription for another year, write me as follows:

If we had to discontinue our reading matter it would not affect the Tradesman, because that is a part of our business and a vital necessity, instead of a luxury.

I think that is a broad view to take of the present situation. I wish every reader of the Tradesman felt the same way.

L. C. Cornelius (Wolverine Brass Co.) certainly did not select a bed of roses when he undertook to manage the welfare department of Grand Rapids for six months at no cost for service to the municipality. Mr. Cornelius will, undoubtedly, save the city many thousand dollars by introducing business methods into a department which was conducted with wretched prodigality under the administration of City Manager Welsh and his unfortunate scrip system. Mr. Cornelius will bring order out of chaos and give the people an era of economy and efficiency which have not been associated with the welfare department heretofore. At the end of six months he will find he has made a few friends and many enemies, but he will have something far better than either—the applause of his own soul.

The dedication of the new civic auditorium Monday was in thorough keeping with the spirit of the great undertaking. The speakers were selected with much care and handled their subjects most admirably. I think a fine band, playing patriotic music, would have been more in keeping with the occasion than an orchestra, but we have a fine symphony orchestra and never had a band worthy of the city. We never can have so long as the people tolerate the dominance of the union in band matters. Union and music do not go well together. Like oil and vinegar they do not amalgamate. Music is an art. Unionism is the game of boycotters and sluggers.

The construction of the auditorium has been attended by great problems and many difficulties, but the managers have risen supreme and created a building which is a great credit to them and the people who will pay for the improvement through the medium of the tax collector.

I have watched the construction of a good many public buildings in my day, but I never saw the creation of a large and beautiful structure handled in such a masterly manner as our civic auditorium was handled by Owen, Ames & Kimball. As the leading house in the construction line in this city it was conceded that the contract would go to them, but I hardly think they would have undertaken it if they had known the large number of petty exactions by inexperienced critics they would have to face. Instead of dismaying them, fault finding appears to have made them more determined than ever to produce a satisfactory result, which they have surely done. The building is complete to the minutest detail. Nothing has been overlooked which would tend to add to the pleasure and enjoyment of those who have occasion to use it as temporary tenants or patrons of the entertainments presented. Grand Rapids is certainly to be congratulated that she possesses such artists and master workmen in the construction line.

I am delighted to receive glad news from Flint concerning the industrial situation. Cornelius J. DeeRoo, President of the Peninsular Milling Co., writes me as follows:

As you will note by the enclosed clipping, employment conditions here in Flint have improved materially, and there is a shrinkage in the welfare list, which was well above five thousand families a few weeks ago and is now about a thousand less.

The newspaper clipping above referred to is as follows:

Factory payrolls for Flint reached nearly \$3,000,000 in December, according to S. S. Stewart, president of the Flint Manufacturers Association. The exact amount is \$2,786,217.87 and the payroll for January is expected to be about the same. Since November 1 a total of 10,689 men have been added to the payrolls of the automotive plants in Flint.

The General Motors policy of presenting new cars at the end of the year has had a stimulating effect on business in Flint as it makes possible larger pay-rolls for Christmas trade and the heavier expenses of winter. One result has been an increased amount of Christmas shopping in the Flint stores.

The introduction of the Buick and Chevrolet models has brought an enthusiastic response throughout the country and this is expected to maintain production schedules for some time. Chevrolet has already announced a January schedule of 50,000 units.

Mr. Stewart points out that the "floater" can find no employment in Flint factories, which in increasing their payrolls have adhered to the established policy of taking on only former employees who are Flint men.

It is pointed out that Flint will benefit from this policy, especially if the "floaters" drift elsewhere. The latter are, for the most part, unskilled and are improvident. When these go elsewhere there may be a temporary decline in population, but those re-

(Continued on page 23)

FINANCIAL

Would Not Fulfill First Requisite of Currency System.

Latest of the plans for solving the monetary ills of the world is an "electric dollar" to be based upon kilowatt hours. This was proposed before the American Association for the Advancement of Science at Atlantic City on Dec. 26. The idea deserves consideration merely because of the wide publicity it received in the press.

Actually, there is nothing especially original in this proposal. At various times in the past suggestions have been made for basing currency upon some such unit. None of them ever has received much attention for the very simple reason that they obviously showed a misunderstanding of the nature of the monetary system.

In the case of the "electric dollar" the thought is to get a unit of currency which will be relatively stable. It is stated by the proponent that the cost of production of kilowatt hours does not vary greatly in any limited period of five years. It is maintained, accordingly, that, granting a readjustment every five years, it would be possible to eliminate such hardships as we have experienced through the recent "violent fluctuations in the price level."

The first thought that must occur to one in connection with this bit of reasoning is that if the cost of production of a kilowatt hour does not fluctuate in terms of our present currency, our present currency must not fluctuate in terms of the cost of production of the kilowatt hour. It is difficult to see, therefore, just how there would be any gain. If we have to be cursed with violent swings in the price level it cannot make any great difference whether we measure them in "electric dollars" or gold dollars.

The real objection to all such proposals, however, goes much deeper than this. Currency circulates merely because it is convertible into a commodity of actual value or because the public believes that in time it will become convertible into such a commodity. No monetary system could last for a day if this were not true. If one is hesitant about accepting this conclusion it would be well for him to look up the record of our old Confederate currency or to follow the fluctuations in the value of "greenbacks" during the civil war.

In actual life the commodity into which we may convert our currency, too, must be acceptable to other people. One of the great advantages of gold arises from its wide acceptability. A currency based upon kilowatt hours could not meet this first requisite of a monetary system. One is justified, therefore, in throwing the "electric dollar" into the junk heap without consideration of its other shortcomings.

Ralph West Robey.

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A Business Man's Philosophy.

A reader of this daily item, who sells electric cleaners, writes that one out of six women on whom he calls says, "My husband can buy a cleaner whole-sale."

"Aren't American manufacturers largely responsible for increasing the marketing difficulties and the lowering of their sales?" asks this man. "Isn't it an accepted fact that a person in the market for almost any electrical appliance, hat, or gold watch, can go to some friend who can get it wholesale? And after he has made the purchase he will 'air' the price all over the neighborhood and make the legitimate retail price appear to be a hold-up. How long can manufacturers expect dealers to carry a large stock on their shelves in competition with 'employee dealers' who have an inside price?"

"Moreover, isn't the purchaser really deprived of opportunities of selection, fit, color and guarantee, all of which he loses when he buys 'wholesale'?"

"Wholesale" buying by the public has been a curse to merchandising for the past six years. The wholesaler and the manufacturer dig their own graves by permitting it."

I agree with what this man says. I am always suspicious of merchandise that is available at "wholesale" prices. William Feather.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 23.—In the matter of Leon G. Agon, individually and doing business under the assumed name of Royal Lunch, Bankrupt No. 4754, first meeting of creditors was held. Bankrupt present in person and by Warner, Norcross & Judd, attorneys. Creditors present in person and represented by Travis, Merrick, Johnson & McCobb, Edward J. Bowman and Norman A. Lilly, attorneys. Claims proved and allowed or referred to trustee. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$1,000. Meeting adjourned without date.

Dec. 23. In the matter of Elbert G. Rice, doing business as Rice's Boot Shop, Bankrupt No. 5071, first meeting of creditors was held. Bankrupt present in person and represented by A. W. Penny, attorney. Creditors represented by Fred E. Wetmore, and W. H. Yearnd, attorneys. Claims proved and allowed. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$2,000. Meeting adjourned without date.

Dec. 27. We have to-day received the adjudication and reference in the matter of Con DePree, Bankrupt No. 4709. This is an involuntary case and the schedules have been ordered filed, upon receipt of same the list of assets and liabilities will be made herein. This bankrupt is a resident of Holland.

Dec. 28. We have to-day received the schedules, reference and adjudication in the matter of Clarence A. Middleton, individually and doing business as C. A. Middleton & Co., Bankrupt No. 5093. The bankrupt is a resident of Grand Rapids, and his occupation is that of a merchant. The schedule shows assets of \$2,821.40, of which \$700 is claimed as exempt, with liabilities of \$29,908.43. 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. The list of creditors of said bankrupt is as follows:

City Treasurer, Grand Rapids	\$ 11.88
G. R. National Bank, Grand Rapids	2,932.91
G. R. Savings Bank, Grand Rapids	175.00
Citizens Industrial Bank, Grand Rapids	247.35
G. R. Mutual Bldg. & Loan Ass'n., Grand Rapids	1,150.00
Mrs. George Burgess, Grand Rapids	5,000.00
Stiles Lumber Co., Grand Rapids	4,500.00
John and Dena Baker, Grand Rapids	8,500.00
H. Darling, Ionia	40.00
Moreland Hardware Co., Grand Rapids	140.00
Mich. Bell Telephone Co., Grand Rapids	25.00
G. R. Labor News, Grand Rapids	1.00
9. B. Knowlson, Grand Rapids	16.10
Press, Grand Rapids	30.00
White Star Refining Co., Grand Rapids	110.40
Standard Oil Co., Grand Rapids	125.76
Hargrave Service System, New York	244.00
Rosendall Bros., Grand Rapids	37.53
St. Adelberts Church, Grand Rapids	5.00
Herald, Grand Rapids	49.00
Merchants Service Bureau, G. R.	12.50
Community Chest, Grand Rapids	18.00
Kunsky Trendle Broadcast Co., Grand Rapids	12.50
Grant Whiteman, Grand Rapids	36.00
Benjamin's, Grand Rapids	33.70
Oost and Heolholdt, Grand Rapids	16.70
Camera Shop, Grand Rapids	66.52
L. E. Phillips, Grand Rapids	19.75
William Heemstra, Grand Rapids	80.97

O. Herderson, Grand Rapids	21.25
Bon Marche, Grand Rapids	10.00
Herpolsheimers, Grand Rapids	20.00
George Bohler Estate, Grand Rapids	235.00
Comstock Park Lumber Co., Grand Rapids	250.07
Riverside Fuel Co., Grand Rapids	16.50
C. B. Magennis, Grand Rapids	20.00
Rathburn Elec. Co., Grand Rapids	76.63
N. Johnson, Grand Rapids	80.00
Marion B. Sekell, Grand Rapids	130.00
Gezon Motor Sales Co., Grand Rapids	152.75
C. B. Magennis, Grand Rapids	300.00
John and Dena Baker, Grand Rapids	400.00
G. R. Land Contract Co., G. R.	400.00
Ben Corwin, Grand Rapids	100.00
H. S. Veltman, Grand Rapids	70.00
Miles Coal Co., Grand Rapids	50.00
John Scott, Grand Rapids	833.33
A. Johnson Estate, Grand Rapids	833.33
James Richards, Grand Rapids	833.33
O. Henderson, Grand Rapids	30.00
DeKorne Furn. Co., Grand Rapids	235.00
D. A. Drummond, Grand Rapids	95.00
Wm. Heemstra, Grand Rapids	80.00
J. J. Swan, Grand Rapids	42.00
C. B. Magennis, Grand Rapids	25.00
O. Henderson, Grand Rapids	240.00
B. Kolenbrander, Grand Rapids	80.00
Don Stegman, Grand Rapids	266.72
Ruby and Glen Gleaser, Grand Rapids	345.00
Dec. 28. We have to-day received the schedules, reference and adjudication in the matter of Edwin E. Burns, individually and doing business the Burns Produce Co., Bankrupt No. 5092. The bankrupt is a resident of Muskegon, and his occupation is that of a merchant. The schedule shows assets of \$1,042 of which \$850 is claimed as exempt, with liabilities of \$2,075.38. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:	
Hackley Union Nat'l. Bank, Muskegon	\$325.00
Reeman Creamery Co., Reemans	234.00
Lorten Farms, East Saugatuck	190.00
Higraide Ford, Chicago	74.05
B. S. Pearsall, Elgin, Ill.	10.15
Standard Oil Co., Grand Rapids	35.00
Super Service Stations, Muskegon	30.00
Daniels Co., Muskegon	2.75

Boyd Auto Sales, Muskegon Hts.	34.71
Golden Pickel Co., Penconning	17.28
Sun Ray Products Co., St. Joseph	20.40
Ravenna Creamery Co., Ravenna	412.75
Swedish Produce Co., Chicago	38.86
Hamilton Farm Bureau, Hamilton	43.10
Borden Sales Co., Chicago	38.00
Ball Bros., Muncie, Ind.	6.30
Burroughs Adding Machine Co., Dayton, O.	35.00
Dayton Spice Mills, Dayton	90.43
Kitchen Art Foods, Chicago	10.48
Mickelberry's Co., Chicago	15.80
Dana Printing Co., Muskegon	38.00
Larsen Storage Garage, Muskegon	34.00
Shefford Cheese Co., Green Bay, Wis.	96.85
Saralee Co., Cleveland	29.32
Blumenthal Co., Chicago	27.05
Goldblatt Bros., Hammond, Ind.	104.55
Kearney Bros., Muskegon	4.00
Kraft Cheese Co., Grand Rapids	5.20
Donelson Bros., Muskegon	10.75
J. O. Berglund, Muskegon	135.00

In the matter of Edwin N. Burns, Bankrupt No. 5092. The first meeting of creditors has been called for Jan. 18.

In the matter of J. F. Eesley Milling Co., Bankrupt No. 5070. The first meeting of creditors has been called for Jan. 17.

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the basis of sound poli-
cies and many helpful
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In the matter of Nathen Bialostock, Bankrupt No. 5088. The first meeting of creditors has been called for Jan. 17.

In the matter of Stanley Kozminski, Bankrupt No. 5068. The first meeting of creditors has been called for Jan. 17.

In the matter of Louis Landauer Hardware, Bankrupt No. 5090. The first meeting of creditors has been called for Jan. 17.

In the matter of Errol Rogers Barber, Bankrupt No. 5082. The first meeting of creditors has been called for Jan. 16.

In the matter of Charles F. Stanley, Bankrupt No. 5086. The first meeting of creditors has been called for Jan. 16.

In the matter of Anthony J. Majchrzak, Bankrupt No. 4986. The first meeting of creditors has been called for Jan. 16.

In the matter of Lafayette F. Stout, Bankrupt No. 5035. The first meeting of creditors has been called for Jan. 16.

In the matter of Hans Johnson, Bankrupt No. 5084. The first meeting of creditors has been called for Jan. 16.

In the matter of Edward Ludwig, Bankrupt No. 5085. The first meeting of creditors has been called for Jan. 16.

In the matter of Samuel Gluck, Bankrupt No. 5091. The first meeting of creditors has been called for Jan. 11.

Dec. 30. We have to-day received the schedules, reference and adjudication in the matter of Fred W. Wurzburg, Bankrupt No. 5095. The bankrupt is a resident of Grand Rapids, and his occupation is that of a jeweler. The schedules show assets of \$8,268, of which \$350 is claimed as exempt, with liabilities of \$6,873.68. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$190.33
Citizens Industrial Bank, Grand R.	360.00
Klein Bros. Lapidary Co., Chicago	1.05
Stein & Ellbogen Co., Chicago	527.63
H. Leonard & Son, Grand Rapids	49.04
Johnston Optical Co., Grand Rapids	1.90
Jack J. Felsenfeld, New York	.58
Geo. Katzman Co., Louisville, Ky.	1.68
Ludwig Lehmann, New York	26.31
International Silver Co., Meriden, Conn.	9.89
Becker-Heckman Co., Chicago	2.83
BaBl Co., Chicago	4.76
J. B. Bowden & Co., New York	171.59
Mich. Bell Telephone Co., G. R.	18.85
Consumers Power Co., Grand Rap.	11.79
F. H. Bidgood Co., Grand Rapids	11.80
Cen. Mich. Paper Co., Grand Rap.	4.75
G. R. Savings Bank, Grand Rap.	1,843.40
Gunzburger & Gluck, New York	810.50
Julius Dreyfus, New York	35.00
Edw. Lowe Estate, Grand Rapids	2,750.00
H. Reynolds, Grand Rapids	40.00

Origin of the Northwest Territory.

Those who read the series of articles which ran some time ago will remember that during the Revolutionary war the British soldiers at Detroit and other posts in this section made it their business to incite the Indians to acts of violence against the American settlements, even going so far as to buy the scalps which the Indians brought from their innocent victims. After the treaty of peace the British undertook to hold possession of Detroit and other posts hereabouts. Under Jay's treaty of 1794 the British promised to turn over to the Americans all posts mentioned in the treaty of 1783, the whole to be accomplished by or before June of 1796. As this was worked out the new Government of the United States found itself with a vast tract embracing practically everything North of the Ohio river and West of the Cumberland mountains. This vast wilderness was nearly an unknown tract as to what it contained. Something was known about the Southern and Eastern borders. The French settlements in what is now Michigan and out to the Mississippi river gave some idea of those sections. La Salle's forced march across the Southern Peninsula of what is now Michigan (1680) was about all that was known of this immediate section. Several of the newly-formed states claimed great districts with very uncertain boundaries, as included in their original grants when they were recognized as colonies by the mother country. Thomas Jefferson became

personally interested in the problem in an early stage and made some quite extensive trips to get an intelligent idea of the territory. He formed a plan to organize the region into nine states, to be laid out approximately 150 miles square. Michigan was the name he gave to one of these states which ran from Lake Michigan West to the Mississippi river, in what is now central Wisconsin. The Jefferson plan (except that the names as selected by Jefferson were omitted) was adopted by Congress in 1784, and surveyors were sent out to make a survey. With the general spirit of surrendering personal interests for the good of the general government which prevailed in those days the states which had claimed part of the territory, ceded their rights to the Government on condition that the Jefferson plan be adopted. Revolutionary soldiers appealed to be recognized in the new territory and arrangements were made for them to be granted homesteads free when they had lived upon them for a period of three years. About the time all was arranged the surveyors returned and reported that the Jefferson plan was not at all practical.

About this time James Monroe became interested and made several trips through the new territory. He became afraid that if the new territory should be organized into nine states their interests would be different from the original thirteen and nine new states would give them so large a representation in Congress that they would be dangerous. This led to a resolution in Congress to organize three states South of a line drawn parallel with the most Southern point of Lake Michigan, East and West, and two states North of that line. About this time it was discovered that if the line East and West should be run from the most Southern point of Lake Michigan, it would run a few miles South of Lake Erie. The controversies which followed this discovery are of interest to Michigan, as it led to the claim by Governor Mason that Toledo was in Michigan and to the Toledo war.

A plan to organize three states South of the line East and West from the South point of Lake Michigan, and two North of that line became the result of the long drawn out controversy, and paved the way for the organization of the whole tract into what became known as the Northwest territory by the ordinance of 1787. Arthur St. Clair was the first governor. He arrived in the territory in April, 1788, at Marietta, Ohio, which was the first settlement. A. Riley Crittenden.

Earnings of Panama Canal Very Small.

People who are interested in artificial waterway transportation in the United States should read the report of Colonel Burgess, governor of the Panama Canal, and, having done so, contemplate the spectacle presented by the Nation's other investments in this class of enterprise.

A year ago Colonel Burgess pointed out to the Secretary for War that the accounts of the Panama Canal did not truly represent the facts concerning

the capital cost of construction inasmuch as there had been written out of that cost in 1922 a sum of over \$110,000,000 which properly should be included, and "interest during construction" had not been charged, as it should have been charged, to cost. The Secretary for War having authorized these charges to be made, Colonel Burgess reports the actual cost of the Canal at the beginning of the fiscal year 1932 at something over \$530,000,000. Three per cent. on this would be a trifle less than \$16,000,000 a year. Last year. Last year the net revenues were less than \$12,000,000. The Canal therefore earned a net return of 2.22 per cent. on its cost, and was some \$4,000,000 short of earning 3 per cent.

American shippers have demanded that tolls should be reduced. Colonel Burgess opposes this and his remarks are highly significant.

In the fiscal year 1932 tolls paid by foreign ships were 53 per cent. of the

total tolls, those by United States ships in the intercoastal trade 33 per cent., and those by United States ships in foreign trade 14 per cent. A lowering of canal tolls below the value of the service rendered should be considered in the light of a subsidy to shipping. As a matter of National policy, the effect of lower canal tolls on the railroads should be given careful consideration. It appears in line with sound business practice not to lower the rates of tolls below the present levels. On the contrary, the situation by which the Government is being deprived of legitimate tolls through the workings of the dual-measurement system calls for relief to end this unwarranted loss, and at the same time to establish the levy of tolls on an equitable basis.

Barror's Magazine.

No man has mastered his job who hasn't learned how to gain friendship.



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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.

Figures Can Apparently Be Made To Lie.

Donald B. Hause, Sprague, Warner & Co.'s advertising manager, shoots out this problem and offers to publish the best solutions:

Merchant has thirty cans of peaches priced three for \$1, \$10 total. He also has thirty cans priced two for \$1, \$15 total. Grand total is \$25.

Seeking to increase sales, he mixes the sixty cans and prices them at five for \$2, apparently same values as three for \$1 and two for \$1.

But when all are sold, he has only \$24 and question is why?

It seems to me obvious that the trouble is the merchant took snap judgment—as so many of us do—for the original value averaged 41⅔c, not 40c. One was 50c, the other 33⅓c; 83⅓c for two cans. Loss of 1⅔c average per can accounts for the \$1 shrinkage on the sixty cans.

Such a riddle will serve an excellent purpose if it impresses some grocers with the necessity that they know margins and percentages absolutely, pricing everything on the basis of accurate knowledge. For while it seems impossible that plain figures can lie, they sure can be misleading to fatality when taken too readily on trust.

"Fact finding," like most other things, runs to seed if continued in ruts. Investigations everywhere establish the fact that chain grocers serve heavier percentage of the total demand in large centers of population than in smaller—the progression up being from the cross roads to the metropolis. In ranges from 15 per cent. in the smallest towns chains enter to over 70 per cent.—I believe—in Cleveland. The ratios run about the same in Canada.

Yet time, effort and money are expended anew in this place and that to develop the same set of facts over, while what we need to fix our attention on is something else.

It is immaterial whether we consider Connecticut with some 62 per cent. of the grocery business done by 22 per cent. of all grocers against another region in which 79 per cent. is done by 27 per cent. What counts is that we know and realize well enough to act on our knowledge, that ability and capacity continue to hold the center of the business stage and that competence wins regardless.

It is also immaterial whether your community runs 53 per cent. credit and 47 per cent. cash trade, against mine which may show more nearly 50/50. What is valuable here is renewed indication that the family, service, credit trade abides in such heavy proportion; for that is the trade that belongs to the individual grocer—provided he attends to it.

Anybody who looks at these figures with sufficient attention to grasp their

significance must see that this is the crucial condition to which the individual neighborhood grocer needs to give his most careful thought and planning.

In line with the above, grocers should take thought of this question of personality. It has hitherto been regarded as settled that chain grocers are weak and must continue weak in this connection. But chain merchants are not overlooking any essential these days or any other days which anybody could notice.

One large New York A. & P. store is air conditioned. It is located in a much used suburban station and in hot weather commuters stay in it longer than necessary for ordinary purchases. Maybe that is one rather effective substitute for personality—cool comfort in a grocery store on the way home from work.

But it will not do to leave it at that. For, despite what is sometimes said, chains are not satisfied with any substitutes; and they are developing a pretty good brand of personality in selling right now. Let us not forget that a short time ago the perishables business "belonged" to the individual; while now it belongs to the chain grocer to a far greater comparative percentage.

Complacent satisfaction with any condition on the basis that it has "always been so" or willingness to rest on the conviction that any class of business of right belongs to anybody is always a poor substitute for the needful hustle on which success always hangs.

Here's a story from Gordon Corbaley: "I saw two stores of the same chain, same size and type in communities of approximately parallel purchasing power within twenty miles of each other. One was doing almost double the business of the other because of close attention to fresh fruits and vegetables."

Here we have an example of the most valuable kind of personality in any man—that personality which results in the sale of more merchandise in comparable circumstances. It is just the story I got a time ago in Buffalo from the head merchandise man of a chain.

Some personality angles—all practiced by chain managers, by the way—are related in a recent issue of Chain Store Management.

One manager always "busies himself about the cookie department" whenever a lady with children enters; and he manages to slip a sample to each of the kids. Result—a sale every time, or near it.

A manager who is outlandishly tall suggests to ladies items which are on high shelves, so even he has to stretch for them. Lady is reluctant to make him replace such things and his manner is so pleasing that sales are increased. This is a plan which must be used with extreme tact and judgment. Articles must have merit and promise to please purchasers, and the suggestions must be tactfully made. But the plan works in the case cited.

A meat dealer has smatterings of many languages and is thus able to stutter a few words many foreign speakers recognize. Nothing tickles a stranger in a strange land more than to hear familiar words, even if faultily

pronounced. It is a good stunt if you know how.

Bags furnished by a new unit bear its name in large type. These are furnished liberally, especially as to size. Customers go to other stores for additional items, which are then put into the same partly filled bags. Result is impression that the new unit is getting all the business.

One manager always indicates to any buyer of a single item how she can buy two for considerably less. If she buys three, he shows that five will cost less each. This is likewise a plan that must be used with discretion; but so used it works.

In one store there are men and women clerks. The manager fixes it when he can that the women wait on

men customers and the men on women. A bit of human-nature tactfully employed to increase business.

The last man indicated has a faculty not all of us can have, but which many of us can develop. He never forgets a face and can always couple the name with it. Now, everybody knows what a wonderful asset this is. I myself think of it many times when, as happens frequently, in buying of a meat dealer who is a pleasant, serious-minded worker, but he has not yet learned my name, though he has marked many packages for me.

Point is, these are all personality points and every one of them is now being implemented by chain unit managers. That is worth thinking about.

Paul Findlay.

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

Tender Leaf
TEA
pulls bigger profits



Only the youngest, tenderest tea leaves are used in Chase & Sanborn's Tea. That's why this famous brand, on the market since 1864, has a richer, more full-bodied flavor. And it's because of this superior quality that more and more consumers today are asking their grocers for Chase & Sanborn's Tea.

Give this item your best selling efforts and your profits will grow. Besides, you'll gain all the advantages of the Standard Brands merchandising policy—frequent deliveries, small stocks, small investment and speedy turnover.

CHASE & SANBORN'S
TEA a product of
STANDARD BRANDS INCORPORATED

MEAT DEALER

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

Against the Sales Tax.

President Hoover has no more steadfast supporter than myself, but I am impelled to part company with him on his recommendation for a sales tax. And I am quite unable to reconcile any advocacy of this further tax extortion with the crusade to "stop spending our money."

There are no revenues obtainable through the sales tax which cannot be reached by the income tax, either by broadening its base or by an increase of rates. The ultimate consumer must pay in any event and it is akin to double jeopardy to mulct him in both the upper and nether brackets. And, though politicians and statisticians have made the income tax unnecessarily complicated in its determination, it has the advantages of long usage and precedent. The sales tax has the merit of greater simplicity, but its indirectness as far as the ultimate payer is concerned constitutes a fatal objection. It is notorious that the average citizen is only aroused to a proper interest in his civic affairs when his pocket-book is directly affected, and there was never a time in all our history when it was so vital to the National welfare to stimulate that interest.

Other objections to the sales tax are:

1. Its levy is peculiarly adapted to collusion, graft, profiteering and evasion.
2. It is an invitation to continued governmental extravagance when our only salvation lies in economy.
3. Its enactment by the Congress will almost certainly be followed by duplicative exactions by the states. (Since this letter was drafted one of the Ward Westchester twins has proposed a sales tax for New York State.)
4. Its collection will require the installation of another costly bureau in the Treasury Department.

No consideration should be given to increasing revenues until costs have been cut to a limit compatible with efficient administration. The economies so far proposed only scratch the surface of governmental extravagance. The Federal Government can and should be restricted to the functions for which it was constituted, namely, National defense, law, finances, interstate commerce and foreign relations. Every necessary National service falls naturally under one or other of the above functional groups. All extraneous services, agricultural, educational, charitable and other, properly belong to the states that demand them and are ready to pay for them.

Utopian? Not at all. In fact, if the incoming Democratic regime is honest about its campaign undertaking of 25 per cent. reduction in Federal expenditures, it will have to reorganize the Government along just such lines.

A. Layman.

"Cash and carry" plans are spreading in the department store field. A New York store recently inaugurated

a "cash and carry basement store" which sells merchandise for "at least ten per cent. less than it could if it were not exclusively cash and carry." Planks in its platform: self-service; no mail or phone orders; no C. O. D.'s or charges; no free alterations; exchanges or refunds made within five days of purchase.

Questions and Answers of Interest To Grocers.

Question: Has oleomargarine consumption increased in the last twenty years?

Answer: In 1930, the last year for which figures are complete, average individual consumption of oleomargarine was 2.9 pounds, while in 1909 it was only .99 pounds.

Question: What kind of candy has the largest output by candy makers?

Answer: Chocolate covered bars are the largest item put out by candy makers. In 1931 the production was 330,497,195 pounds worth \$53,638,800. The value of molded chocolate bars was \$24,059,923 in 1931, and sales of chocolate bulk confectionery totaled \$21,092,549. Sales of bulk confections other than chocolate totaled \$38,535,513 at manufacturers' prices.

Question: What is heavy tomato puree?

Answer: Heavy tomato puree is the product resulting from the concentration of the screened or strained fleshy and liquid portions of ripe tomatoes, except those portions from skin and core trimmings; with or without the addition of salt. The product contains not less than 15 per cent. of tomato solids.

Question: How does citron grow?

Answer: The real citron of commerce grows on a tree similar to an orange or a lemon tree, except that the citron tree is much more bushy. The citron is a large, lemon-like fruit with a very thick peel and a small amount of acid pulp. The pulp is similar to that of a lemon but is less acidulous. The hardest types attain a length of nine inches and weigh as much as five pounds.

Question: From where does the citron peel come?

Answer: While a small quantity of citron peel is produced in California from citron grown there, nearly 90 per cent. of the citron peel on the market is produced from citron grown in Corsica, Sardinia, Sicily and Greece.

Question: What is the difference between "glace" and "candied" orange, lemon and citron peels?

Answer: The glace peels are covered with a thin coat of glace sugar, while the candied peels are covered with a slightly heavier coat of sugar and are allowed to dry with a sediment of sugar in the cup.

Question: What kind of spice is allspice?

Answer: Allspice is the dried, nearly ripe, fruit of a small tree, called the pimento, growing in the West Indies. It is of the size of a small pea, and is similar in appearance to whole black pepper. It is called allspice because it resembles in flavor somewhat a mixture of cloves, cinnamon and nutmeg.

Question: What kind of syrup is sorghum syrup?

Answer: Sorghum syrup is produced by boiling the juice obtained by crushing the sorghum cane.

Question: What is ground gluten?

Answer: Ground gluten is made from wheat flour by the almost complete removal of starch.

Question: What is meant by "full cream" cheese?

Answer: The term "full cream" is commonly applied to American cheese made from unskimmed milk; that is, milk retaining all of its cream, and does not imply that the cheese is made from cream.—Kentucky Grocer.

A Business Man's Philosophy.

The criticism worth while is the kind that expresses itself in action. Suppose the Government is unsatisfactory. Why not work actively for improvement, instead of criticizing both those who are in power and those who are seeking reform? Suppose rents are too high. Why not join with others in the construction of more buildings, thereby reducing rents?

One man visited a cigar store and was disgusted with the dirty quarters and the slovenly service. It occurred to him that most cigar stores were like that. So he opened a model cigar store and now he operates hundreds.

Another man struck against the high prices he was compelled to pay for a good meal downtown and the inferior quality of the food that was offered at a low price. So he opened a restaurant in which he sought to correct these evils. Now he owns a country wide chain and is a millionaire.

The world needs criticism, but it needs the kind of criticism that resolves itself into deeds and not the criticism that ends in fault-finding and abuse.

William Feather.

For the ladies: A reversible gas range which can be set up with the oven on either right or left side; a

rubber bumper for dust mop handles—it helps in knocking dust from the mop by supplying some extra bounces; a comb for purse or dressing table, compact, S-shaped, with teeth set between the curves on either side.

Wishing won't work without work.

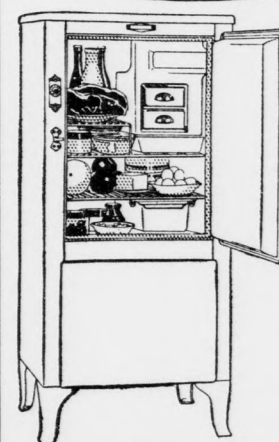
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Red Heart Med. Red Salmon

Surf Pink Salmon

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The House of Quality and Service

HARDWARE

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

Suggestions For the Hardware Dealer in January.

January is the sort of month that dominates the hardware dealer unless the hardware dealer makes up his mind to dominate January.

Right after the holiday season, the average dealer is apt to exclaim, "What is the use trying to sell anything? There is no business to be done in January." With which he leaves the business to run itself.

More than that, the average buyer is just as indifferent as the average seller. After the more or less lavish spending of the Christmas season, he is in the mood to economize. It takes considerable effort to induce a buying mood at this season; and even where intelligent and persistent effort is put forth, the response is sometimes not very marked.

Yet the rent goes on just the same. The upkeep and operating costs of the business go on. Fuel and light are higher in the winter months than at any other season of the year. Oh, yes, it will take a lot of effort and determination to overcome your own inertia and the customer's reluctance—but, right now, it is a very important matter to put forth that effort.

The response to a fixed amount of effort will probably be less in the next few months than at any other season of the year. But there is this to remember. The hardware dealer who puts forth intelligent effort in January may do only a fair trade. But the hardware dealer who leaves the store to run itself this month will do next to nothing.

In order to get business into the store this month, you have to go after the business. You have to work harder, advertise more aggressively, and push things harder, than when the response of the buying public is more spontaneous.

A big item in stirring up the prospective customer this month is the stock-taking sale. At a time when retrenchment is the policy of the normal buyer, you must make a strong price appeal in order to get results. Furthermore, there will be relatively slight demand for big articles; it is the small goods that can be most effectively featured.

The great thing is to get people out of their cosy homes and into the store. For physical disinclination as well as financial economy has an important effect upon the public at this season.

In any price appeal, the merchant's message should be especially directed to the women. This means that the hardware dealer should feature household goods at attractive prices.

It does not mean, though, that the dealer has to give away his goods; although a considerable element of the public is undoubtedly looking for unusual price concessions. But the stock-taking or mid-winter clearance sale which offers only nominal price concessions is not likely to lure many dimes and nickels away from customers who are sold on the idea of re-

trenchment. There must be real and convincing price concessions; and the most effective way to make your sale convincing is by the skillful and intelligent use of "loss leaders."

If you get a chance to sell a stove, an electric washing machine or some such big article, sell it. But for advertising purposes it is better to feature the scores of small and low-priced articles of which every kitchen stands in need. The woman who would hesitate to buy a \$50 vacuum cleaner for \$39 will loosen her purse strings when she is offered a 35 cent kitchen utensil for 29 cents. Household hardware, tinware, enamelware—no kitchen is adequately equipped with such articles, and it is lines such as these that should be featured.

For the time being forget your heavy hardware, your tools and similar lines. Put on a couple of good window displays devoted to household articles and small wares. Feature in your window trims some striking loss leaders on which you can quote an exceptionally appealing price; and price ticket everything on display. Back up this display by newspaper advertising or well-written circular letters. Dodgers may be used to good advantage, if you can get dependable distribution on the Saturday market or from door to door; but on the whole two successive price circulars sent direct by mail to a selected list of prospects will usually be more resultful than a veritable snowstorm of dodgers broadcasted without method.

It will pay you to rearrange your stock in such a way as to play up your households and small wares. Use plenty of price tickets inside the store. Feature the price appeal throughout. There is no use putting on a sale unless you make it a sale worth while to the customer and to the store.

A great objective is to keep the customer coming through the dull months of winter and to keep your store prominently before the public. Your immediate returns may be relatively small although they will be a great deal better than if you put forth no extra effort; but what you do in January and February will have an important effect in March, April and May. You will then reap the cumulative results of your energy and persistence.

In the paint department interior lines can be featured to good advantage in the winter months. Most people right now will have considerable spare time on their hands; and they can turn this spare time to profit by interior decorating, graining, refinishing floors, brightening up furniture and similar work. A lot of this work may have been done during the fall in preparation for the holiday season; but there is still more to be done. Featuring these lines in the winter months will also pave the way for the spring paint campaign through keeping the paint department prominently before the public.

Demonstrations always help to draw people into the store. Interior finishes, wall tints and floor finishes can be demonstrated to good advantage by members of the regular selling staff. All that is necessary is to know the goods and how to apply them, and how to talk them up.

Aluminum, electrical goods and similar lines can also be demonstrated in connection with your mid-winter or stock taking sale and will help to attract customers to the store.

Victor Lauriston.

Danger in Undervaluing Goods Shipped To Customer.

Where a retail merchant sells a bill of goods, with the understanding that he will ship them to the customer, he should for his after protection in case of loss of the goods in transit insist upon detailed shipping instructions. And, needless to say, the merchant will be bound at his peril to obey the instructions given by the customer, and liable for loss caused by his failure so to do.

However, in the absence of instructions, the law will usually require that the merchant use ordinary care in protecting the customer's interests in making the shipment. And this rule has been held to cover the placing of a proper valuation upon goods at the time they are shipped. And now let us examine a case of this kind, which arose under the following facts.

Here a New York merchant sold a bill of goods to a customer who lived in New Jersey, in the sum of \$95.43. The customer paid cash and directed that the goods be shipped to him in New Jersey, which the merchant agreed to do. Following this, the merchant shipped the goods by express, which was proper enough considering their nature and value, but, and here is the nub of the case, the valuation placed on the goods was only \$50.

The goods were lost in shipment by the express company, and when this fact became known the customer directed the merchant to ship a duplicate order. The merchant complied with this request and the goods reached the customer all right, but the latter refused to pay for this second order on the ground that the merchant had been negligent in placing an undervaluation on the lost order.

In other words, upon the loss of the goods shipped under the first order the express company was liable only for \$50 the valuation placed thereon, when the goods were actually worth \$95.43. In this situation it was clear that either the merchant or the customer stood to lose the difference, or \$45.43. A lawsuit followed, and in passing upon the question raised the court quoted from the New York Sale of Goods Act, as follows:

"Unless otherwise authorized by the buyer, the seller must make such contract with the carrier on behalf of the buyer as may be reasonable, having regard to the nature of the goods and the other circumstances of the case. If the seller omit so to do, and the goods are lost or damaged in course of transit, the buyer may decline to treat

the delivery to the carrier as a delivery to himself, or may hold the seller responsible in damages."

In the light of the foregoing, the court next turned to the question of whether the merchant had made a reasonable contract with the express company by placing a \$50 valuation upon the goods actually worth \$95.43. In reasoning upon this, and in finding in favor of the customer, the court said:

"Tested by these principles, the plaintiff's (merchant's) case must fall. He limited the carrier's liability to \$50. He sacrificed the defendant's (customer's) right of indemnity to the extent of almost one-half of the value of the shipment. He did this when full indemnity could have been procured by an additional payment of ten cents.

"That was not a reasonable protection of the interests of his principal. The plaintiff's argument, if sound, would require us to hold that the acceptance of a like limitation would be reasonable if the value had been \$1,000. Precedent and reason forbid that conclusion. The seller who puts the buyer at the mercy of the carrier must procure the buyer's approval, or assume the risk himself."

So the merchant was compelled to bear the loss resulting from his undervaluation of the goods when making delivery to the express company. And, while fortunately the loss was not large, the case constitutes a striking example of the possible danger to a merchant in situations of this kind, where the matter of placing a valuation upon goods is not covered by contract but left to his judgment.

It follows that placing of an inadequate value upon goods being shipped to a customer in cases of this character would seem a false economy, especially when the total value might be covered by the payment of a few cents extra. Truly, here is a point well worth the having in mind when shipments are being made under similar circumstances to those in the case reviewed.

"Give-away" magazines containing entertainment features and advertising are being fostered by various companies and organizations in increasing numbers. Latest is Sears, Roebuck & Co. which is planning to launch a "localized women's magazine, without fictional features, intended to help women realize a fuller life." Advertising ratio to text may be around three to one. Reason for issuance: "Inadequacy of local coverage of newspapers and also the exceedingly high cost of newspaper advertising space, especially when we are forced to buy circulation far beyond the radius of effective cultivation of the locality we are organized to serve."

ASSOCIATED TRUCK LINES

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State Regulation means Complete Protection.

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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.

Expect Shoe Sales To Hold Up.

Predictions that unit sales of shoes during the first quarter of the coming year will approximate or exceed those for the corresponding period of 1932 made here by sales executives. They point out that at this time last year sales were well into the decline initiated in the last quarter and that an upward movement was not started until the middle of last year. The current quarter showed volume running well ahead of last year and the trade expects that this trend will be continued into 1933. The decline in prices during the past year, however, will reduce the dollar volume of sales.

Confidence in Suits Gaining.

Suits will undoubtedly represent a substantial percentage of early ready-to-wear orders for Spring. Early promotions of the merchandise, beginning around Feb. 1, are being scheduled, and confidence is expressed that a rise in percentage of suit sales to total ready-to-wear volume for February and March is likely. Orders have been placed for both tailored and sports suits, the former to be worn under Winter coats if so desired. Indications are that the volume demand will be concentrated on untrimmed styles. Models with capes and separate scarf and cape treatments are receiving attention. Foxes and galyak lead in the medium and better grade trimmed suits.

Sees February Marking Price Low.

The low point in retail prices for the depression will probably be reached by February, according to the economist of a leading store. He expressed the view that the general business situation would not "suffer much more" from price weakness. Wholesale prices on merchandise carried in department stores have tended to settle around current levels, with the time lag involved in adjusting retail levels likely to be completed in the second month of the new year. The outlook indicates no sharp rise during the year, but general levels are likely to move slowly higher by the end of 1933, he said.

New Dinner Ware Lines Ready.

Cream, white and light shades of yellow will be featured in 1933 lines of dinner ware to be put on display in Pittsburgh at the annual trade opening early this month. Pink and other pastel shades which have been stressed in the last two years will be dropped, producers say. Round and square shapes will be represented about equally in the new styles. In addition, the industry plans to introduce a new shape which will be a compromise between both styles. The sets of this pattern will be decorated with floral effects. Prices on the new goods will be unchanged from the Fall.

New Hosiery Machine Awaited.

The hosiery industry is anxiously awaiting the official introduction of a

new single-head full-fashioned knitting machine, which is reported to be revolutionary in many respects. Very little information has been divulged by the manufacturers, but it is reported that a few samples are being tried out. Each single head machine knits a stocking individually, instead of by groups of 20 or 24, as the present section machines do. The advantages claimed are that the machine is easily movable, does not require a cement floor and saves time and labor. When a thread in the section machines breaks it compels the stopping of the entire 20 units, a delay which the single head equipment eliminates.

Issues Warning on Retail Rumors.

A warning to manufacturers to beware of unfounded rumors regarding retailers at the beginning of the year has been issued by Max H. Zuckerman, executive secretary of the Associated Dress Industries of America. During the next thirty to sixty days, he said, many rumors will be circulated about accounts, "spread by unscrupulous persons and those with an axe to grind." He urged manufacturers to exercise care in appraising these rumors from a credit standpoint and not be "too eager to believe the worst about an account." Placing reliance upon meager information, he asserted will have a demoralizing effect on business.

Dry Goods Activity To Resume.

Dry goods wholesalers, whose buying activity in the primary markets during the last week was practically at a standstill, look forward to their retail accounts placing some business the first week in January for white goods promotions. The volume, however, is expected to be reduced somewhat in comparison with last year. Wholesalers say they will go forward on their Spring commitments the middle of the month, as they expect that prices in most lines will be stabilized by that time. A few goods are still out of line in their opinion, however, and need further readjustment downward.

To Use More Road Salesmen.

With the turn of the year, more road salesmen will be sent out by firms in the garment and allied accessory lines. The additions will be largely in the Middle West and Western sections, a trend aided by the decision to issue mileage scrip books by roads serving the territories West of Chicago. The head of one firm, adding three salesmen, expressed confidence in the revival of road business, particularly in medium-price merchandise, which has been held up to quality standards. The hope is expressed in trade circles that the Eastern roads will also take action on the issuance of mileage books early in the new year.

Home Furnishings in Demand.

An influx of buyers brought an unexpected volume of business last week in the home wares markets. Merchandise of all types, including draperies, glass curtains, novelty furniture, electrical appliances and kitchen utensils, moved freely as buyers purchased goods for delivery early this month. Only low-price merchandise suitable for post-holiday promotion was order-

ed. Drastic price reductions were sought by buyers, but the average concession granted did not exceed 10 per cent. below previous levels.

Rug Mills Releasing "Drops."

Small quantities of "dropped" rug patterns are offered to retailers for immediate delivery by several floor coverings manufacturers. The move is prompted by the desire of producers to clear stocks of all left-over goods before the trade opening scheduled later in the month. Due to restricted production schedules in effect throughout October and November, the quantity of merchandise to be sold at a discount is reported exceptionally small. Better grade axminsters and wilton weaves constituted most of the "drop" rugs offered.

Red Cross Aids Sweater Mills.

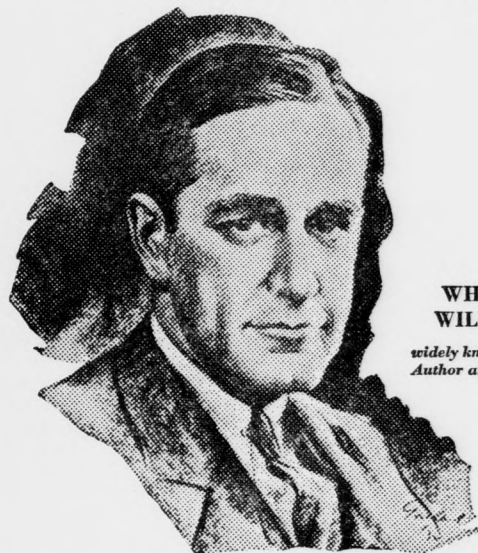
Despite the fact that advance buying on Spring sweaters has been very slow, several knit goods mills will be kept busy during the month of Janu-

ary turning out the goods bought by the American Red Cross. The total contract calls for 415,000 dozen, or approximately 5,000,000 sweaters, orders on which have been parceled out to a number of mills. The trade is highly pleased with the amount of business placed, particularly as the lack of advance orders threatened to keep many mills operating at a very low level this month.

A paint manufacturer who braved the depression with a new highly light-reflective, odorless paint wished to obtain dealer co-operation and also to eliminate curiosity enquiries. He directed his trade journal advertising to painters, offering a sample but adding that it would be sent to the painter's dealer, where the painter might call for it. A surprising number of enquiries resulted, at a cost less than 30 cents each.

The man who keeps working at something is seldom laid off very long.

MICHIGAN BELL TELEPHONE CO.



WHITING WILLIAMS,
*widely known Worker,
 Author and Economist*

MR. WILLIAMS GIVES EXPERT OPINION

Working in overalls in factory, field and mine, Mr. Williams knows the problems of the working man from firsthand experience. He says:

"First among the worker's tools is his telephone. By its help he is able to learn easily, and at slight expense, of any opportunities for jobs which may be open in factories or shops within a radius of many miles."



HOTEL DEPARTMENT

Menu Observed By Verbeck on Christmas Day.

Los Angeles, Dec. 31—A couple of hundred Christmas cards received from friends located at various points, extending from New York to Bangkok, Siam, with a most liberal sprinkling from Michigan, ought to be individually acknowledged. This I will attend to next summer, if I am privileged to go East. Someone also sends me a box of choice candy, post-marked Dallas, but no other evidence as to who the guilty party really is. An enclosed card simply says: "Keep on in the good work, Judge." This will have to acknowledge receipt of that particular item.

I enjoyed an auxiliary Christmas dinner with friends at the well-known William Penn cafe, which is operated by Ernie Jenkins as part of a chain of restaurants he controls, this one of which organization being managed by a brother, Ross Jenkins. I am submitting a menu, which reminds me of the pre-war days when hotel and restaurant operators were really vying with each other to see which could set up the best meal for 50 cents. This particular meal, well cooked and served, cost just that sum—fifty cents:

Merry Widow Cocktails
(Raw Oysters)

Ripet Olives Celery
Chicken a la Royal Broth
Jellied Orange and Cheese Salad
Roast Young Tom Turkey,
Chestnut Dressing,
Giblet Gravy, Cranberry Sauce
Broiled Filet Mignon, Mushroom Sauce
Grilled French Lamb Chops,
Hawaiian Pineapple
New Peas Banana Squash
Whipped Potatoes Mint Sherbet
Hot Mince Pie
Ice Cream Home-made Cake
Baked Apple, with Cream
Fruit Jello, Whipped Cream
Coffee

Now this most remarkable meal was environed with Christmas trappings of every description, served by daintily garbed waitresses, and patronized liberally by worth-while people. But, at the price charged, I don't see how they could do it. Reminding me that within the past two years there have been surprising reductions in restaurant charges almost everywhere, but with especially marked changes in California. I doubt if there are a dozen restaurants in Los Angeles which make a charge of more than a dollar for a complete table d'hôte meal, where there used to be a hundred. This also applies to hotel dining rooms and railway lunch rooms. I know of two lines which furnish 50 cent meals in their dining cars. They lose money at this price, but they are compelled to furnish dining car service to meet competition, and tell me that with higher prices they would lose more money on account of lack of patronage. I am wondering if the meal supplying business is going to return to the charges of pre-war days. It does seem to me that with everything topsy turvy in the commercial world at present, there will have to be a readjusted schedule of prices on everything, everywhere. I guess a lot of hotel men I know of would be glad to go back to the times when they gave one three square meals and a comfortable room at two dollars per day, that is if they could have the business and business costs of that day and age.

Let us hope that no commission will be necessary in settling any future war debt situation. President Hoover who was responsible for more Federal commissions than ever existed before, in the whole history of the Government, always claimed that the commissioners worked free gratis, out of sheer love of country, but the secretaries and clerks—well, they certainly absorbed wampum at a perilous rate.

I am not, naturally, a member of the Native Daughters of the Golden West, but occasionally these "gals" open their hearts and invite strange beings to attend some of their doings, hence I felt especially favored recently in receiving a "bid" to attend a meeting of this organization which is doing so much to preserve and revive interest in the historic heritage of Los Angeles. There was Lyman Bynum, of the World-famed Huntington Library, of Pasadena, as principal speaker, who is making a special study of the activities of Felipe de Neve, the Spanish Governor who founded Los Angeles. With the invaluable collection of Americana in the Huntington Library, this gentleman is preparing a historical work which should be a book of importance to all California, and, in fact, to the whole Nation. From the Mexican government he has procured copies of practically all the records in Mexico City which shed light on the struggles, rivalries and important events in Alta California when it was ruled by the viceroy of Spain, and his studies show De Neve to have been a man of unusual vision and action, a rare combination in a military governor in the days of the conquistadors. When De Neve saw that a thing should be done he did it, sending to Mexico a report of what he had done and asking for approval. A more timid man would have waited for approval—and a more timid man would not have founded Santa Barbara and Los Angeles. Unwilling to wait for colonists to come out from Sonora, de Neve gathered fifteen families from other settlements, brought them here and founded Los Angeles, giving to each family a home site near the Plaza, a large tract of land to develop and certain farm animals and agricultural implements. And during all this period there was no evidence of graft or dishonesty among the official staff which accomplished all this work. The Missions were established by the padres to convert the Indians to Christianity, but the Spanish Government fostered them for their civilizing influence. The idea was that after a mission had been started and had civilized the Indians it would be safer for settlers to enter that particular territory and begin agricultural development. Until a mission had pacified the Indians and established friendly relations with them, it was considered unsafe for other settlers to invade it. In California, however, the Indians were less warlike than anywhere else in the Spanish dominions, and both missions and settlements were established more rapidly than in other districts.

A youth in Santa Ana who stole an automobile has been ordered by the judge to attend church once a week for the next three years. Quite likely he is one of those smart young chaps who will look upon this as a severe form of punishment. But while he is listening to the sermons, he will, at least, be saving gasoline. Now, if all traffic violators could be sentenced to church, the pastors would think there was a revival boom on, and it would no longer be necessary to dabble in politics, as some of our lately defeated candidates might discover.

Service and especially hotel service, is worth two prices. First, because it must never be forgotten, there is the price to those who render it, represented by various costly items which comprise everything that goes to make the basic outlay. A large hotel, well known for its ability to keep an imposing clientele in a happy frame of mind, declares it will serve anything within reason on demand, reserving the right to ask pay for its ability to meet this requirement. This very hotel, however, illustrates, too, the other end of the problem, which is that service is only worth so much as the guest thinks it is worth. If the operator fails to impress this on his

HOTEL OJIBWAY

The Gem of Hiawatha Land

ARTHUR L. ROBERTS
Deglman Hotel Co.

Enjoy the delightful Government Park, the locks, the climate and drive.

Sault Ste. Marie Michigan



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IN THE HEART OF THE
CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1 up without bath
\$2.50 up with bath

CODY CAFETERIA IN
CONNECTION

Park Place Hotel Traverse City

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

New Hotel Elliott STURGIS, MICH.

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

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

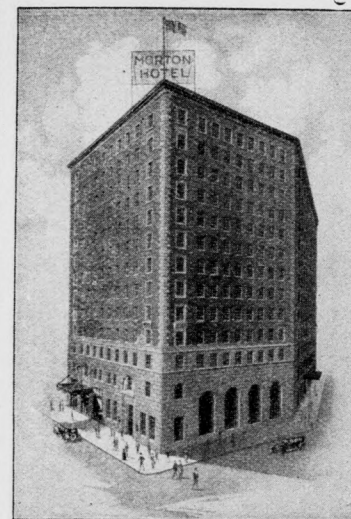
Columbia Hotel KALAMAZOO

Good Place To Tie To

HOTEL ROWE

We have a sincere
interest in wanting to
please you.

ERNEST W. NEIR
MANAGER



YOU ARE CORDIALLY
invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

MORTON HOTEL
PHILIP A. JORDAN
Manager



The Pantlind Hotel

The center of Social
and Business Activities in Grand Rapids.

Strictly modern and
fire - proof. Dining,
Cafeteria and Buffet
Lunch Rooms in connection.

750 rooms — Rates
\$2.50 and up with
bath.

own mind, he overlooks the one best bet, by which his guest is kept in the frame of mind which makes him a repeat customer.

One of my Milwaukee hotel friends tells me of a fast one pulled off on three prominent hotels in that city by a check worker. The operator went to one of the hotels and registered, to find a telegram already awaiting him requiring his immediate return to Chicago on an important business matter. Claiming to be short of sufficient cash to make the trip, and that he would return the same day, he got the money and never did return. In fact on one taxi fare he visited three hotels and made a haul in each one.

There is an individual who bears the reputation of being one of the finest fellows on earth except in one particular. He likes to jumble up representatives of firms who try to sell him. He lives in Michigan and is a big buyer of a certain commodity. Many travelers call upon him, but their opinion of him is unanimous. He likes to ride the under dog. His purchases amount to a great deal and the salesmen all want to get a slice of this business. He knows all that and, as a consequence, bulldozes the travelers who call upon him—in fact, he is downright nasty to the most of them. Wouldn't it be an application of the irony of fate if some day positions were reversed and he had to make his living by peddling merchandise? He has been told this by myself and other good friends. Salesmen are, to my way of thinking—having put in half of my life at the game—important cogs in the machinery and if they are used properly will supply their patrons with many original money-making ideas. If you happen to be a buyer it is but fair that you give the salesman a chance to tell his story. If you are not interested why should you make a bear of yourself? I have noticed this disposition on the part of some buyers who maintained traveling men of their own, and never had any hesitancy in calling their attention to the inconsistencies practiced. It seems to me that if I had many salesmen to meet I would make a study of how to turn them away without hurting their feelings.

I am glad to know that under a judicial interpretation of the affairs at Hotel Rowe, Grand Rapids, the sale of the furnishings in that establishment will not take place until after further consideration of the court, the next hearing will take place August 12, 1933. As I stated in a previous communication that it was the universal opinion of such as have a more intimate knowledge of the Rowe affairs, that if anybody can place this property on an attractive income basis, it will be Ernest Neir, the present manager and receiver, who is, at least, showing a profit on operation, and that it would be suicidal to close the hotel under any circumstances.

Wisconsin hotel men are organizing to establish an office in Chicago for the purpose of promoting the Badger State's resort interests. Michigan is already represented there and finds the investment a good one.

Fred Miner, well known among the hotel fraternity of Michigan on account of business associations, and his frequent attendance at the affairs of the Michigan Hotel Association, was principal speaker at a meeting of Chicago hoteliers, at Evanston, as unofficial representative of the Century of Progress Exposition, to be held in Chicago next year. He not only gave a very intelligent report on the progress of the great show, but also enlightened them on the subject of hotel methods in the Orient, with which he is familiar.

The committee selected by the American Hotel Association, at their recent meeting, to investigate the subject of hotel insurance rates, are already reporting progress. Mr. E. L. McManus, Jr., who was engaged as legal adviser points out that the stock fire insurance companies, directly or indirectly, control most of the rating boards and that such boards would, in the end do what the stock fire insurance companies wanted or permitted them to do; that the stock fire insurance companies officials had the right to wait five years after establishing a hotel classification before adjusting the rates. The conclusions, however, are said to be encouraging.

A lot of hotel men would not be so disgruntled over the effects of prohibition, were it not for the fact that a lot of the speakeasies, which are far more numerous than the licensed saloon ever was, are offering as an added attraction a very comprehensive free lunch. While the adoption of prohibition made a sizeable dent in hotel receipts, the adoption of a free lunch akin to a square meal is the final straw.

The Los Angeles city council has gone on record as favoring a New Year's dispensation by the various clubs and restaurants of their particular type of entertainment, provided they are reasonable about it. California is one of the states which repealed its liquor legislation, and will allow the Federal authorities to cope with the problem, insisting, however, that the state or city shall be put to no form of expense, in working out government perplexities.

It was reported that at the Christmas card counters in various places the most popular type of card was one with black edges, used ordinarily in mortuary affairs, and stating in cold black type: "It is with profound regret I inform you there is no Santa Claus," a belief, however, not shared by the juveniles as a whole.

Cards are out announcing the marriage of Miss Antionette Marie Smith, daughter of Ray Smith, proprietor of Hotel Pfister, Milwaukee, to J. Carlton McNeil. Many of the Michigan fraternity enjoy the acquaintance of Mr. Smith who was formerly manager of the Republican House, in the Brew City.

I am pained to hear of the passing of William Schaible, an attache of the Norton organization, and for several years manager of Hotel Norton-Palmer, at Windsor. He was a deserving young man of much experience along hotel lines.

Pennsylvania hotel men know what they want and they go after it too. Not satisfied with their disposition of laws adverse to liquor sales, they are now on the trail of certain blue laws which have been in disuse for ages but flare up once in a while to cause them vexation.

A California traveling man has put over one on the Pullman Company by securing a judgment for damages for baggage lost while in the custody of one of the company's porters. The sleeping car people, who receive a tidy price for accommodations supplied, have always held themselves absolved from any financial responsibility for articles of value pilfered from their cars. Hotel men have been soaked from time to time, for some reason, known only to judge and juries, but the Pullman people have always been exonerated, which, upon the face, is a rank injustice. If the decision runs the gauntlet of the Federal courts, perhaps sleeping car patrons may be accorded a night's sleep without placing their suit cases under their pillows.

The Statler hotels have definitely announced to the public in their newspaper advertising that henceforth no tipping will be allowed in connection with any service which may be rendered by employees of that organization. Now, if the public will exercise a little common sense the tipping evil may be abated to a considerable degree. But, will they? It has always seemed to me that the act of tipping was an obsession on the part of a lot of people. I remember, years ago, when a certain important railroad company announced that tipping would not be allowed on their dining cars, and that any employee receiving a tip would be instantly discharged. At that time the traveling men were the principal culprits, in that they secretly passed tips to waiters, in violation of this rule and it soon became a dead letter. I am curious to know just what success the Statler organization achieves in that direction.

In Honolulu it is called a lanai; in California, a patio. But away down East it is a front stoop, porch, piazza, or, as Andy would say: "Sumpin'," so don't have any mistaken dreams about the opulence of your relatives or friends, if they write you about patios. They are nothing distinctive of wealth, but just verandas.

The mayor of Pasadena stirred up a considerable ripple the other day when he took a shot at the electorate of that city, because they—the said electorate—wanted the city council to spend more money than it thought could be well afforded. "Pasadena is not in a deplorable financial condition," he said, "and is in about the same position from this standpoint as other municipalities, but unless elected representatives are allowed to use their own judgment, free from public clamor, there will be scores of cities as bankrupt as Chicago within a few years." In which claim Pasadena's mayor demonstrates he is very right in his premises. Los Angeles is just a few laps ahead of the sheriff and can well afford to follow Pasadena's example. Frank S. Verbeck.

Advance Information on Hardware Convention.

Howell, Jan. 3—The Michigan Hardware Association has declared war on trade practices unfair to the interests of hardware retailers; on inequitable and unjust taxation. It has declared war on laziness, inertia, poor management and inefficient practices in our own ranks. "The Business Battle" convention opens in Grand Rapids, Feb. 14 to 17. This is an open invitation for you to attend the President's luncheon, as my guest, Tuesday noon, Feb. 14. I promise you an entertaining time as well as a square meal.

For the opening day we will have E. B. Gallaher, of Norwalk, Connecticut, whom many of you remember from his visit two years ago. You have received Clover Service this year through his courtesy. Mr. Gallaher will discuss prospects of business in the future (and you know how accurate his predictions have been in the past), and will tell of trade evils and methods of correction. George V. Sheridan, of Columbus, Ohio, a nationally known authority, will speak on taxation and sales taxes.

On Wednesday there will be a discussion of public utility competition presented by your utility committee, which has been working faithfully for several months and will have definite proposals to present to you. Salesmanship will be handled by H. A. Coffin, of Detroit, a dynamic sales executive and a forceful speaker. Thursday Veach C. Redd, of Cincinnati, Kentucky, member of the National Price Competition Committee, will talk of the fight to secure competitive prices. Merchandise purchased from competitive sources will be on display. Our old friend, Rivers Peterson, of

the National staff will deliver an inspiring address "Rallying Round the Flag."

A speaker of National reputation will be with us Friday morning and will bring the convention to a climax with his talk, "Forward March."

Chas. H. Sutton, President.

Corporations Wound Up.

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

James A. Dant Lumber Co., Detroit.
Furnari Excavating Co., Detroit.
Duncan Bay Club Properties, Inc., Detroit.
Morley Timber Co., Grand Rapids.
Lake of Oaks Land Co., Detroit.
Golde Clothes Shop, Inc., Detroit.
Ervin Motor Sales, Alma.
Modern Poultry Breeder Publishing Co., Zeeland.
Detroit Daily Mirror, Inc., Detroit.
Monaug Holding Co., Lansing.
Dearborn Iron & Metal Co., Detroit.
Diversified Bond Corp., Grand Rapids.
Parker-Webb Co., Detroit.
Bertch Market, Grand Rapids.
Bonbright & Co., Inc., Lansing.
East Side Body Shop, Inc., Detroit.
P. J. Connell Co., Muskegon.
Floyd F. Smith, Inc., Detroit.
United Cigar Stores Company of America, Detroit.

Neutral Hosiery Shades Featured.

Neutral shades are stressed in the collection of twelve colors appearing on the Spring hosiery card now being issued by the Textile Color Card Association, it is announced by Margaret Hayden Rorke, managing director. While the contrast movement in color is still an important phase of fashion, Mrs. Rorke pointed out that the monotone theme in its adaptation to costume, hose and shoes is gaining in favor. To assist in the merchandising of the new colors, the card groups them under three captions: gray-grege shades, natural beige and sunshades. The gray-grege shades, including shadotone, dawngray, graylite and fogmist, were cited as representing an outstanding trend.

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

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

ALL GOOD ROADS LEAD TO
IONIA AND
THE REED INN
Excellent Dining Room
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MRS. GEO. SNOW, Mgr.

Warm Friend Tavern Holland, Mich.

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

GEO. W. DAUCHY, Mgr.

DRUGS

Michigan Board of Pharmacy.

President—Clare F. Allan, Wyandotte.
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Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

Michigan State Pharmaceutical Association.

President—F. H. Taft, Lansing.
First Vice-President—Duncan Weaver, Fennville.
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Secretary—R. A. Turrel, Croswell.
Treasurer—William H. Johnson, Kalamazoo.

Little Lessons in Pharmacy.

It is a dangerous practice to rely on two or three physicians for your prescription patronage. Many a time I have heard the statement made by pharmacists that they do not care to go out to contact any other physicians as they have two or three real good friends. This is fine as long as it lasts. But, please remember that in these modern times medical arts buildings are springing up all over the country. There is something of an inviting nature held out to a physician to take office space in a medical arts building. In such a building he is in daily contact with a hundred or more of his colleagues. In such a place they can dine together or lounge together down in the library room.

Further, physicians are like all other human beings. Some move to other cities, while others pass into the Great Beyond. Would it not be better to enjoy a prescription patronage from a large number of physicians? After all, a prescription is a prescription, and it makes no difference whether it is from Dr. Jones or Dr. Brown.

Developments in modern pharmacy clearly point out to us that many retail institutions are no longer community affairs but are city wide institutions. The modern telephone service places a physician adjacent to any pharmacist in the city. If I were in retail pharmacy to-day, I would surely hate to see the auto delivery stop at a home next door to my store with a prescription from another institution. I would most certainly ascertain why such is the case. Perhaps the other fellow is offering a type of service that I am not offering at present. In that case, I can assure you, I would get busy right away—not to-morrow—but to-day.

In my clientele of pharmacist friends there is a chap whose psychology is as follows, "When better service comes along, better service wins. Don't bank too much on so-called friendship stuff."

Some time ago my attention was called to a pharmacist who prided himself in the fact that a certain physician had been directing the prescriptions he had written to this store for the past twenty years. This pharmacist made the boast that competition could never alter the happy prescription patronage that he enjoyed from this certain physician.

To-day there is a different story to tell. Better service came along and the physician lined up with the better service store, with the result that the greater majority of his prescriptions are no longer filled in the store to

which he had been sending them for the past twenty years.

I do not mean that friendship does not count. It goes a long way toward developing a successful prescription patronage. I wish, however, to point out the fact that in these days of highly competitive measures, wherein modern science is placing at the disposal of the pharmacists tools of service that were not a part of pharmacy a few years ago, one cannot bank 100 per cent. on the friendship of yesterday.

Would it not be better to adopt the psychology that when better service comes along that better service wins? By so doing one will strive continually to better the service that one offers. It is well to keep twenty-four hours ahead of the other fellow at all times.

Anton Hogstad, Jr.

Ruling on Soft Drink Tax.

Three important rulings have recently been announced by the Tax Department with respect to tax on soft drinks. The following is a digest of these rulings:

1. Pure orange juice, lime juice, lemon juice, and grape juice, such as are sold at soda fountains as a beverage and at restaurants as a part of a meal, without the addition of sugar or sugar and water, are still drinks, and subject to a tax of 2 cents a gallon. The same is true with respect to grapefruit juice packed in cans in its natural state with or without the addition of sugar.

2. On the other hand, tomato juice is not taxable, not being a fruit juice.

3. Chocolate syrup sold to dairies or milk dealers for use in chocolate milk is subject to a tax of 6c per gallon. Where the dairy produces its own syrup, or where a concentrated syrup is purchased and reduced to a finished or fountain syrup for use in making chocolate milk, the dairy becomes the manufacturer and is liable for the tax.

Hair Gloss.

Hair glosses are for the purpose of giving a gloss and a smooth, soft appearance to the hair, glycerine or castor oil being the main ingredient which is dissolved in alcohol and perfumed with essential oils or synthetic perfumes to suit the taste and price. Besides the preparations mentioned below, the mixtures known as brilliantines, are also used as hair glosses.

- | | |
|--------------------------------|--------|
| 1. Castor oil | 4 oz. |
| Alcohol | 12 oz. |
| Oil of lavender flowers | 30 m. |
| Oil of bergamot | 30 m. |
| Color with alkanet if desired. | |
| 2. Glycerin | 2 oz. |
| Alcohol | 2 oz. |
| Orange flower water | 2 oz. |
| Rose water | 10 oz. |
| Oil of verbena | 30 m. |
| Oil of rose geranium | 30 m. |
| Oil of citronella (best) | 30 m. |

Clean Soda Fountain Makes Impression.

The marble top of a soda fountain that is spotted with water, spilt syrup and is generally untidy is one of the strongest sales repelling faults of a store, yet it is common of a great many. It only takes a few second to wipe off the surface and keep it clean and shiny. It is surprising to note how many more sales are made over a

clean counter, backed by glistening glasses.

Vermont Frappe.

Into a mixing glass draw one and one-half ounces of maple syrup, one ounce of white grape juice, and one ounce of sweet cream, add a portion of ice cream, shake thoroughly and fill with carbonated water, using the fine stream. Strain in a clean twelve-ounce glass and top with whipped cream.

Invisible Ink.

- | | |
|---------------------|----------|
| Linseed Oil | 1 dr. |
| Ammonia Water | 20 drs. |
| Water | 100 drs. |

This ink leaves no visible stain on the paper, but when it is dipped in water, and while it is wet, the secret can be read. As the paper dries the writing again disappears.

A new fitting for copper tubing ends guesswork in soldering. It bears a color band which turns black when the proper temperature for correct soldering reaction is reached.

Bottle Capping.

- | | |
|----------------------|--------|
| Gelatin | 500 |
| Acacia | 100 |
| Salicylic Acid | 4 |
| Water | 1400 |
| Starch | 200 |
| Anilin dye | 2 to 5 |

Heat the gelatin, acacia and salicylic acid to boiling with water, 1000. Strain, add the starch, triturate with water, 400, and color as may be desired. Use by warming the paste and dipping the bottle into it.

Utah Thirst Quencher.

Into a 12-ounce glass draw 1½ ounces of raspberry syrup. Into this squeeze the juice of 1 lemon and add a few dashes of raspberry vinegar and one-third glass of fine shaved ice and fill with carbonated water. Mix and decorate.

A new easily cleaned, midget showerhead—2.5 inches in diameter—is said to throw as wide a stream as the conventional head, yet to use only half as much water.

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POPULAR CANDIES

Ask our salesman about the NEW DISPLAY STAND for Bulk Candy. Increase your PROFITS by featuring Good Bulk Candies.

VALENTINE
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Blank Books for 1933

Ledgers — Journals — Record Books

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Our stock is complete. Come in and look it over. Prices Right.

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan

SHIP CANAL TO BLACK LAKE.

John Buys Still Regards the Project With Favor.

Grand Rapids, Dec. 30—Thank you very much for your letter calling my attention to the article in your Tradesman of Dec. 28, referring to water transportation for Grand Rapids.

In this letter you state you are compelled to take an attitude of utter impossibility for the project of a deep water way from Grand Rapids to Black Lake. I have read with considerable interest all of the items in the various numbers of your trade journal regarding the development of Grand River or some other deep water way to Grand Rapids and assure you I appreciate your having sent me these copies. I am also glad to say that your final conclusion in the matter has not discouraged me in the least as to the future possibilities of bringing ocean shipping to Grand Rapids.

I have personally been intimately acquainted with Grand River for forty years or more and long ago have given up the idea that a deep water way in the course of Grand River was practical. First, distance is too long and, secondly, the high water which we get in the spring fills in the channels and makes cost of maintenance prohibitive.

In my opinion there is just one thing we can do to Grand River and that is to ask the Government to take out the old wing dams, clean the channel and make it navigable for boats with outboard motors and for launches. A trip down Grand River with an outboard motor would be a pleasure for anyone, but it is not safe under present conditions.

The distance from Grand Rapids to Grand Haven is forty-one miles by river and this in itself would not make Grand River channel a practical deep water way. There is, however, another wonderful opportunity for Grand Rapids to become a seaport and that is a channel from Black Lake at Holland, paralleling the Pere Marquette Railway the entire distance to Grandville, then following Grand River up to a short distance above the New York Central Lines bridge where there is ample room for a turning basin sufficiently large to take care of any boat now sailing on the great lakes.

To make such a channel useful for great lakes shipping it would be necessary to excavate a channel twenty-five feet deep, 300 feet wide at the top and 150 feet wide at the bottom. This looks like a tremendous job of excavating, but after going into the matter thoroughly and taking into consideration the grade levels, such a channel could be excavated from Grand Rapids to Holland at a cost which would be not much greater than the cost of our civic auditorium. This, of course, does not include the purchase of the right of way, nor the installation of bridges. The only railroad bridge necessary would be on the Pere Marquette branch running from Allegan to Hart. The difference in elevation between the point proposed for a turning basin and the water at Black Lake is approximately three feet, consequently a channel twenty-five feet deep would give us twenty-two feet of water in the turning basin.

In checking up on the mean draft of vessels now sailing on the great lakes, we find that the greatest draft from any vessel entering the harbor of Holland is eighteen feet. In checking up on statistics as of 1930, which are the latest available, I find that 191 vessels ranging in draft from ten feet to eighteen feet entered and left Holland Harbor. At Grand Haven during the same period there were 2943 vessels entered the harbor, seventy-four of which had a draft of from eighteen to twenty feet, and 1394 vessels with a draft of sixteen to eighteen feet, the last named, undoubtedly, were car ferries.

I am mentioning this to show you that a twenty-five foot channel is all that we would need for years to come.

In your issue of Nov. 30 you referred to foreign vessels entering the port of South Haven. In this letter the secretary of the South Haven Chamber of Commerce states that seven years ago the port was about to be abandoned, but that later the channel was dredged and steps were taken to have South Haven named a port of entry for foreign vessels. On Sept. 10, 1925, the first foreign vessel came into port, bearing wood pulp from Norway, and during the past season fifty-two foreign vessels entered this port. Government statistics show that in 1930, 162 vessels entered the port of South Haven, some of these ships being loaded with pig iron and gravel.

In your issue of Dec. 28 you quote letters from local manufacturers, in one of which the statement was made that furniture is being transported by truck as far as Boston. In taking into consideration a deep water way for lake and ocean boats, the first thing to be considered is raw material. Grand Rapids to-day is one of the largest cities in the United States not on a trunk line railroad and without deep water way transportation. Because of the energy and foresight of the early manufacturers in Grand Rapids it has grown in spite of this handicap.

The time has now arrived when the cost of raw material is an important item and with our local manufacturers being obliged to pay better than \$3.50 per ton for bringing in coal and other raw materials you can see the disadvantage to which we are put. If we could have this shipping come direct to our door, by water many new industries which now cannot exist in Grand Rapids could then be developed. We have the capital, the energy and the ability to compete with other cities if there could be some neutralization of freight rates. With the tremendous handicap under which we are now compelled to operate competition with other cities in many lines is out of the question.

As a matter of comparison, I would like to refer you to the situation in the city of Houston, Texas. In 1920 Houston had a population of 138,000 as compared with 137,000 in Grand Rapids. In the official census of 1930 Grand Rapids had grown to 168,000 population and the city of Houston had grown to a population of 292,350. This increase in population is due entirely to the fact that Houston has developed its deep water way to the Gulf of Mexico. In spite of the fact that Texas has several good harbors, including Galveston, directly on the Gulf, it has been possible for Houston, forty-one miles inland, to become one of the greatest seaboards on the Eastern coast.

The exports from Houston are principally cotton and oil. These, of course, we cannot ship out of Grand Rapids, but we forget the fact that Grand Rapids has a great quantity of raw material, which, if freight rates were reasonable, could be loaded on the vessels which bring us coal and iron and shipped to a great many ports which would be eager to receive some of these raw materials. I refer to our tremendous deposits of gravel, our almost unlimited quantity of plaster rock and unknown quantities of marl, which parallel the proposed deep water way and it would give us a new outlet for our wheat, potatoes, apples and other products which are raised in the State of Michigan.

At the present time the Pere Marquette Railroad is having its troubles at Muskegon and I understand has temporarily discontinued its car ferry service from that port. The Pennsylvania Railroad is looking for an outlet, so it can also operate a car ferry. Where could either of these roads find a more suitable place for

(Continued on page 23)

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	Hemlock 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	Juniper W'd, lb. 1 50@1 75
Citric, lb. 40 @ 55	Powd., lb. 80	Lav. Flow., lb. 4 00@4 25
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 50	Lav. Gard., lb. 1 25@1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. 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	Mustard, art., ozs. @ 35
Tartaric, lb. 35 @ 45	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 4 00@4 25
Denatured, No. 5, Gal. 48 @ 60	Asafoetida, lb. 50 @ 60	Origanum, art, lb. 1 00@1 20
Grain, Gal. 4 00@5 00	Asafoetida, Po., lb. 75	Pennyroyal, lb. 3 25@3 50
Wood, Gal. 50 @ 60	Guaiac, lb. 60	Peppermint, lb. 3 50@3 75
Alum-Potash, USP Lump, lb. 05 @ 13	Guaiac, Powd., lb. 70	Rose, dr. 25
Powd. or Gra., lb. 05 1/2 @ 13	Kino, lb. 90	Rose, Geran., ozs. 50 @ 95
Ammonia	Kino, powd., lb. 1 00	Rosemary
Concentrated, lb. 06 @ 18	Myrrh, lb. 60	Flowers, lb. 1 50@1 75
4-F, lb. 05 1/2 @ 13	Myrrh, Pow., lb. 75	Sandalwood, E. I., lb. 12 50@12 75
3-F, lb. 05 1/2 @ 13	Shellac, Orange, lb. 25 @ 35	W. I., lb. 4 50@4 75
Carbonate, lb. 20 @ 25	Ground, lb. 25 @ 35	Sassafras, true, lb. 2 00@2 25
Muriate, Lp., lb. 18 @ 30	Shellac, white, (bone dr'd) lb. 35 @ 45	Syn., lb. 75 @ 1 00
Muriate, Gra., lb. 08 @ 18	Tragacanth, No. 1, bbls. 1 75@2 00	Spearmint, lb. 3 00@3 25
Muriate, Po., lb. 20 @ 30	No. 2, lbs. 1 50@1 75	Tansy, lb. 5 00@5 25
Pound 07 @ 20	Pow., lb. 1 25@1 50	Thyme, Red, lb. 1 50@1 75
Balsams	Honey	Thyme, Whl., lb. 1 75@2 00
Copaiba, lb. 50 @ 80	25 @ 40	Wintergreen
Fir, Cana., lb. 2 00@2 40	Hops	Leaf, true, lb. 6 00@6 25
Fir, Oreg., lb. 65 @ 1 00	1/2s Loose, Pressed, lb. 75	Birch, lb. 3 00@3 25
Peru, lb. 2 00@2 20	Hydrogen Peroxide	Syn. 75 @ 1 00
Tolu, lb. 1 50@1 80	Pound, gross 25 00@27 00	Wormseed, lb. 5 00@5 25
Barks	1/2 Lb., gross 15 00@16 00	Wormwood, lb. 6 00@6 25
Cassia, Ordinary, lb. 25 @ 30	1/4 Lb., gross 10 00@10 50	Oils Heavy
Ordin., Po., lb. 20 @ 25	Indigo	Castor, gal. 1 15@1 35
Salgon, lb. 40 @ 40	Madras, lb. 2 00@2 25	Cocanut, lb. 22 1/2 @ 35
Salgon, Po., lb. 50 @ 60	Insect Powder	Cod Liver, Norwegian, gal. 1 00@1 50
Elm, lb. 35 @ 40	Pure, lb. 25 @ 35	Cot. Seed Gals. 90 @ 1 10
Elm, Powd., lb. 35 @ 40	Lead Acetate	Lard, ex., gal. 1 55@1 65
Elm, G'd, lb. 40 @ 45	Xtal, lb. 17 @ 25	Lard, No. 1, gal. 1 25@1 40
Sassafras (P'd lb. 45) @ 35	Powd. & Gran. 25 @ 35	Linseed, raw, gal. 61 @ 76
Soap tree, cut, lb. 15 @ 25	Licorice	Linseed, boil, gal. 64 @ 79
Soap tree, Po., lb. 25 @ 30	Extracts, sticks, per box 1 50 @ 2 00	Neatsfoot, extra, gal. 1 25@1 35
Berries	Lozenges, lb. 40 @ 50	Olive, Malaga, gal. 2 50@3 00
Cubeb, lb. 75 @ 80	Wafers, (24s) box @ 1 50	Pure, gal. 3 00@5 00
Gubeb, Po., lb. 80 @ 80	Leaves	Sperm, gal. 1 25@1 50
Juniper, lb. 10 @ 20	Buchu, lb., short @ 50	Tanner, gal. 75 @ 90
Blue Vitriol	Buchu, lb., long @ 60	Tar, gal. 65 @ 75
Pound 05 @ 15	Buchu, P'd, lb. 30 @ 30	Whale, gal. 2 @ 00
Borax	Sage, bulk, lb. 25 @ 30	Opium
P'd or Xtal, lb. 06 @ 13	Sage, loose pressed, 1/4s, lb. @ 40	Gum, ozs., \$1.40;
Brimstone	Sage, ounces @ 85	lb. 17 50@20 00
Pound 04 @ 10	Sage, P'd & Grd. @ 35	Powder, ozs., \$1.40;
Camphor	Senna, Alexandria, lb. 50 @ 60	lb. 17 50@20 00
Pound 60 @ 75	Tinnevela, lb. 20 @ 30	Gran., ozs., \$1.40;
Cantharides	Powd., lb. 25 @ 35	lb. 17 50@20 00
Russian, Powd. @ 3 50	Uva Ursi, lb. 20 @ 25	Paraffine
Chinese, Powd. @ 1 25	Uva Ursi, P'd, lb. 30 @ 30	Pound 06 1/2 @ 15
Chalk	Lime	Papper
Crayons, white, dozen @ 3 60	Chloride, med., dz. @ 85	Black, grd., lb. 30 @ 40
dustless, doz. @ 6 00	Chloride, large, dz. @ 1 45	Red, grd., lb. 42 @ 55
French Powder, Com'l., lb. 03 1/2 @ 10	Lycopodium	White, grd., lb. 35 @ 45
Precipitated, lb. 12 @ 15	Pound 35 @ 50	Pitch Burgundy
Prepared, lb. 14 @ 16	Magnesia	Pound 20 @ 25
White, lump, lb. 03 @ 10	Carb., 1/16s, lb. @ 30	Petrolatum
Capsicum	Carb., P'd, lb. 15 @ 25	Amber, Plain, lb. 12 @ 17
Pods, lb. 60 @ 70	Oxide, Hea., lb. 75 @ 75	Amber, Carb., lb. 14 @ 19
Powder, lb. 62 @ 85	Oxide, light, lb. 75 @ 75	Cream Whl., lb. 17 @ 22
Cloves	Menthol	Lily White, lb. 20 @ 25
Whole, lb. 25 @ 35	Pound 4 25@4 60	Snow White, lb. 22 @ 27
Powdered, lb. 30 @ 40	Mercury	Plaster Paris Dental
Cocaine	Pound 1 25@1 35	Barrels 5 @ 25
Ounce 11 43@13 60	Morphine	Less, lb. 03 1/2 @ 08
Copperas	Ounces @ 10 80	Potassa
Xtal, lb. 03 1/4 @ 10	1/2s @ 12 96	Caustic, st'ks, lb. 55 @ 88
Powdered, lb. 04 @ 15	Mustard	Liquor, lb. 40 @ 40
Cream Tartar	Bulk, Powd., select, lb. 45 @ 50	Potassium
Pound 25 @ 40	No. 1, lb. 25 @ 35	Acetate, lb. 60 @ 96
Cuttlebone	Naphthaline	Bicarbonate, lb. 30 @ 35
Pound 40 @ 50	Balls, lb. 06 1/4 @ 15	Bichromate, lb. 15 @ 25
Dextrine	Flake, lb. 05 1/4 @ 15	Bromide, lb. 51 @ 72
Yellow Corn, lb. 06 1/2 @ 15	Nutmeg	Carbonate, lb. 30 @ 35
White Corn, lb. 07 @ 15	Pound 40 @ 50	Chlorate, Xtal, lb. 17 @ 23
Extract	Powdered, lb. 50 @ 50	powd., lb. 17 @ 23
Witch Hazel, Yellow Lab., gal. 99 @ 1 82	Nux Vomica	Gran. lb. 21 @ 28
Licorice, P'd, lb. 50 @ 60	Pound 25 @ 25	Iodide, lb. 3 64 @ 3 84
Flower	Powdered, lb. 15 @ 25	Pernanganate, lb. 22 1/4 @ 35
Arnica, lb. 75 @ 80	Oil Essential	Prussiate, Red, lb. 80 @ 90
Chamomile, German, lb. 35 @ 45	Almond, Bit., true, ozs. @ 50	Yellow, lb. 50 @ 60
Roman, lb. 90 @ 90	Bit., art., ozs. @ 35	Quassia Chips
Saffron, Sweet, true, lb. 1 50@1 80	Sw't, Art., lbs. 1 00@1 25	Pound 15 @ 20
American, lb. 35 @ 40	Amber, crude, lb. 75 @ 1 00	Powd., lb. 25 @ 30
Spanish, ozs. @ 1 25	Amber, rect., lb. 1 50@2 00	Quinine
Formaldehyde, Bulk	Anise, lb. 1 00@1 25	5 oz. cans, ozs. @ 57
Pound 09 @ 20	Bay, lb. 4 00@4 25	Sal
Fuller's Earth	Bergamot, lb. 5 00@5 20	Epsom, lb. 03 1/4 @ 10
Powder, lb. 05 @ 10	Cajeput, lb. 1 50@1 75	Glaubers, Lump, lb. 03 @ 10
Gelatin	Caraway S'd, lb. 3 00@3 25	Gran., lb. 03 1/4 @ 10
Pound 55 @ 65	Cassia, USP, lb. 2 25@2 60	Nitre, Xtal or Powd. 10 @ 22
Glue	Cedar Leaf, lb. 2 00@2 25	Gran., lb. 09 @ 20
Brok., Bro., lb. 20 @ 30	Coml., lb. 1 00@1 25	Rochelle, lb. 21 @ 31
Gro'd, Dark, lb. 16 @ 22	Citronella, lb. 75 @ 1 20	Soda, lb. 02 1/2 @ 08
Whl. Flake, lb. 27 1/2 @ 35	Cloves, lb. 2 00@2 25	Soda
White G'd, lb. 25 @ 35	Croton, lbs. 8 00@8 25	Ash 03 @ 10
White AXX light, lb. 40 @ 40	Cubeb, lb. 5 00@5 25	Bicarbonate, lb. 03 1/2 @ 10
Ribbon 42 1/2 @ 50	Erigeron, lb. 4 00@4 25	Caustic, Co'l., lb. 08 @ 15
Glycerine	Eucalyptus, lb. 75 @ 1 20	Hypophosphite, lb. 05 @ 10
Pound 14 1/2 @ 35	Fennel 2 00@2 25	Phosphate, lb. 23 @ 28

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Corn Starch

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

Chili Beans, 100 lb. bag	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
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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

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

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

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

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
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4, Star	2 75
Shrimp, 1, wet	1 45
Sardines, 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.	25
Sardines, Cal.	1 10
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, 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

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
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 Bantam, 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
Beechhut 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'dee, Tall	2 50
Oatman's D'dee, 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
Websterettes	38 50
Cincos	38 50
Garcia Grand Babies	38 50
Bradstreets	38 50
La Palena Senators	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 Pantallas	13 00
Skylines	19 50
Hampton Arms Jun'r	37 50
Trojan	35 00
Rancho Corono	35 00

CONFECTIONERY

Currants
Packages, 11 oz. ----- 11½

Dates
Imperial, 12s, pitted 1 70
Imperial, 12s, Regular 1 30

Peaches
Evap., Choice ----- 09
Fancy ----- 10½

Peel
Lemon, American ----- 24
Orange, American ----- 24

Raisins
Seeded, bulk ----- 7
Thompson's seedless blk. 6½
Thompson's seedless, 15 oz. ----- 7½
Seeded, 15 oz. ----- 7½

California Prunes
90@100, 25 lb. boxes @05
80@90, 25 lb. boxes @05½
70@80, 25 lb. boxes @06
60@50, 25 lb. boxes @06½
50@60, 25 lb. boxes @07
40@50, 25 lb. boxes @07½
30@40, 25 lb. boxes @08½
30@30, 25 lb. boxes @12
18@24, 25 lb. boxes @14½

Hominy
Pearl, 100 lb. sacks -- 3 50

Bulk Goods
Elbow Macaroni, 20 lb. 05
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 -- 7½
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
½ Pint Tall, per doz. 38
½ Pint Squat, per doz. 38

Margarine
I. VAN WESTENBRUGGE
Food Distributor



Cream-Nut, No. 1 ----- 13
Pecola, No. 1 ----- 9½

Wilson & Co.'s Brands
Oleo
Nut ----- 09
Special Roll ----- 12

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 ----- 15½
Brazil, large ----- 12½
Fancy Mixed ----- 11½
Filberts, Naples ----- 13
Peanuts, Vir. Roasted 6½
Peanuts, Jumbo ----- 7½c
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 ----- 32
125 lb. bags ----- 5½
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. 16½

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
½s ----- 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 ----- 13
Good ----- 13
Medium ----- 08
Poor ----- 05

Mutton
Good ----- 04½
Medium ----- 03
Poor ----- 02

Pork
Loin, med. ----- 07
Butts ----- 07
Shoulders ----- 06
Spareribs ----- 05
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 18-23@18-10-6

Lard
Pure in tierces ----- 5½
60 lb. tubs ----- advance ¼
50 lb. tubs ----- advance ¼
20 lb. pails ----- advance ¼
10 lb. pails ----- advance ¼
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 6½
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. @10
Hams, Cert., Skinned 16-18 lb. @10
Ham, dried beef
Knuckles ----- @25
California Hams ----- @09
Picnic Boiled Hams ----- @16
Boiled Hams ----- @18
Minced Hams ----- @12
Bacon 4/6 Cert. ----- @13

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, 18-2½ 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. -----

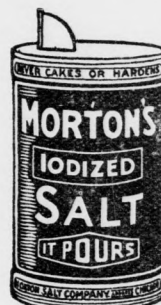
Lake Herring
½ Bbl., 100 lbs. -----
Mackerel
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. ----- 18 50
K K K K Norway ----- 19 50
3 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, 36-1½ ----- 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, ½ 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, 16 oz. ----- 3 85
Rub No More, 20 Lg. 4 00
Spotless Cleanser, 48, 20 oz. ----- 3 85
Sani Flush, 1 doz. ----- 2 25
Sapallo, 3 doz. ----- 3 15
Soapine, 100, 12 oz. ----- 6 40
Snowboy, 100, 10 oz. ----- 4 00
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandotte, 48s ----- 4 75
Wyandotte, Deterg's, 24s 2 75

SOAP
Am. Family, 100 box 5 60
Crystal White, 100 ----- 3 50
F.B., 60s ----- 2 15
Fels Napha, 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
Tribby 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 ----- @33
Cassia, Canton ----- @25
Ginger, Corkin ----- @27
Mustard ----- @26
Mace, Penang ----- @55
Pepper, Black ----- @25
Nutmegs ----- @26
Pepper, White ----- @38
Pepper, Cayenne ----- @36
Paprika, Spanish ----- @36

Seasoning
Chili Powder, 1½ oz. ----- 65
Celery Salt, 3 oz. ----- 95
Sage, 2 oz. ----- 85
Onion Salt ----- 1 35
Garlic ----- 1 35
Penalty, 3½ oz. ----- 3 25
Kitchen Bouquet ----- 4 50
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Turmercl, 1½ oz. ----- 65

STARCH
Corn
Kingsford, 24 lbs. ----- 2 30
Powd., bags, per 100 ----- 2 65
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 ----- 11¼
Elastic, 32 pkgs. ----- 2 55
Tiger, 48-1 -----
Tiger, 50 lbs. ----- 2 75

SYRUP
Corn
Blue Karo, No. 1½ ----- 2 45
Blue Karo, No. 5, 1 dz. 3 38
Blue Karo, No. 10 ----- 3 18
Red Karo, No. 1½ ----- 2 66
Red Karo, No. 5, 1 dz. 3 64
Red Karo, No. 10 ----- 3 44

Imit. Maple Flavor
Orange, No. 1½, 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 70
Half Gallons, 1 doz. 7 35
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@38
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, spr ----- 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 00
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 ----- 06¼
Butchers D F ----- 05¼
Kraft ----- 04
Kraft Stripe ----- 09½

YEAST CAKE
Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70
Sunlight, 1½ doz. ----- 1 35
Yeast Foam, 3 doz. ----- 2 70
Yeast Foam, 1½ doz. 1 35

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

SHOE MARKET

Michigan Retail Shoe Dealers Association.
President—Elwyn Pond, Flint.
Vice-President—J. E. Wilson, Detroit.
Secretary—Joe H. Burton, Lansing.
Asst. Sec'y-Treas.—O. R. Jenkins.
Association Business Office, 907 Transportation Bldg., Detroit.

The Creation of Work.

Over a world-wide hookup Chancellor Kurt von Schleicher outlined the program of his German cabinet as trustee for the entire German nation during this period of emergency. "My program consists of one single point: the creation of work," he declared. "I have convinced myself that the German people of all classes are dominated by only one thought: 'Give us work. We are not interested in anything else—least of all in amendments to the constitution and other fine things that don't feed us.'"

There, in a paragraph, you have the strong statement of a man proposing practical measures even though they might not be in line with orthodox economic reasoning. The creation of employment is not only a German need but a world-wide need and a particularly pressing need in the United States.

Talk to the man on the street. You will learn that nothing to-day interests him as much as work. He has returned to the point of thinking that economic solution is not in words and promises of legislators but in jobs and work. The creation of employment and the stimulation of private business are the chief points in the solution of the economic stalemate now facing the world.

There is practically no momentum to money to-day. No business house wants to borrow money to put into goods and services that will not return an equivalent dollar.

What one thing will stimulate business? The answer is a slight increase in prices. A penny more for the producer of raw goods and a penny more for the intermediate handler and a penny more for the final distributor and there you have the incentive for an early and better Spring. If the capitalistic state that we are now in is to continue, and in all probability it will, it can only show "life" by a slight rise in price that is sustained and maintained.

This penny rise in every commodity and service used by mankind will do the trick. It will supply the initiative to men and money. It will start an activity in that barometer of business known as the stock market. It will start work—for if there is possibility of a slight margin of profit the maker and distributor get busy for they then have a hope that for their capital and effort they can get a penny more than red ink. The creation of work is indeed the only promise of a purchasing power for 1933.

The very fundamentals of all present economic thinking is based on the above formula—nothing else is of importance as we come into the New Year. Several factors are most favorable for action leading to the creation of work. Just the turn of the calendar is in itself a factor for good. We are at this time closer to a common bond of understanding of the need for work

than ever before in the history of labor and capital.

A week from now we publish the fiftieth anniversary issue of the Boot and Shoe Recorder. In the brief space of fifty years, and it is brief as time flies these days, the making of the shoe has been changed from hand to machine operations. There were, when the Recorder started, plenty of men who could make a shoe completely by hand. For some time after the Recorder was well along on its going, there were a number of firms who made shoes "by both hand and machine methods." And arguments waxed warm as to the relative merits of the two kinds—as regarded fit, comfort and durability. Now practically all shoes are made by machinery, and it takes as many as two hundred different machine operations to produce a single pair of some kinds of shoes.

As late as 1882, a wage of one dollar a day was looked upon as fair pay. Then, there were shoemakers, not so very old, who recalled when they took a part of their pay in orders on the general store—and in one instance at least, this general store was conducted by the manufacturer. Now a wage of four dollars a day is not uncommon; and, during the inflation period, of recent date, a wage of one dollar an hour was paid to many skilled workers in many shops. Hours of labor have been reduced. Both employer and employe now face the future wondering what lies ahead.—Boot and Shoe Recorder.

Progress of Preventive Medicine.

Thanks to the combined contributions of preventive medicine and sanitary science, there is knowledge in abundance, not only for present needs, but for the needs of many years to come. Those in position to speak with authority are agreed that research work in the field of preventive medicine is fully a quarter of a century ahead of universal practical application.

The trouble is that this knowledge is not generally diffused among all the various elements that go to make up our citizenship. If it were, diseases classed as preventable, diseases which we know how to prevent and so should prevent, would not have caused the deaths in Kentucky last year of nearly 10,000 people—approximately a third of the total deaths from all causes in the state.

If it were, infant mortality would not have exacted a toll of nearly 4,000 children under one year of age during the same period. If it were, tuberculosis would not to-day still be continuing responsible for more deaths in the active period of life than any other single disease. And so, too, with diphtheria, typhoid fever, scarlet fever and many other communicable diseases.

The knowledge we now have is sufficient, generally disseminated and universally applied, to cut fully in half both the morbidity and mortality of all these diseases. More than that, it is sufficient to reduce by at least 50 per cent. our general morbidity and mortality rates.

What a consummation so devoutly to be wished would mean, from an

economic standpoint alone, to Kentucky is not difficult to calculate with something at least approximating accuracy. A 50 per cent. reduction in the financial loss from preventable sickness and death would in itself entail an economic saving of \$33,500,000 a year. A like decrease in morbidity would mean the saving of another \$33,500,000 in costs of medical care.

The two together would mean a saving of \$67,000,000 annually—a sum greater than that which we are spending in the operation of the state government in all its various branches.

And this does not tell all the tale. The figures quoted do not take into account the partial disabilities which impair productivity, to greater or less degree, without incapacitating. When we add to all this the needless suffering, anxiety and disturbance of human relations entailed by unnecessary sickness and death the aggregate bill which we are called upon to pay becomes almost staggering.

And the savings from reduced cost of medical care would not injuriously affect the earning capacity and so the prosperity of the medical profession. On the contrary, private practice of medicine would be materially benefited. In this connection I should like to quote from a booklet entitled, "Problems in Medical Service," written by Dr. William H. Ross, former president of the New York State Medical Society, and published in 1931. Summing up the results of a comprehensive study of medical relationships in New York, made while executive head of the state society, Dr. Ross says:

"I was able to study some sections of the state better than others in which there had been for some time co-operation with other health agencies and have heard the local profession talk of the result of co-operation. They have said that the public has had better service because it learned from public health education what can be had in health service and came to the doctors for it, thereby increasing the local practice of medicine. In every community where the profession looks upon medicine as a community problem and has co-operated with other agencies under the leadership of medicine, the public has been better served and medicine has been more prosperous. Organized medicine has advanced just as it has built new pathways of

public service, made contact with public interest and established relationships with them."

In the light of what has been said, and the truth of it is not open to rational argument, the primary importance of health education as an economic need could not well be overestimated. The job is one calling for active co-operation on the part of every group and every individual at all qualified to assist in its performance. There must, however, be leadership, and no group in any community is so well qualified to assume this leadership as the medical profession. Physicians have the knowledge. They have opportunities for disseminating this knowledge in their respective communities such as no other group has. They have contacts whose closeness and intimacy the members of no other profession, with the exception of the clergy, can hope to possess. The family physician is more than a doctor; he is a family friend, and, in many instances, little short of a father confessor. Having the confidence of his clientele, he possesses opportunities for educating them in matters pertaining to health which he can turn to the inestimable advantage of his patients, of his community, his state and himself.

It is to the medical profession that the world largely owes the wonderful progress already made in arresting the ravages of the many ills to which mankind is heir. It is to the achievements of this profession that preventive medicine owes its origin and development. It is to this profession that the world must look, and does confidently look, for still greater and constantly augmenting accomplishments in the years to come.

John W. Kelly.

Tree Worshipers.

Drawn by light above
Like a heart with love
Only to implore
It may rise the more
Ever let me be
Like a growing tree.

Plainly can I see
So within a tree
God and beauty there
That I even dare
Reverential be
When I see a tree.

Temples made by man
Have a sacred plan—
Holy metaphor
For the worshipper
But my shrine can be
Just a God-made tree.
Charles A. Heath.

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)

maining will be of better class and will make more substantial citizens.

I read much in trade journals nowadays about service, and I sometimes wonder if any considerable number of my readers really know what service actually means. Perhaps I may take too severe a view of the subject, but to me service must be sacrificial. Every great accomplishment in the history of civilization has been made possible by sacrifice. We must give to live. A successful service must be enthusiastic. Enthusiasm is that high quality of the mind that has back of it the wholesome initiative of the soul, moving in constant companionship with the will. It is that power within the human personality that helps a man work out the highest principles of the holiest aspirations of life. It fills him with the compassion that makes defeat impossible. Many people look upon enthusiasm as being synonymous with fanaticism. That is not intelligent enthusiasm; that is ignorance. Service that is to be successful must be righteous. I mean by this that your service must be properly motivated. It must be just; it must be right—and when it is just right it has the quality of rightness or righteousness—a rightness in relationship. Many men are working thousands to death in their industry and getting nowhere, because there is no motive behind their effort. They are aiming at nothing, and hitting it hard. It is not what you are doing, but why you are doing it that makes what you are doing worth while.

The type of service that is to save your store, bank, factory or mill must have in it vision. Truly it has been said: "Where there is no vision, the people perish." How differently things would have been if twenty years ago men in industry had been able to see themselves to-day. You must see yourself twenty years from to-day, ten years from to-day, five years from to-day, then travel back over the road you have pictured out for yourself. Is it an avenue or an alley? Is it a highway or a byway? Vision is the ability to see yourself in relationship to the future. It is not enough to hitch your wagon to a star—you must get in the wagon. Service that is to produce success must be started immediately. Procrastination is the fundamental doctrine of most business men. You will improve the status of your business, but you will wait until after the inventory—until after the usual midwinter slump. If you would get after it immediately, you might train the slump into a hump.

Your service program must have as one of its elements, constantly. You must not only start, but you must continue. It is not enough to leave for a destination; we must arrive. If this is a dark hour for many men in your industry, remember the darkest hour is just before the dawn, and the quality of the dawn will be determined by your attitude toward it. You must have the ability to keep on keeping on, for that

is the difference between failure and success. Finally, your service must be rendered everywhere, not to special customers, under special conditions, but everywhere. Let's pull these characterizations together and see what we have:

S-acrifice
E-nthusiasm
R-ighteousness
Vision
I-mmediately
C-onstantly
E-verywhere

Thus you have the quality that will save the individual in the institution, thereby strengthening the institution, and thus saving it to usefulness, to profits, to happiness, to laughter.

It is great to laugh and live—to live greatly, not greedily; to live serviceably, not selfishly; to live socially, not individually; to live honestly, not artificially; to live actively, not idly; to live a life that has in it the hint of eternity—a life that will prove a giant hour when it has passed away.

E. A. Stowe.

SHIP CANAL TO BLACK LAKE.

(Continue from page 19)

loading and unloading car ferries than in the turning basin at Grand Rapids?

In an editorial published by Arthur Brisbane last summer, when the treaty between Canada and ourselves, for the construction of the great St. Lawrence ocean ship canal was signed, he said:

"The cities of the great lakes will grow in importance, wealth, population and prosperity and other cities innumerable will add to the number of their ports and factories within reach of ocean traffic. This ocean waterway adding every foot of frontage on the great lakes to our seaboard lines with limitless harbor facilities will help show what we shall be. (It hath not been shown what we shall be)."

The financing of a project of this character looks like a tremendous proposition and apparently from what I have read on this subject nearly everyone seems inclined to think that we can look only to the Government for the development of such a project. In Houston a navigation district was formed which took in the entire county of Harris and bonds to the extent of \$3,700,000 were issued over this navigation district. Returns from the tonnage coming into Houston Harbor has taken care of both the interest and the sinking fund on the bonds.

The United States Government, of course, has been a big help to Houston, having spent over \$14,000,000 in construction and maintenance since the channel was first opened up. It would require only a small fraction of this amount to open up and maintain the channel I propose from Grand Rapids to Holland.

I am sorry indeed that the information received by you was of such a discouraging nature, but, in my opinion, the only reason for lack of encouragement on this project is because the writers have not thoroughly investigated the possibility of a deep water way from Grand Rapids to Lake Michigan. I have spent nearly three years investigating and studying this matter and I assure you I am not in the least bit discouraged.

I still believe that with proper co-operation and a thorough survey of the whole plan it could be shown that Grand Rapids could maintain a deep water way and is justified in seeking to secure an outlet to the sea.

John Buys.

It isn't hardheadedness if it entails hardheadedness.

Independent Stores Make a Good Showing.

I am in receipt this morning from R. J. McFall, Chief Statistician for Distribution of the Bureau of the Census, Department of Commerce, some very exhaustive and comprehensive figures, prepared expressly for me, on the amount of business done by grocery chain stores and independent grocers, which are extremely interesting and of distinct advantage to the independents. This is advance information, not yet given out for general publication, but I am going to try to get permission to use it in our group of papers before its general release, and if I am successful will be glad to send you a summary if you would care to use it.

Later—Mr. McFall has just written me releasing the figures about which I wrote you. My object in asking for this data was to have something definite to pass on to those manufacturers and agencies who seem to think that the chain stores offer them their biggest outlet. The information came to me in seven columns of lead pencil figures, covering four sheets, each 11 by 23 inches.

A summary of the figures shows that there are 307,425 stores in the United States selling groceries, divided as follows: Independent grocery stores, 234,082—76 per cent.; National grocery chains, 24,959—8 per cent.; sectional and local chains, 27,659—9 per cent.; other types, 20,725—7 per cent.

The amount of business done by these stores is \$7,352,791,211, divided as follows: Independent grocery stores, \$4,137,978,292—56 per cent.; National grocery chains, \$1,541,783,277—21 per cent.; sectional and local chains, \$1,292,196,166—18 per cent.; other types, \$380,833,476—5 per cent.

You will probably be interested in the figures for the State of Michigan. There are 11,305 stores selling groceries divided as follows: Independent grocery stores, 7,732—68 per cent.; National grocery chains, 2,015—18 per cent.; sectional and local chains, 1,077—10 per cent.; other types, 481—4 per cent.

The amount of business done by these Michigan stores is \$362,466,568, divided as follows: Independent grocery stores, \$174,689,408—48 per cent.; National grocery chains, \$135,848,324—38 per cent.; sectional and local chains, \$40,761,279—11 per cent.; other types, \$11,167,557—3 per cent.

The average amount of business done by these stores in the United States is \$23,917; in Michigan, \$32,063. This is divided as follows: Independent grocery stores—United States, \$17,677; Michigan, \$22,593. National grocery chains—United States, \$61,773; Michigan, \$67,419. Sectional and local chains—United States, \$46,719; Michigan, \$37,847. Other types—United States, \$18,376; Michigan, \$23,217.

Another bit of information which I culled from these figures, which is valuable in selling advertising of slicing machines, refrigerating equipment, and the like, is the number of grocery stores selling meats. Here are the facts:

Independent grocery stores—United States: groceries alone, 142,245; groceries and meats, 91,837—39 per cent. Michigan—groceries alone, 3,546; groceries and meats, 4,186—54 per cent.

National grocery chains. United States: groceries alone, 16,571; groceries and meats, 8,388—34 per cent. Michigan: groceries alone, 1,178; groceries and meats, 837—42 per cent.

Sectional and local chains. United States: groceries alone, 18,798; groceries and meats, 8,861—32 per cent. Michigan: groceries alone, 804; groceries and meats, 272—25 per cent.

Other types. United States: groceries alone, 14,262; groceries and meats, 6,463—31 per cent. Michigan: groceries alone, 263; groceries and meats, 218—45 per cent.

There are two or three important things to which I wish to draw your particular attention. First that 76 per cent. of all the grocery stores in the country are independents, while only 8 per cent. are national chains. Second, that 56 per cent. of all the grocery business in the country is done by the independents, and only 21 per cent. by the National chains. Another is that a larger percentage of the independent grocery stores are carrying meats.

You will note that the percentage of chain stores in Michigan is greater than the average for the United States, yet the average business per store in Michigan, both independent and chain, is considerably higher. Also that a greater percentage of the stores are carrying meats than the average for the country.

O. F. Byxbee.

I Wonder.

I wonder so where mama is
I do, I do;

I do—I do.
So wonder at eternity's

Adieu, adieu,

And too, anew

That I again shall see the fair

Beloved face

And winsome smile

Though Time apace

Begule—beguile.

I wonder so about the real

I do, I do;

I do, I do

Keep wondering until I feel

If but the true

I knew—then too,

Content I'd be nor wonder—when

I knew I'd see her once again

In after-while

Beyond, above

Though long the mile

My love—my love.

Charles A. Heath.

How to get facts is your problem.

Theory seldom leads to sound decisions.

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—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

Wanted—Country store in northern lower Michigan. Floyd Flanders, Fennville, Mich. 559

SUCCESSFUL FOOD SHOW

Sponsored By Independent Retail Grocers of Los Angeles.

Beginning Monday, Nov. 14, and continuing throughout the week, Los Angeles held its annual Food Show.

That is to say, 106 manufacturers and jobbers of foods gave a public exhibition of the products they make or handle under the auspices of the Southern California Grocers Association. This society is composed of the independent retail grocers of this region and is allied with the State Association, which, in turn, is a member of the National organization.

The show was held in the Shrine Civic Auditorium, the main building of which contains a theater which is the largest audience room in the city and an annex in the shape of a ballroom, which furnished a vast unbroken space admirably adapted for housing the temporary booths put up by the exhibitors.

I went on Wednesday. From 2:30 p. m., when the show opened, until 10:30 at night, a great crowd poured through the wide aisles, inspecting the products on display, sampling this, that and the other, chatting with acquaintances, listening to the music or the jokes of the clown and the pompous official announcer.

In spite of the depression, attendance was greater than last year. It was officially estimated that 40,000 people were there Wednesday. On Thursday, which always is the peak day, the number ran still higher. Of course Monday and Saturday are light, but it is well assured that the total attendance for the six days exceeded 200,000; which breaks the records of all food shows held to date, West of the Mississippi.

A small four-page sheet, having its own editor and cartoonist, was the official food show paper. It was issued daily and passed out gratuitously. Cleverly illustrated and containing reading matter of interest, it was sought after eagerly.

Good taste, originality, much thought and also much plain hard work was evidenced in the get-up of the various booths. The background of the concession occupied by a fish exchange consisted of a painting showing a small cross section of semi-tropic sea, in which different kinds of colorful fish were swimming. Above was a scene of boats on choppy water, the choppi-ness made realistic by the canvas being in horizontal strips, one or more of which was kept constantly in motion by some hidden mechanism.

Of the houses exhibiting, some are nationally known, all are of at least local repute. But I must not attempt detailed description, for it would be superfluous. In Michigan and the adjoining states you put on superb food shows, some of them perhaps even bigger and better than the one I am telling about; so I will content myself with touching upon just two matters in a way that I trust may be of interest to Tradesman readers.

To my mind the outstanding feature of this show was the fine co-operation between the management and the home economics departments of the daily papers.

On each afternoon of the first four days some newspaper lent its cooking expert to give a lecture and demonstration at the theater adjoining the food show. On Friday, one of the electric companies made loan of its culinary adept.

On the afternoon I attended, as a fitting prelude to approaching Thanksgiving, a 22½ pound turkey, previously prepared and roasted until nearly done, was placed in an electric range on the stage in full view of the capacity audience in attendance. Then the expert lady, after telling how each preliminary process had been accomplished, showed how to finish the roasting and garnish the fowl. When complete, the noble bird was glorious with paper frills on its legs, a face and head cut from an apple, a necklace of small circles of carrot, and even doll shoes where his feet had been in former days.

Around the platter were placed stuffed silverskin onions and sweet potato balls. Further, the lady told how to make a pomegranate ice and herself made a litchi persimmon salad. Then some pumpkin fanchonettes—small individual pies—were brought, each of which she topped with a swirl of whipped cream.

Not only was the turkey garnished, but the lecture was garnished also and most artistically. Gay in their bright colored shirts and scarlet sashes, a Mexican string band of six players furnished delightful instrumental music and a famous tenor singer of the same race in full national garb sang charmingly.

While I was present only at the Wednesday lecture, there is no doubt that the other cooking experts on the other days did themselves just as proud as the one I listened to.

Who made up those great audiences? Brides or brides-soon-to-be ignorant of cooking? Not to any great extent. All the brides in Los Angeles would scarcely make one such audience. Women of all ages and almost all circumstances were there.

The moral is just this: Women are deeply interested in cookery. It is for retail grocers to think with their heads on how to connect up their business with this eagerness of the good matrons for the culinary art.

The cooking lectures began at 1:30 and were not lengthy. When over, almost all in attendance went right over to the food show just as it was planned they should do. Indeed these lectures have proved one of the best drawing cards for getting people to the show.

My other moral is about money. This has been the twenty-eighth Los Angeles food show. The first twenty, I understand, were not satisfactory financially. In 1925 the Southern California Retail Grocers Association took over the show and began applying sound business sense to its management. Results have been gratifying.

The Association assumes all responsibility, engages the auditorium and sublets space to the concessionaires. This year the regular price of admission to the exhibition was 40 cents. But to every grocer who is a member of the Association, tickets were given to hand out freely to his

customers. These admitted the bearer for 25 cents. In exchange for publicity and the service of their cooking expert, each newspaper was allowed to issue coupons giving free admission on the day of its lecture-demonstration.

From the door receipts secured by this plan, the Association is meeting all expenses and will have left a well-earned and substantial balance, to aid in the ordinary expenses of the organization. This moral needs no stressing.

Ella M. Rogers.

How the Year 1933 Looks in Perspective.

Anyone attempting to predict definitely what 1933 has in store for business during next twelve months could indeed be called a rash person. Predictions for the past three years have been so numerous and so generally upset a short time after being made that only the most optimistic and blind prophets can repeatedly predict and still retain a large following, who, somehow feel that sooner or later the prophets will hit upon something which will actually happen to justify the belief they have in themselves.

To the business man and taxpayer the things which will really make a difference for the next twelve months are (1), increased employment; (2), lower taxes, and (3), reduction of the colossal public and private debts created during the past fifteen years. At the present time the prospects for increased employment during 1933 are more or less uncertain. The minus factors are numerous and easy to see. It is true the merchants' shelves are bare and should be replenished, but more and more people are doing without things these days which formerly were considered necessary, and so long as this condition exists merchants will prudently refrain from large merchandise commitments. Manufacturers, unable to find an active market for their products, will be forced to curtail production. Primary producers and converters, unable to sell the manufacturer, will likewise reduce operations and, as a result, employment will drag at a low level. On the other hand, we have plus factors showing encouraging signs. The mental attitude of the country since the last election has done much to create a feeling of latent optimism, which would burst in the open if only given a chance. The incoming state and Federal administrations can do much to revive the tired feelings and lessened resistance of a people who have for the past three years fought a terrific battle against overwhelming odds, as the present one has been. Statesmanship and a genuine ability and desire on the part of our public officials will work wonders in 1933 if we are fortunate in getting it from those who should be the first to recognize the country is waiting for them to make the next move, and start the wheels of reconstruction going.

The second consideration which will help the business man and taxpayer is the reduction of the ever growing load of taxes. Up to the present time it seems to have been generally disregarded. No individual or government can successfully borrow itself

out of debt. And by the same token no amount of loans by the Government will permanently restore credit, or confidence in the minds of the people, who are led to believe that by some unknown and unexplainable formula new debts are less dangerous or more desirable than the payment of old obligations. Inverse reasoning such as we have seen for the past year has not permanently helped to solve any of our problems. On the other hand, it has merely postponed the day of reckoning, and 1933 may go down in history as the parent of the child who long announced his coming, but found upon arrival no preparations had been made to receive it. The third consideration to keep in mind, if business is to be revived, is the reduction of public and private debts. Here again, our state and Federal governments can lead the way and play an all important part. Space does not permit elaboration of this subject here, but, it can be said without fear of successful contradiction, our industrial giants and employers of labor are tied hand and foot at the present time in their efforts to promote business, so long as the specter of foreclosure and uncertain employment, coupled with suspicion and fear rides in the saddle. Only through the utmost efforts and unselfish sacrifices on the part of our Government to restore confidence in the minds of the forgotten man and his wife will 1933 prove to be the turning point on the road to recovery.

A. C. Martin.

Stores Use Appliance Canvassers.

Use of house-to-house canvassers for distribution of major electrical appliances by department stores is "a new and permanent feature" of department store merchandising, according to conclusions of a survey announced by the electrical merchandising joint committee. The survey conducted by Dr. Kenneth Dameron of the committee, covered the outside selling activities of thirty-five department stores. These stores were using canvassers in the sale of vacuum cleaners, washers, refrigerators, radios and ironers. The commissions paid range from 10 to 20 per cent. Adequate training of the salesmen and the full-time service of an appliance sales manager were cited as essential requirements.

Laminated Glass Call Active.

There has been a fairly active movement of laminated glass to the automobile manufacturers and production in December has been in excess of the average for the other eleven months of 1932. Some of this production probably is in anticipation of future orders. The plate glass industry, particularly, is watching the automobile and furniture industries closely. Delay in bringing about definite action on measures to legalize the sale of beer and related liquid products has not been helpful to the glass industry. Prospective purchasers are becoming more hesitant as it appears more clearly that positive action will be delayed.

A new insulated kitchen range also heats the house. It has an electric fan which supplies air circulation and forced draft when needed, a second firepot for use in very cold weather.

MODERN CUTS OF PORK

This is the twelfth 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.

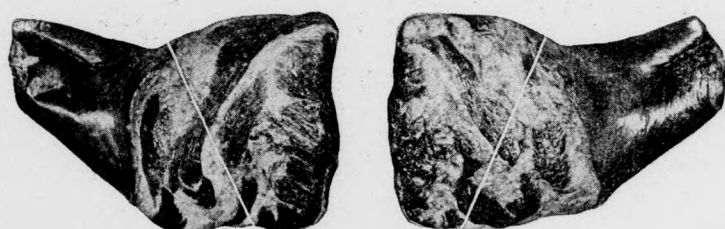
SMOKED PICNIC SHOULDER

Consumers often are of the opinion that the smoked picnic contains an excessive amount of fat and bone. By disclosing an inside view of the picnic, this objection should be overcome.



Art. XII.—Cut 1

Cutting the Smoked Picnic



Art. XII.—Cut 2

To display to the best advantage, it is suggested that the picnic be cut as illustrated.



Art. XII.—Cut 3

Inside view of two smoked picnic shoulders.

Consider It This Way

Every merchant knows that taxes are an important factor in the cost of doing business. He knows that the weight of his tax burden depends upon the soundness and economy with which governmental affairs are conducted. The money he pays for fire insurance protection is not unlike his tax payments. It goes into a common fund from which are paid the losses of the few and expense of administering the fund. If he is insured in a non-mutual company, any profit resulting from the administration of the fund belongs to the stockholders. If in a mutual Company the profit flows back into his own pocket. Mutual insurance has proven to be the most economical method of administering an insurance fund. It is primarily a fire prevention agency, with provision to return directly to the policyholders whatever savings are accomplished.

STRENGTH
COMPANIES REPRESENTED HAVE
Assets \$65,931,787.14
Surplus \$23,396,338.15

SERVICE
Correct Insurance Coverage
Engineering Advise

SAVINGS
12½% To 40%
According To Classification of
Property

THE MILL MUTUALS AGENCY

LANSING, MICHIGAN

Mutual Building

Phone 20741

DETROIT OFFICE
Transportation Bldg.
Phone
Randolph 0729

GRAND RAPIDS OFFICE
Grand Rapids Trust Bldg.
Phone
95923

Speed Up Sales

*by featuring properly
advertised lines*

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

K C Baking Powder

*Same Price
Today
As 42 Years Ago*
25 ounces for 25c

Your customers know it is a **quality** product . . . that the price is **right**.

Why ask them to pay War Prices?

It's up to you to show them that you have it.

*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.

NATIONAL BISCUIT COMPANY

"Uneeda Bakers"



for the 35th time

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WJZ—New York
WBZ—Boston
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KDKA—Pittsburgh
WGAR—Cleveland
WJR—Detroit
WLW—Cincinnati
WVNC—Asheville
WJAX—Jacksonville
WFLA-WSUN—Tampa

1 P. M. CENTRAL TIME
WMAQ—Chicago
KWK—St. Louis
KWCR—Cedar Rapids
WTMJ—Milwaukee
WIBA—Madison
KSTP—Minneapolis-St. Paul
WEBC—Duluth-Superior
WDAY—Fargo
KFYR—Bismarck
KOIL—Omaha-Council Bluffs
WREN—Kansas City
KSO—Des Moines

11 A. M. PACIFIC TIME
KFI—Los Angeles
KGO—San Francisco
12 P. M. MOUNTAIN TIME
KOA—Denver
KDYL—Salt Lake City

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