

## WHY IS IT SO?

Some find work where some find rest,  
And so the weary world moves on;  
I sometimes wonder what is best,  
The answer comes when life is gone.

Some eyes sleep when some eyes wake,  
And so the dreary night hours go;  
Some hearts beat where some hearts break;  
I often wonder why 'tis so.

Some wills faint where some wills fight—  
Some love the tent and some the field,  
I often wonder who are right—  
The ones who strive or those who yield.

Some feet halt where some feet tread,  
In tireless march, a thorny way.  
Some struggle on where some have fled;  
Some seek, while others shun the fray.

Some swords rust where others clash,  
Some fall back while some move on,  
Some flags furl where others flash  
Until the battle has been won.

Some sleep on, while others keep  
The vigils of the true and brave;  
They will not rest till roses creep  
Around their name, above a grave.

Father Ryan.

# IT PAYS.

*to get behind this TEA*



Chase & Sanborn's Tea, famous since 1864, is now one of the leading nationally distributed brands. People everywhere are asking for it regularly. That's because they have found that only tender young leaves are used in this brand. These insure a richer and mellower flavor.

Recommend this brand to all your customers. You'll gain worthwhile profits. And in addition—all the advantages of the Standard Brands merchandising policy—frequent deliveries, small stock, small investment and quick turnover.

## CHASE & SANBORN'S TEA

A product of STANDARD BRANDS INCORPORATED

**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

## To the trade.....

You are urged to stock the popular  
ROWENA FLOURS and DOG DIETS  
through which you can make steady  
satisfying profits! Keep supplied!

VALLEY CITY MILLING CO., GRAND RAPIDS

## Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service

## 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.



# MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 11, 1933

Number 2573

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

### 1500 MILES IN A FLIVVER.

#### Incidents of Trip From Shelby To Florida.

Fifteen hundred miles in a flivver is the short and simple annals of our most recent journey from the shores of Lake Michigan, the largest body of water wholly within the confines of the United States, to the shores of Lake Jackson, named for Old Hickory, the Tennessee Cavalier, or any of the numerous other affectionate appellations applied to that valiant figure, General and President Andrew Jackson.

This journey took us into and through territory once familiar to this remarkable man, who held the affections of the common people of this country as very few have done. He accomplished, besides the defeat of every enemy he met—white, red or black—the almost unparalleled feat of going out of the Presidency as popular as when he went in.

The trip involved, for the most part, those elements essential to an enjoyable journey—either long or short—good roads, good weather, congenial companionship and a sufficient measure of health to make a fair day's travel agreeable. And this "fair day's travel" with us was a trifle more than 250 miles on the average and very evenly divided for the six days en route. Starting around 8 o'clock in the morning—after the first day—we were usually able to end our day's drive by 5 o'clock and reach a suitable resting place for the night.

There has been a great improvement during recent years in the accommodation for tourists at the smaller towns along the route of US 31, which we followed from Michigan to Nashville, Tennessee, and from there on our route was US 41 (Dixie Highway) further into the Southland. We are right now located many miles further South than the utmost extent of any other state in the country except Florida, and we are in about the geographical center of the state, both North and South and East and West.

On the whole trip we stopped over night in but one city of more than 10,000 inhabitants—Chattanooga, Tennessee—and that shared with Elizabethtown, Kentucky, as the most unsatisfactory of the whole journey. Not because of poor hotel accommodations, or anything incidental to the hotel—which was satisfactory in each case—but because of a practice generally followed in the South of "celebrating" Christmas, and these towns happened to be our stopping places for the night before and the night of Christmas. The sound makers were those mostly employed in the North to celebrate the 4th of July, which has comparatively small recognition South of the Ohio river.

Elizabethtown is a delightful small Southern city, typical of that latitude of the Old South. It has an especial historical interest in the fact that there Thomas Lincoln and Nancy Hanks, parents of Abraham Lincoln, were married and but a short distance therefrom the "Man of the Ages" was born. The little cabin of his nativity still exists, located within walls of marble. Chattanooga is one of the finest of Southern cities, worthy of a visit for its present day importance as well as for its historical surroundings.

The "celebration" mentioned continued all through Christmas day—Sunday—and into Monday, which was a holiday. The natural progress of our travel on Sunday brought us to the fine city of Nashville, Tennessee, and there we went to three cafes and restaurants before we found one that was serving meals on that day. On the following day we found the "holiday" being strictly observed and very little business being done in the towns through which we passed. We all then united in a New Year's resolution to avoid the Christmas season for future traveling.

One of the annoying experiences of Dec. 26, as an additional holiday, was our inability to get automobile service on that day. We escaped all major difficulties—without even a flat tire in the whole distance—but our car heater had served its whole purpose of the journey by the time we had crossed the Ohio river into Louisville, Kentucky. We retained it to Chattanooga, in case of a weather change, but another day was quite too much and on Monday afternoon, after several stops for the purpose we prevailed upon a well-dressed proprietor, who declared that his mechanics (colored) were still celebrating, to make the necessary disconnection. As we watched the simple process we realized once again what an affliction one suffers who is mechanically just altogether dumb. However, this was the only attention the car required en route except for gas, oil and water—and little of the latter until our mid-winter mixture begun to pass

away, as we steadily approached the clime of summer time.

Taking a new and shorter route into Chattanooga, Signal Mountain, the thrilling climb for those who enjoy its heights and shore turns was avoided, to the general satisfaction of those who find no joy gazing into deep chasms or experiencing the fogs which occasionally prevail. Upon arrival at our objective—Sebring, Highlands county—Henry Ford's product, which had made the round trip on two previous occasions, as well as one to the Atlantic coast in New England, was decorated with six distinct coatings of the soil of our land. The thickest coating was of Tennessee, gathered on the short cut above mentioned. It was readily recognized—so he said—by the colored gentleman, who went back to the original finish applied at Detroit, and made it stand out once more along with those funny named foreign cars, which I cannot pronounce, much less spell.

New Years was the only day since we have arrived in the Southern peninsular state that has not been like the good old summer time in the peninsular state of the North. This is being written in my perambulating office in the municipal Pier Park, under the shade of the friendly camphor trees, with numerous birds warbling their melodies in the branches, while in the grounds of the beautiful yards about are the hibiscus, the melbiscus, the poinsettia and, most glorious of all, the climbing flame vine just coming into its beauty. And, but a short distance away, are people of nearly all ages bathing in the waters of Lake Jackson, which is sparkling under the afternoon sun.

I judge that most of them are comparatively new comers, determined upon acquiring a new and complete tan, as extensive and as quickly as possible. Personally, I have no urge for the sun cure, but may be persuaded by another month.

On previous occasions we have had an apartment of a couple of rooms, going out to our meals. This time, with a party of four, we have rented a cottage and are keeping house.

We can find no fault with the graciousness of our greeting here. We arrived just about suppertime in front of the restaurant where we had taken most of our meals during previous winters. We were observed at once by our previous hostess, who literally took us in, not only to supper but, also, to her home for two days until we got located. As a glad-hander the chief of police was right there at the moment, along with one of his deputies, and several other old-time friends were at that particular spot at the oft-mentioned psychological moment. We feel quite sure that the chief would have "taken us in" if our hostess had not. This is just another acknowledg-

ment of the hospitality of the Southern people, to which we have frequently referred.

The young lady who is one of our party of four and who has never before been South of the borders of our state, expressed this thought. After a few days of driving and we had passed successively through the section where they give service and take money with an abbreviated "Thank ya," to where they say, "Thank you, sah," and then "Come again," then "Come and see us again," then "Come back soon," then "Come on back quick," this young lady remarked, "These Southern folks never fail to be courteous."

Harry M. Royal.

#### Detroit Builders' Show To Be Held in March.

Detroit, Jan. 6.—In reply to your enquiry of Jan. 5, wish to say that the dates of our show are March 4 to 12. The convention hall will be used for this year's show.

Inasmuch as we are a corporation and the writer is the general manager for the shows and has been for the past fifteen years, our only committee is the board of directors, which are divided into the finance and advertising committees.

The directors meet in our office each week and go over in detail the progress being made relative to our show. We have no committees other than these, due to the fact our annual shows are not conventions, but merely commercial exhibits.

We might say, however, that the Detroit Dairy and Food Council and the Wayne County Medical Association are co-operating with us in staging a health food show. Also associations such as the Clay Brick Manufacturers of Detroit; Builders' Traders' Exchange, Detroit Retail Lumbermen's Association, Board of Commerce, Michigan Society of Architects, are working with us on the builders' exhibit end of the show.

While these people do not actively participate in our show, they lend their moral support, which is all we can ask for an institution of this kind.

Chas. I. Prost,  
Mgr. Detroit Builders' Show.

#### Defer Action on "Buy American."

Representatives of foreign trade groups have voted to ignore for the present the "Buy American" agitation, which, they contend, is threatening the welfare of export trade. Members of the joint committee of foreign trade representatives discussed the "Buy American" campaign at a meeting in India House, New York City, and decided against taking any immediate steps to counteract the drive. A subcommittee composed of representatives of export and import organizations was appointed to study the movement and submit a report next month. G. L. Harding, executive secretary of the National Foreign Trade Council presided.

A new in-swinging casement window is fitted with spring bronze weather stripping, is said to be weather-tight and leak-proof.





### Lines of Interest To Grand Rapids Council.

In the passing of Calvin Coolidge, the Nation has lost one of its outstanding characters. Coming from humble parentage, as many of his illustrious predecessors, he enjoyed the highest honors that a Nation can confer upon a native son and he enjoyed the confidence, good-will and respect of everyone. His demeanour through life was as rock-ribbed as the hills of his native state yet he had a sense of compassion that softened the apparent reserve that surrounded him. The most respected trait that Mr. Coolidge possessed was the fact that he never did any talking unless he had something to say. He was able to keep his silence when others resorted to blatancy. Silence is golden even in politics. The Nation doesn't care for blatant, blow-hards, but does appreciate common sense. He was truly a man of the masses in his home and in his public life. His life work is ended and he has returned to his native land of granite hills and to his God. The Nation mourns a truly great man. We loved him as a man, not as a statesman or politician, for he was neither.

The January meeting of Grand Rapids Council was called to order Saturday evening at 8 o'clock by Senior Counselor Saxton. Quite a large crowd had gathered before the gavel fell for the opening of the meeting. All the line officers were present except Past Senior Counselor Lozier, who is still confined to his home from an attack of the flu. After a short snappy business session, the meeting closed and the Ladies Auxiliary did their stunt by serving a nice luncheon of sandwiches, wafers and coffee.

Senior Counselor Saxton wants it thoroughly understood that all future meetings will be called to order at promptly 7:30. Through an error on the part of the scribe, the January meeting was announced at starting at 8 o'clock. He emphatically informed the scribe that thirty minutes was a long period of time and that hereafter he should say 7:30.

We can conscientiously dedicate these columns this week to prosperity and sickness reports. There seems to be about an equal amount of each in this week's news.

Alfred A. Turner, residing at 2653 Lyndale avenue, Minneapolis, Minn., has been reported as a victim of an accident by headquarters. Although Mr. Turner is a member of No. 131, we have no particulars as to the nature of his injuries.

Walter E. Pieluse, of 908 Jackson street, has announced that he was married Thanksgiving day to a young lady in Ithaca. Perhaps he may request a change in the name of our popular holiday at a later date. Until recently Walter has been located in the North-eastern part of the state, selling a line

of advertising. The counselors wish him and his worlds of happiness.

F. Colgrove will attend a sales convention of his company which will be held in Chicago on Jan. 11.

Lansing has begun to take on renewed activity since the advent of the new Oldsmobile models. The Olds plant is running full capacity in order to get new models out to their 2,600 dealers throughout the United States. The demand for the beautiful new car is so great that the factory is looking forward to a very satisfactory season. With all the workers going back to work, the businessmen of Lansing are very optimistic and are buying merchandise.

An optimist is a man who, instead of feeling sorry he cannot pay his bills, is glad he is not one of his creditors.

Earl M. Dunbar, part owner of the Wolverine Finishing Materials Co., 223 Erie street, reports that their busi-

ness increased 50 per cent. in 1932 over the preceding year. We are glad to hear that this company is making progressive strides regardless of the apparent slump in many lines. The popularity of the owners and the excellence of their products are the prime factors in the wonderful increase in their business.

Police, near Fremont. We have known Lou for several years and really never noticed that he had any earmarks of a hold-up or confidence man. We can hardly make ourselves see him in that light, yet, you can't fool a policeman. It seems that Lou and Mrs. Kuehne were on their way home from Fremont, Mrs. Kuehne driving and Lou counting his orders, when a flock of State Police made their appearance and demanded a halt. After quite a lot of nervous attempts, the car was brought to a jerky stop. After a careful scrutiny the police decided that they could not use them for the particular job that had been perpetrated at Kaleva, where a bank had been robbed and Cashier Billman fatally shot. We are glad that Lou can be accused of nothing more serious than calling on the barber trade with a line of shears and accessories manufactured by the Arrow Cutlery Co., of Fremont, Ohio.

cember, the company notified Charlie that he had captured the second prize. The contest included their salesmen of the entire United States. Prizes went to the salesmen who succeeded in getting the greatest amount of dealer tie-ups with the company's advertising. We don't blame Charlie for feeling elated over his accomplishment. If he wants to strut his stuff, he is entitled to applause. He went places and did things. Someone wants to keep going because Charlie has declared himself for first place for 1933.

Jacob VanDenBerg, owner of the VanDenBerg Cigar Co., is slowly recovering from a throat infection and the flu. He expects to be back at his office within a few days.

Phil Crowley got into the wrong place Saturday evening and found himself at the U. C. T. meeting. He was a surprise to the boys because he hasn't been to a meeting for ages. He enjoyed himself and promised he would make another mistake in the near future.

Frank Holman says he expects nothing but a Nation of contented Canary birds this year because of the fine quality of French's birdseed he sells. He does not advocate feeding the seed to Coo-Coo clocks if one values his sleep. He contends that contented birds of all sorts love to sing all the time when they dine on that famous seed.

Mrs. Harry Nash is confined to her bed with a bad case of varicose veins. The Council members and their wives sincerely hope she soon regains her usual health.

Mrs. Martin Vermaire has been confined to her home with an attack of flu. The usual best wishes for her speedy recovery.

Grand Conductor A. F. Rockwell assures us that 1933 will be a good business year. In order that he may help make the statement so, he has been home since the first of the year getting a long breath, so that he can dig in without being interrupted by having to stop and take a breath. Allen loves his home and fireside, but realizes that he must be up and at 'em in order to help bring the country out of the dumps. He reports a fair business for 1932. He will be on his territory for Brown & Sehler after the fifteenth.

It is said that the engineers of the faster trains eventually lose their nerve. The porters, of course, don't have to be up there in the cab.

Mr. Gero, proprietor and manager of the Elliott House, in Sturgis, has solved one of the reasons for the depression. He discovered that not enough of the boys were being fed the proper kind of meat. He decided if the inner man was sufficiently satisfied that things would begin to hum so he announced that he would serve nothing but Tee-bone steaks on all steak orders. He knew that no one lived who did not like to sink his teeth into a nice juicy Tee-bone cut of steak. Mr. Gero buys the best cuts available and serves them so that nary a growl may be heard in the lobby afterwards. For the salesman who was raised on the farm b'gosh and who knows a real buck-wheat cake when he meets one

## Another Immortal

**He is gone in the flesh, but his memory will brightly burn through American History. Calvin Coolidge, you are immortal by virtue of your rugged simplicity, honesty of purpose and tolerant tongue. You gave your America both backbone and poise. Yours is a well-earned greatness.**

**May the lesser of us inject into our lives some of the astonishingly simple qualities so outstanding during your useful career. May your same integrity of purpose prompt the moves of men silently seeking a greater understanding and the ability to serve.**

**On the threshold of this dawning normalcy, let us put into personal practise some of this simplicity of manner, faith in the future and unemotional love for our fellowmen. And from courageous contact with trial may we develop a new strength with which to meet any future problems. With hope and unselfish desire in our hearts, may we more clearly understand the greatness of Calvin Coolidge, the modern apostle of Peace, Poise and Power.**

Frank K. Glew.

Generally speaking, opportunity knocks; it is only to a woman it comes with a ring.

Ralph Stover, who has been on the firing line for the Hygenic Products Co., of Canton, Ohio, for several years, has been promoted to district manager of Michigan territory. Congratulations. Another good man has received his just reward through hard work and perseverance.

The brothers were shocked Saturday evening when it was whispered around that Lou Kuehne had been accosted as a suspicious character, by the State

W. D. Dunbar, representing the Grand Rapids Bottling Co., reports he had a tremendous business during the holidays. Bill specializes in a high grade ginger ale line. We have not learned what caused the unusual demand for ginger ale at that season of the year.

To have a country home and a city home only makes it easier for your creditors to find you.

Charlie Ghysels has been seen lately with his derby at an acute angle and the three top buttons off his vest. The enquiring reporter learned that there was a reason for the unusual appearance. Charlie endeavors to make the populace go English by advocating the thrilling and satisfying drink of Salada tea. His company in their endeavor to keep the boys busy and out of mischief, hung up some prizes for the salesmen to shoot at. When the smoke had cleared away on the 31st of De-



face to face, will find pan-cakes for breakfast that will make the old farm appear right before his very face. The fact is, you eat and enjoy a real wholesome, bountiful, well served meal when you stop at the Elliott House for something to eat. The genial manager has been seen eating in his own dining room and that should be proof enough for even the most skeptical epicure.

Grand Rapids Council passed a resolution Saturday evening relating to the Michigan State Highway Commission. It was ordered that a copy be sent to each Council in the state and one to the Sample Case. The resolution as adopted, is as follows:

Whereas—The Michigan State Highway Department through its efficient organization, has made winter driving almost as safe and convenient as in summer, whenever visibility is possible. and

Whereas—Those who travel elsewhere are best able to appreciate this excellent service. Therefore, be it

Resolved—That we, as a body, unanimously express our thanks to the officers and members of the Michigan State Highway Department and extend our compliments to those husky fellows who drive the mammoth snow-plows throughout long, dreary nights fighting drifts in zero weather, and to those faithful workers who spread many miles of sand on treacherous curves and slippery grades; and not a man of them all but who would lend assistance to a driver in distress. Therefore, be it further

Resolved—That as we motor in other states in winter we will take every occasion to praise the good work of Michigan's State Highway Department, holding our home State of Michigan as an outstanding example of an efficient and well manned organization.

Charles Ghysels has returned from Detroit, where he attended a sales convention of the Salada Tea Co. All the salesmen from the Middlewest were in attendance. The meeting was addressed by Edgar Pinto, of Boston. He is the business manager for the entire United States.

We wonder if it would not be a wise thing for our executive committee to look around for quarters more suitable to the serenity of the Council's endeavors? One loves to listen to Riley McCowen and his orchestra, but one hates to have his lady companions stopped on the stairways and invited out to a car for a drink. We believe more satisfactory quarters may be secured which will fall within the means of the Council funds.

A go-getter once became his own boss. In two months he worked himself to death.

Silence is golden; but many a man has been talked out of his silver.

We understand that Frank Holman and Charlie Ghysels have been doing quite a lot of arguing over the individual accomplishments of their puppy dogs. We don't side with either party but we know how pups are.

Gil Ohlman has packed his parka and other paraphernalia for a Northern trek this week. We understand he will pick up his dog team and sledge at Traverse City about Tuesday. Perhaps he will use a Whale Back before returning to his base.

Exactly 139 days until Memorial day.

Character is independent wealth.

## DETROIT DOINGS.

### Late Business News From Michigan's Metropolis.

When J. E. Frawley relinquished the management of the Hotel Fort Shelby in this city about two years ago, the news was received with regret by the many friends in Detroit, whilst rejoicing in the promotion that made him general manager of the Grand Central Hotel in New York City. On Jan. 15 Mr. Frawley will return to Detroit to assume management of the Hotel Book-Cadillac, succeeding Edward T. Lawless, who will become manager of the Hotel Commodore, New York. Mr. Frawley had been general manager of the Hotel Fort Shelby for five years and has been associated with hotels in Cleveland, Chicago and Kansas City.

Buyers for many of the local wholesale apparel distributors have been checking the Eastern manufacturing centers for special as well as regular merchandise for the Women's Wear Market Week, to be held in Detroit for the entire week of Feb. 12 to 18. The Market Week organization is comprised of local dress, coat, suit and millinery houses. Besides the Detroit manufacturers many of the large Eastern manufacturing firms have permanent representation through local firms.

Goes another landmark of Detroit's industrial growth—the old plant of the Peninsular Stove Co., on Fort street, West. The property was sold in 1927 to the Michigan Central Railroad. A new plant was built on Burt road by the stove company. When the building is razed the property will be used for railroad purposes.

Myer Waterstone, president of the Women's Apparel Club of Michigan, announces the acquisition of several large dress manufacturers from the leading women's apparel producing centers to exhibit at the 5th semi-annual Women's and Children's Apparel Market and Exposition, to be held at the Statler Hotel, Feb. 12, 13 and 14. "While we have always had a fair representation of dress manufacturers," said Mr. Waterstone, "a special effort will be made to strengthen this section of the exposition to meet the demands of the large number of retailers who are interested in this type of apparel for the spring season. Also to more evenly balance the variety of the displays." According to Sidney Styer, in charge of reservations, if the present ratio continues, there will be a greater number of exhibitors than last year, when the number reached approximately 200.

Hamtramck's effort to levy special taxes on the chain stores in that suburban city has fallen flat. Judge Theodore J. Richter ruled the ordinance discriminatory and declared it unconstitutional. The city is permanently restrained from collecting a graduated tax on chain stores, beginning with \$25 for the first store, \$50 for the second, \$75 for the third and \$1,000 for each four or more. The suit was brought by Kroger Grocery and Baking Co.

(Continued on page 7)

## What a Life Insurance Trust Will Mean to Your Family

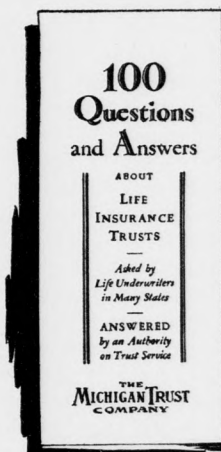
It will provide funds for your family while your estate is being settled.

It will save court settlement expense on this portion of your estate.

It will furnish regular income for family running expenses, thereby helping to replace your own income-producing powers.

It will insure sound investment of the principal, subject to your wishes as to final disposition.

But in the meantime, suppose something comes up and your wife needs additional money, due to illness, or other unforeseen expenses? Under your Life Insurance Trust Agreement you can authorize payments from the principal for just such emergencies.



Ask For This Booklet

Our Officers will always be ready to consult with her — or with other members of your family regarding any of their problems.

**THE MICHIGAN TRUST CO.**  
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN



## MOVEMENTS OF MERCHANTS.

Ferry — Grover Unruh succeeds J. W. Abbott in the general mercantile business.

Amasa—The Patten Timber Co. has decreased its capital stock from \$100,000 to \$50,000.

Allegan—R. A. Waterman has opened a jewelry store in the National Bank building.

New Buffalo—The Schrader Lumber & Coal Co. has decreased its capital stock from \$50,000 to \$35,000.

Detroit—The Englander Co., 2320 Vermont avenue, has changed its name to the Vermont Avenue Body Co.

Detroit—The Berry Rug Co., 539 Michigan avenue, has decreased its capital stock from \$100,000 to \$20,000.

Cass City—Nestle's Milk Products, Inc., has changed its name to the Michigan Nestle's Milk Products, Inc.

Detroit—The Dundon Lumber Co., 19529 Davison avenue, has decreased its capital stock from \$75,000 to \$25,000.

Kalamazoo — The Sani-Tube Co., 1004 Bank of Kalamazoo building, has changed its name to the Mesh Top Tube Co.

Detroit—The Detroit Plating Industries, 1033 Mt. Elliott avenue, has decreased its capital stock from \$500,000 to \$250,000.

Detroit—The Linwood Pipe & Supply Co., 14860 Linwood avenue, has decreased its capital stock from \$100,000 to \$40,000.

Saginaw—The Bressler & Son Co., 1420 Ames street, dealer in fuel, has decreased its capital stock from \$60,000 to \$30,000.

Ferndale—The McCaul Lumber & Coal Co., 22620 Woodward avenue, has decreased its capital stock from \$200,000 to \$100,000.

Royal Oak—The Erb-Kidder Co., 813 Main street, dealer in hardware, has decreased its capital stock from \$150,000 to \$75,000.

Grand Rapids—Richard E. Ritzema has engaged in the grocery business at 434 West Leonard street, Lee & Cady furnishing the stock.

Grand Rapids—The Hoekstra Ice Cream Co., 217 Eugene street, S. E., has decreased its capital stock from \$250,000 to \$150,000.

Detroit — The Western Rosin & Turpentine Co., 6512 East Palmer avenue, has decreased its capital stock from \$100,000 to \$50,000.

Grand Rapids—The Industrial Service Corporation, 145 Ottawa avenue, N. W., has decreased its capital stock from \$200,000 to \$40,000.

Detroit — The American Book Co., 130 Cadillac Square, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Battle Creek—Stephen V. Dempsey Co., 79 Harvard street, heating and plumbing, has decreased its capital stock from \$25,000 to \$10,000.

Kalamazoo—L. P. Maggart has been made manager of the B. C. Cleenerwerck & Sons cigar store and sandwich shop at 110 West Michigan avenue.

Detroit—Charles R. Miller Jewelers, Inc., 35 East Grand boulevard, has been incorporated with a capital stock

of \$10,000, \$1,000 being subscribed and paid in.

Hazel Park—The Frank A. Foss Drug Co., 815 East Eight Mile Road, has been incorporated with a capital stock of \$12,000, all subscribed and paid in.

Detroit—The Merchandise Sales Co., 2336 Union Guardian building, has been organized to deal in merchandise with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Michigan 5c and \$5 Stores, Inc., 7514 Michigan avenue, has been incorporated with a capital stock of \$33,000, all subscribed and \$16,000 paid in.

Grand Rapids—The American Paper Chemicals, Inc., 1100 Grand Rapids National Bank building, has increased its capital stock from 10,000 shares no par value to 15,000 shares no par value.

Flint—The National Accumulative Sales, Inc., Dryden building, has been incorporated to deal in merchandise with a capital stock of \$5,000, all of which has been subscribed and \$3,000 paid in.

Leonides—Howard Tutewiler, who has conducted a grocery store here for the past twelve years, has sold the stock to Clyde Tomlinson, who has added it to his stock of general merchandise.

Detroit—The Herman Golanty Co., 5440 Cass avenue, dealer in iron, steel and other metals, has been incorporated with a capital stock of \$2,500, \$1,000 of which has been subscribed and paid in.

Saginaw — Remer Bros., Inc., 401 South Water street, wholesale and retail dealer in coal, wood and builders' supplies, has been incorporated with a capital stock of \$20,000, all subscribed and paid in.

Detroit—The Detroit Barrel & Box Corporation, 1902 Illinois street, has merged its business into a stock company under the same style with a capital stock of \$25,000, \$8,500 being subscribed and paid in.

Battle Creek—"Verra-Kleen" Cleaners & Dyers, Inc., 106 Kalamazoo street, has been incorporated with a capital stock of \$2,500 common and \$10,000 preferred, \$1,000 being subscribed and paid in.

Detroit — Edward C. Neate has merged his confectionery business into a stock company under the style of Neate Confectionery, Inc., 8704 Helen avenue, with a capital stock of \$10,000, all subscribed and paid in.

Lansing — The Attic Restaurant, 118½ West Allegan street, has been re-opened. It has been remodeled and redecorated and is now under the management of Miss Grace Parmalee, formerly with the J. W. Knapp Co.

Lansing—J. H. Alexanian, dealer in carpets, oriental rugs, etc., has merged the business into a stock company under the style of J. H. Alexanian, Inc., 509 Cowley avenue, with a capital stock of \$5,000 all subscribed and paid in.

Grand Rapids—George Hufford, who has conducted a meat market at 610 West Bridge street, has removed his stock to the corner of Valley and Lake Michigan Drive and added a stock of groceries. Lee & Cady furnishing the stock.

Mt. Clemens—J. H. Malbin & Sons, 70 Macomb street, have merged their furniture and hardware business into a stock company under the style of the J. H. Malbin & Sons Co., with a capital stock of \$50,000, all subscribed and paid in.

Fraser—Alfred J. Schott, dealer in general merchandise, groceries and meats, has merged the business into a stock company under the style of Alfred J. Schott, Inc., with a capital stock of \$7,500, all subscribed and paid in.

Detroit — The Cantor Furniture Shop, Inc., 9332 Oakland avenue, has merged its business into a stock company under the style of the Cantor Wholesale Furniture Mart, Inc., with a capital stock of \$1,000, all subscribed and paid in.

Ludington—The Superior Bakery, 319 South James street, conducted by R. W. Schaeffer for the proprietors, has been permanently closed by them. Mr. and Mrs. Schaeffer have opened a tea room at their rooming house, 103 East Danaher street.

Detroit — Henig's Dress & Dry Goods Co., 8120 West Jefferson avenue, has merged its wholesale and retail business into a stock company under the same style with a capital stock of \$25,000, \$5,000 of which has been subscribed and paid in.

Lansing — Mary Stewart Candies, Inc., 123 East Michigan avenue, has merged its cafeteria and candy business into a stock company under the style of Mary Stewart, Inc., with a capital stock of \$5,000, \$4,200 being subscribed and paid in.

Saginaw—The Popp Hardware Co. has merged its business into a stock company under the style of the Popp-Dietrich Hardware Co., 718 Genesee avenue, with a capital stock of 2,500 shares at \$10 a share, \$21,000 being subscribed and paid in.

Pontiac — The Michigan Refining Works, Inc., 139 Edison street, refiner of gold and other precious metals, has merged its business into a stock company under the same style with a capital stock of 1,000 shares no par value, \$1,000 being subscribed and paid in.

Detroit—The Levine Waste Paper Co., 1580 Dallas street, dealer in waste paper products at wholesale and retail, has merged the business into a stock company under the same style with a capital stock of 500 shares at \$100 a share, \$50,000 being subscribed and paid in.

Battle Creek—Nick Hirakas, pioneer restaurant owner of this city and Nick Corbakis, formerly engaged in the same line of business in Lansing, have leased the store at 90 East Michigan avenue and are remodeling it preparatory to opening a modern restaurant about Jan. 21.

Pentwater—Herbert McMahon and Horace Lyons have purchased the Wade H. Gardner grocery and meat stock and will continue the business under the style of McMahon & Lyons. Mr. McMahon has been employed in the store for several years, making many friends among the residents and Mr. Lyons has been the popular manager of the meat market.

Battle Creek—Birney & Green, Inc., have purchased the stock of the Smith Shoe Co., a business established thirty-eight years ago. The entire stock is being closed out at special sale and as soon as the sale is over the store will be remodeled both inside and out and a complete new stock of footwear installed and the store continued under the style of the Florsheim Store, Feb. 15, at the same location, 28 Michigan avenue.

Berkley—A. L. Goldstein, 47 years old, Flint merchant, was bound to Oakland County Circuit Court for trial Monday at the conclusion of his examination before Justice Benjamin W. Winter, of Berkley, on a negligent homicide charge. Goldstein, it is alleged, was the driver of an automobile which caused the death of E. H. Whyte, 36, unemployed father of three children, on Dec. 15, at Eleven Mile Road and Woodward avenue. Whyte lived at 2008 Oxford road, Berkley.

## Manufacturing Matters.

Detroit—The Detroit Moulding Corporation, 2730 Union Guardian building, has been incorporated to manufacture and deal in garnish moulding, conduct a foundry and machine shop, with a capital stock of \$50,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Excelsior Laundry Machinery, Inc., has been organized to manufacture and deal in laundry machinery and tools with a capital stock of \$50,000, \$10,000 of which has been subscribed and paid in.

Midland—The Smith Dairy Co., 712 George street, manufacturer and dealer in dairy products, has merged the business into a stock company under the same style with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Milan—The Ideal Furnace Co., manufacturer of heating and ventilating apparatus, has merged the business into a stock company under the same style with a capital stock of \$500,000, all subscribed and \$1,000 paid in.

## To Block the Fly-by-Nights.

The Akron (Ohio) Merchants Association has been instrumental in having passed a city ordinance designed to stop competition of transient and temporary stores. The new Akron ordinance provides "that every person engaged in operating a temporary store for a period of less than 120 days shall pay to the Director of Finance of the city \$150, said sum to be refunded provided the store is found not to be of temporary nature." The ordinance presupposes that all stores opened in the city from now on to be "temporary," such presumption to be overcome only by evidence satisfactory to the city's finance director. Operators of stores opening after Nov. 9 may, in lieu of a money payment, post a bond of \$150. Failure to post bond or pay the \$150 "temporary" tax will result in arrest for misdemeanor and fine of not less than \$100 and not more than \$300.

A new ventilating unit for foundation walls consists of a cast-iron grill backed by nonrusting screen and a hinged sheet-iron shutter.



### Essential Features of the Grocery Staples.

**Sugar**—Local jobbers hold cane granulated at 4.50c and beet granulated at 4.35c.

**Tea**—First hands business in tea has been slowed up considerably by the holidays. Also the consumptive demand has been rather mild, partly for the same reason. However, late in the week buyers began to come into the market for immediate needs, apparently showing that stocks are low. Prices remain unchanged for the week.

**Coffee**—The market has not made any material change since the last report. Statistics issued showed a decline of 3 per cent. in the consumption for five months ending Nov. 30. The market for Rio and Santos, green and in a large way, has made further small declines since the last report on account of reductions in Brazil coffee taxes. Actual Rio and Santos on spot has, however, made but little change during the week, though Santos is a shade lower. First hands business is poor. Milds show no change for the week and the jobbing market on roasted coffee is also about on an even keel.

**Canned Fruits**—Little interest showed in canned fruits. Here and there the market is depressed by the offering of small lots of distress stocks. This type of selling is believed nearly finished. There is still some anxiety to sell standard and choice peaches, but offerings are limited to a few sellers.

**Canned Vegetables**—String beans are considered in a good position for an advance. This is so because of the cheapness when compared with fresh beans. This, it is felt, will not be long in attracting consumer attention to the canned item. To a lesser degree the same is true of the other major lines of vegetables. Midwest corn has been one of the few exceptions, revealing some easiness because of the light demand. Maryland tomatoes appear strong. Apparently the market has moved out of the slump it was in for some months past. Prices at the start of the year were all firm. A good demand was anticipated shortly.

**Canned Fish**—Salmon has been doing a little better since the last report on account of light stocks. Buyers are looking with a little more favor on Alaska pinks and reds. The Japanese salmon menace has apparently subsided. Fancy salmon continues scarce and active.

**Dried Fruits**—Prices now have reached a point where more confidence is being reflected, and once buyers feel that no further declines are in prospect there should be a good pick-up, as stocks generally are low. The demand for fruits last week was rather broad, with prunes, apricots, peaches and other items going out in encouraging fashion. Raisins have been less active than other items, due probably to the fact that they appeared to be more sensitive to price changes. Imported lines are not doing much. Figs and dates from abroad were rather a disappointment during the holiday business, and some believe that opening prices were too high, engendering extreme caution which later brought about declines. A variety of other

cheap fruits, too, no doubt had an unfavorable influence on imports in attracting the consumer's attention. The Coast market, which has been quite dull while contract goods were moving here, has shown an easier tendency in some respects. Raisins and prunes both gave way somewhat as packers sought to stimulate some activity. Inasmuch as prunes, at least, are in excellent control, the extent of this decline will doubtless be limited. The market as a whole awaits a better consumer response as technically it is in a good position.

**Beans and Peas**—The only strength in dried beans during the week has been shown by red kidneys, which seem to have some firmness. The rest of the bean line is weak and dull. Blackeye peas have also shown some firmness.

**Cheese**—There is a moderate demand for cheese at unchanged prices.

**Nuts**—The nut market is rather dull this week. There is some more replacement buying of shelled nuts, indicating that confectioners and manufacturers operated through the holiday season on an extremely narrow basis. The demand for Chabert walnuts, shelled pecans and shelled almonds is about fair. Prices abroad show little change and have no material effect here, as stocks available on the spot while light are adequate to the present demand.

**Olives**—The demand for olives remains quiet in local circles. Despite the firm tone of the shipment market consumers show no desire to buy in other than hand-to-mouth fashion. Spot supplies remain of fair size. Quotations reveal no changes.

**Pickles**—Despite the known shortage of supplies there has been little movement of pickles. Buying is for needs only and these appear small. Many consumers are awaiting the outcome of the National Canners' convention to take place the end of this month. Sweet pickles are also quiet. Prices remain barely steady because of the poor demand.

**Rice**—The demand for both clean and rough rice is expected to show a definite improvement in the near future. Most of the Southern mills will re-open within a few days. With the market at a standstill, prices continue steady. When the demand reappears it should be good since stocks in consumers' hands were light. There should also be some export business.

**Salt Fish**—The small movement which is characteristic of mackerel and other salt fish at this season has continued during the week. Condition of the market, however, is healthy and good on account of reduced supplies, particularly in mackerel.

**Sauerkraut**—No improvement marks the demand for sauerkraut. Prices are still easy. Business in cans is also slow.

**Vinegar**—Vinegar is still very quiet. The demand for sweet cider is fairly well maintained but is expected to show a seasonable falling off in the near future.

Calibrations and numerals on a new line of laboratory glassware are made easy to read by fusing into them a durable brilliant blue glass enamel.

### 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**—If the present outlook is any criterion, 1933 may toss more long-delayed profits into the pockets of butter makers and dealers than any year since 1928. Locally, butter has had a fairly steady week with, however, some slight weakness and a small fractional decline. The demand at present is not very active. Jobbers hold plain wrapped prints at 21c and 65 lb. tubs at 20c for extras.

**Cabbage**—40c per bu.; 50c for red.

**California Fruits**—Empress Grapes, \$1.75 @ 2.

**Carrots**—50c per doz. bunches; 50c per bu.; new from Calif., 75c per crate.

**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, \$2.50 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 market begins 1933 with the lowest supply of storage eggs in years. Only 122,000 cases were reported from twenty-six leading cities early last week, with the total estimated at 200,000. Last year at the same time in the same cities, 1,150,000 cases were in storage, and in January of 1921, the previous low point, about 408,000 cases were reported. By late January, most traders expect, virtually all storage eggs will have disappeared, and by Feb. 1, when the trade starts on new fresh egg contracts, the storage movement is expected to be out of the way altogether. Fresh eggs this week have brought from 29 to 30 cents per dozen in Chicago, with storage eggs around 25 cents. A year ago fresh eggs brought only 24 cents, and storage eggs about 15. For the farmer, egg traders believe, the outlook is for prices of 3 or 4 cents a dozen more than last year. Local jobbers pay 16 @ 17c per lb. for all offerings of fresh, hold large eggs at 28 @ 29c per doz., and pullet's eggs at 23c. 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.; strain-

ed, 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	-----	\$3.75
Imperial Valley, 4s and 5s, crate	-----	3.75
Hot house, 10 lb. basket	-----	.55

**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	-----	\$3.50
150	-----	3.50
176	-----	3.50
200	-----	3.50
216	-----	3.25
252	-----	3.25
288	-----	3.25
324	-----	3.25

**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	-----	11c
Light fowls	-----	9c
Ducks	-----	8c
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	-----	6c
Medium	-----	5c

### Oppose New Dinner Ware Terms.

China ware manufacturers, opening Spring lines of merchandise at the trade showing in Pittsburgh Monday, are prepared to resist any attempts on the part of buyers to force higher discount allowances in the new season. Producers have been warned that retailers will insist on a uniform cash discount of 5 per cent. in place of the 1 per cent. now prevailing in the industry. A somewhat similar attempt to increase the discount rates was made two years ago, but was abandoned by the stores because dinnerware producers stood firm against any increased allowances.

A dual purpose gift package has been evolved for men's garters. Made of Bakelite, it ends up as an ash tray.



## MUTUAL FIRE INSURANCE

### Teaches Greedy Insurance Company a Lesson.

Regular readers of these articles, if any, have heard considerable from me about the practices of many insurance companies, their tendency to snatch at straws and subterfuge to defeat a just claim, and their cold-blooded efforts to wear down a policyholder who is making a claim under his policy, in order to force him to settle for less than his dues.

The moral I have drawn in all these articles is that the policyholder should know the conditions of his policy, so as not to give the company, by failing to observe those conditions, the slightest chance to avoid payment.

I have a case to report now which I report with great satisfaction. It shows how an insurance company may overreach itself, and how when it does it may itself be compelled to pay the penalty.

A man named Cooper held an automobile accident policy in the American Liability Insurance Co., of Boston, Mass. It included damages for personal liability up to \$5,000. Cooper ran down a Mrs. Alice Auman one day and very badly injured her. She sued him and got a verdict of \$13,500, which he paid.

As it was obliged to do under the policy, the insurance company took over this case as soon as the accident was reported to it, and turned it over to its attorneys to defend. Before the case was tried, the woman's attorneys offered to settle for \$3,000 and the company's attorney advised that it be paid. That was \$2,000 less than the company's liability under the policy and would have let Cooper out entirely, as he had to pay something only if the amount paid was more than \$5,000. Later, while the trial was actually going on, the woman's attorneys again offered to settle, this time for \$4,000, which was also less than the company's liability.

Both offers were rejected by the company and the trial proceeded, with the \$13,500 verdict as a result. That let Cooper in for a payment of \$8,500, the difference between the verdict and the \$5,000 the company had to pay.

After Cooper had settled with the Auman woman he brought

suit against the insurance company for the whole \$13,500 on the ground that its bad faith in rejecting the offers to settle had caused his loss. The company was not impressed. "You can't hold us for more than \$5,000," it said, "because that is all we are bound for under the policy." Which has a certain plausibility, but all the same the U. S. District Court made it pay the whole thing and the U. S. Circuit Court of Appeals affirmed. The ground is thus set forth in the decision of the Appeal Court:

It is well settled in cases of limited liability insurance that the insurer may so conduct itself as to be liable for the entire judgment recovered against the insured, although that judgment exceeds the amount of liability named in the policy.

In our opinion the insurer cannot escape liability by acting upon what it considers to be for its own interest alone, but it must also appear that it acted in good faith and dealt fairly with the insured. The insurer, as it had a right to do under the policy, assumed exclusive control of the claim against the insured, and took unto itself the power to determine for the insured all questions of liability, settlement, of defense and management before and during trial, and of appeal after final judgment. We are of opinion that this relationship imposes upon the insurer the duty, not under the terms of the contract strictly speaking, but because of and flowing from it, to act honestly and in good faith toward the insured. It was open to the jury to find that the insurer did not perform this duty. The insurer failed to interview the witnesses, or to make any effort to determine whether there was any liability upon the claim asserted against the insured for damages. It did not attempt to acquaint itself with the extent of Mrs. Auman's injuries. It was not in position to act intelligently, or in fairness to the insured in considering the offer of settlement made before suit was brought. It ignored the advice of its counsel to settle before the case came on for trial. It finally rejected a reasonable offer of settlement within that limit. The jury was therefore warranted in finding that the insurer did not act in good faith toward the insured in considering Mrs. Auman's claim for damages, in refusing to settle.

In other words, the court held that the company's intent throughout was merely to cut its own payment down as low as possible, without giving any thought to the fact that its refusal to settle might let Cooper, its policyholder, in for

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a heavy payment too, which is exactly what happened. That kind of conduct the court held was bad faith toward a policyholder and penalized it by compelling it to throw \$10,000 into the streets.

Elton J. Buckley.  
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#### DETROIT DOINGS.

(Continued from page 3)

Browning, King & Co., for many years one of the leading down-town retail clothing stores and one of a large chain operating in many parts of the country, has announced a liquidation sale and will retire at the expiration of the present lease.

The thirty-second Detroit Automobile Show will be opened with great pomp and splendor on Saturday, Jan. 21, if all advance notices are carried out. The show, as usual, will be held in convention hall, the world's largest one floor exhibition hall. According to H. H. Shuart, general manager of the show, the hall will receive the most striking decorative treatment which has ever marked this event. Passenger cars, trucks and accessories will be displayed.

The Michigan Apparel Club will hold its annual convention at the Hotel Statler, Feb. 26, 27 and 28. The Club will meet in conjunction with the Michigan Retail Clothiers and Furnishers Association who meet on the same dates. Dan Niemeyer, Michigan representative for the Kaynee Co., of Cleveland, is secretary of the Michigan Apparel Club, with offices in the Lincoln building.

Herman Wetsman returned last week from a tour of inspection in Eastern Michigan, where his firm, Wetsman & Shatzen, wholesalers of hosiery and underwear, 210 Jefferson avenue, West, recently opened up new territory.

No bank robberies have occurred in Detroit since 1930, Police Commissioner James K. Watkins announced Friday. Grocery store holdups became the most popular in 1932, increasing from 244 in 1931 to 427. They replaced in popularity gasoline station holdups, which declined from 241 to 178, while drug store robberies jumped from 86 to 135. Bandits were armed in 1,483 of the total 1,696 holdups for the year, and 129 were captured at the scene. The total holdups increased 166 from 1931.

Detroit's major bid for the restoration of business is being made this week in New York City at the National Automobile Show. Detroit realizes, this year more than ever before, how much depends upon the success of this annual exhibition.

The opportunities of Detroit workmen to obtain employment, the chances for improved retail and wholesale trade and the general well-being of the community will be determined largely by the acceptance of Detroit-made motor cars by the dealers and distributors of United States and Canada who are assembled in New York this week. Behind the factors of trade and employment lie solutions to the problems of local taxation and delin-

quency. Whether we shall, or shall not, fill our idle factories, stores and dwellings to any great extent, depends upon the avidity with which Detroit's products are purchased.

This year, of all years, Detroit has not sent "a boy to the mill." Detroit automobile manufacturers have gone to the market-place of the Nation with the greatest motor car values that have ever been produced in history. As a matter of fact it will be difficult to prove that any industry ever produced the same comparative values.

New standards of beauty, new high points of performance and comfort and new factors of strength and durability are embodied in the new models in profusion. In step with the trends, these masterpieces of mechanical and coach-builders' art are priced at levels that are astonishing.

The new cars have been produced as the result of the expenditure of millions of dollars out of the manufacturers' coffers. The car makers have practically gambled these millions on the point that America and the world will buy the new models in large numbers.

Dealers of the Nation are no doubt tremendously interested in the degree of enthusiasm with which most of the new cars have been received in Michigan. If the Nation follows the example of the capital of motordom, the success of the new models is assured.

Board of Commerce statistics reveal an increase of almost 80 per cent. in the sale of new cars in Wayne county in December, as compared with the previous month. This increase is due almost entirely to the desirability of the new model cars.

If the dealers of America will put the same degree of steam behind their efforts that has been manifested in Wayne county, Detroit will go a long way toward the solution of its unemployment problem, which is the grand-sire of all our other problems. Our future depends entirely upon the number of men and women we can put to work.

All of which depends on the number of Detroit-made automobiles that are sold. Not only the manufacturers, who have dug deep in their treasuries to provide the capital for the new models, but the workmen, the merchants and the public services of Detroit, have a large stake on the table at Grand Central Palace in New York this week.—Detroit.

#### Canned Baked Apple New Product on the Market.

Winchester, Va., Jan. 10—Fruit growers are interested in a new apple product that has just been placed on the market—a canned baked apple. The product is being manufactured at a plant equipped by James Craig, Waynesboro, Va., a pioneer in commercial apple growing of that section. The apple is baked three times in its process of preparation. First, it is baked in a revolving oven arranged like a Ferris wheel; it is then baked in boiling syrup, and then, after the can is capped, the contents are baked in boiling steam, thus completing the process and sterilizing the product at the same time. Its producers say that the longer the can is left on the shelf the better the contents become.

#### IN THE REALM OF RASCALITY.

##### Questionable Schemes Which Are Under Suspicion.

The Federal Trade Commission has ordered the Weiss & Klau Co., New York, seller and distributor of window shades, to cease labeling as "Mill Run" the window shades sold by it which are not in fact made from cloth which is the entire and true run of the mill.

Shades known as "seconds" are not to be labeled "Mill Run".

The company filed answer to the Commission's complaint in this proceeding, admitting that it had described its window shades as "Mill Run" when they were not the entire run of the mill but were that part of the run of the mill which remained after the first quality shade cloth and the seriously defective shade cloth had been separated and removed, and when those shades really were "seconds." The company stated it had already discontinued use of the designation "Mill Run".

Trade practice conference rules for the sanitary napkin industry, adopted at a trade practice conference held in Chicago, Nov. 4, have been acted on by the Federal Trade Commission.

Five rules approved by the Commission relate to the following practices: Proper advertising designations, false marking or branding, false advertising, imitation of trade marks, and selling of goods below cost.

The first of these rules is as follows: "The use of the term 'deodorized', or

similar terms of expressions, in the advertising or sale or offering for sale of sanitary napkins in a manner calculated to mislead or deceive the trade and purchasing public into believing that the said sanitary napkins contain a deodorant or possess deodorant properties, when such is not the case, is an unfair trade practice."

Four rules accepted by the Commission as expressions of the trade, pertain to the following: Publication of price lists, making terms of sale a part of published price schedules, accurate cost-determining methods, a committee on standardization of supplies, arbitration, and a committee on trade practices.

This industry sells annually equipment valued at between \$16,000,000 and \$20,000,000.

The conference had been requested by a majority of the manufacturers, who desired adjustment of unsatisfactory trade conditions.

#### Heats Vegetable Garden With Pipes From Furnace.

Muskogee, Okla., Jan 10—A furnace heated garden in which winter chilled soil is warmed to grow spring vegetables the year round has been constructed by E. B. Johnson, seed grower. Placing parallel lines of six inch tile three feet apart, Johnson attached one end of each pipe to a furnace and erected a chimney over the other.

To equalize the temperature along the area warmed by the pipes, as well as to insure a draft, he buried the tile 24 inches beneath the surface at the ovens, inclining it upward until at the chimneys it is only five inches underground.

## 24TH ANNUAL

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Auspices Passenger Car Dealers Association.

A. R. RICHARDS, Secy., 321 Ionia Ave.

During the show Mr. Richards will be at the Auditorium.



### IN GREATEST AND LEAST.

One of the dramatic generalities to be derived from the varied studies of science is the apparent law of similarity governing nature's operations in the greatest and least forms of the physical universe. Dr. Henry Norris Russell, astrophysicist of Princeton University, phrased this law for his own field of investigation when he said at the meeting of the American Association for the Advancement of Science last week, "The more we know about the atoms, the more we can find out about stars."

In picturing the invisible atom it is often said that it is a solar system in miniature. The proportionate distances and speeds within it are at least as great as those of the suns and planets. The stuff of which the atom is made, whether it be substance or energy or electricity or motion, is considered the same as gives heat and light to a star in the heavens. Dr. Russell believes that the crushing of individual atoms releases the incredible energy of the sun, and that better knowledge of the atom under extraordinary conditions would explain many mysteries of the skies.

Among them, for instance, are the varying intensity of the stars and their apparent immense differences in density. Only the fact that the atomic universe has vast spaces within it, which might theoretically be eliminated under immense pressures, would explain how a "white dwarf" star can have an apparent weight of one ton to the cubic inch.

In other fields of science appear similarities in greatest and least. The physical organization of the tiniest insect is as complex as the anatomy of man. The colors discovered on a butterfly wing are those that paint the sunset. The brain of a human being is like a little universe, and the studies and speculations of that brain may discover through microscope and telescope the majesty of creation. The least is no less wonderful than the greatest, and both reveal the variety, the beauty and the immensity of the universe in which we live.

### CALVIN COOLIDGE.

To have him come home, go to this room alone and then, without bothering anybody, die seems entirely characteristic of him. He was one of the common people whom Lincoln said God loved. There was something in him that all of us wanted to be like. We loved his humor. We adored his silences. There was something down in his make-up that reminded us of ourselves, in the old days when our country was young. We didn't estimate his acts as we did those of other Presidents. He was just a part of it all, part of the common sense of government, part of the good times that are gone. He was never afraid to say what he thought. When the time came, he was so made that he had to say what he thought. "I do not favor the soldiers' bonus." "I do not choose to run in 1928." He knew what he meant, and so did we. He didn't have to dodge. And he knew when he had had enough. He had character. That

was almost the whole story. Because no one of us can really have much more than that. No great and beloved leader of the people can have less. About his death the saddest thing is that it brings a sense of a frustrated life; frustrated, because the American system would not let us make use of the mellow years that followed his service in the White House. Yet, though we could not use him, we knew in our hearts that, if need came, we could turn to him. But now, asking nothing of us, explaining nothing to us, he has left us. That is why his loss strikes us so deeply.—N. Y. Evening Post.

### HOLD CONVENTION EARLIER.

As a practical demonstration of one of its principal themes, the convention of the Retail Dry Goods Association is to be held in New York City next week in order to save members the need of a second trip. The meeting was formerly staged early in February. Besides considering new standards of merchandising, advertising and service, particular emphasis will be laid upon quality and the reduction of the cost of distribution.

The program of this meeting indicates not only that a number of the most pressing problems in the retail field will be discussed by authorities, but that special attention has been given to specific executive activities and to particular lines of merchandising. Thus sales promotion, personnel, delivery, traffic and store managers, together with controllers, will have their own sessions, and ready-to-wear, accessories, piece goods, home furnishings, domestics and other merchandise lines will be considered from many angles in other conferences.

It has been estimated that retail trade last year totaled only \$31,000,000,000, as compared with \$50,000,000,000 in 1929. Similar estimates for former years indicate that the 1932 level was somewhere near the 1917-18 figures. Looking back over his records the retailer finds wide discrepancies between expenses then and now. His chief problem, therefore, is to find ways of getting closer to former costs or of capturing additional trade to make up for lost volume.

Probably there will be a mixture of the two methods. In any event, judgment on this question should be sounder and clearer by reason of the discussions which the retail gathering next week makes possible.

### PARITY PLAN ATTACKED.

In its earlier stages, agitation for the domestic allotment plan to help agriculture received fair support, principally for two reasons. It seemed to offer a way to lift farm product prices and, second, it was calculated to restrain overproduction. The bill finally reported favorably by the House committee, however, is so manifestly impractical and absurd that opposition has been raised on all sides and even among the farmers themselves.

The cotton goods industry has pointed out that payment of the adjustment charge, which on the present basis

would double the price of cotton, means an increase of from 30 to 60 per cent. on most fabrics that the mills sell. On this basis it is logically set forth that consumption of cotton goods will decrease, thereby destroying the very benefits which the allotment or farm parity plan is expected to achieve.

Similar arguments can be advanced for wheat, hogs and tobacco, the other products affected. In short, a reduction of 20 per cent. might be effected in the case of those farmers who accepted the adjustment plan, but the switching of demand to other products and the actual loss of markets through higher prices might even exceed this curtailment. The constitutionality of the measure has also been brought into serious question.

Business interests are watching this relief proposal very closely and a study of its provisions has provoked strong protest in many quarters. A counter suggestion is put forward that farm mortgage relief, which obviously must be dealt with in one form or another, should be linked with acreage reduction in such a way as to set up the necessary control.

### SOME QUICKENING NOTED.

Some signs of quickening activity were noted after the year-end, but little of a pronounced type. The automobile industry started its annual effort, featuring new models which the manufacturers believe are so different that sales are bound to benefit. Production in this line has been holding fairly well to its recent high level and requirements have caused some stepping up in steel operations.

Budget considerations, farm relief and banking legislation comprise the principal tasks to which Congress has set itself, with not much indication that its present efforts will get very far. Hearings on the thirty-hour week in industry brought a threat from the head of the largest labor union that force might be necessary if employers oppose this schedule, which he estimated would put back 6,500,000 workers in all industries.

A further drop was recorded by the weekly business index, but the movements of the different indicators were varied. Steel and cotton-cloth operations rose and electric-power production was unchanged. Commodity prices continued to ease. The weakness was again found in the farm-product groups. The Annalist index has been falling for eight weeks and has reached a new low at 83.7. Dun's list showed twice as many declines as advances. Building materials disclosed several losses, but the hide and leather group moved up a little.

Business mortality last year reached, of course, a new high level. The failures numbered almost 32,000, with an indebtedness approaching the billion mark. However, there was quite a notable improvement registered in the final quarter of the year.

### EMPHASIS ON REALITIES.

A summary of the year-end reviews and forecasts of trade and industry would place emphasis upon their marked restraint in contrast with what has

usually been offered in the way of such comment. Even a year previously, high hopes were still entertained in many quarters. Now not a few observers have remarked on the general tendency to accept realities.

Of course there was considerable attention paid to the need of government economy and also to the difficulties faced in any appraisal of even the near future in business because of the heavy influence exerted by National and international questions. Where opinion was inclined at all toward an optimistic vein, the heavy replacement demand received mention.

More significant perhaps than any of these types of judgment was the inclination in several high quarters to view developments and trends from a more liberal standpoint than ever before. The so-called "traditionalists" were well represented in the year-end offerings, but there was also a voice among important spokesmen for those who do not believe that rule-of-thumb principles are still as sound and as practical as ever for working the country out of this depression.

Publication of the Hoover commission study on "Social Trends" was well timed to uphold this more liberal attitude on the problems of the day, since it supplies data which can scarcely be waved aside in considering the steps necessary to bring social invention into line with mechanical invention.

### DRY GOODS CONDITIONS.

While trade showed some gain over the between-holiday period, sales for the week were not up to expectations. Few promotions scored real highs. White goods were bought, but only in fair volume. The chief activity was found in millinery specialties, lingerie and men's wear. The latter sold exceptionally well in one high-price event.

As inventory period approaches retail stocks are expected to show an unusually clean condition for the most part. The latest figures for this section at the end of November indicated a decline of 25.7 per cent. for department stores under the same date in 1931. The drop in prices was 15 per cent. over that period, so that the decrease was a sizable one. At the same time sales volume for the year was down 21 per cent., which would mean a necessary reduction of about that proportion in stocks.

The matter of inventory control is one that will probably receive increased attention from retailers this year. An effort will be made to raise turnover, and it is felt that more adequate supervision of stocks will permit not only proper assortments but smaller stocks. Stores in many instances have cut down their delivery periods considerably, so that orders are being placed ahead only for the time taken to manufacture the goods.

In the wholesale markets more activity was noted during the week. This week is expected to produce further gains, principally in the apparel branches. Next week will see the retailers' convention and various trade openings in the home furnishings lines.



## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

Continuing investigation of the subject of ship canals in this country discloses much interesting information, including the fact that the Erie canal is the only ship canal in the United States which makes any money. This condition is not the result of traffic which originates in New York state, but is due to shipments of raw materials from other countries and from this country to other countries in which the element of time is not a serious feature. Ship canals, like other means of transportation, must be so located that the boats traveling thereon are loaded both ways. They cannot continue to exist on a profitable basis unless this condition is in evidence. An ample supply of water is also desirable. If there is an elevation anywhere along the line of the canal, necessitating the employment of locks, the water must be supplied from both ends of the canal.

C. J. DeRoo, formerly manager of the Wash-De Roo Milling Co., at Holland, now President of the Peninsular Milling Co., Flint, writes me as follows concerning the proposed ship canal from Grandville to Black Lake:

Flint, Jan. 7—Anent the ship canal, I remember that something like thirty-five years ago I was a member of a City of Holland Reception Committee headed by Heber Walsh, who received a delegation from Grand Rapids and took them in carriages over the proposed route from Black Lake to Grandville. The plan was regarded as feasible from an engineering standpoint, but the hitch was that Grand Rapids did not want to put any money into it and the attitude of Government engineers was that they would improve existing facilities for navigation, but would not create new projects and I presume that is still their attitude.

Mr. Buys, in his article in your this week's issue is correct in saying that Grand River, on account of spring floods and other floods, is not practicable and that a still water canal would be better. Steamship captains have told me that in traversing a canal, steamships drawing nearly as much water as the depth of a canal are difficult to steer, because of the suction between the bottom of the ship and the bottom of the canal. A canal as wide and deep as Mr. Buys proposes would obviate this to a large extent. Of course, the question of cost comes in there.

Fort Lauderdale, Florida, has an artificial harbor and canal which will accommodate the largest ocean steamships and is the only deep water port between Norfolk, Virginia and Key West, Florida. It cost \$6,000,000, of which \$2,000,000 was assumed by Fort Lauderdale, another \$2,000,000 by Hollywood and a similar amount by the real estate company which was fathering the project. All of these bonds are in default and are selling for a fraction of their face value. Traffic did not materialize in sufficient volume. This is rather irrelevant, but illustrates that a bold project may be temporarily in distress if not permanently found to be visionary.

I visited Houston, Texas, before the ship canal was built, and again twenty years later, and was an eye witness, therefore, of the wonderful growth of that city, as stated by Mr. Buys.

Cornelius J. De Roo.

One of the unfortunate features of the times is the suspension of most of

the passenger travel on Lake Michigan, due to the introduction and almost universal use of the automobile. I have always thought that the passenger boats should have worked with this new competition by making their rates so low that people from one side of the lake, planning to visit the other side of the lake, would avail themselves of the boats, instead of going around the Southern end of Lake Michigan, but the charges made for the transportation of automobiles, when accompanied by passengers, were so exorbitant that such a plan was next to impossible. Charging \$8 for transporting a car across the lake or \$18 for the same service from Chicago to Leland, for instance, proved to be an effectual barrier to the continuation of this traffic. Even the exorbitant charges made for transporting cars on the lake did not involve the proper care of the cars in transit, as many found to their sorrow. Roustabouts were permitted to sleep in the cars, defiling the upholstery or seat covers with their greasy garments and making the floors repulsive by the presence of cigarette ends and peanut shucks. I have never seen worse treatment accorded cars except at a garage conducted by a German within a block of the Oliver House, South Bend.

Another reason why the lake boats have lost out is the absence of decent sleeping accommodations in most of them. The time has gone by when a man in good circumstances will put up with the inconvenience incident to small staterooms, with narrow berths and poor springs and mattresses. He will cheerfully pay the extra price for sleeping accommodations more in keeping with what he is accustomed to at home. Robert Dollar was the first man to solve this problem in an acceptable manner. He set an example which all ocean boat lines have been compelled to follow.

Shortly after I started the Tradesman, nearly fifty years ago, I made the acquaintance of Smith Barnes, of Traverse City, who was then general manager of the Hannah & Lay Mercantile Co. Mr. Barnes had traveled much and visited nearly every country in the world. He had seen how advantageous it was for all concerned to handle eggs by weight, as was the custom in California and the Rocky Mountain states, and urged me to advocate the change from count to weight in the Tradesman. I found on careful investigation that everything was in favor of such a change and have supported it with all the energy I could command. The agitation has finally borne fruit and within the next year I shall expect to see the egg crop of Michigan handled altogether by weight. Many dealers are already on the new system and announce they are greatly pleased with the change.

One of the causes which has contributed to this change in handling eggs is the increasing number of pullet eggs and small eggs marketed each year. As grain and vegetable crops have proved disappointing in result, owing to the low prices prevailing of

late years, farmers have increased their supply of egg layers and made money by so doing. Because of the large proportion of pullet eggs in the fall, poultry dealers have been forced to make two prices, one on hen's eggs and one on pullet's eggs. Chain stores, on the other hand, have quoted low prices on eggs and then handed out pullet's eggs. Some farmers have raised only small hens, whose eggs are seldom larger than the eggs produced by pullets. The reason given for this method is that "an egg is an egg" and that the small hens are great roamers and thus require less food than the larger varieties. Changing from count to weight will remove all these conflicting situations.

A mercantile friend in a neighboring city writes me as follows:

Our city at the present time—in fact, since the need for welfare work began—has been feeding its indigents through the medium of the local grocer. Orders are issued to the subject at the poor commissioner's headquarters weekly for a certain amount of groceries. The subject takes the order to the local grocer, who gives him the choice of items listed, the total cost to agree with the total allowed on the order.

The order is then returned to the City Director of Finance for payment. These orders have been filled by the independents and chains, or the independents only, which is the policy prevailing at the present time. Payment of the orders is dependent on receipts of funds from the Reconstruction Finance Corporation, which has loaned the city funds which have been considered sufficient to cover welfare expenses.

Now a certain group of well-meaning and worthy citizens are starting a movement to establish a city commissary. They are opposed by others, particularly the grocers and jobbers. Now you have seen a good deal of the commissary plan in operation in your city and elsewhere. What is your opinion of the two plans? Have we ammunition to fight the commissary in your estimation? We will certainly appreciate your analysis of the situation.

The system above described is absolutely the best system ever devised for handling the people who have to be helped. No better plan has ever been devised by any municipality to face the present situation with economy, fairness and satisfaction.

Of course, the politicians do not like the plan, because it gives little employment to ward healers, as the commissary store does. It does not encourage the element of graft in buying, as the commissary plan does.

Some years ago Grand Rapids was in the clutches of a political ring headed by George Welsh, who was "serving" as city manager for \$1 per year. They established the community store and fastened the scrip system on the city. It was a very expensive proposition and cost the taxpayers of the city several hundred thousand dollars. Cheap goods were handed out to poor people at a cost to them much greater than they would have had to pay at the independent stores. Besides, they had to get the goods home somehow—by wheelbarrow, go cart, on their shoulders, or on their backs in paper bags. It was a sorry sight to see men lug or

drag ungainly packages through the streets. It became a matter of common knowledge that they paid from 10 to 25 per cent. more for supplies than they would have paid if the plan described by our correspondent had been in operation.

The abuse became such a public scandal that a Committee of One Hundred was created to look into the matter and report on the community store and other abuses which had crept into the municipal situation. A subcommittee devoted hundreds of hours to the community store and decided it should be abolished. The Committee of One Hundred went over the matter and all but one sustained the findings. Later that one changed his mind and swung into line. The City Commission accepted the report and started to abolish the community store. Then the cheap politicians who waxed fat on the community store got busy, agreed to the closing of the store, but induced the Commission to create four little stores of similar character in different parts of the city. This means four rentals, four overheads and four pay-rolls, instead of one. The politicians had to bow their heads to public opinion on the large community store, but created a still worse condition than the original plan. This will always be the case where the slimy hand of politics is permitted to take part in the expenditure of public money.

Every city which has departed from the proper plan of handing out poor orders to independent merchants has eaten the bread of bitterness. In proof of this statement one has only to read the book on Emergency Relief Work, issued a few weeks ago by the Russell Sage Foundation, which has made a most careful investigation of the subject for many years, which comes out very strongly against the community store.

Mrs. Alfred T. Sirrine, who was chairman of the Grocery Store Committee of the Committee of One Hundred, favors the Tradesman with the following statement in substantiation of the above conclusion:

After six weeks of intensive work the Grocery Store Committee of the Committee of One Hundred found that the net profit does not compensate the merchants for their loss nor benefit the scrip worker. Therefore, the Grocery Store Committee recommends that the city store be discontinued and that scrip be made negotiable with local merchants for necessities of life, because:

A. There is no real proof of any profit to the city from the city store. My committee worked out a mythical but interesting comparison; \$39,252.51 were the figures given us as the net savings of the year ending March 31, 1932. At that time fifty-two store employees were receiving \$20 per week or \$54,080 cash. If they had been paid \$9.60 in scrip at the same rate as other indigents they would have received \$25,915. Therefore, the store lost \$28,165. Therefore, the store made only \$11,087 in 1932. (Nov. 2, 1932, it was reported to me that some men at the

(Continued on page 23)



## FINANCIAL

### Analyzing Industrial Securities.

Upon the completion of the analysis by the investor, of the plant and property accounts, his attention will next be called to permanent investments of an industrial corporation. These may be investments that have been made out of surplus earnings or represent securities of subsidiary or affiliated companies. These securities, of course, are not current assets but are permanent or sometimes called capital assets. They represent an excess of capital over and above that required by the corporation. While they may be easily converted into cash, it is only in the event of extraordinary circumstances or demand that such proceedings take place. They should be looked upon in the nature of fixed capital and not as something that fluctuates with the volume of business.

If a corporation's security holdings are large in proportion to its total assets, a separate schedule of prices paid and interest received should be known. Then it is advisable to study and determine whether or not they are worth the value as shown on the books.

Investors should pay particular attention as to whether or not the corporation has issued bonds to pay for the stock of another company as many corporations have gotten into financial difficulties because of securities being carried on the books at too high a value. The corporation is allowed to carry its permanent investments at cost price or par provided reserve is set up on the balance sheet to offset any depreciation which may occur. This method of accounting exhibits conditions as they originally were together with necessary adjustments. Investors should also remember that investments, which have appreciated, should not be marked at higher than cost prices as a present gain may turn into a loss and the safety of the company depends on listing its assets at cost or less.

In analyzing a company, attention should be given to the case of securities of affiliated companies, particularly that of a holding corporation on the books of a subsidiary company. The real satisfactory method of analyzing is to extend the examination to the reports of the subsidiary companies, examining them as though they were the securities under scrutiny; then, in turn, examining the books of the parent corporation and also the consolidated statements. Possibilities of misleading information are evident in this point from the fact that bills payable of one corporation may be the bills receivable of another and it is easy to count the debt of a subsidiary company as the resource of the holding company but not to count the liability of a subsidiary because it is not a claim to outside creditors. The holding company may consider, as an asset, the notes of a subsidiary, payable to it for merchandise, and at the same time count as a resource such merchandise in the hands of a subsidiary. It is also easy for a holding company to sell goods to a subsidiary at a big profit but at a decided loss to the subsidiary. An investor will find that a reputable

accounting organization will disclose these conditions and study of these audits is of great help to the investor before making an investment in a corporation.

Jay H. Petter.

### Conclusions of Economists Represent Sound Principles.

Twenty economists, several of whom are internationally known, have presented to President-elect Roosevelt what they term "a minimum program for economic recovery." They include only three items. Undoubtedly this will lead many people to question whether the program is sufficiently inclusive, but this should be the only great difference of opinion which arises. As to significance of the three points themselves and the conclusions drawn there should be no disagreement.

The first of the three points made is that there should be a "prompt reciprocal lowering of tariffs." The extent of this reduction is to be controlled by our own needs. What is suggested specifically is the return to exchanging goods for goods instead of our foreign trade being dependent upon our making foreign loans. It is maintained that the effect of this would be to stimulate agricultural prices, increase manufacturing activity and employment in this country and aid recovery abroad.

The second major point is settlement of the interallied debts. It is recognized that there is a divergence of public opinion in various countries which complicates this issue, but it is believed that through negotiations some agreement may be reached. Although it is not stated specifically, it is clear that this group of economists view the problem of interallied debts of great psychological as well as economic importance and they see in a solution of the question a possibility of immense benefits to all countries.

The third point is in connection with the gold standard. On this it is stated that our present gold standard should be "unflinchingly maintained," and further, that we should "encourage and facilitate" foreign countries to return to a stabilized standard. It is the opinion of this group that our present supply of gold is "more than adequate" for all of our needs. As a corollary of this it is maintained that tinkering with the currency would merely impair confidence and retard recovery.

As stated above, it is possible to agree with all of these conclusions. Unquestionably world recovery would be hastened if the tariff barriers, quotas, contingencies and all the other methods of restricting trade were modified. Settlement of the interallied debts, too, would remove a real sore spot in the business outlook. Finally, unmistakable evidence that we will not tinker with our currency or debase our gold standard and the stabilization of currencies abroad in getting us positively on the road to recovery.

It must be obvious, however, that there are other problems of almost if not equal importance. Balancing the budget is the most outstanding and it should be included even in a "minimum program for economic recovery." In spite of this lack of exhaustiveness in

the program of these twenty economists their views deserve careful consideration by the incoming Administration. If it follows a program such as this we will progress toward recovery much faster than if it becomes attracted to trick panaceas.

Ralph West Robey.

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### Fight For Sound Money Rests With Minority.

Interest in inflation diminished rapidly with the better trade and prices late last summer and early fall. More recently, with the seasonal downswing in business and the loss of a large part of the commodity price gain, the question again has come to the front. Today the necessity of inflating in order to raise prices is being urged upon us again on every side.

Evidence of this renewed interest is provided by Senator Borah's stand. Amid much shouting he and various of his colleagues have climbed upon what perhaps now may be accurately termed the inflation bandwagon. According to Washington dispatches, Senator Borah plans to introduce legislation to bring about inflation of the currency and a reduction in the value of the dollar.

It is, of course, a long step from the support of inflationary measures by such men as Senators Borah and Bankhead to the actual enactment of legislation. Unfortunately, however, there seems to be only very limited vigorous opposition to inflation in this country. The American public and many of our business and financial leaders now accept this course as more or less inevitable. Even those who realize that nothing can be gained in the long run are ceasing to fight actively against this unsound course of action.

Hope for a defeat of inflationary measures, therefore, must rest primarily upon the relatively few men in Congress and the scattered financial leaders who have not lost their sense of proportion under the strain of the last

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two years. Among the former, Senator Glass is the greatest bulwark of protection. So long as he remains in the Senate we can count on his devoting his full intellectual and physical vigor to the defeat of legislation which will debauch our monetary system.

In the financial field proper we must look first to our Treasury officials and, secondly, to those responsible for the policies of the Federal Reserve system. At present, these men do not provide much basis for encouragement. They have been strong in their denunciation of the Government starting the printing presses, but at the same time they have been leaders in the attempt to drive credit expansion into our economic system. In any reasonable classification they must, as a whole, be grouped among the inflationists.

It is obvious, therefore, that the battle over inflation will be between two groups badly matched from the point of view of number. This in itself, nevertheless, need not be a cause for worry. This is because the minority has on its side the powerful argument of experience. This shows without notable exception that inflation instead of creating prosperity disrupts the economic system and, if continued, leads to financial collapse.

Ralph West Robey.  
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#### Appreciation of Problems Yet To Be Solved.

Prognostications this year make an interesting comparison with those issued for 1932 and 1931. In those earlier years the statements, as a group, were dogmatic and positive. They left no doubt as to the opinion of the one undertaking to predict. In the forecasts for 1933, in contrast, much greater cautiousness is shown, and instead of talking in generalities there is a tendency to emphasize specific problems.

In appraising this change it is important to bear in mind that about the same business and financial leaders issue statements year after year. Further, the opinions of this group probably are fairly representative of the views of business men in general.

The statements as a group, therefore, may be taken as a reasonably accurate year-to-year sampling of business opinion. In a way, they may be viewed as significant cross-sections in the psychological history of the depression. This, in fact, is one of the most valuable contributions made by our annual crop of prognostications, for the record shows that they have not been sufficiently accurate to be of great value on this score.

With this in mind it is interesting to recall that at the start of 1931 we had lost almost none of the "new era" economics of the old prosperity. It was maintained that the 1929 price level for commodities and the old volume of production and business activity quickly would return. These opinions were stated so positively in the predictions at that time that it was possible to classify a vast majority of the scores of opinions printed according to the quarter of the year in which such recovery would start.

By the start of 1932, however, a realization of the nature of the depres-

sion was beginning to be evident. The general tone still was optimistic, of course, but a classification of those making predictions scarcely could have been more detailed than whether 1932 would witness great improvement or, at best, only a slight betterment at best.

This year there is widespread evidence in the prognostications of an appreciation that far-reaching and lasting readjustments have been and must be made in our basic economic elements. Almost none of the happy-go-lucky attitude of 1931 remains, and there is comparatively little of the old meaningless generalities about the fortitude and pioneering spirit of the American public. This means that finally American business men have started to face realities. This fact, it must be obvious, is far more important than whether the general tone of the predictions this year is optimistic or pessimistic. Ralph West Robey.

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#### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 2.—We have to-day received the schedules, reference and adjudication in the matter of Glenn R. Chamberlain, Bankrupt No. 5096. The bankrupt is a resident of Grand Rapids, and his occupation is that of a public utility manager. The schedule shows assets of \$235,850.27 of which \$150 is claimed as exempt, with liabilities of \$253,910.67. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

Federal Income tax	unknown
City of Grand Rapids, taxes	\$ 339.40
G. R. National Bank, G. R.	9,700.00
G. R. Trust Co., Grand Rapids	15,825.00
Continental Gas & Elec. Corp., Chicago	30,288.50
Harry I. Sanford, Grand Rapids	3,000.00
Mrs. Ida B. Chamberlain, Long Island, N. Y.	7,350.00
Fruit Growers State Bank, Saugatuck	1,500.00
J. Alden Barren and James Bale, Fennville	10,200.00
John Emery, Grand Rapids	160.00
Riverside Gardens Realty Co., Grand Rapids	133.00
Sellin-Jackson Addition, Grand R.	464.00
Henry and Herman Baar, James Achlerhof and Wm. DeMann, Grand Rapids	16,200.00
Charles T. Feenstra, Grand Rap.	18,000.00
G. R. Savings Bank, Grand Rap.	23,600.00
Mich. Trust Co., Grand Rapids	80,000.00
Old Kent Bank, Grand Rapids	28,600.00
Edwards Iron Works, South Bend, Ind.	4064.57
John Hellen, Grand Rapids	unknown
Bildmor Block Co., Grand H.	unknown
Harmon Ness Co., South Bend	unknown
Geo. W. Fortier & Co., Chicago	unknown
Save Elec. Products, Inc., Det.	unknown
Republic Automobile Insurance Co., Detroit	unknown
City of Battle Creek	unknown
Union Bank of Michigan	252.00
American Home Security Bank, Grand Rapids	634.20
Old State Bank, Fennville	3,600.00

Jan. 4. We have to-day received the adjudication and reference in the matter of Harry Okun, Bankrupt No. 5087. The bankrupt is a resident of Kalamazoo. This is an involuntary case and the schedules have been ordered filed. Upon receipt of same list of creditors and liabilities will be made herein.

Jan. 4. We have to-day received the schedules, reference and adjudication in the matter of William H. Edwards, proprietor of the Kozy Korner Sweet Shoppe, Bankrupt No. 5098. The bankrupt is a resident of Sparta, and his occupation is that of a merchant. The schedule shows assets of \$4,250 of which \$850 is claimed as exempt, with liabilities of \$1,183.29. The first meeting of creditors will be called and note of same made herein. The list of creditors is as follows:

Village of Sparta, taxes	\$ 34.23
Blatz Brewing Co., Grand Rapids	11.25
Bayuk Cigar Co., Grand Rapids	7.72
Crystal Candy Co., Grand Rapids	4.80
Consumers Power Co., Grand Rap.	30.00
Detroit Times, Detroit	16.80
Detroit News, Detroit	35.42
Ferris Coffee Co., Grand Rapids	38.68
Herald, Grand Rapids	213.16
G. R. News, Grand Rapids	9.72
General Cigar Co., Chicago	7.68
Hoekstra Ice Cream Co., G. R.	373.64
Heyboer Co., Grand Rapids	38.06
Johnson Smith Co., Sparta	6.95
Robert A. Johnston & Co., Milwaukee	6.07

Kent County Gas Co., Grand Rap.	7.38
Muskegon Candy Corp., Muskegon	24.16
Mich. Bell Tele. Co., Grand Rapids	12.90
Mills Paper Co., Grand Rapids	6.84
Nat. Novelty Sales Co., Chicago	39.60
Nehi Bottling Works, Grand Rapids	4.80
Peoples State Bank, Sparta	106.22
Putnam Candy Co., Grand Rapids	27.55
Wm. A. Rogers Co., Sparta	5.25
Tunis Johnson Cigar Co., Grand R.	13.42
Vandenberg Cigar Co., Grand Rap.	22.42
Woodhouse Co., Grand Rapids	1.87
Wilson Elevator Co., Sparta	23.34
Colby's Garage, Sparta	6.75
J. C. Ballard & Co., Sparta	25.50
Dr. Miller, Sparta	8.60
Dr. Bull, Sparta	8.00
Sentinal Leader, Sparta	2.00
Sparta Water Works, Sparta	2.50

In the matter of Henry H. Nieuwoonder, Bankrupt No. 4978. The final meeting of creditors has been called for Jan. 23. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of George E. Howk, Bankrupt No. 4847. The final meeting of creditors has been called for Jan. 23. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Doty Runnels Co., Bankrupt No. 4912. The final meeting of creditors has been called for Jan. 23. The trustee's final report will be ap-

proved at such meeting. There may be a small dividend for creditors.

In the matter of Harry McAllis, Bankrupt No. 4845. The final meeting of creditors has been called for Jan. 23. The trustee's final report will be approved at such meeting. There will be dividend for creditors.

In the matter of David I. Abrahams, Bankrupt No. 4793. The final meeting of creditors has been called for Jan. 23. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

In the matter of Star Bargain House, Inc., Bankrupt No. 4901. The final meeting of creditors has been called for January 23. The trustee's final report will be approved at such meeting. There will be a dividend for creditors.

Jan. 4. We have to-day received the schedules, reference and adjudication in the matter of Edward L. Locher, Bankrupt No. 5099. The bankrupt is a resident of Kalamazoo, and his occupation is that of a merchant. The schedule shows assets of \$6,525.92, of which \$6,000 is claimed as exempt, with liabilities of \$12,716.55. The first meeting of creditors will be called and note of same made

(Continued on page 22)



Analysis of any security furnished upon request.

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

## Ally Your Business

with a bank that will help you, in every way, to take advantage of the opportunities which you enjoy here in Grand Rapids - a city of diversified industries.

THE GRAND RAPIDS SAVINGS BANK has been an essential factor in the development of Grand Rapids for over 61 YEARS, and its EXPERIENCED, PERSONAL SERVICE adds much to the value of a connection here.



### GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices



## RETAIL GROCER

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

### Drastic Economic Readjustment in Los Angeles.

An amazing condition is revealed by the annual survey of grocery stores in Los Angeles, as habitually reported in the Commercial Bulletin. We find the total number is smaller now than in any year since 1925, despite the characteristic habit of that West coast metropolitan area to add a goodly quota to its permanent inhabitants annually.

The totals range thus, beginning with 1925: 2972, 3074, 3217, 3261, 3239, 3228, 3247, 3114 and for 1932, 3059. From 1922 when there were 1880 stores, the climb was in keeping with population increase until 1927. The figures indicate how the ratio has been lessened in proportion to the population increment.

For if we take figures of the 1930 census, 1,238,048, a total of 3059 stores will yield 404 $\frac{2}{3}$  people to each store. But far be it from me to hint that Los Angeles has ceased to grow for two years, and I am sure that no Angeleno would be satisfied to report less than 1,400,000 now; and if that figure is accurate, then there are 457 $\frac{2}{3}$  people to each grocery store in that area at the end of 1932.

What does this surprising condition foreshadow? How remarkable it is may be seen if we recall that the economic dividing line has hitherto seemed to rest on 333 $\frac{1}{3}$  persons to each store—three grocers to the thousand of population. In the past we seem to have always found that when stores are so few that there are more than 333 $\frac{1}{3}$  persons to each, more stores are sure to be opened; and when so many are in business that the ratio goes below 333 $\frac{1}{3}$  persons to each, considerable mortality lies ahead of us.

But peculiar interest attaches to this Los Angeles condition because that region always has been an utterly free field with such constant influx of new population that grocery stores have tended to exceed economic needs. For that matter, the same has held true of all other lines of trade. Los Angeles has always been regarded as about the most demoralized business center anywhere—always, just the same, evincing the paradoxical condition of a high average of failure with a small number making wonderful success. Nowhere that I know of has individual ability been so vindicated as the one perennial, unyielding element for success.

But here we have a condition which has run in reverse of orthodox during nine consecutive years through all the changes entailed by chain development, consolidation and the curtailed number of units which has occurred recently. The pendulum not only has swung clear over but it seems to be hung at the other end of its sweep.

The original downtown district of Los Angeles was laid out about fifty years ago with streets generously wide for that era. That general plan was pursued until perhaps fifteen years ago—maybe ten years—and large suburban areas were developed with care-less surveys which, when later added to the expanding city, were far out of line, resulting in great numbers of street jogs to hamper traffic.

This condition was intolerable in our rapid automobile days, so the city has spread out with unexampled speed over a level district of 700 square miles with the result that new marketing centers have been opened up miles from former trading districts. One important result has been the "super" market, counterpart—although not replica—of the "warehouse market" of the Eastern states. A chief difference is that the Western super markets are handsome places, large in area, superbly furnished, equipped with the latest devices for storage and display, rigidly departmentized, while the warehouse market of the East is often literally an abandoned warehouse into which is put the simplest shelving and rough counters—not a trace of style, every fixture of the plainest utility.

Both these new developments have two features in common: both carry "everything" in food under one roof, and both are provided with liberal parking space. The super market is perfectly exemplified in the new Payn-Takit stores of Portland and Seattle as well as what we find in Southern California; but the West never has taken kindly to rough stuff since we began to brush up our food stores, so I know of no strictly warehouse market in the Pacific Coast country.

Price competition has not been lessened in the West by recent developments. On the contrary, some of the new markets seem to thrive on sales below cost. Old timers and many not so old are nonplussed by late developments—and this applies as painfully to "corporate chains" as to either solo or co-operative grocers.

When we learn that the Eastern operators in some instances get by on an expense of 8 per cent. and handle sales of \$15,000 per week, we can perhaps see that all this will give grocers of all kinds plenty to think about in the immediate future and one thing may be a complete revision of established customer quotas to the grocery store.

And so the scenes shift and the picture changes, with indications of much revision in outlook and sentiment. Readjustment and consolidation in corporate chain units is made for one purpose: additional profit—for chain grocers are in business for earnings, not for their health. An indication of this is before us in the enhanced prices chain units are now getting for great numbers of items as against formerly prevailing cut prices still in vogue in many solo stores.

Chain competition from now on is apt more largely to be on service and—yes, make no mistake—on personality, than on mere price. The voluntaries may fall in line on this, too, after some further losses; and the service, personality element is always a strong point with grocers wakeful enough to realize it.

As things progress further it is quite likely that solos, voluntaries and corporate chains will realize that they have many important interests in common. Such mutual understanding will be hastened by developments such as I have outlined above. A realization of the undoubted truth that the corporate chains cleave to one narrow field of distribution—that of cash-carry sales of a limited range of staples—leaving the splendidly profitable neighborhood-service field to the solo grocer will help such understanding to crystalize.

Voluntaries are generally in an anomalous position as yet in that they are pursuing sales plus and policies which corporate chains have already abandoned. There are exceptions, of course; but such is the general practice among voluntaries so far. Insofar as they persist in such ways of operation, they are behind the times and must work hard later on to catch up.

All along, the man who has least of altered conditions to cope with is the old-line, service grocer. Not an able man among them is suffering—or will suffer.

Paul Findlay.

### City Environments Affecting Health of Negro Race.

The future of the Negro in the United States rests entirely with the way in which some 4,000,000 Negro children are brought up. Their health, education and development are the responsibilities of our whole people, but in particular the responsibilities of the adult men and women of the Negro race.

Within the last few years there has been a migration from the South to the North and West. This migration has been largely from rural and urban centers. Urban localities are peculiarly ill adapted to children, particularly those who have been raised in the open.

The problem of the Negro child in the less favored parts of industrial and metropolitan centers is one of great difficulty. Sunshine is his natural habitat. With the migration to urban centers in the North he faces a new set of conditions.

The morbidity and mortality figures show that he is particularly susceptible to the two diseases that flourish best in the absence of sunshine. These are tuberculosis and rickets. Whatever else is done for the Negro child he must be brought up under open air conditions in so far as it is possible.

Because of the lowered economic level and various zoning questions, too many Negroes, as has been shown by our housing conference, are forced into unsatisfactory houses and in the undesirable parts of many communities. Here, as in all forms of housing, there is need of the adoption of codes and their maintenance.

In the geographical shift from agriculture to industry and from the open country to the city and its streets, the Negro has suffered both in health and in other qualities.

Ray Lyman Wilbur,  
 Secretary of Interior.

Enthusiasm is the mother of happiness.

**STOCK**  
**POSTMA'S GOLDEN CRISP RUSKS!**  
 Made and guaranteed by the  
**POSTMA BISCUIT CO.**  
 Grand Rapids, Michigan

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

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



A complete line of canned vegetables and fruits



## MEAT DEALER

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

### Contracts To Sell Stores Don't Always Work Out.

A Michigan subscriber submits a contract signed by him in which "The Western Trading Company, National Brokers, Tulsa, Okla.," is authorized to sell his market for \$8,500, for which the company was to receive 5 per cent. commission. The market owner paid a "service fee" of \$50. He states that he has been unable to get the company to reply to his letters and as communications addressed to Tulsa have been returned unclaimed, it may be that the outfit existed only in the hat of the agent who called on the merchant.

If any other subscriber has had dealings with such an outfit he may be willing to enlighten a fellow craftsman.

Retailers are warned of a "racket" which the Commercial Bulletin reports is being practiced in California. It says:

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

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

"But what actually happens?

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

"When the retailer protests, he is told to read his copy of the contract. He finds that the contract, while supposedly for fifteen days, actually continues for six months—possibly indefinitely—and that commission is payable, no matter how or by whom the sale may be made."

### Cheater Leaves Weight in Turkey by Mistake.

Somewhere in Chicago is a poultry merchant who is short one pound of lead, which he forgot to take out of a turkey before wrapping it up for a customer. City Sealer Joe Grein knows where the piece of lead came from, it having been taken to his office by the purchaser of the turkey, and it may be that his investigators already have obtained other samples where it came

from, with a view to prosecuting the dealer.

The lead was oblong in shape and is similar to others he has found in dishonest markets. The piece is slipped into a dressed fowl about to be weighed, and when taken off the scale the bird is tilted enough to allow the lead to drop out into a box of sawdust on the floor, which deadens the sound of the fall.

### Has Scheme To Sell Customer Whole Carcass.

At Bonner Springs, Kans., a young man from an agricultural college in the East is trying out an idea which he thinks will solve the problem of balancing the bullock. He plans to sell the meat from a wagon. He gives customers a chart having 20 cuts of beef. The 20 cuts comprise the entire carcass of the animal purchased. The consumer is expected to order five pounds of the No. 1 cut and when that supply is exhausted, order a supply of the No. 2 cut and so on down the list. The result is, when the customer has completed the list, she has purchased nearly the entire beef.

The inventor of the plan, Harold T. Baker, says this will allow him to offer meat at a price far below regular retailers because they must carry so many of a certain cut, while there is no demand for others. He expects to extend the plan over the state, if it works.

### house" Steak.

The "porterhouse" steak is said to have originally gotten its name from a small hotel in Sandusky, Ohio, the Porter House. In 1847 Charles Dickens visited the Porter House and was so pleased with a steak served to him there that he spread its fame through the United States, referring to it as the steak served in the Porter House in Ohio. Afterwards leading hotels and cafes began to call their best steaks "porterhouse."

### Sandusky Is Birthplace of "Porter-Home-Fattened Reindeer.

Far-sighted cattlemen have viewed the development of great herds of reindeer in Alaska during the last thirty or forty years with interest that even approached alarm in some quarters. Here was potential competition that might be expected to make inroads on a great National industry some day. Though there always remained the fact that reindeer meat as marketed in the United States entered the competition under certain handicaps having to do with toughness and stringiness of the meat and more than a suspicion of sourness observed in the taste.

Now as arrangements are being completed for shipping several thousand of the animals to the United States and finishing them for the market as we finish our beef animals, much of this handicap may be corrected and the million or so deer in Alaska made real competitors in satisfying the meat demands of the country. As the reindeer herds of Alaska normally double every three years, this would insure an inexhaustible supply for shipment to the finishing ranges in the United States, if the plan works out successfully.

Even under present conditions, a single firm has shipped 32,000 reindeer

carcasses to markets in the United States in the last two years, despite the fact that the meat of the antlered animals had to contend for popularity under handicapping factors. When these animals are killed in Alaska for shipment to the United States the work must wait until after the first killing frost so the meat will not deteriorate before it can be frozen. And at the time of late slaughter, it follows that the animals have been feeding on frosted foliage and are in declining flesh, resulting, it is said, in toughness and stringiness of fiber and a certain sourness that may be objectionable to consumer taste.

But by fattening the animals on selected feeds and slaughtering them at the height of their primeness, it is believed that packers can, within certain limitations, control the flavor and firmness of the meat and at the same time retain natural flavor and tenderness. So the plans for live shipment are well under way with reindeer stockyards to accommodate 4,200 of the Arctic animals now under way at Moss Landing, Cal., and feeding arrangements that will handle about 2,500 animals every twenty days being rounded out.

Reindeers are not native to Alaska. A small herd of 1,280 was introduced from Lapland and from Siberia in the decade that was ended with the turn of the century and have increased enormously in thirty years. To show the rate of increase, a herd of 3,000 was assembled in the Nome District and sold to Canadian interests. On the march for less than three years and now nearing the end of their trek to the Mackenzie River country, the herd has doubled if not tripled along the bitter trail.

### Gives Month's Food Free To All-Year Customers.

To build volume of sales throughout the year and encourage steady patronage and prompt payment of accounts, Augustine & Kyer, meat dealers and grocers with five stores in Seattle, Wash., have launched a new type of merchandising plan that represents wide departure from routine methods of business.

Through this new plan the meat or other foodstuffs customer of the organization profits in a manner commensurate with the customer's extension of patronage. By its provisions she must, to secure its benefits, deal for a year with A. & K., and at the end of the twelfth month will be entitled to a dividend equal to the smallest month of the year.

Whether cash or charge purchases have been made, the customer extending steady patronage through the twelve month period will be entitled to benefit, and will receive the dividend of a quantity of merchandise tantamount to the amount of meat or grocery buying during the lightest month of the year.

Thus to receive a larger dividend the customer may build up the light months to a heavier sales volume for the stores, and receive, paradoxical as it seems, a higher percentage on her expenditures for provisions.

Arrangements have been made so that customers who pay by the tenth of the month, promptly and in full, so that credit and interest losses are thus forestalled, may be entitled to the new type of profit-sharing dividend of a month's free purchases from the circumspet meat and grocery departments of these stores.

### Oysters and Fish For The Holidays.

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

**FRIGIDAIRE**  
ELECTRIC REFRIGERATING SYSTEMS  
PRODUCT OF GENERAL MOTORS



WITH FAMOUS COLD CONTROL AND HYDRATOR

All Models on Display at Showroom

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



**THE EYES OF THE PUBLIC ARE ON YOU AND YOUR STORE**

EVERY BUSINESS MAN IS LIVING IN A GLASS HOUSE TODAY — LET US GIVE THE PUBLIC NO REASON TO THROW STONES. *Uncle Jake*

**W**HEN you wrap packages for your customers, they watch every move you make. They notice your hands, your counter and your packaging methods.

An extra slap sheet of KVP Delicatessen Paper on lard, butter, meat and vegetables may be the extra touch of service that will win more business for you.

Try a roll, wall carton or box of this moisture-proof, grease-resistant, sanitary, odorless protective wrapper. Samples free.

**KALAMAZOO VEGETABLE PARCHMENT COMPANY**  
Parchment (Kalamazoo Co.), Michigan

**DELICATESSEN PAPER**



## HARDWARE

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

### The Paint Department in the Winter Months.

In the dull winter months, the hardware dealer has to make the most of every opportunity. While there is an inevitable tendency to slacken effort and wait for the spring campaign, this tendency should be resisted. Make up your mind to sell things; and then study the possibilities open to you.

There are excellent possibilities in the paint department. Of course, this is not the season for exterior painting. Hence, individual sales will usually be for small amounts. But the sales of interior paint specialties can be stimulated if the dealer is willing to put forth the necessary effort.

The matter is almost entirely one of paint education. You have to show your public what can be done by combining a little paint or varnish and a little spare time. Most people do not realize what can be done to improve the appearance of the interior of the home at this season. Nor do they realize what the paint dealer's stock has to offer.

To work up business for your paint department in winter, you must, first of all, realize yourself what your paint department can do. Second, you must tell your customers about it.

How? Well, for one thing, you can use your newspaper space. For another, you can put on a window display. For yet another, put on a demonstration. Then talk up the line to individual customers; and use the telephone to reach those who don't come into the store.

The old style of newspaper advertisement would run somewhat like this:

#### BLANK'S FLOOR FINISH

Admirable for Refinishing Old Floors.  
At Smith's Hardware Store

But the modern advertiser approaches his topic in different style. More like this:

"Is that old pine floor worn and shabby? Why not make it look like a new hardwood floor? Blank's Floor Finish, with the accompanying grain-outfit, will do just that."

You can add, if you like, how much of the finish is required to cover an ordinary room. The point is that the average individual isn't interested in Blank's Floor Finish. He doesn't care five cents whether you have it for sale or not. But he is interested in that unsightly pine floor. When you tell him that he can make that floor look like new hardwood with the use of Blank's Floor Finish, you're talking the language he can understand. That is, the language of results.

In your approach to your paint customer, it pays to look at the subject from his standpoint. Talk results, the sort of results that will appeal to him as worth while. Then you will get and hold his interest; and, consequently, get and hold his business.

It will pay you to study the winter possibilities of the paint department; and, having determined them, to talk

them over—in terms of results—with your customers.

The argument that he can use the dull winter days, when there is little else to do, to paint his implements and thereby keep them in condition and increase their value, will appeal to the average hard-headed farmer. You won't sell implement paint to all the farmers you tackle, or to most of them. But you will sell to at least a few; and, in so doing, you will turn your own dull winter hours which would otherwise be wasted into money. It is better to hustle and secure even one small sale than to dawdle behind the counter and wait for business that never comes.

The first essential in pushing the sale of interior paint specialties is to play them up inside the store. Move the stock well to the front. Or, if you can't move it all to the front, give prominence to at least the leading lines. Use price cards, color cards and other advertising material to enhance the attractiveness of your interior display.

Interior paint specialties have the advantage that a display inside the store requires comparatively little space; while, neatly and skillfully arranged, the goods show up to excellent advantage. The cans readily lend themselves to space economy. One dealer contrived to place a highly effective display on about three square feet of floor space. This was done by erecting a tall pyramid of paint cans on a small table located in almost the center of the floor. The pyramid was flanked at each corner by smaller formations of varnish, shellac, etc. Immediately a customer entered the store, this display caught his eye.

Window display space should be used as opportunity offers. It is not enough, however, to merely show the goods. Paint education is the purpose of a window display; and you should try to get across to the passer-by a clear idea of what results the use of this, that or the other paint specialty will secure for him.

A good device to emphasize results is to employ contrast. Thus, take an ordinary wooden chair. Paint one-half of it and leave the other half in its natural state. The difference, the contrast, speaks for itself.

A circular letter might be sent out to a selected mailing list, urging the wisdom of utilizing spare time in the winter months to brighten up the interior of the home and improve the appearance of the furniture. Indeed, a series of two or three follow-up letters might be sent.

Demonstration is always effective. You don't need an imported demonstrator. An intelligent clerk who understands how to use the specialty can easily learn to demonstrate. It is often a good stunt to stage the demonstration in the window. There, of course it becomes pantomime, with show cards to explain the purpose. Inside the store, the demonstrator can talk to customers and prospects.

Of course personal salesmanship is the dominant factor in business-getting and at this season the salespeople should be especially diligent in calling the attention of all customers to interior paint specialties the store is handling.

The amount of business to be done in interior paint specialties will not aggregate anything like that in exterior paints when the outdoor season is at its height. But it is worth going after; and in addition to the immediate sales, you are laying a worth while foundation for future business.

Victor Lauriston.

A little push goes a long way, even in mud or sand, with wheelbarrows equipped with a new low-pressure tire. There's also a new easy-going, light-weight lawnmower, made of aluminum alloys.

There is no substitute for good management.

## ASSOCIATED TRUCK LINES

The Outstanding Freight Transportation Line of Michigan.

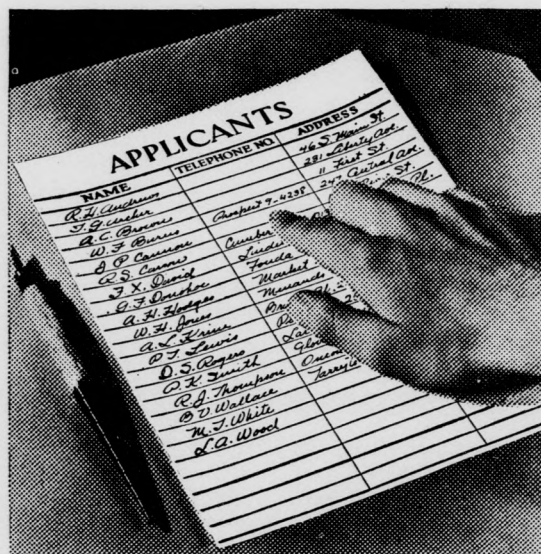
State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

Phone 93401 108 Market Ave., Grand Rapids, Mich.  
Agency Offices in Principal Cities of Michigan.



## MICHIGAN BELL TELEPHONE CO.



### APPLICANTS WHO HAVE TELEPHONES USUALLY GET FIRST CALL

When employers need additional help, they usually take the easiest and quickest way of reaching applicants and former employees — THEY CALL THEM BY TELEPHONE.

Other things being equal, the applicant or former employee who can be reached by telephone usually is the one who gets the job. Just one such call might more than justify the cost of telephone service for months.



## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN



## 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.

### Planning Already For the March Convention.

Lansing, Jan. 10—We are very much interested in the "Speaker-Subject-Program" which is sent out by Channing E. Sweitzer, Managing Director of the National Retail Dry Goods Association, giving in detail the wonderful plan for a convention of the National Association which will be held in New York, a month earlier than usual this year.

We gladly comply with Mr. Sweitzer's request to give all the publicity we can to this convention among the members of our own organization in Michigan. We hope that a large number of our members will plan their buying trips to New York in January to be there to attend some of the sessions on Jan. 16, 17, 18, 19 and 20.

Our own convention will be held two months later at the Hotel Olds, Lansing, March 22, 23 and 24. There is sufficient time between the dates of these two conventions, so that our members can profitably get together in Michigan, utilizing to a certain extent the benefits derived from attendance at New York to make our own convention interesting and profitable to those who do not attend the National convention.

In giving publicity to this convention we will utilize some of the statements made by President P. A. O'Connell to his organization.

The time has been changed to meet the needs and convenience of the increasing number of merchants who go to New York in January. The theme for this convention will be establishing of new standards of merchandising, advertising and service, with particular emphasis on quality and the reduction of the cost of distribution.

Quoting from Mr. O'Connell's remarks—"We are passing through an economic period unprecedented in our industrial and commercial history. Experience of the past is of little aid in the solution of current complex problems. They call for particular study in the light of present day trends and cannot be dismissed lightly by the mere prescribing of panaceas. This convention is the forum provided for this purpose. It brings together the best minds of the craft and places at the disposal of merchants the benefit of their foresight and judgment.

"The declining purchasing power of our people has resulted in decreased volumes with rapidly diminishing profits or no profits at all. These factors demand that merchants must adjust themselves to the outlook which 1933 presents:

"New merchandising policies must be formulated.

"More effective advertising and promotion must be used.

"Service features must be put on more economical basis.

"Adequate but inexpensive control methods must be devised.

"Changing customer buying habits must be studied.

"Operating cost must continue to receive close scrutiny."

Mr. O'Connell further states that the need of fostering the production and distribution of quality goods to supplant the quantities of shoddy merchandise which have flooded the markets during the past two or three years will receive its due share of attention.

The nearly completed program which we have received shows careful study and thought. The subjects are practical and constructive and the speakers apparently selected because of their knowledge of merchandising

problems. Special consideration is given to stores of smaller volume. One entire session will be developed to practical fashion trends followed by a fashion presentation under the direction of a well-known fashion authority.

The appeal goes out to merchants to bring your store executives. A reduction of 25 per cent. in round trip fares is available by properly registering at the convention.

It is hardly practical in this bulletin to give the names of the scores of speakers who will appear in the various group and division meetings. Tuesday and Wednesday are devoted to meetings of store management, personnel, traffic and delivery groups, sales promotion groups, etc. Wednesday and Thursday still a larger number of smaller groups will be in session—Women's Apparel Division, Controller's Sales Promotion Division, Controller's Congress, Traffic Groups, Personnel Groups, etc.

The banquet takes place on Thursday evening, Jan. 19, in the grand ballroom of the Hotel Pennsylvania. Chief speaker will be Hon. Bainbridge Colby, former Secretary of State in the cabinet of Woodrow Wilson, on the subject "The International Debts and their Relation to Business."

To those who are interested in attending the convention we suggest a communication to Katherine V. Nelson, Publicity Director at the headquarters of the National Retail Dry Goods Association, 225 West 34th street. Miss Nelson will respond promptly to a request for a complete printed program.

Now that the holiday season is over, the headquarters office will give attention to preparations for the convention of our Association to be held at the Hotel Olds on March 22, 23 and 24. We have not advanced very far in the preparation of a program, but let it be known that much care and attention will be given to the working out of a program which will not only be acceptable to our members but of value to all those who attend.

It is quite in accord with the order of things that the topics of a State dry goods convention shall be guided to a certain extent by the trend of thought in merchandising lines, as indicated by the National organization. Aside from this, there are problems of more or less local interest that the proprietors of small stores will want to emphasize.

On account of existing circumstances we did not think it best to send out bulletins during the holiday season. We are on the job just the same and you will hear from us frequently. Please send in your suggestions and we will give them thorough consideration. Also please send your check for membership dues. You are not blamed for being a little delinquent. The money will come good at any time and the earlier the better.

We have recently been in conference with officials of the hardware, implement and furniture dealers associations who are interested in an effort that is being made with the utility companies of Michigan cities to establish a code of procedure between legitimate merchants on one hand and the utility companies on the other. It is well known that utility companies sell gas and electrical equipment at retail and, being large organizations with a franchise from the state are at a great advantage over local dealers. Several of our department stores in Michigan sell gas and electrical equipment.

A meeting of the representatives of the utility companies and our mercantile organizations will be held in the near future and our members will be given the information regarding the agreements which these competing interests may make with each other. Some information on this subject will be given in our next bulletin.

The 1933 session of the Michigan Legislature has begun. The Governor

and his political lieutenants, state officers and members of the Legislature have assumed the responsibilities of their offices modestly and apparently with a sincere desire to give Michigan an administration of economy. It is the duty of all good citizens to support Governor Comstock and the Legislature in every way possible to bring down government expenses.

The organization of the two branches of the Legislature has been perfected with the majority party in full control. The two surviving members of the Committee on Governmental Expenses and Economy—Representatives Gus T. Hartman, of Houghton, and Vernon J. Brown, of Mason, are the introducers of ninety-five bills on Jan. 4. These were referred to the proper committees. While these two are members of the minority party there is every indication that all of the members are in accord with them that the cost of government in Michigan shall be reduced by millions of dollars.

We will endeavor to give our members information on any of these bills or other bills that affect the retail interests. It will be our duty to keep thoroughly informed regarding bills that will be introduced to place a tax on retail sales. It is too early now to prophesy what measures will be advanced or what progress will be made. We will do all we can to give intelligent service. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

### Orders Few For March Rayon.

Rayon companies have opened their books for the first time for the acceptance of March deliveries and report that the initial response is light. The trade attaches a considerable amount of interest to the volume of business which will be booked for March, as many are still unable to account logically for the huge poundage that has been moving in the last few months. Immediate shipment yarn is still very difficult to obtain. Both weavers and knitters have taken good quantities of the 75, 100 and 150 denier styles, but whether the demand will continue at its recent high level or not is problematical, in the opinion of some.

### Open Spring Novel Jewelry Lines.

Both stone-set and plain gold and silver effects are featured in Spring lines of novelty jewelry now being shown. The offerings include a substantially wider representation of merchandise to retail at around \$1, with prices on better items about the same as for the Fall. The stone-set types feature turquoise, coral, black and jade in short necklaces, bracelets, pins and earrings. Higher necklines are a factor affecting longer necklaces. The bracelets include both flexible and hinged versions. Orders placed thus far have been about equally divided between plain and stone-set items.

### Knitted Sportswear Opened.

Knitted sportswear lines for Spring were opened last week and featured dresses and two and three piece suits in chenille, ratine-boucle, rabbit's hair and spun silks. Lacy knit blouses were often shown with the suits. A matelasse effect was obtained in one dress by the use of silk with rabbit's hair. The combination of plaid and plain materials was carried out in a number of designs. Many new details were offered, such as detached capeslets, scarfs, jabots, cap-sleeve blouses and hand embroidery. Leading colors

are bright blue, dusty red, nugget gold, brown, oyster gray and hyacinth.

### Resume Men's Wear Buying.

Retail stores have resumed activity in the purchases of men's clothing for Spring and some fair-sized orders have appeared for suits and topcoats in the \$15 to \$25 ranges. Retailers are somewhat cautious in their commitments, however, although confident that Spring business will be fairly good. In furnishings, requests are confined to goods for sales purposes. Suede jackets are a prominent item in promotions, together with shirts to retail at about 79 cents, on which large orders are placed. Half hose selling up to 50 cents is also actively ordered.

### Sanctuary For Flamingoes.

The magnificent flamingo, once so plentiful in the tropic regions of Florida but now extinct, has been restored to its native haunts at the Mountain Lake Sanctuary, according to the magazine *Our Dumb Animals*, organ of the American Humane Education Society. The birds, sable and scarlet-trimmed against a snowy white, are Chilean birds donated by the South American republic in recognition of the outstanding purpose of this park with its "singing tower," the gift of Edward Bok to the people.

### Lamp Market More Active.

Buyers seeking sales merchandise for immediate delivery are active in the popular-price lamp market. Orders for lamps to retail in the \$2.95 to \$7.95 ranges are numerous. There is a slight increase in the call for higher price goods. Producers complain that the price concessions asked by the stores seeking better merchandise are too drastic and many refuse to meet such demands. A substantial increase in business is noted in the lamp shade trade. Silk and parchment shades are wanted to retail at 25 to 30 per cent. below Fall levels.

### Re-order Stationery For Sales.

Re-orders for sales stationery are received in good volume in the wholesale market. Stores throughout the Middle West and in New England are reported doing a heavier volume of business in current promotions of writing paper than they did last year or in 1931. Little interest is shown by stores in regular merchandise for Spring. Buyers plan to visit the market late this month or early next month to inspect the new lines. Sales goods retailing from 25 cents to 39 cents are in current demand. Regular Spring merchandise is expected to sell best at the 50 cent retail level.

### Cone Renames Denim Prices.

The Cone Export and Commission Co., largest producer of denims in the country, has reaffirmed existing prices on denims for January, February and March shipments. The current lists are on a basis of 8½ cents for the 2.20 yard style. The action is expected to create confidence in the market for the first quarter deliveries and to enable the work-clothing trade to go ahead with advance commitments.

If every salesman had done his job throughout the last three years the charts would tell a very different story.



## HOTEL DEPARTMENT

### Magnificence of the Rose Carnival at Pasadena.

Los Angeles, Jan. 7.—The fairy tales I used to be thrilled with as a boy were certainly outdone by the pageant at the Rose Carnival, at Pasadena last Monday. I have attended several of them, but the most recent offering, in magnificence, certainly excelled any of its predecessors that I knew anything about. In the first place, at the head of the procession, which is said to have been three miles in length, was delightful Mary Pickford, grand marshal of the parade, regally gowned in white, in a flower bedecked carriage drawn by four magnificent white horses. The harness was wrapped with white satin. The floral decorations for the carriage were principally sweet peas, with a sprinkling of pink roses. Following, in a carriage similarly compared, accompanied by the principal officials of the organization, was General Ortiz Rubio, former president of Mexico, with uniformed staff. Then the women's division, as a bodyguard for Senora Ortiz Rubio, in automobiles embellished with countless thousands of roses of delicate tinge. Every principal city of the Golden State was represented by a magnificent float; every principal manufacturing industry, various lodges, civic societies and everybody else were there with "their hair in a braid," so to speak. Glendale, which has, for several years past, carried off the principal prize for the excellence of its exhibit, was fortunate in doing the same thing this year, in spite of keener competition than has heretofore been offered. Her offering was a representation of the childhood tale of "Hansel and Gretel." Delphinium, bougainvillea and carnations were used to fashion the wood-cutter's lodge, set against a background of fern trees. The knoll on which the cottage stood was carpeted with Iceland poppies and Gerbera daisies. A pathway of roses led to a sycamore made of brown and white chrysanthemums. Yellow narcissus, purple lavender and sweet peas formed two more trees, standing beneath flowering apple blossoms. A blue delphinium lake, a Gingerbread House, a grove of birch trees and a white bird were part of the enchanting picture. The skirt of the float was made of Scotch heather, with the name "Glendale," blazing forth in pink carnations. The Los Angeles chamber of commerce offering was "Little Boy Blue." The base of the huge creation was covered with huckleberry, with huge white pompon chrysanthemums used in a design on either side, and figures of sheep and lambs were done in white carnations and sweet peas, with a background ensemble of two cows and a haystack of asparagus ferns. San Francisco was well represented by "The princess and her swans," an idealized scene contrived with sweet peas, carnations, lilies of the valley and roses, entwined into a feathery boat, in which rode the princess and her ladies in waiting. I cannot undertake to describe the various floats, of which there were scores. There were dozens of bands—military bands, boys bands, girls bands and bands in every variety of gay costumes, playing as though they really enjoyed the sensation. I cannot undertake to describe in detail all the sensational offerings. Even many of the principal hotels were represented in interesting individual floats. Hotel Huntington, Pasadena, offered "The Heart of a Rose," a beautiful miss sitting in the center of a giant petal formed from red, red roses. It was the crowd which really interested and thrilled one. All along the miles of the parade route, the throngs were gathered until it seemed impossible that Pasadena could hold another visitor. It was a huge crowd, a record crowd, a million, perhaps a million and a half,

according to the police estimates and those of the various transportation authorities. It was a happy crowd and a good natured one, doing its best to move back when patient officers urged them to make room for the floats, and cheerfully surging out again with a plentiful fringe of children in the front row. Overhead, high above the riotous sea of gay-colored banners, airplanes, countless in number, darted back and forth. Far down Colorado street the crowds waited. Some of them had been sitting on the curb or standing patiently in the sun for hours, but they were willing to wait. They knew the show would be worth the price. Take all the fairy stories in the world; vision them in the beauty of flowers and the smiles of children; add beautiful girls by the hundred, prancing horses, bands that almost danced as they played. Put with them scores of flower-banked cars, hundreds of outwalkers in gay costumes, miles of ribbon, millions of Nature's choicest blossoms, nodding trees, and give it all a setting of a perfect day, golden with sunshine, and send it moving majestically along flag-filled streets, while thousands upon thousands watch and cheer, and there you have Pasadena's Tournament of Roses, and if you missed it you have one eternal regret.

When one cannot do else in California, there are the delightful side automobile trips always on tap, and when one has delightful friends, with comfortable motor cars, and a disposition to extend courtesies to their friends, what can be nicer than to accept invitations to explore unknown zones, and there you have it, and all of which includes your humble servant. This time it was to that delightful country surrounding Soboba Hot Springs and its resorts. Just far enough away so that you have to forget that feeling of opulence, superinduced by a desire to stay by the downy pillow, and come to for an early breakfast. First there is the valley extending from Los Angeles to Riverside, which I have traversed so often and much enjoyed. When we reach the Mission Inn, at Riverside, and have paid our respects to the "Master of the Inn," Frank Miller, we may be said to have fairly started on our way for an eventful and profitable day. In the distance, the mountains, with a fleecy covering of snow, not found usually in resort seasons, are an invitation to participate in a day's experiences fraught with multitudinous surprises. At the foot of a mountain pass leading to "Jack Rabbit Hump," which leads over the mountains to Palm Springs, we find a well-graded dirt road which leads us to the aforesaid Springs. Soboba is truly a resort worth visiting in the Southland. Situated within the nestling folds of the San Jacinto Mountains, the "Spa," is ideally located for those who desire the convalescing advantages of nature. In keeping with its historic background, Soboba has been built entirely in Indian style. It has a history which dates back into the dim past of Southern California. Long before the Crusades were undertaken by zealous knights and preacher men against the ancient Saracens, or something like that, Indians had come to this famous hot spring to bathe and rest, and, presumably, to reduce their avoirdupois. Our first "stunt" was a visit to the Hemet Indian Reservation. Although the true "native" Californians have long ago exchanged the native head-dress and tomahawk for derbies and radios, the fact remains that these people are the direct descendants of the natives who so stubbornly contested the onslaughts of the Spanish warriors of three centuries ago. From this point we began to climb into the rugged fastness of the San Jacinto Mountains, en route to Idyllwild, and here we certainly found winter with a

vengeance. An old-fashioned "Yukon" blizzard blew from the gray-colored Northern skies, transforming pines and automobiles into white daubed creations of some mythical fairy kingdom. But at Idyllwild Lodge, there were the golf courses, the knickers, and not a thought of snowdrifts and "road breaking." Which is California as one finds it. Santa Claus in the mountains and cherry pickers in the valleys. And as a finale for this exhilarating trip, here we have this beautiful paved way home through Perris, Elsinore, Corona, Ontario and the Valley Boulevard, with the electrical display of the foothill residents to guide us, and at home to find we have been scarcely missed, after a journey of three hundred miles or more.

A report from the operating committee of the Hotel Credit Bureau, of Detroit, shows that it is going strong, and satisfactorily working out a problem which has been worrying operators for years. Many hotel crooks have been shown up and punished and a lot of fraudulent schemes exposed.

Nothing can kill off ideas so quickly as keeping them in solitary confinement, says a writer in the Hotel World. If you have any ideas you think will make yours a better hotel, bring them out in the open. It is better that they be killed openly than never to have been born. Sometimes a poor idea suggests a good one. Then, too, perhaps some of your ideas will be good ones and you will have the satisfaction of seeing them grow.

Commercial hotels throughout the country are being enlisted in a movement launched by the National Council of Traveling Salesman, to "put the salesmen back on the road." With a view to having local merchants everywhere patronize the traveling salesmen, hotel men are requested to confer with their home town dealers and to stress the influence of the salesmen in addresses before the local chambers of commerce, Kiwanis, Exchange and Rotary clubs. After all that has been said and done the traveling man is the pith of the hotel business.

Edward T. Lawless, who has been general manager of the Book-Cadillac, Detroit, since it was placed under the supervision of Ralph Hitz, of National Hotel Management, something like a year ago, has resigned, and will be succeeded by J. E. Frawley, who was associated with Hotel Fort Shelby for several years, and more latterly was engaged in New York operation. Mr. Frawley enjoys an enviable reputation among Detroit and Michigan hoteliers.

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IONIA AND  
**THE REED INN**  
Excellent Dining Room  
Rooms \$1.50 and up  
MRS. GEO. SNOW, Mgr.

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GRAND RAPIDS  
RATES—\$1 up without bath.  
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CAFETERIA IN CONNECTION

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That is why LEADERS of Business  
and Society make their head-  
quarters at the  
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Rates \$2.00 and up  
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interest in wanting to  
please you.

**ERNEST W. NEIR**  
MANAGER



and will be welcomed back into their ranks. It is announced that Mr. Lawless has been appointed general manager of Hotel Commodore, New York.

The American Hotel Association is following up the very effective work it did in the recent presidential campaign, by starting other activities, in the direction of tax reduction, not only for the fraternity, but the public at large, as well. It is believed they are in a position to accomplish much in this direction.

E. H. "Ted" Beecher is said to be making a most satisfactory showing in his management of Hotel Crathmore, Grand Rapids, which he took over last Spring. Most of the 200 rooms have been renovated and redecorated, and after expenses of improvement have all been paid he makes a showing of a comfortable bank balance, all of which is no surprise to the fraternity which is familiar with his hustling qualities.

Howard L. Ashworth, business manager of the Wisconsin Hotel Association, has been nominated for the presidency of the Milwaukee Press Club, and no doubt will be unanimously elected. Mr. Ashworth, one of the most versatile chaps I know of, is really to a very large degree, responsible for the satisfactory growth and achievements of the State hotel organization. He introduced business methods in its administration several years ago, and the results have been real iron dollars to the membership. I doubt if any other state organization can show the substantial results attained by the Badgers.

Richard Piepkorn, proprietor of Harbor View Hotel, near Presque Isle, on Lake Huron, must have made a satisfactory showing in the piscatorial art, for I discover that he has been elected president of the Michigan Commercial Fishermen's Association.

Leslie G. Hodgins has been appointed assistant manager of Hotel Fort Shelby, Detroit, to succeed Charles Lott, who goes to the Detroit-Leland, in a similar capacity.

Also, the Detroit Hotel Association is going to secure lower taxes for everybody, if such a thing is possible. They have appointed a healthy committee from among their "finest" and knowing them as I do, I feel safe in the assurance that something will be done, or they will experience all the thrills of an earthquake in the Motor City, before they let go.

Certainly, if the attendance at New Year's festivities at the various Los Angeles hotels, could be taken as an indication of a return to better times, we are right on the edge of having them. The hotel functions were much better attended than last year, and while there was some noise, and a possible increase in highball hoisting, there was plenty of good behavior and no police interference.

Someone asks: "Why the traveling salesman?" Because most salesmen are specialists on the product they sell. They know how it is made and how it should be sold. By learning how to properly use the different kinds of products, from the salesman, the customer is seldom in the dark. Take, for instance, in the hotel line, carpets and linen. I have known extensive propositions badly handicapped, by lack of knowledge on the part of the buyer, all of which could have been avoided by securing the advice of the traveling man. And this applies to every line. The salesman should be proud of his profession and merit his success by keeping in touch with every radical new departure.

According to statistics 27 per cent. of all accidents among hotel employees is in the housekeeping department. Presumably because that is the only place in the hotel where any real labor is performed.

Among the Michiganders I caught up with on New Year's day, were Ella M. Rogers, Mrs. Fannie Towner Cody, all of Los Angeles, and Miles R. Wilkinson, Glendale, who was pensioned off by Hotel Sherman, Chicago, after twenty-eight years' service as chief engineer. Miles registers at Michigan picnics as coming from Muskegon.

"Uncle Louie" Winternitz writes the Tradesman he is expecting a visit from me at San Diego. He is going to have it. Before leaving for the East for a communion with the robins, I am going down there to just take an inventory of one of the best fellows I know of anywhere.

Here is one told by Judge Lindsay, who established a Nationwide reputation as a jurist while presiding over the domestic relations' court, in Denver, but who now claims Los Angeles as his abiding place. He said it at the Breakfast Club, here, a short time ago: "We joke about the gangsters in New York and Chicago, the number of murders all over the country and the supremacy of bootleggers over the law, but the condition is really serious. We are getting too careless, too indifferent, and rapidly slipping toward anarchy. In a Denver court recently a woman on trial for poisoning made a remark which brought a laugh from the spectators, which, instead, should have been a subject for serious thought: 'As your husband sat there drinking the poisoned coffee which you had prepared, unconscious of the fact that he was about to die, didn't you have the slightest sympathy for him?' 'Only once,' admitted the poisoner, 'and that was when he asked me for a second cup of coffee.'"

While one divorce judge in Los Angeles makes the broad assertion that no childless wife, in normal health need expect him to grant alimony outside of legitimate property settlements, another goes so far as to give the wife the privilege of crashing the gates so far as her husband's pay check is concerned. This really ought to be a case for the humane society, for what could savour more of extreme cruelty than the transferring of the allegiance of the pay envelope or possibly the bank account to the jurisdiction of the deadliest of the species?

The suggested abandonment of military forts and reservations is not a popular topic in a community which is supplied with one of these affairs, but it is truly a movement in the right direction. California has one at San Pedro, a suburb of Los Angeles. It was ever a joke and a ghastly waste of money, in disappearing guns, etc. Practical men advised against it, but the old fossils in the war department wouldn't have it any other way, though it is more of a danger than a protection. Every time one of its guns is fired a section splits off the ocean bluff. If an enemy fleet ever fought itself close enough to be within range of its guns, it would be after our navy was sunk.

Frank S. Verbeck.

Celery has also joined the ranks of packaged goods, at least one brand being packed in a cardboard box having a Cellophane window. Rosebushes too are being sold in a new windowed package, with roots encased in a novel inner container and surrounded by plant food. The bushes are said to keep almost indefinitely, are planted without removing the inner wrapping.

## Retrospective View of the Tradesman by Paul Findlay.

San Francisco, Jan. 1—I have preferred to wait until the tumult and the shouting have subsided before writing my impressions of your forty-ninth anniversary issue; and I have also wanted to allow myself time to digest its contents rather fully in advance of saying what I think of it. Now I have given it a little more than the "once over" and, as I reflect on it and on the 2547 other numbers for which you have stood not only as sponsor, but as the motivating spirit and executive energy, it seems to me that you may well feel a "solemn pride" in your accomplishment.

In 1883—assuming your start late in the year—I had put in five years of work in a grocery store, although I had learned the rudiments of packaging in a two-months' experience early in 1877; and our own business had just entered the occupancy of its own new building. The Chicago Daily News was a perfectly new venture and in its four pages it carried what to my mind then, and as I feel about it now, was as satisfying a daily record as any newspaper ever carried. Mail carriers had not yet come to Madison. I went for the mail every evening at about 5:30 and read all I needed of the paper as I walked back to the store. All the facts of the bombardment of Alexandria were given, and the doings of the then incipient Yerkes were reported in sufficient detail.

Already I had received during two years antiquated numbers of the Century Magazine, sent to me by my maternal grandmother in Glasgow, and I had read every word of each issue, including the advertising pages. That was my university education, which I continued after the dear old lady's death for a total of twenty years.

Now let us recall the farmers and rural dwellers of those days, when a drive of four to five miles was plenty at any season and all but insurmountable barriers in winter. We had a few customers of the "pioneer" class who came as far as ten miles occasionally. Without rural delivery, with papers and magazines few and far between, such folks were pretty well isolated most of the year. Except as the "men folks" sat about the kitchen stove through the long winter days, smoking green tobacco and expectorating with reckless abandon while they interchanged neighborhood news and gossip, they might as well have been in Greenland.

Such was the early clientele of the Tradesman; and because the publisher thereof accurately gauged his clientele and liberally provided for their real intellectual as well as business requirements, he is spoken of to-day across the continent as an "odd character." He is truly odd, if we mean individual. He could not be "even" without being a pair at least, whereas, in fact, he is unique.

So Stowe included in his paper all kinds of business news, market reports, warnings of frauds in his Realm of Rascality, trade departments laden with pertinent information for every man behind the counter. His paper was a TRADE paper in the best, most replete acceptance of the term.

But Stowe was likewise mindful of "the wimmin folks" and included in each issue writings which contacted the bedside of the sick, the stool by the infant and the meeting house, wherein the dull monotony of the long week's drudgery was broken by a brief bit of neighborhood intervisiting, seasoned with a helpful uplifting of the spirit. The Tradesman contributed to the entire family and followed each reader literally from the cradle to the grave. We have only to reflect on rural loneliness as it was those days, when farmers' wives were frequent suicides, when the daily round of hard labor bore so heavily on the women that it

was not unusual to find a man living with his third wife and the second marriage was almost a regular performance to achieve some understanding of what a blessing to every family the Tradesman must have been.

So the paper, like its progenitor, is "an odd paper," having in it many things not included in any other trade publication. Not only trade news but general news. Not merely business articles, but touches of real literature. All the interests of his big Michigan family and of its remote scions are kept alive. Civic and social affairs are not omitted. All of which is not merely in prose but in poetry. Let us not be unmindful of the poetry, for whether it be original or selected, what appears in the Tradesman is of outstanding excellence. To whom does the poetry appeal? Well, that is just as "odd" as anything else about this paper. Lightning strikes in unexpected places. For instance, not long ago, I talked with the head of one of the biggest "corporate" chains, a man burdened with plenty of care and perplexity, who carries on with all the usual outward seeming of "hardheadedness." He told me he did not often have time to read much of the Tradesman "except the poem on the front cover."

Because of such background, because of the holdover of association with three generations of intelligent and appreciative men and women, the Tradesman to-day marches on with but little diminution of its beneficent influences on the lives and fortunes of its readers, even of the present, rising generation. Verily, the paper is "odd"—it is the "oddest" publication I know of.

I am sure I express the sentiment of all who may read this utterly inadequate outline review when I say that we all hope that when Brother Stowe shall have published his fiftieth anniversary number, he may forget to stop piling up the good already laid to the credit of the Tradesman.

Paul Findlay.

## Corporations Wound Up.

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

- Phillip Drinkaus Co., Detroit.
- Stuart Tool Service, Detroit.
- S. L. Bird & Sons, Detroit.
- Bolton Motors, Inc., Detroit.
- Founders Sand & Supply Co., Detroit.
- Wilson Land Co., Detroit.
- Whipple and Black, Inc., Detroit.
- D. D. Barron & Sons Co., River Rouge.
- Duncombe Drug Co., Detroit.
- Strouss Hirschberg Co., Flint.
- Enterprise Realty Co., Grand Rapids.
- Semeyn-Robinson, Inc., Grand Rapids.
- Thomas K. Evans Co., Detroit.
- Wayco Land Co., Detroit.
- Wayco Oil Corp., Detroit.
- Paragon Refining Co. of Michigan, Lansing.
- Durant Motor Co. of Michigan, Lansing.
- Macfadden Michigan Newspapers Corporation, Mt. Pleasant.
- Herbert and Co., Inc., Detroit.
- Woodburn Coal Co., Detroit.
- The Flint Land Corporation, Detroit.
- Automatic Musical Instrument Co., Grand Rapids.
- B. & M. Securities Co., Detroit.
- United States Rubber Co., Detroit.

## Seven New Readers of the Tradesman.

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

- Roosevelt Sales Co., Grand Rapids.
- J. Dykstra, Portage.
- Chas. J. Vandervelde, Muskegon Heights.
- C. W. Stehouwer, Grand Rapids.
- Grand Union Tea Co., Grand Rapids.
- Hon. Thaddeus B. Taylor, Grand Rapids.
- Sophus Johnson, Grand Rapids.



## DRUGS

### Michigan Board of Pharmacy.

President—Clare F. Allan, Wyandotte.  
Vice-Pres.—J. W. Howard Hurd, Flint.  
Director—Garfield M. Benedict, Sandusky.

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

### Michigan State Pharmaceutical Association.

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

### The Awakening of the Drug Trade.

"God helps those who help themselves," is the essence of this article. There was a time when the "Goddess Fortuna" played favoritism very indiscriminately, and to such a degree, that she collapsed completely from exhaustion and "Dame Depression" is reigning supreme throughout the universe, creating an even level for all. And since this is the case, we all speak the same language to-day, but with less spirit, however, and we pharmacists have hardly any spirit left in us at all.

Our depression is two-fold, not only the economic one which exists all over the world, but coupled with this is a far more serious one, the unfair cut-throat competition. There was a time when this malady was felt only in certain localities and towns, but to-day its tendrils are reaching every corner of the country; in some cities it is more destructive than in others. This is undermining pharmacy so much that the chaotic condition has become a very serious problem, in the minds of many, almost hopeless of solution.

Our leaders have tried and are working diligently to find some remedy for it. They work through commercial, professional, legal and scientific sources to bring relief, but their efforts cannot bring results immediately, and in the meantime our colleagues are falling by the wayside daily, a thing which never happened before.

Now what is to be done? Isn't this question uppermost in the minds of all? The multiplicity of stores, the exorbitant rentals still existing, make it impossible to stay in business as prescription stores only. We must also commercialize. And it is the commercial side of our business which is causing all our troubles and anxieties. If we continue to wait for a remedy from the sources which were enriched by us (the manufacturers and wholesalers, whose pawn and tool we are for years) we will get nowhere; we must take the initiative ourselves and find our own salvation. Either we do this or we die with the rest.

We have been known as great fortune builders for those who allow the rank and file to starve to-day, then why should we not try to build at least a living for ourselves? Tolerance is a great virtue and we all possess it to a fair degree, but as soon as its limitations are overstepped, then we are forced to take the situation in our own hands and make proper adjustments. Have we been patient enough? Yes, more than enough, in fact we were too tolerant, and in the meantime we have allowed conditions to become so that

the very bottom of our business is out. Besides, we allowed unconsciously a serpent to enter our midst, the fangs of which are digging into our very vitals, and yet no weapon with which to kill this reptile has been forthcoming. Every day stores are closing up, increasing the number of unemployed pharmacists; each year the colleges are turning out hundreds of new pharmacists, again increasing the force of unemployed, thus making the burden heavier as we go along. But no matter how difficult our lot, our moral obligation to seek and procure relief as quickly as possible becomes imperative. Individually we are weak and nothing can be done or accomplished; in a strong body we could achieve results. The immortal saying: "In union there is strength," always holds good.

Pharmacy has a great deal of good for every pharmacist if he knows how to go about it. Just bear this picture in mind. Upon a high and lofty mountain whose peaks are covered with pure white snow, stands a beautiful female figure clothed in white, with a crown of glory on her head and carrying a torch in her hand symbolizing the goal of our ancient, honorable and noble calling. As she looks down at the vast hordes at the foot of the mountain, there is a smile on her lips, and yet sadness is depicted in her expression because she sees that they are trying to reach the lofty heights in the wrong way. She sees individuals trying to reach the top by themselves, and as soon as they have reached a certain distance they are forced back on account of the steepness of the hill. Then a small group tries to reach her, and they too fall back on account of insufficient strength, and in the meantime she is trying to show them by means of her torch that in order to get to the top they must band together in one solid body.

Therefore let us muster all our powers and begin adjustments. The cut rate stores, perfume shops, and the diverting of merchandise by unscrupulous pharmacists and other channels to these cut rate shops are our great menace. How have these cut rate shop succeeded in taking away the business from us? By using a private brand of cosmetics and some novelties, they have succeeded in the course of a few years in taking away the business from the drug stores to such an extent that stores are closing up daily, and those still in business find it quite a struggle to exist. These shops have thrown a bait to the public, the slashing of nationally advertised articles, and the manufacturers and jobbers have not done anything to alleviate this condition, notwithstanding their spasmodic attempts to do so. Therefore we must stop it ourselves. Strange to say, one cut rate shop in a section will demoralize the entire neighborhood and the druggists, no matter how many in the section, lose out. Is this because the proprietors of these cut rate shops are better business people than the pharmacist? Or is it because, through neglect or lack of foresight or through inactivity, he has allowed this evil to arise? Well, whatever it may be, the trouble is here and we must find a remedy to eradicate it, and to do this we must have complete

co-operation from the rank and file.

In studying this situation it becomes quite obvious that there is only one practical remedy—to give these shops a powerful dose of their own medicine. In quality and number lies strength and power. Any section with any number of drug stores, be there ten or a hundred, combined with similar tactics, could surely oust a perfume shop, provided they have proper ammunition to fight with. As stated before, we should fight cut rate shops with their own medicine. By that I mean that the druggists, as a complete body, should have a uniform complete line of articles from A to Z, this private brand to be manufactured for them by a reputable pharmaceutical house under one distinctive label. This distinctive label (or trade mark) is to be owned and controlled by the independent druggist, and only the members of the group organization will be allowed the privilege of this complete line, to be used as a weapon against the perfume shop. This will not in-

volve any investment of money, as this merchandise will be delivered and charged to them by the selected house in the same manner as other merchandise from the jobber. It has been recommended by different groups that each pharmacist push a brand of his own to overcome this evil. I believe that this method is a very ineffective one, as pharmacists have been doing this for years and the evil exists more than ever. Furthermore, if every store in a city, especially a large city like New York City, comprising about 5,000 drug stores, were to feature individual brands, it seems to me that the public would be confused and the confidence of the public in the druggist would be lessened, as each would belittle the next man's product and boost his own. Therefore, using the same methods as the chain stores, like a uniform independent chain, this uniform brand of merchandise be used as our weapon to uproot this cancerous growth and using the advertised items as a bait for the customers, just as the cut rate shops

*Putnam's*

## POPULAR CANDIES

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

VALENTINE  
Candies  
Now Ready

PUTNAM FACTORY  
NATIONAL CANDY CO., INC.  
Grand Rapids, Mich.

## Blank Books for 1933

Ledgers — Journals — Record Books  
Day Books — Cash Books  
Counter Order Books — Tally Books  
Standard Order Books  
Petty Day Books — Memorandum Books  
Also  
Account Files — Shannon Arch Files  
Greenwood's Business and Income Tax  
Records  
Card Index Files — Letter Files  
Blank Notes — Receipts — etc., etc.

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

Hazeltine & Perkins Drug Co.  
Grand Rapids Michigan



and the chain stores are doing. Now let us compare the effect of this method with that of the individual brand. Can you realize the powerful effect it will have both on the public and on the neighborhood druggist? This line is to be featured prominently in the window of every member of the group organization, to be featured in his store on display and recommended by him personally, and to be recommended by the physician to his patients through the druggist's personal contact with him, and also to be broadcast over the radio reaching every household. This method must prove effective to create a wide demand for this merchandise. It would restore the confidence and prestige of the druggists in the minds of the public. It would bring back the people to the drug store as the public would rather buy its drug necessities from a pharmacist than from a perfume shop, provided you will give them the same bait that they do. And the following advantages the independent would have over the chain stores: (1) No investment of money; (2) no increase in overhead; (3) and most important of all, running and managing his business himself without outside interference.

In conclusion, this is a plan of the druggist, by the druggist and for the druggists. I would suggest that each druggist who will read this article should give it sufficient thought and I am certain it will not take him very long to see the picture as I see it with its many far-reaching, beneficial potentialities it embodies for the independent pharmacist.

"Help thyself," should be our slogan. Rebecca T. Gross.

### Lansing Out Strong For the New Year.

Lansing, Jan. 7—The regular meeting of the Lansing Grocers and Meat Dealers Association was held at the new Winans Brothers dairy plant.

A copy of a letter sent by the Toledo Grocers Association to their Congressman, asking him to consider grocers as legal distributors of beer and, if possible, at least, to give this idea consideration, was read to our Association.

Motion made by Mr. Affeldt that the Secretary send a copy of this letter to our Congressman and Senator. Adopted.

Motion made by Carl Gorski and supported by Mr. Goossen that the Association hold its annual banquet as usual, the same committee to have charge of this year's banquet as had charge of last year's banquet. Adopted. C. C. Kopietz reported sick.

Mr. Affeldt reported that Mr. Gauss paid him a short visit and expressed his sincere feeling of friendship for the local Association.

Mr. Goossen suggested that a letter be sent to Mr. Gauss showing our appreciation of his continued interest in our Association.

Officers for 1933 were elected as follows:

President—O. A. Sabrosky.  
First Vice-President—Eno R. Ayers.  
Second Vice-President—C. E. Taylor.  
Treasurer—Wm. A. Havens.  
Secretary—Kenneth Olson.

Mr. Affeldt explained the new agreement and arrangement between the Welfare Department of the different factories and the Lansing Credit Exchange.

Mr. Winans expressed his appreciation of the telegram he received from the Association on the opening day of the new dairy plant.

Kenneth Olson, Sec'y.

### The Inventor of the Velocipede.

A few days ago the daily papers informed us of the death in Detroit of John Shire at the age of ninety-five years, stating that he was the inventor of the velocipede, the forerunner of the bicycle.

I would like to accept that last statement as correct, but so many news items get into daily papers from unreliable sources that I prefer to see it backed by an English paper. It could be possible, for Mr. Shire was an Englishman and fifty years old when I knew him in 1887, and had been in Detroit at least five years.

Sometime between 1875 and 1880, Harry Hutchins, a young Englishman, arrived at Highland Corners, now called West Highland, in Oakland county. Not long after, in Thomas Gonne's wagon shop, a wooden-wheeled velocipede was built, and Mr. Gonne's sons and other boys had great fun learning to ride it. Harry told me that the day he sailed for America he rode a velocipede eighty miles to reach port.

My residence in Detroit began Jan. 22, 1883. On June 18, 1887, I bought of Mr. Shire, at his shop on Twentieth street, not far from Michigan avenue, a wooden-wheeled velocipede for \$20. At that time, or soon after, he was manufacturing a wire-wheeled, solid rubber-tired velocipede which he named the Shirecycle and sold for \$62. I used it a few years and then sold it to an electric light trimmer. When he started out for a day's work to trim lamps on those towers, 180 feet tall, he carried seventy pounds of carbon sticks in two leather pouches, one swung from each shoulder and he needed a strong vehicle to ride. The newly-invented safety bicycle with the two wheels of nearly equal diameter then cost \$135.

If any reader would like to see one of those Shirecycles, just bear it in mind until you visit Lansing, and there in the Capital museum in the Cochrane collection, hanging against the wall is the velocipede which I bought and rode in Detroit in 1892 when I was both a printer and collector and sold to Dr. Cochrane nearly twenty years ago. E. E. Whitney.

### Warns of Rabbit's Hair "Roughing."

Since it seems quite certain that rabbit's hair cloths will be popular for Spring, coat producers should take steps to protect themselves against possible returns due to the tendency of those materials to "rough up," according to a statement issued by the Industrial Council of Cloak, Suit and Skirt Manufacturers, Inc. The serviceability of these fabrics, the council says, cannot be guaranteed. "They will afford good wear in general," the organization comments, "but there does exist the danger of complaints attributable to roughing. Retailers can, in turn, inform consumers of the character of these fabrics in order to avert subsequent controversies."

A manufacturer of a rope drive is simplifying calculations of data, discounts, prices, etc., by new dial-like devices. They are said to save many catalogue pages of tables, many computations, to give such information instantly and automatically.

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acetic</b> , No. 8, lb. 06 @ 10	<b>Gum</b>	Hemlock, Pu., lb. 2 00 @ 2 25
<b>Boric</b> , Powd., or	Aloes, Barbadoes,	Heml'k Com., lb. 1 00 @ 1 25
<b>Xtal</b> , lb. 08 1/2 @ 20	so called, lb. gourds @ 60	Juniper Ber., lb. 4 00 @ 4 25
<b>Carbolic</b> , Xtal, lb. 36 @ 43	Powd., lb. 35 @ 45	Junip'r W'd, lb. 1 50 @ 1 75
<b>Citric</b> , lb. 40 @ 55	Aloes, Socotrine,	Lav. Flow., lb. 4 00 @ 4 25
<b>Muriatic</b> , Com'l.,	lb. ----- @ 75	Lav. Gard., lb. 1 25 @ 1 50
lb. 03 1/2 @ 10	Powd., lb. ----- @ 80	Lemon, lb. ----- 2 00 @ 2 25
<b>Nitric</b> , lb. 09 @ 15	Arabic, first, lb. ----- @ 50	Mustard, true, ozs. @ 1 50
<b>Oxalic</b> , lb. 15 @ 25	Arabic, sec., lb. ----- @ 45	Mustard, art., ozs. @ 35
<b>Sulphuric</b> , lb. 03 1/2 @ 10	Arabic, sorts, lb. 15 @ 25	Orange, Sw., lb. 4 00 @ 4 25
<b>Tartaric</b> , lb. 35 @ 45	Arabic, Gran., lb. ----- @ 35	Origanum, art,
<b>Alcohol</b>	Arabic, P'd, lb. 25 @ 35	lb. ----- 1 00 @ 1 20
<b>Denatured</b> , No. 5,	Asafoetida, lb. ----- 50 @ 60	Pennyroyal, lb. 3 25 @ 3 50
<b>Gal.</b> ----- 48 @ 60	Asafoetida, Po., lb. ----- 75	Peppermint, lb. 3 50 @ 3 75
<b>Grain</b> , Gal. ----- 4 00 @ 5 00	<b>Gualac</b> , lb. ----- 60	Rose, dr. ----- 2 50
<b>Wood</b> , Gal. ----- 50 @ 60	<b>Gualac</b> , Powd.,	Rose, Geran., ozs. 50 @ 95
<b>Alum-Potash</b> , USP	lb. ----- 70	Rosemary
<b>Lump</b> , lb. ----- 05 @ 13	<b>Kino</b> , lb. ----- 90	Flowers, lb. ----- 1 50 @ 1 75
<b>Powd. or Gra.</b> , lb. 05 1/4 @ 13	<b>Kino</b> , powd., lb. ----- @ 1 00	Sandalwood,
<b>Ammonia</b>	<b>Myrrh</b> , lb. ----- 60	E. I. lb. ----- 12 50 @ 12 75
<b>Concentrated</b> , lb. 06 @ 18	<b>Myrrh</b> , Pow., lb. ----- 75	W. I. lb. ----- 4 50 @ 4 75
<b>4-F</b> , lb. ----- 05 1/2 @ 13	Shellac, Orange,	Sassafras,
<b>3-F</b> , lb. ----- 05 1/2 @ 13	lb. ----- 25 @ 35	true, lb. ----- 2 00 @ 2 25
<b>Carbonate</b> , lb. ----- 20 @ 25	Ground, lb. ----- 25 @ 35	Syn., lb. ----- 75 @ 1 00
<b>Muriate</b> , Lp., lb. 18 @ 30	Shellac, white,	Spearmint, lb. ----- 3 00 @ 3 25
<b>Muriate</b> , Gra., lb. 08 @ 18	(bone dr'd) lb. 35 @ 45	Tansy, lb. ----- 5 00 @ 5 25
<b>Muriate</b> , Po., lb. 20 @ 30	Tragacanth,	Thyme, Red, lb. 1 50 @ 1 75
<b>Arsenic</b>	No. 1, bbls. ----- 1 75 @ 2 00	Thyme, Whi., lb. 1 75 @ 2 00
<b>Pound</b> ----- 07 @ 20	No. 2, lbs. ----- 1 50 @ 1 75	Wintergreen
<b>Balsams</b>	Pow., lb. ----- 1 25 @ 1 50	Leaf, true, lb. 6 00 @ 6 25
<b>Copaiba</b> , lb. ----- 50 @ 80	<b>Honey</b>	Birch, lb. ----- 3 00 @ 3 25
<b>Fir</b> , Cana., lb. 2 00 @ 2 40	<b>Hops</b>	Syn. ----- 75 @ 1 00
<b>Fir</b> , Oreg., lb. 65 @ 1 00	1/2 Loose, Pressed,	Wormseed, lb. ----- 5 00 @ 5 25
<b>Peru</b> , lb. ----- 2 00 @ 2 20	lb. ----- @ 75	Wormwood, lb. 6 00 @ 6 25
<b>Tolu</b> , lb. ----- 1 50 @ 1 80	<b>Hydrogen Peroxide</b>	<b>Oils Heavy</b>
<b>Barks</b>	<b>Pound</b> , gross 25 00 @ 27 00	Castor, gal. ----- 1 15 @ 1 35
<b>Cassia</b> ,	1/2 Lb., gross 15 00 @ 16 00	Cocanut, lb. ----- 22 1/2 @ 35
<b>Ordinary</b> , lb. 25 @ 30	1/4 Lb., gross 10 00 @ 10 50	Cod Liver, Nor-
<b>Ordin.</b> , Po., lb. 20 @ 25	<b>Indigo</b>	wegian, gal. ----- 1 00 @ 1 50
<b>Salgon</b> , lb. ----- 40 @ 40	<b>Madras</b> , lb. ----- 2 00 @ 2 25	<b>Cot. Seed Gals.</b> 90 @ 1 10
<b>Salgon</b> , Po., lb. 50 @ 60	<b>Insect Powder</b>	Lard, ex., gal. 1 55 @ 1 65
<b>Elm</b> , lb. ----- 35 @ 40	<b>Pure</b> , lb. ----- 25 @ 35	Lard, No. 1, gal. 1 25 @ 1 40
<b>Elm</b> , Powd., lb. 35 @ 40	<b>Lead Acetate</b>	Linseed, raw, gal. 63 @ 78
<b>Elm</b> , G'd, lb. 40 @ 45	<b>Xtal</b> , lb. ----- 17 @ 25	Linseed, boil., gal. 66 @ 81
<b>Sassafras</b> (P'd lb. 45) @ 35	<b>Powd. &amp; Gran.</b> 25 @ 35	Neatsfoot,
<b>Soaptree</b> , cut, lb. 15 @ 25	<b>Licorice</b>	extra, gal. ----- 1 25 @ 1 35
<b>Soaptree</b> , Po., lb. 25 @ 30	<b>Extracts</b> , sticks,	Olive,
<b>Berries</b>	per box ----- 1 50 @ 2 00	Malaga, gal. ----- 2 50 @ 3 00
<b>Cubeb</b> , lb. ----- @ 75	<b>Lozenges</b> , lb. ----- 40 @ 50	Pure, gal. ----- 3 00 @ 3 50
<b>Cubeb</b> , Po., lb. ----- @ 80	<b>Wafers</b> , (24s) box @ 1 50	Sperm, gal. ----- 1 25 @ 1 50
<b>Juniper</b> , lb. ----- 10 @ 20	<b>Leaves</b>	Tanner, gal. ----- 75 @ 90
<b>Blue Vitriol</b>	<b>Buchu</b> , lb., short @ 50	Tar, gal. ----- 65 @ 75
<b>Pound</b> ----- 05 @ 15	<b>Buchu</b> , lb., long @ 60	Whale, gal. ----- @ 2 00
<b>Borax</b>	<b>Buchu</b> , P'd, lb. ----- 60	<b>Opium</b>
<b>P'd or Xtal</b> , lb. 06 @ 13	<b>Sage</b> , bulk, lb. 25 @ 30	lb. ----- 17 50 @ 20 00
<b>Brimstone</b>	<b>Sage</b> , loose @ 40	Powder, ozs., \$1.40;
<b>Pound</b> ----- 04 @ 10	<b>Sage</b> , pressed, 1/4s, lb. @ 40	lb. ----- 17 50 @ 20 00
<b>Camphor</b>	<b>Sage</b> , ounces ----- @ 85	Gran., ozs., \$1.40;
<b>Pound</b> ----- 60 @ 75	<b>Sage</b> , P'd & Grd. @ 35	lb. ----- 17 50 @ 20 00
<b>Cantharides</b>	<b>Senna</b> ,	<b>Paraffine</b>
<b>Russian</b> , Powd. ----- @ 3 50	<b>Alexandria</b> , lb. 50 @ 60	<b>Pound</b> ----- 06 1/2 @ 15
<b>Chinese</b> , Powd. ----- @ 1 25	<b>Tinnevela</b> , lb. 20 @ 30	<b>Papper</b>
<b>Chalk</b>	<b>Powd.</b> , lb. ----- 25 @ 35	<b>Black</b> , grd., lb. 30 @ 40
<b>Crayons</b> ,	<b>Uva Ursi</b> , lb. ----- 20 @ 25	<b>Red</b> , grd., lb. 42 @ 55
<b>white</b> , dozen ----- @ 3 60	<b>Uva Ursi</b> , P'd, lb. @ 30	<b>White</b> , grd., lb. 35 @ 45
<b>dustless</b> , doz. ----- @ 6 00	<b>Lime</b>	<b>Pitch Burgundy</b>
<b>French Powder</b> ,	<b>Chloride</b> , med., dz. @ 85	<b>Pound</b> ----- 20 @ 25
<b>Coml.</b> , lb. ----- 03 1/2 @ 10	<b>Chloride</b> , large, dz. @ 1 45	<b>Petrolatum</b>
<b>Precipitated</b> , lb. 12 @ 15	<b>Lycopodium</b>	<b>Amber</b> , Plain, lb. 12 @ 17
<b>Prepared</b> , lb. ----- 14 @ 16	<b>Pound</b> ----- 35 @ 50	<b>Amber</b> , Carb., lb. 14 @ 19
<b>White</b> , lump, lb. 03 @ 10	<b>Magnesia</b>	<b>Cream</b> Whi., lb. 17 @ 22
<b>Capsicum</b>	<b>Carb.</b> , 1/8s, lb. ----- @ 30	<b>Lily</b> White, lb. 20 @ 25
<b>Pods</b> , lb. ----- 60 @ 70	<b>Carb.</b> , 1/16s, lb. ----- @ 32	<b>Snow</b> White, lb. 22 @ 27
<b>Powder</b> , lb. ----- 62 @ 75	<b>Carb.</b> , P'd, lb. 15 @ 25	<b>Plaster Paris Dental</b>
<b>Cloves</b>	<b>Oxide</b> , Hea., lb. ----- 75	<b>Barrels</b> ----- @ 5 25
<b>Whole</b> , lb. ----- 25 @ 35	<b>Oxide</b> , light, lb. ----- 75	<b>Potassa</b>
<b>Powdered</b> , lb. ----- 30 @ 40	<b>Menthol</b>	<b>Caustic</b> , st'ks, lb. 55 @ 88
<b>Cocaine</b>	<b>Pound</b> ----- 4 25 @ 4 60	<b>Liquor</b> , lb. ----- @ 40
<b>Ounce</b> ----- 11 43 @ 13 60	<b>Mercury</b>	<b>Potassium</b>
<b>Copperas</b>	<b>Pound</b> ----- 1 25 @ 1 35	<b>Acetate</b> , lb. ----- 60 @ 96
<b>Xtal</b> , lb. ----- 03 1/4 @ 10	<b>Morphine</b>	<b>Bicarbonate</b> , lb. 30 @ 35
<b>Powdered</b> , lb. ----- 04 @ 15	<b>Ounces</b> ----- @ 10 80	<b>Bichromate</b> , lb. 15 @ 25
<b>Cream Tartar</b>	1/2s ----- @ 12 96	<b>Bromide</b> , lb. ----- 51 @ 72
<b>Pound</b> ----- 25 @ 40	<b>Mustard</b>	<b>Carbonate</b> , lb. ----- 30 @ 35
<b>Cuttlebone</b>	<b>Bulk</b> , Powd.,	<b>Chlorate</b> ,
<b>Pound</b> ----- 40 @ 50	select, lb. ----- 45 @ 50	<b>Xtal</b> , lb. ----- 17 @ 23
<b>Dextrine</b>	<b>No. 1</b> , lb. ----- 25 @ 35	<b>powd.</b> , lb. ----- 17 @ 23
<b>Yellow</b> Corn, lb. 06 1/2 @ 15	<b>Naphthaline</b>	<b>Gran.</b> , lb. ----- 21 @ 28
<b>White</b> Corn, lb. 07 @ 15	<b>Balls</b> , lb. ----- 06 1/4 @ 15	<b>Iodide</b> , lb. ----- 3 64 @ 3 84
<b>Extract</b>	<b>Flake</b> , lb. ----- 05 1/4 @ 15	<b>Permanganate</b> , lb. 22 1/2 @ 35
<b>Witch Hazel</b> , Yel-	<b>Nutmeg</b>	<b>Prussiate</b> ,
<b>low Lab.</b> , gal. 99 @ 1 82	<b>Pound</b> ----- @ 40	<b>Red</b> , lb. ----- 80 @ 90
<b>Licorice</b> , P'd, lb. 50 @ 60	<b>Powdered</b> , lb. ----- @ 50	<b>Yellow</b> , lb. ----- 50 @ 60
<b>Flower</b>	<b>Nux Vomica</b>	<b>Quassia Chips</b>
<b>Arnica</b> , lb. ----- 75 @ 80	<b>Pound</b> ----- @ 25	<b>Powd.</b> , lb. ----- 25 @ 30
<b>Chamomile</b> ,	<b>Powdered</b> , lb. ----- 15 @ 25	<b>Quinine</b>
<b>German</b> , lb. ----- 35 @ 45	<b>Oil Essential</b>	<b>5 oz. cans.</b> , ozs. @ 57
<b>Roman</b> , lb. ----- @ 90	<b>Almond</b> ,	<b>Sal</b>
<b>Saffron</b> ,	<b>Bit.</b> , true, ozs. @ 50	<b>Epsom</b> , lb. ----- 03 1/4 @ 10
<b>American</b> , lb. 35 @ 40	<b>Bit.</b> , art., ozs. @ 35	<b>Glaubers</b> ,
<b>Spanish</b> , ozs. ----- @ 1 25	<b>Sweet</b> , true, lb. 1 50 @ 1 80	<b>Lump</b> , lb. ----- 03 @ 10
<b>Formaldehyde</b> , Bulk	<b>Sw't</b> , Art., lbs. 1 00 @ 1 25	<b>Gran.</b> , lb. ----- 03 1/4 @ 10
<b>Pound</b> ----- 09 @ 20	<b>Amber</b> , crude, lb. 75 @ 1 00	<b>Nitre</b> ,
<b>Fuller's Earth</b>	<b>Amber</b> , rect., lb. 1 50 @ 2 00	<b>Xtal</b> or Powd. 10 @ 22
<b>Powder</b> , lb. ----- 05 @ 10	<b>Anise</b> , lb. ----- 1 00 @ 1 25	<b>Gran.</b> , lb. ----- 09 @ 20
<b>Gelatin</b>	<b>Bay</b> , lb. ----- 4 00 @ 4 25	<b>Rochelle</b> , lb. ----- 21 @ 31
<b>Pound</b> ----- 55 @ 65	<b>Bergamot</b> , lb. ----- 5 00 @ 5 20	<b>Soda</b> , lb. ----- 02 1/2 @ 08
<b>Glue</b>	<b>Cajeput</b> , lb. ----- 1 50 @ 1 75	<b>Soda</b>
<b>Brok.</b> , Bro., lb. 20 @ 30	<b>Caraway S'd</b> , lb. 3 00 @ 3 25	<b>Ash</b> ----- 03 @ 10
<b>Gro'd</b> , Dark, lb. 16 @ 22	<b>Cassia</b> , USP, lb. 2 25 @ 2 60	<b>Bicarbonate</b> , lb. 03 1/2 @ 10
<b>Whi.</b> Flake, lb. 27 1/2 @ 35	<b>Cedar Leaf</b> , lb. 2 00 @ 2 25	<b>Caustic</b> , Co'l, lb. 08 @ 15
<b>White</b> G'd, lb. 25 @ 35	<b>Cedar Leaf</b> ,	<b>Hyposulphite</b> , lb. 05 @ 10
<b>White</b> AXX light,	<b>Coml.</b> , lb. ----- 1 00 @ 1 25	<b>Phosphate</b> , lb. 23 @ 28
<b>lb.</b> ----- @ 40	<b>Citronella</b> , lb. ----- 75 @ 1 20	<b>Sulphate</b> ,
<b>Ribbon</b> ----- 42 1/2 @ 50	<b>Cloves</b> , lb. ----- 2 00 @ 2 25	<b>Xtal</b> , lb. ----- 07 @ 12
<b>Glycerine</b>	<b>Croton</b> , lbs. ----- 8 00 @ 8 25	<b>Dry</b> , Powd., lb. 12 1/2 @ 20
<b>Pound</b> ----- 14 1/2 @ 35	<b>Cubeb</b> , lb. ----- 5 00 @ 5 25	<b>Silicate</b> , Sol., gal. 40 @ 50
	<b>Erigeron</b> , lb. ----- 4 00 @ 4 25	<b>Turpentine</b>
	<b>Eucalyptus</b> , lb. ----- 75 @ 1 20	<b>Gallons</b> ----- 62 @ 67
	<b>Fennel</b> ----- 2 00 @ 2 25	



# GROCERY PRICE CURRENT

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

## ADVANCED

## DECLINED

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

APPLE BUTTER	
Quaker, 12-33 oz., doz.	2 00
Musselman, 12-33 oz.	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

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, 1/2 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
Winnier, 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	1 90
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
Sard's, 1/4 Oil, Key	4 25
Sardines, 1/4 Oil, K'less	3 35
Salmon, Red Alaska	1 90
Salmon, Med. Alaska	1 45
Salmon, Pink, Alaska	1 20
Sardines, Im. 1/2, 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, 1/4s, 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	
Hart Brand	

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

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

Red Kidney Beans	
No. 10	4 00
No. 2	80
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 80

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

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

Squash	
Boston, No. 3	1 35

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

Tomatoes	
No. 10	5 25
No. 2 1/2	1 80
No. 2	1 40
Pride of Mich., No. 2 1/2	1 35
Pride of Mich., No. 2	1 10

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

CHILI SAUCE	
Sniders, 8 oz.	1 65
Sniders, 14 oz.	2 25

OYSTER COCKTAIL	
Sniders, 11 oz.	2 00

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

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

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

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

COFFEE ROASTED	
Lee & Cady	

1 lb. Package	
Arrow Brand	23
Boston Breakfast	23
Breakfast Cup	21
Imperial	35
J. V.	19
Majestic	29
Morton House	33
Nedrow	26
Quaker	29



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



**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 ----- 6¼  
Thompson's seedless, 6¼  
15 oz. ----- 7¼  
Seeded, 15 oz. ----- 7¼

**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. 06  
Egg Noodle, 10 lbs. -- 12

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

**Sage**  
East India ----- 10

**Tapioca**  
Pearl, 100 lb. sacks -- 7¼  
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 6¼  
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 ----- 5¼  
125 lb. bags ----- 32  
Filberts ----- 45  
Pecans Salted ----- 42  
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, Stuff., 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**  
Cob, 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 ----- 06  
Medium ----- 05

**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 18-29@18-10-6

**Lard**  
Pure in tierces ----- 5¼  
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, Cer., 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  
8 lb. pails ----- 1 40  
Cut Lunch ----- 1 50  
Boned, 10 lb. boxes ----- 16

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

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

**SALT**  
F. O. B. Grand Rapids  
Colonial, 24, 2 lb. ----- 95  
Colonial, 36-1½ ----- 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 France Laun., 4 dz. 3 65  
Old Dutch Clean., 4 dz. 3 40  
Octagon, 96s ----- 3 90  
Rinso, 40s ----- 3 20  
Rinso, 24s ----- 5 25  
Rub No More, 100, 10 oz. ----- 3 85  
Rub No More, 20 Lg. 4 00  
Spotless Cleanser, 48. 3 85  
20 oz. ----- 2 25  
Sani Flush, 1 doz. ----- 3 15  
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 Naptha, 100 box 5 00  
Flake White, 10 box 2 85  
Grdma White Na. 10s 3 50  
Jap Rose, 100 box ----- 7 40  
Fairy, 100 box ----- 4 00  
Palm Olive, 144 box 9 90  
Lava, 50 box ----- 2 25  
Pummo, 100 box ----- 4 85  
Sweetheart, 100 box ----- 5 70  
Grandpa Tar, 50 sm. 2 10  
Grandpa Tar, 50 lge. 3 50  
Tribby Soap, 100, 10c 7 25  
Williams Barber Bar, 9s 50  
Williams Mug, per doz. 48

**SPICES**  
Whole Spices  
Allspice, Jamaica ----- @24  
Cloves, Zanzibar ----- @26  
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 ----- @43  
Pepper, Black ----- @23

**Pure Ground in Bulk**  
Allspice, Jamaica ----- @15  
Cloves, Zanzibar ----- @27  
Cassia, Canton ----- @20  
Ginger, Corkin ----- @18  
Mustard ----- @18  
Mace, Penang ----- @65  
Pepper, Black ----- @19  
Nutmegs ----- @21  
Pepper, White ----- @25  
Pepper, Cayenne ----- @28  
Paprika, Spanish ----- @29

**Seasoning**  
Chili Powder, 1½ oz. ----- 65  
Celery Salt, 1½ oz. ----- 80  
Sage, 2 oz. ----- 80  
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  
Tumerci, 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 ----- 1¼  
Elastic, 32 pkgs. ----- 2 55  
Tiger, 48-1 ----- 2 75  
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 30  
Half Gallons, 1 doz. 7 75  
Gallons, each ----- 1 25  
5 Gallon cans, each ----- 3 70

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

**TEA**  
Japan  
Medium ----- 17  
Choice ----- 21@29  
Fancy ----- 35@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 ----- 90  
Market, single handle ----- 95  
Market, extra ----- 1 60  
Splint, large ----- 8 50  
Splint, medium ----- 7 50  
Splint, speal ----- 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 ----- 70  
Mouse, tin, 5 holes ----- 65  
Rat, wood ----- 1 00  
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 ----- 09¼

**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



## Michigan Products For Michigan People.

East Detroit, Jan. 4—I am somewhat tardy, but permit me to add my word of praise and congratulations upon the completion of your forty-nine years of service in bringing the gospel of good merchandising and square dealing to your thousands of readers and warning them of the pitfalls along the business highway, which have been of great value to them.

I read, with interest, your recent article why Michigan people should use Michigan sugar. I believe if every independent merchant had that article in leaflet form to give to his customers, it would disperse that false idea so many have that it cannot be used for all purposes and increase the sales for it. I also believe if the refiners would put up two and five pound containers, it would further increase the use of it. The chain stores advertise to buy and use Michigan sugar, but if a customer goes in and asks for two or five pounds they will hand out Jack Frost.

I believe other Michigan products would benefit greatly by more advertising along the same line. I can go into so many independent stores and find canned corn from Maine, peas from Wisconsin, tomatoes from Maryland, cherries from New York, but seldom, if at all, a Michigan brand, when we can produce the equal (if not excel) in flavor and quality to those shipped in.

I have also noticed that in Detroit the apple vendors on the street, asking us to buy an apple to help them make a living, are selling fruit shipped in from Washington, when they should be selling Michigan fruit and in so doing help our industries. A good slogan for us to use would be "Michigan goods for Michigan people," and help move the merchandise still stored in warehouses. Chas. L. Hogle.

## Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 11)

herein. The list of creditors is as follows:

City of Kalamazoo, taxes	\$ 74.90
First Nat. Bank & Trust Co., Kalamazoo	10,600.00
International Hdqf. Co., New York	9.50
Mallory Hat Co., Danbury, Conn.	175.00
American Hat Co., Norwalk, Conn.	36.00
T. H. P. McCutcheon Bros. & Co., Philadelphia	163.61
Rothschild Bros. Hat Co., St. Louis, Mo.	175.14
Pioneer Suspender Co., Philadelphia	62.50
Phillips-Jones Corp., Detroit	20.83
Dutchess Mfg. Co., Poughkeepsie, N. Y.	47.15
Strauss Mfg. Co., Pa.	73.83
George F. Webber Est., Detroit	68.33
George F. Webber Co., Detroit	58.51
Fayette Neckwear Co., Detroit	37.89
Camill Neckwear Co., Detroit	7.72
Century Mfg. Co., Springfield, Mass.	24.50
Stephenson Underwear Mills, Inc., South Bend	80.56
Wilson Bros., Chicago	75.71
W. M. Finck & Co., Detroit	25.39
Parker Bros. & Co., Littleton, N. H.	26.73
Riverdale Hat Co., Yonkers, N. Y.	49.50
E. J. Streichert & Co., Chicago	12.36
Hamilton Carhart Co., Detroit	20.70
Keith Bros. & Co., St. Louis, Mo.	12.00
Coopers, Inc., Kenosha, Wis.	91.25
Gazette, Kalamazoo	245.00
Chas. Tobias Bros. & Co., Cincinnati	144.00
Mylish Mann & Drycker, Philadel.	14.38
Edson Moore & Co., Detroit	1.90
Williams Mfg. Co., Portsmouth, O.	12.15
Louis Leiven & Co., Chicago	18.51
Nat. Storage Co., Kalamazoo	250.00
Mich. Bell Tel. Co., Kalamazoo	20.90

Dec. 30. On this day first meeting of creditors in the matter of Roach-Montgomery Co., Inc., a corporation, Bankrupt No. 5076, was held. Bankrupt present by Charles H. Roach, president, and represented by Warner, Norcross & Judd, attorneys. Certain creditors present and represented by Dilley & Dilley, attorneys, and Lyon Mercantile Agency. Claims proved and allowed or referred to trustee. Fred G. Timmer, Grand Rapids, trustee; bond \$2,000. Charles H. Roach sworn and examined before reporter. Meeting adjourned without date.

On this same day first meeting of creditors was held in the matter of Julius Kramer, Bankrupt No. 5074. Bankrupt present but not represented by attorney. Certain creditors present in person and represented by Harold H. Smedley, attorney. Claims filed. Bankrupt sworn and examined without reporter. Harold

H. Smedley, Muskegon, trustee; bond \$100. Meeting adjourned without date.

In the matter of William H. Edwards, proprietor of the Kozy Korner Sweet Shoppe, Bankrupt No. 5098. The first meeting of creditors has been called for Jan. 25.

In the matter of Edward L. Locher, Bankrupt No. 5099. The first meeting of creditors has been called for Jan. 25.

In the matter of Fred W. Wurzburg, Bankrupt No. 5095. The first meeting of creditors has been called for Jan. 24.

In the matter of Fred W. Wurzburg, Bankrupt No. 5095. The sale of assets has been called for Jan. 26 at the premises formerly occupied by the bankrupt at 31 Monroe avenue, Grand Rapids. The stock in trade consists of jewelry, silverware, store fixtures, etc., all appraised at \$3,898.85. All interested in such sale should be present at the date and time above set forth.

In the matter of Earl Cassada, Bankrupt No. 5079. The first meeting of creditors has been called for Jan. 24.

In the matter of Frederick F. Boersma, Bankrupt No. 5079. The first meeting of creditors has been called for Jan. 24.

Jan. 5. We have to-day received the schedules, reference and adjudication in the matter of Fred H. Salisbury, Bankrupt No. 5101. The bankrupt is a resident of Bertrand township, Berrien county, and his occupation is that of a merchant. The schedules show assets of \$3,858.82 of which \$850 is claimed as exempt, with liabilities of \$4,686.74. The first meeting of creditors will be called and note of same made herein. The list of creditors is as follows:

First Nat. Bank of Buchanan	\$2,200.00
Darcy F. Salisbury, Dayton	42.00
H. A. Salisbury, Dearborn	250.00
David E. Sarver, Gailen	1,000.00
E. K. Warren & Co., Three Oaks	50.00
First National Bank, Buchanan	315.04
Bankers-Merchants Mutual Fire Ins. Co., Fremont	49.50
Clyde Holt Coal Co., Toledo, Ohio	89.43
Foley & Co., Chicago	19.50
Levy-Ward Grocery Co., So. Bend	16.00
Mich. Bell Tel. Co., Buchanan	3.50
Grant Struk, Buchanan	622.71
Weisberger Bros., South Bend, Ind.	29.06
George H. Black	unknown

Jan. 5. We have to-day received the schedules, reference and adjudication in the matter of Russell Frederick Voelker, Bankrupt No. 5100. The bankrupt is a resident of Ionia, and his occupation is that of a clerk (Public Buildings Commissions). The schedule shows assets of \$150 with liabilities of \$21,500. The funds have been received and the first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

National City Bank of New York	\$21,500.00
Jan. 6. We have to-day received the schedules in the matter of Harry Okun, Bankrupt No. 5087. The schedules show assets of \$12,909.08 with liabilities of \$13,778.84. The first meeting of creditors will be called and note of same made herein. The list of creditors is as follows:	
John Perry, Kalamazoo	\$ 10.00
Turn Squires, Kalamazoo	17.00
Milton Okun, Kalamazoo	10.00
Harry P. Williams, Red Wing, Minn.	547.12
Johnson Paper Supply Co., Kala.	14.75
Roberts Johnson & Rand, St. Louis	1,211.04
Celery City Lumber Co., Kalamazoo	40.00
Economy Wall Paper Co., Kala.	16.33
Fisher Bros. Paper Co., Fort Wayne	7.51
Superior Coal & Coke Co., Kala.	32.00
Dyer & Hall, Inc., Auburn	104.50
Blum Shoe Mfg. Co., Danville, N. Y.	61.13
Goodwill Shoe Co., Boston	95.00
C. Glaser, Grand Rapids	7.75
Herold Bertsch Shoe Co., Grand R.	3,108.32
Wayne Leather Co., Fort Wayne	69.80
Doerman Shoe Co., Milwaukee	150.00
Shu Stiles, Inc., St. Louis	116.00
Beacon Falls Rubber Co., Chicago	27.00
R. H. Lane Co., Toledo	97.70
Endicott Johnson Corp., New York	234.85
A. H. Weinbrenner Co., Milwaukee	193.94
Clinton Shoe Co., Clinton, Ohio	394.42
Star Paper Co., Kalamazoo	23.66
Connolly Shoe Co., Stillwater, Minn.	238.31
Walkrite Shoe Co., Chicago	476.53
Pizza Bros. Co., Toledo	513.69
J. W. Carter Co., Nashville	92.36
Goodyear Glove Rubber Co., Chicago	13.99
Eady Shoe Co., Otsego	254.10
Manolis Mfg. Co., Chicago	5.99
Mishawaka Rubber & Woolen Mfg. Co., Mishawaka	3.29
Thompson Ehlers Co., Chicago	47.98
E. R. Kiefer, Elkhart	26.00
Cable Sales Co., Kalamazoo	1.00
Hoekstra Shoe Co., Grand Rapids	133.15
Ebner Shoe Co., Milwaukee	136.50
E. G. Shawaker Co., Toledo	47.41
B. F. Goodrich Co., Chicago	1,713.89
North Lebanon Shoe Co., Lebanon, Pa.	97.13
A. G. Walton & Co., Boston, Mass.	59.15
Gazette, Kalamazoo	476.64
Parchment News Co., Kalamazoo	1.30
Teachers College Herold, Kalama.	1.20
Square Deal, Kalamazoo	10.50
Dalm Printing Co., Kalamazoo	41.13
Consumers Power Co., Kalamazoo	43.28
Mich. Bell Tele. Co., Kalamazoo	5.50
W. S. Dewing Bldg., Kalamazoo	200.00

Mrs. Bert Cook, Kalamazoo ----- 60.00  
E. Joseph Estate, Kalamazoo ----- 90.00  
Jan. 6. We have to-day received the schedules in the matter of Con DePree, Bankrupt No. 4709. The schedule shows assets of \$145,725.19 with liabilities of \$280,156.04. The list of creditors is as follows:

City of Holland, taxes	\$ 321.49
Grand Haven State Bank, G. H.	10,000.00
Holland City State Bank, Holland	3,050.00
E. D. Diment, Holland	13,000.00
Trustees Hope College, Holland	13,950.00
First State Bank, Holland	5,000.00
Jas. M. Jonkman, Holland	4,900.00
Jacob & Lena Lievense, Holland	4,057.00
Peoples State Bank, Holland	3,300.00
G. R. Savings Bank, Grand Rap.	10,000.00
Holland City Bank, Holland	5,000.00
Holland City State Bank, Hol.	8,850.00
G. T. Haan, Holland	60,000.00
J. P. Kolla, Holland	23,000.00
First State Bank, Holland	27,000.00
Est. G. J. Diekema, Holland	45,000.00
Mrs. Frances Brownin, Holland	12,500.00
Mrs. Martha Kollen, Holland	19,500.00
Mrs. V. R. Tate, Kalamazoo	1,700.00
Mrs. H. TenCate, Holland	3,240.00
American Can Co., Chicago	1,892.15
Diana Mfg. Co., Green Bay, Wis.	2,895.40

Jan. 7. We have to-day received the schedules, reference and adjudication in the matter of Don E. Gray, Bankrupt No. 5102. The bankrupt is a resident of Grand Rapids, and his occupation is that of a garage mechanic. The schedules show assets of \$150 of which the full amount is claimed as exempt, with liabilities of \$4,790. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

In the matter of McQuarrie Motor Sales, Inc., a corporation, Bankrupt No. 4568, final meeting of creditors was held April 19. Trustee present and represented by Louis H. Grettenger, attorney. Creditors represented by Dunham, Chollette & Allaben, Knappen, Uhl, Bryant & Snow, attorneys. Bankrupt represented by Seth R. Bidwell, attorney. Trustee's amended final report approved and allowed. Bills of attorney for bankrupt and attorney for trustee approved and allowed. Claims proved and allowed. Balance of accounts receivable sold at auction. Final meeting adjourned to Dec. 28 for the purpose of permitting litigation respecting claim of D. & W. Rottschaefer to be disposed of. At the adjourned final meeting there were no appearances. The claim of D. & W. Rottschaefer having been disposed of by disallowance by the referee and affirmation by the district judge, the estate is now ready for final distribution.

tion. Bill of attorney for trustee for services in connection with litigated claim of Rottschaefer approved and allowed. Order made for payment of administration expenses, preferred claims and first and final dividend of 26.5 per cent. to general creditors. No objections to bankrupt's discharge. Meeting adjourned without date and files will be returned to district court in due course.

Jan. 9. We have to-day received the schedules, reference and adjudication in the matter of Charles C. Hoak, Bankrupt No. 5103. The bankrupt is a resident of Niles, and his occupation is that of a laborer. The schedules show assets of \$675 of which \$575 is claimed as exempt, with liabilities of \$903.94. 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.

Jan. 9. We have to-day received the schedules, reference and adjudication in the matter of Charles Mapes, Bankrupt No. 5104. The bankrupt is a resident of Moline, and his occupation is that of a farmer. The schedule shows assets of \$2,170 of which \$2,125 is claimed as exempt, with liabilities of \$5,371.75. 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.

Unemployment will not be solved by having people loaf more hours a day or more days a week, thus stabilizing production at present low figures. Men can be put back to work, interest and rents can be earned, and general prosperity will return only by enlisting the unemployed to create, under proper leadership, a desire to buy. The important thing is for the Federal Government to subsidize, not idleness, nor the building of public works, nor any other charity, but rather advertising and selling. Roger W. Babson.

Greatness comes only to those who seek not how to avoid obstacles, but to overcome them.

## INTELLIGENT INSURANCE SERVICE

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## OUT AROUND.

(Continued from page 9)

store were being paid \$1 per day cash and all the groceries needed for their families. Thereby some are living better than ever before. It is easily seen what irregularities may creep in). Even though groceries are bought at wholesale all expense of overhead must be considered, such as:

1. Salaries.
2. Portion of employment of office expense applicable to store.
3. Rent (taxes in lieu of rent).
4. Fuel for heating.
5. Light.
6. Telephone.
7. Office and store supplies.
8. Water and ice.
9. Laundry.
10. Temporary fixtures and maintenance. These in a great degree will offset groceries bought at wholesale.

B. Because of the humiliation caused the scrip worker, wife or child by being compelled to stand in line and wait many hours for his bag of groceries and the great inconvenience of having to go miles to the store, either having to walk or to use two car checks, which adds to the cost of the groceries and in either case being spotted as a scrip worker by the bag he carries.

C. Because of the fact that the cash paid jobs at the store are apt to be given to friends and henchmen.

D. Because of the fact that discrepancies might creep in, as had happened before the investigation of this committee was started, that is before sealed bids were offered. (It has been reported that lately since said report was handed in) that the main bidders get together and agree on prices before sealed bids are submitted. This should be investigated.

E. Because as a result of the city store small independent grocers are being forced out of business. If the scrip worker could take his order to his neighborhood merchant, the merchant would keep his contact with his customers and keep his store. A man closely connected with the Committee of One Hundred made this statement to your grocery store chairman, that he was not at all concerned about the small merchant losing his business, but that he was worrying about how the thousands were to be fed this winter. Your grocery store chairman is concerned about the small merchant. He is one of the integral parts of our community, one of our many small taxpayers, one of our big middle class to which you and I belong. The coal merchant was allowed to keep his contact with his customers. Why can't the grocer? Some housewives might make foolish purchases, but the big majority would save money by being allowed to trade where she wished and by taking advantage of the week-end sales and could thereby provide a better balanced menu for her family by being able to buy fresh food stuffs and not so many beans, prunes and pack-age goods.

The committee further recommends if scrip is used that it should be made negotiable, so that water, gas and light bills could be paid. Without doubt direct relief orders redeemable at any store would be the cheapest, but the

morale of the recipient is to be considered. This is closely tied up with Mr. James McNerny's employment and scrip report. We must remember that we are all human beings and any day might be in the same plight.

Therefore, the City Grocery Store Committee submitted this report hoping the city fathers would see fit to follow the suggestions of eleven unbiased citizens from all walks of life (selected by the City Commission).

This is the summary of the grocery store subcommittee of the Committee of One Hundred, as completed last July and as again re-submitted Nov. 14, 1932, by Mr. Howard Baxter, Chairman of Advisory Council of One Hundred, appointed by the City Commission.

Mrs. Alfred T. Sirrine, Chairman.

In commending the record made by Owen, Ames & Kimball, in completing the construction of the civic auditorium in eight and a half months, in last week's Out Around, I overlooked mentioning that, notwithstanding the magnitude of the undertaking, no one was killed or seriously injured while the building was under construction. I did not think it was possible to erect a million dollar (\$1,200,000 to be exact) building and achieve such a record.

I understand that a group of Western Michigan citizens including a number of prominent local attorneys, educators, industrialists and ministers have arranged to bring a number of nationally known authorities on economic and political problems to Grand Rapids for a series of discussion lectures dealing with some of the important questions of the day.

To me this is an encouraging sign. What the people need, more than anything else in this day and age, is education and information. Only when they know the facts can they arrive at intelligent decisions. And intelligent decisions were never more necessary than they are now, when the entire world, and our own country in particular, is desperately in need of a sane application of the fundamental principles upon which orderly civilization rests.

A few years ago, one of our most prominent bankers, writing in a leading popular magazine made the statement that democracy could never hope for efficient government or economic stability as long as the big majority of the electorate remained apathetic and indifferent to the real issues which their votes were supposed to decide. The fact that a public-spirited group of citizens will go out of its way to provide unselfishly an opportunity for our people to become better posted on current economic and political problems, seems to me, an undertaking that merits genuine support.

Among the speakers who will be brought to Grand Rapids are, Dr. Benson Y. Landis, of the Federal Council of Churches, who will speak on "Men and Land;" Dr. Royal G. Hall, of Albion College, who will speak on "A New Philosophy for a New Age;" Dr. Maynard C. Gruenger, of the

University of Chicago, who will speak on "Behind the Bank Failures;" Dr. John A. Lapp, director of the National Rehabilitation Association, will have for his topic, "National Security;" Howard Y. Williams, Field Secretary of the League for Independent Political Action, will discuss "The New Proletariat." Other speakers will be Dr. Sidney Goldstein, of the Free Synagogue, New York, who will talk on "Education Limited;" Oscar Ameringer, former associate editor of the Milwaukee Leader, will speak on "The Heritage of the Frontier;" and Leo Kryzycki, general organizer for the Amalgamated Clothing Workers of America will discuss, "Men and Machines."

I am informed that the lectures will be held in the auditorium of All Souls church, at the corner of Oakes and Sheldon, on successive Wednesday evenings at 8 o'clock, beginning Jan. 18. I understand that tickets can be purchased at Raymer's book store and that the cost for the entire series of eight lectures is only \$1 or 12½c per lecture. I strongly urge every thoughtful citizen, who can possibly do so, to attend. The sessions are sure to be stimulating, even though one may not necessarily agree with all the conclusions set forth by the speakers.

An Upper Peninsula merchant writes me as follows:

We would be interested in obtaining a refrigerator and display case for cheese, butter and eggs, also one for fresh fish and wondered if any of your subscribers have reported to you such cases for sale. We shall appreciate hearing from you.

Anyone who has these articles for sale would do well to communicate with Out Around without delay.

E. A. Stowe.

#### Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 10—Now that we are starting in on the new year it behooves us all to be optimistic. While we must admit that conditions are not much better in many places, still we do notice that the merchants are brave and looking ahead with confidence to the future. They are practicing economy, buying the necessities and eliminating waste. The way to make 1933 a better year is to devote ourselves to right living, clear thinking, hard work and thrift.

Anyway, there is this to say about 1933—we are twelve months ahead of where we were a year ago.

Edward Thompson, the defeated candidate for register of deeds, who has held that office for many years and was one of the best officers we ever had, has opened an office of his own in the Adams building. He will devote his attention to the administration of estates, real estate and tax matters. The knowledge derived in all of the years in office has fitted him to be a valuable man and an expert in his profession.

Keneth Fowler, for a number of years manager of the Algonquin store for the Soo Co-Op-Mer. Association, has opened a new grocery store and meat market at 1715 South street. The store has been remodeled and redecorated. New lighting fixtures have been installed. The branch postoffice at Algonquin is located in the new store in charge of Mr. Fowler. He will be assisted by his brother, Joseph. A complete new stock of staple and fancy groceries and a full line of meats will be found at the new place.

The ferry Algoming, operating between the two Soos, is still running on schedule and will continue as long as ice conditions will permit. Last year was an open winter and the ferry ran until Feb. 23. Thus far there is no ice in the Sault harbor below the locks.

What this country needs just now is fewer view-with-alarm and more point-with-priders.

Frank Moloney and Dean Herman, two well-known young Sault men, have opened a new cleaning establishment at 223 Ashmun street. They have a delivery system and, being Sault products, their many friends wish them success in their new venture.

There is always something to be thankful for. The one cent reduction in gasoline last week was a mile in the right direction.

Vaher & Somes, who for the past three years have been in the Soo Electric Co., at 518 Ashmun street, are moving to 904 Ashmun street in the Fletcher building, on the South side. There will be no change in policy or personnel. This firm has been successful from the beginning. Both young men are hustlers.

The first shipment of Upper Peninsula potatoes ever made to Pittsburgh, so far as known, was made to a distributing firm in that city last week. The potatoes were the Green Mountain variety and were packed in 100 pound bags. Upper Peninsula Potato Growers, Ltd., is gradually extending its market radius. Wherever our potatoes go they meet with praise and bring the demand for more. Our Upper Peninsula Green Mountain shippers are now realizing more for their products than are the farmers in any of the other big shipping districts.

The stock in Bert's variety store, at Manistique, was purchased by John I. Bellaire, proprietor of the Big Five and Ten Cent Store.

After years of developing the muck lands, five miles West of Seney, during which time the owner, H. E. Bullock, of Chicago, has equipped one of the finest ranches in the state and accomplished the seemingly impossible task of putting the muck lands on a productive basis, Schoolcraft county regrets to see the closing up of this ranch and desires to express to Mr. Bullock its appreciation for the benefit which has come to it through his perseverance and success in mastering the muck soils. Crops grown on the ranch won many prizes at the Upper Peninsula fairs. Owing to ill health, Mr. Bullock is not able to give his personal attention to his many scattered enterprises and, as a result, has sent his representative, W. F. Sutherland, for several years his ranch manager, to Seney to close up the ranch.

There comes to mind the sad story of the invitation the Scotchman received to the opening of a new tea room. In one corner were the words "Food Gratis." Thinking that was a new and expensive dish, the Scot didn't go. The next day they found him unconscious, with a dictionary in his hand.

William G. Tapert.

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For Sale—Or will trade for merchandise, groceries and meats preferred—house and lot, 215½ Calkins Ave., Grand Rapids, Mich. Modern, furnace, double garage. Address A. J. Crago, Petoskey, Mich.



## Beware of Endless Chain Selling Scheme.

A few days ago Detroit parties came out with an endless chain proposition connected with the sale of fountain pens. The Tradesman submitted the matter to the Better Business Bureau of Detroit, which promptly issued the following warning against the fraud:

The current crop of "endless chain" selling schemes has multiplied in Detroit and is spreading throughout Michigan. Members of the public who may be tempted by the "get-rich-quick" appeal in the chain sale of various articles of merchandise to friends at inflated prices, will be interested in the following from the United States Official Postal Guide, July, 1932:

"'Endless chain' enterprises designed for the sale or disposition of merchandise or other things of value through the circulation or distribution of 'coupons', 'tickets', 'certificates', 'introductions', and the like, are held to embrace the elements of a lottery, and also to be fraudulent. Matter of every kind relating to such enterprises should be excluded or withdrawn from the mails."

Section 213 of the Criminal Code bars lotteries from the United States mails and provides the following penalties for violation:

"Whoever shall knowingly deliver or cause to be delivered by mail, anything herein forbidden to be carried by mail, shall be fined not more than one thousand dollars or imprisoned not more than two years; and for any subsequent offense shall be imprisoned not more than five years. Any person violating any provision of this section may be tried and punished either in the district in which the unlawful matter or publication was mailed or in which it was caused to be delivered by mail to the person to whom it was addressed."

Endless chain schemes have recently been discontinued, following postal investigation, in St. Louis, Milwaukee and New York, and literature of this nature is being turned over to the postal authorities by the Detroit Bureau.

## Changing Aspects of Criminal Problems.

While probation administration has been affected, as has every other social activity, by the economic crisis with its problems of unemployment, enforced idleness and material relief, it has been able to carry on, generally speaking, and this in spite of lowered salaries and the increasing demands for service.

The added duties and responsibilities which unemployment has brought has widened the field of usefulness of probation officers and is causing them to think, if they have not done so in the past, in the same terms as family case workers and other professional social workers.

Problems of shelter, food and clothing have also to be reckoned with. Attempts have been made, some successful, to place probationers and their families on farms in an effort to remove them from the competitive life of the city and to make available more resources for self help.

Notwithstanding much convincing evidence in support of the relationship between crime and poverty, adult crime has apparently remained more or less constant in most communities, increasing in but few. Juvenile delinquency, on the other hand, has quite generally decreased, reaching in some communities a point as low as 12 per cent. below the previous year. This conclusion is also borne out by findings of the Federal Children's Bureau.

There is an increase in sex offenses among girls in the middle and adolescent years, as well as in the commission of crimes against property by boys in the same groups. Crimes of violence seem to have fallen off, while in several places auto thefts have dropped as much as 60 per cent.

Commercial crimes have decreased, as was to be expected. There has been an increase in offenses arising out of domestic relations.

One of the wholesome results of the present crisis is the increased registration in both elementary and secondary schools, particularly, the latter. High schools, throughout the country, show an increase in registration amounting, in some instances, to 18 per cent.

There is also a decrease in truancy, though teachers report that children are more restless, are discontented and more difficult to supervise. Such an attitude on the part of hungry children is quite to be expected. There is evident also a "don't care" attitude among children in the upper grades.

Too many children are growing up without any religious influence whatsoever, so that the problem of moral training is serious. A cynical attitude toward religion is noticeable among such children as well as among adults of the same group.

Probation officers have had little time to cope with spare time activities, though wherever possible they have co-operated with recreational groups. There has been a decrease in the use of commercialized recreation by both children and adults which, taken with improved school registration, more adequate parental supervision in the homes and less excitement in life generally, has proven a factor in lessening juvenile delinquency.

Maude G. Palmer,  
Probation Officer of Illinois.

## Active Business Life Ended By Death.

The Tradesman published last week a brief account of the death of G. A. Alderton, of Saginaw. The family has since furnished a more complete account of the life of the deceased, as follows:

Coming to Saginaw in the early lumber days, Mr. Alderton began his business life with the operation of a small grocery store, expanding that enterprise until it became one of the leading wholesale grocery firms and known as the G. A. Alderton Company. He held the office of president at the time of his death and was presi-

dent of the Melze-Alderton Shoe Co., a director of the Second National Bank & Trust Co. He had been president of the old Commercial National Bank before its consolidation with the Second National Bank & Trust Co.

Born Aug. 20, 1843 in Colchester, England, a son of Mr. and Mrs. Archibald Alderton, Mr. Alderton came to Ann Arbor with his parents when four years old. His father died when he was six years old and a year later was forced to seek his own living. When nine years old, Mr. Alderton made his first venture into business, purchasing a yoke of oxen and offering them for hire to farmers in the vicinity of Ann Arbor.

In 1869 Mr. Alderton came to Saginaw and was married here the same year to Miss Ellen M. Reed, of Clinton county, the ceremony taking place at the old Taylor House, now known as the Hotel Fordney. Starting a grocery store on Perry street shortly after his marriage, Mr. Alderton saw a bright future for a wholesale grocery business in the then thriving lumbering center. First he served the many large boarding houses catering to lumbering men and from that small beginning founded the G. A. Alderton Company, for many years one of the leading wholesale grocery firms in this section of the state. He also started a spice mill, grinding spices, roasting coffee and dealing in tea.

Many other enterprises occupied Mr. Alderton during those early days, one of these being the Michigan Hoop Co., of which he was president. One of the shipments of hoops of this company to Europe, if placed end to end, would have reached around the world. He was long associated with the lumber industry as president of the Michigan Cedar Co. and, with the La Clede Lumber Co. of Iowa and the Michigan Lumber Co., operating in Saginaw. Among other business activities engaged in by Mr. Alderton was the organization here of a trust company.

After organizing the G. A. Alderton Co., Mr. Alderton became one of the founders and president of the former Smart-Fox Co., now a part of the Lee & Cady Co.

Mr. Alderton attended First Methodist Episcopal church. Mrs. Alderton died June 1, 1929. Surviving are four children, A. A. Alderton, E. D. Alderton, C. W. Alderton and Mrs. Cora M. Morgan, Saginaw, and one sister, Mrs. Katherine Fillmore, of Ann Arbor, who is 93 years old.

## Union Labor Proposes To Organize Chain Store Clerks.

The American federation of labor has announced its intention of unionizing the grocery clerks of the chain store systems. Organization of the managers, clerical help and labor of all classes into unions will be started immediately, according to the resolutions adopted at the American federation of labor convention after a session of almost three weeks in Cincinnati, Ohio. This was decided upon after the presentation of a set of resolutions to the convention.

Vigorous action in this organization work was demanded by various delegates in their speeches on the floor of the convention. The speakers declar-

ed that both national and local chain stores have been monopolizing the grocery, meat and dry goods business in all parts of the United States from Canada to the Gulf of Mexico and from the Atlantic to the Pacific oceans.

They declared further that investigation by union organizers had disclosed that lack of organization within the ranks of clerks and managers of these chain store companies has worked hardship on unionized workers, particularly in the meat-cutting, fresh fruit and vegetable and other lines.

It was also charged that the chain stores refused to comply with demands of the unions for the observation of the eight hour day and refused to pay overtime to workers or observe certain holidays demanded by the unions.

In the resolution presented it was stated:

It is our thought that the present economic depression is due in part to consolidations, amalgamations and the creation of some mammoth organizations of chain store companies now operating in the country, and the laboring classes of the United States derive no benefit whatsoever from such mammoth combinations; therefore be it resolved, that the American federation of labor direct its organizers to foster the organization of managers, clerical help, warehouse help and truck operators, motor truck drivers and other types of labor in the employ of such national, regional and local chain stores, and that the American federation of labor interest itself vitally in the problems with a view to improving the future of the employes of these chain organizations.

Delegates declared that the organization of these chain stores would not be a difficult task as they thought that the officials of some of the leading companies were favorable to union labor and that they believed the lack of organization existing at present was more the fault of the unions than the managements of the chain stores.

Others said that this was a mistake and that several of the powerful chain store organizations had absolutely refused to employ union men or allow union organizers to talk to their employes. They declared that the chain stores would not observe the eight hour day regulations or pay overtime to their workers or managers and that the only method to pursue would be to organize their employes secretly and then make demands in the name of the unions in the various localities.

## Good Prospects For Blouses.

Blouses are facing the best outlook in several seasons, reports in the market indicate. The indicated vogue for two and three piece suits next Spring, with the blouse forming an essential part of the ensemble, is the chief factor. Buyers have already placed a sizable volume of business, with the outlook being that purchases will increase as early commitments in suits become heavier. The trend is toward both silk and cotton blouses, with types to retail at popular prices receiving volume attention. Tailored and novelty styles are stressed.

The manufacturer of a new cigar-box-size radio has hit on a novel solution of the service problem. Should the set need repair within a year, one tucks a dollar in a slot and mails the set back to the factory.



# MODERN CUTS OF PORK

This is the thirteenth 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.



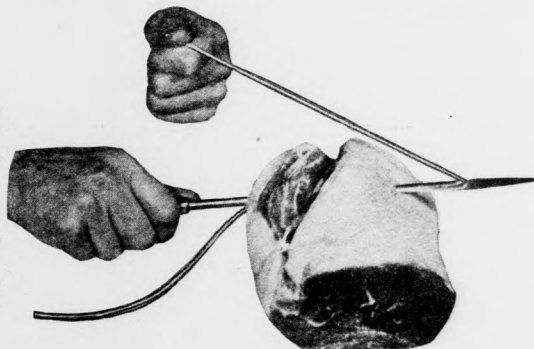
Art. XIII—Cut 1.

## Two Ways To Use Ham End Cuts of Pork Loins



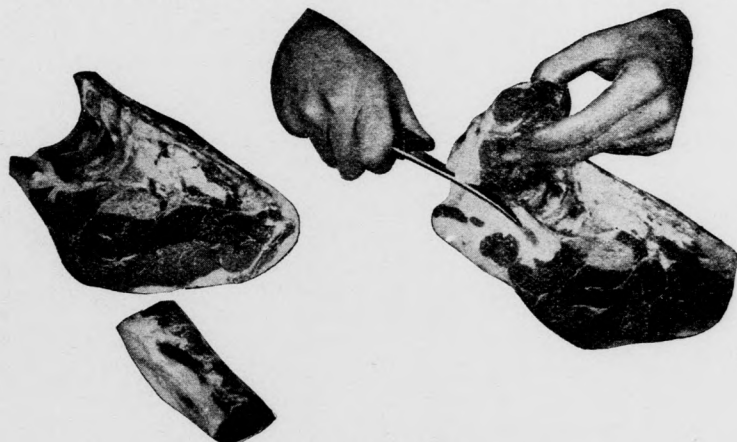
Art. XIII—Cut 2.

The ham end of the pork loin is quite generally used as chops or as a roast. This same cut often may be used to advantage as boneless chops or as a boneless roast made according to the following methods.



Art. XIII—Cut 3.

**SIRLOIN PORK ROLL**—The sirloin pork roll from the ham end of the loin will provide a very satisfactory roast and one which can be made easily. It not only is an attractive, convenient-sized roast but one which is very easily carved, as the odd shaped bones have been removed.



Art. XIII—Cut 4.

1. Strip the tenderloin sections from two ham end of loin cuts. There should be a good demand for these two blocky pieces of tenderloin.



Art. XIII—Cut 5.

2. Remove the back-bones and hip bones.

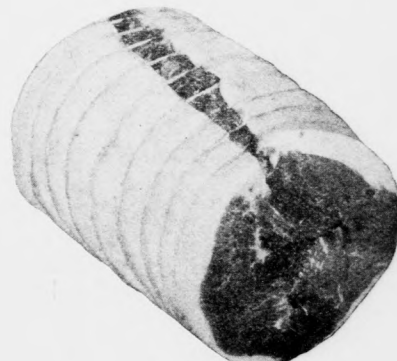


Art. XIII—Cut 6.

3. Reverse the ends and place the two cuts together. This is to provide a more symmetrical roll.

## CUTS FROM THE FRESH PORK LOIN

The pork loin is one of the more popular fresh pork cuts. Center cut pork chops and center cut pork loin roasts always are in demand. Suggestions for using the end cuts, as well as some new ideas for using the center sections, are offered in this article and the next six of this series. The pork loin at left is marked to show the center section, and the shoulder and ham end cuts.



Art. XIII—Cut 7.

5. The completed Sirloin Pork Roll.



Art. XIII—Cut 6.

4. Stitch the two pieces together to hold them in shape while the roll is being tied.



Art. XIII—Cut 8.

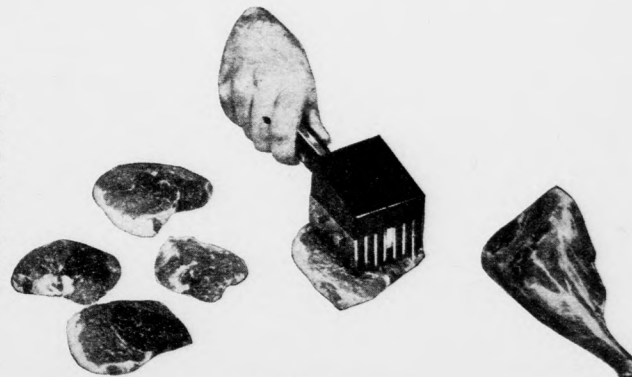
1. Lift the lean outside section of the ham end cut from the bones and tenderloin.



Art. XIII—Cut 9.

2. Cut the lean pieces of meat into slices.

3. Pound the slices with a meat tenderer, or meat masticator, to make Pork Tenderettes. The slip bone section which contains the tenderloin may be used as fancy backbones.



Art. XIII—Cut 10.

## PORK TENDERETTES

The lean outside portion of the ham end cut of the pork loin is used for Pork Tenderettes. The Tenderettes are lean, boneless cuts which will offer greater variety to the menu.



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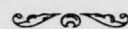
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