

WORK: A SONG OF TRIUMPH

Work!

Thank God for the might of it,
The ardor, the urge, the delight of it—
Work that springs from the heart's desire,
Setting the brain and the soul on fire—
Oh, what is so good as the heat of it,
And what is so glad as the beat of it,
And what is so kind as the stern command,
Challenging brain and heart and hand?

Work!

Thank God for the pride of it,
For the beautiful, conquering tide of it,
Sweeping the life in its furious flood,
Thrilling the arteries, cleansing the blood,
Mastering stupor and dull despair,
Moving the dreamer to do and dare.
Oh, what is so good as the urge of it,
And what is so glad as the surge of it,
And what is so strong as the summons deep,
Rousing the torpid soul from sleep?

Work!

Thank God for the pace of it,
For the terrible, keen, swift race of it;
Fiery steeds in full control,
Nostrils aquiver to greet the goal.
Work the Power that drives behind,
Guiding the purposes, taming the mind,
Holding the runaway wishes back,
Reining the will to one steady track,
Speeding the energies faster, faster,
Triumphing over disaster.
Oh, what is so good as the pain of it,
And what is so great as the gain of it?
And what is so kind as the cruel goad,
Forcing us on through the rugged road?

Work!

Thank God for the swing of it,
For the clamoring, hammering ring of it,
Passion of labor daily hurled
On the mighty anvils of the world.
Oh, what is so fierce as the flame of it?
And what is so huge as the aim of it?
Thundering on through dearth and doubt,
Calling the plan of the Maker out.
Work, the Titan; Work, the Friend,
Shaping the earth to a glorious end,
Draining the swamps and blasting the hills,
Doing whatever the Spirit wills—
Rending a continent apart,
To answer the dream of the Master heart,
Thank God for a world where none may shirk—
Thank God for the splendor of work!

Angela Morgan.

Fast Selling Lines

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

K C Baking Powder

*Same Price
Today*

As 42 Years Ago

25 ounces for 25c

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

Your profits are always protected.

The turnover is fast.

*Millions of Pounds Used by Our
Government*

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

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

Coffee.

What a line.

Large enough to furnish a brand to meet the price requirements of every Consumer.

Imperial

Morton House

Quaker

Majestic

Nedrow

Boston Breakfast Blend

Breakfast Cup

J. V.

A Complete line of Bulks --- all grades and correctly priced.

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LEE & CADY

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 18, 1933

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Whither Are We Drifting as a Nation?

The late President Coolidge once remarked during one of his rare talkative spells, "It matters little where we are. What is important to know is where we are going." No keener expression was ever used by a President when discussing governmental affairs, and to-day these few words stand out with a brilliance unmatched by anything yet uttered by a living man in or out of public office. Looking back over the events of the past three years, from the time the depression announced its foretold arrival by grinding into dust and scattering to the four winds the savings of millions of naive Americans, who believed prosperity was a natural condition in this country, down to the present day, one is painfully brought to the realization that we as a Nation of individuals have failed to develop a leader who will lead the way around the financial wreckage now blocking the path to stability and normalcy. How and where to look for such a leader is unknown, but from the head of the Government down the line to the janitor the question is repeatedly asked, "When are times going to get better?" And while we hear much optimistic talk such talk is really father to the wish and not founded on tangible or physical realities. The stock market may show some improvement. Car loadings may gain. Factories here and there may put men back to work. The price of farm products may go up a few cents. Financial indexes may show a slight improvement, but with all this we are still a very sick Nation and no amount of silly optimistic twaddle will alter the facts. The favorite arguments still used to mollify an outraged people that, "This country has had depressions in the past and came out of them stronger than ever, and the same thing will happen again," are puerile and show a lack of deductive ability. Nations, like individuals, get sick. Nay, they even die. If sick they often require a major operation to restore their

former vigor and health. A shot in the arm will not do.

How can we delude ourselves into the belief that as Americans we are a superior race of people not subject to the maladies afflicting other less fortunate nations? And after we have violated the laws of nature and economics for years, we should go on our way undisturbed and serene in the simple belief we are God's chosen people. How could any nation be more childish and complacent than we?

Big business men are really making an effort to promote confidence and a resumption of buying. It is unfortunate our financiers and congressional leaders are unable or unwilling to face the facts as they are and refuse to co-operate to bring about the improvement the Nation so earnestly desires. Either our form of government has become unwieldy and cumbersome and is not adapted to the present times or the type of men we elect to office are like Alex. Dow stated a short time ago. "Just another bunch of damn fools."

Under such circumstances there should be a legal way for the head of the Government to suspend all constitutional guarantees except that of free speech, free assembly, freedom of worship, freedom of the press and trial by jury, and send Congress home for a definite period of time. The chief executive would then proceed to carry out any plans he might consider necessary for the good of the Nation. With an aggressive and fearless type of man in the White House, unafraid of the political consequences to himself that might follow his action, it is safe to say Congress would not be tempted to dilly-dally, as it has during the present session and would proceed to enact such legislation as the voters demand and which was promised to them at various times in the past.

The spirit of cocksureness, conceit and flamboyant bravado so much in evidence in 1930 and 1931 has almost disappeared with the arrival of 1933. Everyone seems to realize we are in the midst of an upheaval, with the crisis not far away. The next few years will determine just what kind of stuff we as a Nation are made of, and just how much punishment we can take. Should we by some unforeseen situation prove ourselves unable to adjust our lives and business to the new order of things the future for us is, indeed, dark and hopeless.

However, as a Nation we have shown ourselves able to withstand some atrocious financial blows and lived to tell about it, but it was necessary afterwards that we changed our conception of life and individual freedom of action in order to soften if possible, the severity of the catastrophic forces inherent with the capitalistic

system. Are we as Americans equal to the task ahead of us or are we like the ex-champion who has lost his crown and tries a comeback?

A. C. Martin.

Begin Spring Buying in Wholesale Trades.

The first signs of Spring activity were shown in the wholesale markets here during the week, with the arrival of many buyers, according to the market report prepared by Kirby, Block & Fischer. They are more cautious than ever in sifting merchandise carefully in their determination to adhere as closely as possible to practicable and salable types, the report says. The simple, wearable models are given preference in coats, dresses and suits.

"Buyers," the report continues, "are seeking merchandise that will permit of better mark-up in all lines. It is their intention, perhaps more than ever before, to work with carefully merchandised stocks and to obtain quick turnover."

"New coat styles for in-between-season selling are being re-ordered in rabbit's hair cloths and also in semi-dress models with long-haired fur trimmings. Favor for gray is being carried over strongly from last season in the opening Spring orders. Style details center around the shoulders in the application of tucking, pleating, capes or fur. Untrimmed models, both in coats and suits, will command volume sales. Re-orders on suits are already numerous from Southern and Pacific Coast territories. Classic tailored types are in the majority. Cape costumes, too, are being well received for early featuring."

"One-piece dresses are in demand now, but the Spring lines have played up the two-piece jacket types so strongly that the one-piece styles have been neglected. The smartest version of the silk suit is the finger tip jacket model and the box swagger type in woolsens. There is a trend toward flat and light-weight silk crepes for later selling. While lingerie trimmed dresses continue popular, there is a place for those in solid colors without accent. Pastel silk spectator sports costumes are wanted by Southern stores in one-piece, jacket and cape styles."

"Open orders for knit-wear stress the one-piece dress, followed by the dress with separate cape in brief to waist-length versions. Chenille constructions are accorded first preference with rabbit's hair constructions next. Boucles are gaining prominence. Bodices are generally lacy, with skirts plain. Blues, from the light to the medium tones, are favored."

"The blouse faces added popularity, with the prediction of improved possibilities for suits this Spring. The new silk types will feature crepe and matelasse effects. Cottons will figure prominently in more tailored effects as

complements to the tailleur suits. Gilets and 'weskits' will sell well in blouse and neckwear divisions."—N. Y. Times.

A Business Man's Philosophy.

In one of his essays Schopenhauer observes that no man can see over his own height. By this he means that a man who has the appetite and mentality of a hog will be attracted to other men of his own stature. He cannot be freed from his physical and mental limitations by appealing to his "higher" nature.

Like seeks like, according to Schopenhauer.

In a room of fifty people, two block-heads will be drawn to each other by a force as mysterious as magnetism. They will find comfort and satisfaction in the company of each other.

If, in the same room, there should be two people of superior endowments, they will somehow find each other and will discover that they talk the same language. But it will be impossible for the opposite types to feel at home together.

None of us can see in another more than we have in ourselves. We see only the defects in the character of those whose good qualities we are unable to comprehend.

This queer aspect of human nature explains why the masses so frequently give their votes to political candidates whose character and ability do not qualify them for the office of dog-catcher.

William Feather.

Gabby Gleanings From Grand Rapids.

Paul Gezon, the Wyoming Park grocer, suffered a small loss by fire in his store last Friday forenoon. His insurance was with the Mills Mutual. Within twenty-four hours after the fire the loss had been adjusted by their local representative, Mr. Winchester, and Mr. Gezon was handed a check for all he thought he ought to have. Everyone satisfied.

The local automobile dealers have certainly gone the limit in presenting the annual exhibit of new models this year. It is held in the new auditorium, which enables every exhibit to be shown to the best possible advantage. No one at all interested in the subject should miss seeing this exhibition.

Four representatives of the produce trade left Tuesday morning for Chicago to attend the annual conventions of the Western Fruit Jobbers Association and the National League of Commission Merchants at the Palmer House—Moses Dark, Ed. Ellis, David Cavera and Nathaniel Hecht.

"Straw" hats made entirely of cotton—even to the lacquer with which they're finished—will be marketed next summer. Made of cotton braid, they closely resemble Panama-type straws.



Lines of Interest To Grand Rapids Council.

Perhaps it will be an idea of a banker that will lead us out of the wilderness in which we seem to be so hopelessly lost. Fred I. Kent, New York banker, is the author of a plan which will be offered to a Senate committee by C. A. Miller, president of the Reconstruction Finance Corporation. The plan calls for a resumption of 1927 industrial production levels to promote employment. The Government would underwrite industrial losses or share profits. This plan has an appeal if it can be worked free of graft which is likely to creep into its ramification. There is only one way that conditions can be altered and that is by putting the dinner pail in evidence and filling the smoke stacks with smoke from industrial activity. Inflated currency, increased income taxes, commission parleys and tremendous loans to states or municipalities are gestures that carry no meaning to the man who is really the power behind prosperity. Resumption of production will fill the dinner pail and when that happens to the millions of unemployed, consumption will balance production because the working class will spend their income for commodities which are now lying on the shelves. "Big money" is not the spending factor in our industrial program excepting that it may hire labor which, in turn, spends its income for the things which labor produces. There is plenty of so-called "big money" cached away at present, but it isn't doing anything to relieve the situation of unemployment. Put that money into circulation and into the hands of the laboring class and you will immediately see an up-turn in business. We sparingly give credit to the bankers for being of any help to the present situation but we must give much credit to Mr. Kent for at least advancing a constructive idea or plan which may be worked out to the relief of millions.

Up around the edge of the snow belt of Central Michigan, you may find a man happy in the thought that he is sincerely trying at all times to make a hotel a pleasant place for the weary salesman. Things are tough and the salesman has to work hard in order to keep himself on top of the heap. When the day of toil and tribulations is ended he likes a nice quiet, refined place where cleanliness and appetizing food are in evidence and beds where he may stretch out his weary body and gain relaxation and rest, so that he may be able to manfully tackle new problems which may confront him on the new day. Such a place is the Royal Hotel of Cadillac. Mr. Ziegler—Charlie, as he is commonly known—is the owner and proprietor. He has been in the hotel business for several years and knows what is expected of a good hotel man. Charlie has recently had several very novel and comfortable chairs

made for the lobby. These chairs were made over his own specifications and are truly pieces of art as well as undisputed comfort. Another feature which merits commendation is the fact that you can always hear the radiators sing when the weather is such that heat is appreciated. The rooms are all nice and warm and one needs never go to bed wrapped in his overcoat. The travelers will always find the latest newspapers and magazines at their disposal so that they may keep in touch with the current news. Prominent among the reliable sources of news one will find the Michigan Tradesman, which is a favorite with so many hotel men and travelers alike. Really there isn't much to be desired that Charlie Ziegler hasn't provided for. He knows his business and is smart enough to recognize true conditions and govern himself accordingly. He is a true friend of the United Commercial Traveler and deserves consideration. Give him a call and be convinced of his sincere endeavor to please.

The wheels of time roll relentlessly onward. Buds, flowers, shrubs and mighty trees fall before their mighty crushing power yet some remain to battle life's adversities with a well founded hope for a blessed immortality when those ever onrushing wheels crush them down. Thus far the old wheels have missed Bob Groom. The Nashes' and Lypps' dropped in on him Saturday evening and gently reminded him of his fortieth (or more) anniversary. We do not know the exact number of leagues, but we do know that there will be several wheel turnings before Bob gets caught in the crush. His friends casually mentioned that they were glad he was still alive and suffering the depression, the same as everyone else, and that they wished him many happy returns of the same.

The Ladies Auxiliary announce they will give a potluck supper at 6 o'clock Saturday evening, Feb. 4. This is the regular meeting night of Grand Rapids Council. The ladies are determined that the counselors shall open their meeting that evening with appetites sated. The committee appointed by the president, Mrs. F. L. Kuehne, will notify the ladies what they will be expected to bring in well filled baskets. Remember the date, Saturday evening, Feb. 4, at 6 o'clock.

In an average group of one hundred men, one becomes rich, four well-to-do, thirty independent and sixty-five are supported by relatives. It seems they all have it pretty soft.

Some of the boys are reporting that several of the old timers are back on the road again. It is perhaps an omen that some of the concerns have awakened to the fact that older heads with some experience may be essential to the drive for trade recovery.

F. L. Kuehne made a business trip to Chicago this week. We have been unable as yet to check over the list of good shows in the windy city.

Mrs. Henry Ohlman is recovering from a serious operation at Blodgett hospital. The Council extends their best wishes to Mrs. Ohlman and hope for her speedy recovery.

R. P. Jones, representing Proctor & Gamble, of Cincinnati, has been transferred from Jackson to Muskegon territory. We no doubt will have the happy privilege of greeting Bob in his old surroundings.

Perhaps the most conscientious man is the one who goes to Canada where he can drink liquor legally.

Past Counselor Dan Viergever, special representative for the Olds Motor Works, has been doing work in and around Big Rapids the past week.

Gil Ohlman, after viewing the posters advertising the Shrine Circus, got an idea into his head that he could do some of the pictured stunts. Where he was all wrong was the fact that he tried to do 'em in his car. The stunt was not a success, so far as the condition of the car was concerned. Gil was on his way home from Petoskey when he hit the only icy corner between that town and Grand Rapids. He might have gotten away with the stunt, but at the critical moment, a car showed up from the other direction. When the mix-up had been checked and double checked, Gil's car had two badly jammed fenders and some broken glass. Fortunately, Gilbert came through without a scratch. Congratulations.

Money made the mare go, but it's credit that runs a lot of motor-cars.

Mrs. H. H. Godfrey is slowly recovering at O'Keef's sanatorium from a series of operations.

James A. Stuart, 1330 Logan street, Grand Rapids, and Alfred A. Turner, of 2653 North Lyndale avenue, Minneapolis, have recovered from their injuries sustained some time ago and have sent in their final papers to headquarters at Columbus.

The crime wave started with the passing of the old wood-shed.

Ralph C. Warren, a member of 131, has moved his family to Centralia, Ill. He has requested a transfer from Grand Rapids Council to Centralia Council, No. 211. Our loss is certainly a great gain for our sister council.

A. E. Atwood and wife, who are spending the winter in Glendale, Cal., have been looking up former Grand Rapidites and among those found was Jim Bolen. Jim left here several years ago and entered the real estate and contracting business in Glendale. From all reports, Jim has been quite successful in everything except in finding a climate to his liking. Jim always has been enthusiastic about the California climate, but we hear that he has left for Florida, where he will spend the remainder of the winter. We are convinced that actions speak louder than words in this case.

Charles P. Comden, a former member of 131 and a resident of Adrian for the past several years, has located in Grand Rapids again and will make his home at 813 Lake Drive. We are glad to have you back, Charlie.

Past Senior Counselor, L. L. Lozier, is feeling nearly normal again after a severe attack of flu. He attempted to work the past week, but found that his strength was not fully regained and he came home for further rest.

Here is news—Al Brower, Past Grand Counselor and a gentleman well

met, has taken to the highways and byways again after an absence of several years. For a long, long time Al was a familiar figure in and around Jackson territory but the "back to the soil" bug hit him and he retired to a country estate, where he could get real ham and eggs. We have been informed that Al is back with the Toledo Merchandising Co. again and will work his former territory. One more instance where an old head has been called back into the harness to help straighten out the tangle. Good luck, Al.

Elmo Edmonds, a retail merchant of Bangor, died suddenly on Jan. 2 and was buried Jan. 5. Many old timers will remember Mr. Edmonds as he traveled Michigan territory many years for the New England Confectionary Co. After retiring from the road, he opened a retail store in Bangor and continued active until his death.

Mrs. Martin Vermaire is slowly recovering from a bad attack of flu. It will be several days before she will be able to be out.

W. J. MacDonald and Walter Smith have returned from Chicago, where they spent two weeks at the furniture market.

More news! We have found an honest-to-goodness Democrat among our members who has really gotten some place in politics. Information has leaked out that Mike Howarn, a Past Grand Counselor and a grey haired patriarch of Cadillac Council, Detroit, has been appointed Postmaster of the Senate postoffice at Lansing. The leak came from Gene Welch, a Past Grand Counselor and a member of Kalamazoo Council. We are glad to hear of the rise of Mike in politics and glad to get news from our old friend Gene. Here is one time where those two Irish lads of U. C. T. fame must agree. Mike is a Postmaster by appointment and Gene admits it. It is reported that both veterans have buried the hatchet until Mike gets out of politics. Both of them send their best regards to their friends in Grand Rapids Council. Thanks, old timers, we wish you well.

Al G. Guimond, jurisdictional director of the Michigan Team Work groups, was in the city last week and while here gave a fifteen minute talk over station WOOD. He gave his talk Wednesday evening at 8:45 and his subject was "Both Sides of the Fence." Al is an enthusiastic team worker and his talks have plenty of meat to digest. He expects to be here again in the near future.

Mrs. Harry Nash is reported on the mend and expects to be out and around within a few days.

Bill Ephlin has accepted a position with the National Candy Co. and will travel the North Central section of the state. Bill is a member of 131 and the best wishes of the Council go with Bill in his new position.

Word has been received from Past Grand Counselor Dan J. Riordan, Welfare Director of Lansing, that his business is on the increase. Dan says he always felt sorry for the traveling man and he thinks that it would be nothing more than right that he receive some sympathy in return. He states that he

sure has a man sized job on his hands. We do sympathize with you Dan, we are well aware that if things keep up we may have to call on all the Welfare Directors we know.

Past Counselor Abe Bosman is sending out an S O S for his sample case of candy, which was stolen out of his car while parked in front of the factory. We feel sorry for Abe in his loss, but we are happy to know that Abe works for such a reputable house and that his wares are so good that they are in demand, even among the underworld. We might suggest that he give his samples a coating of shellac and then use his car key for something besides picking his teeth.

A daily paper remarks that there are too many burglaries in this country. It does not state, however, what is the ideal number to have.

Some people were born lucky, others acquire it. R. W. Radcliffe has both of it. When A. G. Duimond broadcast over WOOD the other evening, he announced that two deluxe dinners would be given away by the Morton Hotel to some lucky individual who wrote in and commented on the talk. Radcliffe realizing that two meals were not to be sneezed at, immediately borrowed some hotel stationery and sent in a comment. When the winner was announced, Radcliffe was it. We have no way of knowing whether he was lucky or whether they are just going to feed him to keep him from raving about the fine talk which Al broadcast. Either way he eats, b'gosh.

Buy American goods from your independent dealer and help America.

Scribe.

When On Your Way, See Onaway.

Onaway, Jan. 17—Last Friday was a sad day for Lorn K. Manning. About 5 o'clock p. m. fire was discovered in the living apartments over his store, occupied by Manning & Graves as a meat market and grocery. The fire department responded quickly and in less than an hour the fire was extinguished and the firemen were able to enter the building, where they found Mrs. Manning suffocated and badly burned. Mr. Manning and George Graves had left town together during the afternoon on business and did not return until about an hour after the fire. Mrs. Manning's funeral was held Sunday from the Methodist church.

The stock of merchandise in the store below was badly damaged by water, although the fire did not reach the lower part of the building. The annex occupied by J. R. Snody as a drug store was also badly damaged by water. The damage to building and stocks has not been estimated.

Yes, times appear quiet compared with former lumbering days. We are going through a reconstruction period. Rather a mild winter, but pleasant. Always something to do. Plenty of second growth timber and down timber which work up into the best of fuel and a great many loads are being hauled into town, relieving the coal situation. We seldom see a load of logs where a few years ago it would be a continual string of teams.

The garment factory, employing 100 hands, is running on nearly full time. Squire Signal.

Colored aluminum cooking utensils are now available. One item in the line is a Dutch oven which has an observation window built into the cover.

Deserves Better Treatment From the American People.

Grand Rapids, Jan. 16—The Michigan Tradesman of Jan. 4 contains an article "Fair Play for the Negro" in which the pitiable economic plight of that group is brought to public notice. That such a timely subject finds space in your magazine is due unqualifiedly to your personal interest in all underprivileged groups and to your almost instinctive sense of justice. I wish to thank you therefore for your allusion to this particular matter and for your practical method of attracting attention to it.

Few people realize the deplorable economic status of the Negro even in normal times. That the Negro is but a "marginal worker" in industry and that prejudice against his race restricts him to certain forms of labor is a subject to which reference is seldom made. The lack of publicity is one of the major reasons that the Negro is largely an economic slave, even in prosperous times. When we experience a season of economic mal-adjustment and consequent distress, the condition of the Negro is aggravated. For the tendency is to alleviate the suffering of the members of the majority groups first and to consider minority groups afterwards. Hence, Negro workers are replaced or dropped first. As few Negroes can afford to lose their employment, such a loss increases their hardships manifold.

The publicity which the Negro generally receives is warranted to impress the public unfavorably. The picture drawn by our daily newspapers is that of a vicious criminal, "a big, burly brute" or a simple child. Whenever the Negro is on the front page one has learned to see criminality or humor attached. The result of this subtle psychology is to expect the Negro to be either dangerous or childish. As few people take pains to study the behavior of the Negro along other lines

the American public does not know the real Negro at all. The industrious, law-abiding, thinking Negro is a stranger to his fellow American. To be sure such names as Paul Robeson, Wm. E. B. DuBois, Roland Hayes, the late Booker T. Washington, George Schuyler and perhaps Kelly Miller and J. Weldon Johnson are known to the well-informed, but Noble Sissle, "Duke" Ellington, "Cab" Calloway, Jack Johnson, "Duke" Slater, "Kid" Chocolate, "Stepin Fetchit," Tolan, Metcalf, Hubbard and George Godfrey are better known. But the larger section of Negro life remains obscure to the American people. It is debatable how many really know the Negro in our own city. This is lamentable for ignorance of other people provides fertile soil for misjudging them.

The only corrective is such publicity as you have accorded the Negro. So long as our dailies, here and elsewhere, pursue the policy of attaching

"Negro" to every criminal act or humorous behavior, so long as the Negro is identified in the public mind with all that is obnoxious or childish, there can never be "fair play for the Negro." The Negro who is neither a criminal nor a child, will be viewed with distrust, contempt or with tolerant amusement, instead of being treated as a normal human being.

Again thanking you for your constant interest in behalf of an underprivileged group whose loyalty to American traditions and institutions deserves better from the American people.

H. Laurence McNeil,
Pastor Messiah Baptist Church.

Milk bottles are dressed in Cellophane seals by a new machine. It forms the seal tightly over the neck of the bottle, holds it in place by a strip of colored tape.

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.

The Preferred Automobile Insurance Co.

Now furnishes to its policyholders
emergency road service.

GOOD EVERYWHERE

Agents will do well to inquire into
the complete service we give.

Why buy foreign insurance?

By America

Buy Michigan

Buy Grand Rapids

Build your home town

The Preferred Automobile Insurance Co.

MOVEMENTS OF MERCHANTS.

Detroit—Flower Distributors, Inc., has decreased its capital stock from \$50,000 to \$5,000.

Sault Ste. Marie—The Soo Woolen Mills has decreased its capital stock from \$150,000 to \$99,000.

Detroit—The Field Distributing Co., 112 Madison avenue, has decreased its capital stock from \$25,000 to \$2,500.

Detroit—Wilkie Mortuaries, Inc., 22027 Fenkell avenue, has decreased its capital stock from \$15,000 to \$10,000.

Detroit—The Wayne Sales Co., 807 Hammond building, has decreased its capital stock from \$10,000 to \$2,000.

Iron Mountain—The Iron Mountain City Lumber Yard has decreased its capital stock from \$35,000 to \$25,000.

Detroit—Renee Dress, Inc., 35 West Grand River avenue, has increased its capital stock from \$5,000 to \$10,000.

Flint—The Brown-Fisher Wall Paper Co., 128 Third street, has decreased its capital stock from \$60,000 to \$30,000.

Pontiac—The Dixie Lumber & Coal Co., 831 Oakland avenue, has decreased its capital stock from \$200,000 to \$75,000.

Calumet—The Lake Milling, Smelting & Refining Co., has decreased its capital stock from \$2,500,000 to \$800,000.

Detroit—The Standard Motor Truck Co., 1111 Bellevue avenue, has decreased its capital stock from \$250,000 to \$50,000.

Detroit—Dresser, Inc., Penobscot building, jobber of gloves, has decreased its capital stock from \$100,000 to \$1,000.

Albion—The Decker Screw Products Co., 439 Mulberry street, has decreased its capital stock from \$300,000 to \$30,000.

Bay City—The Bay City Bank, Center and Washington avenue, has decreased its capital stock from \$400,000 to \$300,000.

Lansing—The Dudley Paper Co., 740 East Shiawassee street, has decreased its capital stock from \$300,000 to \$160,000.

Detroit—The Automatic Heat Corporation, 5840 Second boulevard, has decreased its capital stock from \$150,000 to \$5,000.

Detroit—The Royal Oak Wholesale Co., 216 East Harrison avenue, has decreased its capital stock from \$250,000 to \$100,000.

Detroit—The Allied Steel Products Corporation, 629 Majestic building, has increased its capital stock from \$20,000 to \$30,000.

Kalamazoo—The Kalamazoo Buick Sales Co., 543 West Michigan avenue, has decreased its capital stock from \$50,000 to \$5,000.

Detroit—The Hurd Lumber Co., 6425 West Vernor highway, has decreased its capital stock from \$216,270.72 to \$69,300.

Grand Rapids—The Thirty-Three Commerce Corporation has changed its name to the Grand Rapids Metalcraft Corporation.

Lansing—The Federal Drop Forge Co., 2200 South Washington avenue, has changed its capitalization from \$400,000 to \$200,000.

Detroit—The Advance Machine Co., 2700 Franklin street, has decreased its capital stock from 100,000 shares no par value to \$5,000.

Detroit—Kraetke Brothers, Inc., 2493 East Grand boulevard, toolmakers, have decreased their capital stock from \$100,000 to \$10,000.

Detroit—The Park Shop, Inc., 16 Witherell street, women's wear and millinery, has decreased its capital stock from \$25,000 to \$5,000.

Detroit—The Clairmount Grocery, Inc., 15 Clairmount avenue, has been incorporated with a capital stock of \$1,500, all subscribed and paid in.

Detroit—The Kessler Sales & Service Co., 3830 West Vernor Highway, autos, parts, etc., has decreased its capital stock from \$50,000 to \$10,000.

Detroit—The Central Bolt & Nut Co., 1155 Bellevue street, has been incorporated with a capital stock of \$15,000, all subscribed and \$5,000 paid in.

Traverse City—The Potato Implement Co. has increased its capital stock from \$85,000 to \$175,000 and changed its name to the "AcmeLine" Manufacturing Co.

Petoskey—Work has commenced on remodeling the store building on Howard street which will be occupied about May 1, by the I. M. Reinhartz Boot Shop.

Kalamazoo—Mesdames Frank Brodie, Inez Hope and Emma Senholtz have engaged in business at 2919 Parkview avenue, under the style of the Oakwood Notion Shop.

Detroit—The Patterson Sash & Door Co., 9300 Hubbell avenue, has been incorporated with a capital stock of \$10,000, \$4,000 of which has been subscribed and paid in.

Petoskey—The Michigan Tanning & Extract Co. has decreased its capitalization from \$1,249,300 and 35,000 shares no par value to \$594,300 and 35,000 shares no par value.

Detroit—The M. & S. Produce Co., Russell street, has been organized to deal in produce and fruits at wholesale with a capital stock of \$2,000, all subscribed and \$1,000 paid in.

Alpena—The Mulvena Truck Line, Inc., with business offices at 400 West Chisholm street, has been incorporated with a capital stock of \$5,000, all subscribed and \$2,000 paid in.

Flint—The Laug Robertson Co., 608 Lewis street, has been incorporated for the wholesale distribution of foods, with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Grand Rapids—The Century Furniture Co., 48 Logan street, has changed its capitalization from \$900,000 and 10,000 shares no par value to \$575,000 and 5,000 shares no par value.

Zeeland—The Lake Shore Egg Exchange, Inc., has been organized to do co-operative marketing and deal in eggs, with a capital stock of \$50,000, \$1,500 being subscribed and paid in.

Detroit—The Mack-Lakeview Hardware Co., Inc., hardware, builders supplies, plumbing, 13901 Mack avenue, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Detroit—Burns Furniture Co., Inc., 6420 East Lafayette avenue, has been

incorporated to deal in furniture and household equipment with a capital stock of \$5,000, all subscribed and paid in.

Muskegon—The Progressive Profits Corporation has been incorporated to deal in merchandise with a capital stock of 500 shares at \$10 a share, of which \$1,000 has been subscribed and paid in.

Kalamazoo—Bestervelt's Washington Square Meat Market, 1352 Portage street, has remodeled and redecorated its building and installed a complete stock of groceries in connection with its meats.

Grand Rapids—The Parkway Tailoring Co., Inc., 300 Monroe avenue, N. W., has been organized to sell suits for men by solicitation, with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Economical Variety Co., 14410 Mack avenue, has been organized to deal in general merchandise at wholesale and retail with a capital stock of \$20,000, all subscribed and paid in.

Detroit—Mathew F. Klein has merged his wholesale and retail meat business into a stock company under the style of Mathew F. Klein, Inc., 2460 Riopelle street, with a capital stock of \$20,000, \$7,850 being subscribed and paid in.

Detroit—Max Mrowozynski has merged his wholesale and retail meat, eggs and butter business into a stock company under the style of Max Mrowozynski, Inc., 911 Michigan avenue, with a capital stock of \$5,000, all subscribed and paid in.

Grand Rapids—The Grand Rapids Metalcraft Corporation, 22 Commerce avenue, S. W., has decreased its capital stock from \$25,000 and 250,000 shares no par value to \$10,000 and 250,000 shares no par value. It has changed its name to the Valley City Metalcraft Corporation.

Grand Rapids—Laug Bros., wholesale distributors of food, have merged the business into a stock company under the style of Laug Bros. Co., 108 Scribner avenue, N. W., with a capital stock of \$25,000, \$1,000 of which has been subscribed and paid in.

Negaunee—Thomas Graham, Jr., of Grand Rapids, has leased the first floor of the Scandinavian Society's building on Gold street and will open a wholesale fruit and vegetable market. The building is equipped with a refrigerating plant. Mr. Graham also conducts a wholesale house at Ishpeming.

Big Rapids—Dean E. J. Parr, head of the Pharmacy Department of Ferris Institute, has been granted an indefinite leave of absence as State inspector of drugs and drug stores. E. H. Wisner, an instructor of pharmacy here for the last five years, and formerly dean of pharmacy at Valparaiso University, has been appointed acting head of the department. Parr was business manager in addition to his other duties. As yet no one has been appointed to succeed him in this capacity.

Detroit—Harry A. McDonald, formerly president of the Arctic Dairy Products Co., and probably one of the best known creamery men in the country, has organized a new investment

company under the style of McDonald, Moore & Hayes, with offices in the First National Bank building. The firm will specialize in bonds. William Moore was formerly manager of the investment department of Otis and Company. John M. Hayes the other partner was associated with the Guardian Detroit Company. C. Byrne Lynch, formerly with the Guardian Detroit Company and Eastman Dillman and Company, will be associated with the new firm.

Kalamazoo—A "victory dinner" was given by the Kalamazoo Stove Co. Tuesday night to honor sixty-seven star salesmen of the concern who equaled or surpassed their quotas for 1932, increasing the sales of the company for 1932 over those of 1931. Ninety-six branches of the company in New York, New Jersey, Ohio, Indiana, Michigan and Wisconsin were represented, and these salesmen constitute what is known as the High Hat Club. Dining with these salesmen was a group of sixty-nine men from the plant who have been in the employ of the company for at least fifteen years. The salesmen remain here as guests of the company for two days.

Detroit—At a meeting Monday of the Detroit Hotel Association E. J. Bradwell, manager of the Hotel Fort Shelby, was elected president, succeeding J. Henry Pichler, manager of the Hotel Statler. Bradwell has been connected with hotels in Detroit for thirteen years, three years with the Hotel Statler and ten years with the Fort Shelby. He was appointed manager of the Fort Shelby in 1930 succeeding J. B. Frawley, who took over the management of the Hotel Grand Central in New York City. Before coming to Detroit, Bradwell was connected with the Hotel Statler in Buffalo. Other officers elected at the annual meeting were: R. V. McKinnon, of the Wardell, vice-president; Ralph Lee, Lee Plaza, secretary and Harry Friedman, Belcrest, treasurer.

Manufacturing Matters.

Detroit—The J. C. Goss Co., 33 East Woodbridge street, manufacturer of awnings, has decreased its capital stock from \$150,000 to \$50,000.

Alpena—The Besser Manufacturing Co., manufacturer of concrete machinery, has decreased its capital stock from \$200,000 to \$100,000.

Dowagiac—James Heddon's Sons, West street, manufacturer of fishing tackle, has increased its capital stock from \$200,000 to \$250,000.

Detroit—The Paramount Farm Products, Inc., 9024 Van Dyke avenue, has been incorporated to manufacture and sell dairy products with a capital stock of \$5,000, all subscribed and paid in.

Lawton—Stearns-Stafford, Inc., has been organized to manufacture metal products with a capital stock of \$25,000 preferred and 300 shares at \$5 a share, \$1,500 being subscribed and paid in.

Detroit—The Johnston-Burton laboratories, Inc., 4611 Wabash avenue, has been organized to manufacture and deal in perfumes and toilet articles, with a capital stock of \$5,000, all subscribed and paid in.

Essential Features of the Grocery Staples.

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

Tea—News has come from the primary markets during the week that the plan to reduce the production of tea is practically assured. Some firmness appeared in the primary markets, but in this country prices remain about unchanged. First hands demand has been very fair since the first of the year.

Coffee—The market for Rio and Santos coffee, green and in a large way, has not changed materially since the last report. There is a little more firmness on account of news from Brazil that the export coffee taxes would not be further reduced. Spot Rio and Santos is unchanged with a fair demand. Milds show some slight decline since the last report. Jobbing market on roasted coffee shows no general change with about a routine demand.

Canned Fruits—California fruits are working into stronger statistical position all the time with a definite shortage of No. 2½s standard cling peaches in sight. Some brokers here have been advised that there won't be any standards a month hence, and choice No. 2½s also are reflecting the shortage of standards by likewise firming up a little. Standard pears are very short and firm in price.

Canned Vegetables—There is a much better feeling now in the standard grade line, where prices have held up very well during a dull fall. Southern tomatoes are much firmer and there is not so much pressure to sell standard corn. Stringless beans, too, are being well maintained.

Canned Fish—The salmon market has been seasonally inactive here, but more interest is being shown in Alaska pinks and reds, particularly the former, since the recent statistics announced by the Pacific Fisheries.

Dried Fruits—Dried fruit prices held very well in the past week. There was somewhat more activity in California prunes and interest picked up in apricots and peaches. Raisins still are neglected here, although reports from the Coast for the past few days indicate some sort of attempt out there to get the market on Thompsons under better control. However, California prunes have advanced fractionally and between the packers and the prune pool, this important item among the fruits appears to be safe. Jobbers here have done a good business since the first of the year, and both the interior and local trades have been more confident in covering their requirements, although small-lot buying still prevails.

Beans and Peas—Red kidney beans are still the only firm item in this list. The rest of the list is dull and weak. Blackeye peas are in fair condition.

Cheese—Demand for cheese has been quite moderate during the week and the market has been easy, though no important decline occurred.

Nuts—The nut market continues to show to better advantage abroad than it does here. Stocks are better held generally. Levant filberts are apparently supported by Government action,

and Spanish almonds are rarely quoted. French Chabert walnuts have shown a stronger tone lately, but Bordeaux are unchanged. Shelled pecans still find pretty good outlets to the manufacturing trade as a substitute of imported shelled walnuts. The unshelled nut market is inactive.

Pickles—An unimproved demand shows for pickles of all kinds. Consumers are buying entirely from hand-to-mouth. Thus the reputed shortage of supplies has not made itself felt in the form of higher prices. In fact, in spite of the much reduced crop and a consequent short pack of genuine dills quotations are barely steady.

Rice—The market is somewhat improved in the South. Growers have been furnishing real strength to the situation by being indifferent sellers at prevailing price levels. The mills are again operating, but are barely covering their needs and are more anxious to sell cleaned rice for shipment to reduce their stocks. There has been a fair amount of trading in this market for the past week, with some good export orders received also.

Salt Fish—No marked improvement in the demand for mackerel and other salt fish has occurred as yet, although it is confidently expected a little later. Prices are still steady and unchanged.

Syrup and Molasses—Sugar syrup is unchanged for the week and the market fairly steady. Demand light. Compound syrup shows another decline for the week with a fair demand. Good grocery grades of molasses show a routine demand at unchanged prices.

Vinegar—The demand for vinegar is still seasonally slow. Cider does a moderate business. Prices remain at the levels previously quoted.

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; Greengings and Russets, 5c@ \$1.

Bagas—Canadian, 60c per 50 lb. sack.

Bananas—4½@5c per lb.

Beets—75c per bu.

Butter—Butter has had a dull week, with declines aggregating 2c per lb. There seems to be plenty of the better grade butter about, but very little low grade. Demand is moderate. Jobbers hold plain wrapped prints at 19c and 65 lb. tubs at 18c for extras.

Cabbage—40c per bu.; 50c for red. New from Texas, \$2.25 per 75 lb. crate.

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

Carrots—Home grown, 50c per bu.; new from Texas, 50c per doz. bunches; new from Calif., 75c per doz. bunches.

Cauliflower—\$2.50 per crate containing 6@9 from Calif. and 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 ----- \$1.15

Pea from farmer ----- .95
Light Red Kidney from farmer -- 1.50
Dark Red Kidney from farmer -- 1.25
Cranberry beans to farmer ----- 2.75

Eggs—The price of hen's eggs has dropped from 16c to 11c per lb., on account of lack of demand. Jobbers hold candled fresh eggs at 20c per dozen for hen's eggs and 18c for pullets. Cold storage are offered on the following basis:

XX candled ----- 19c
X candled ----- 16c

Checks ----- 15c
Storage stocks all over the country are nearly exhausted.

Grape Fruit—Present prices are as follows:

Florida Mor Juice ----- \$2.75
Florida Sealed Sweet ----- 3.00

Texas, Choice ----- 3.25
Texas, Fancy ----- 3.75

Texas, bushels ----- 2.25
Green Onions—Chalots, 60c per doz.

Green Peppers—70c per doz.

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

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate -- \$3.75
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
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, 25c 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—\$1.90 per box or bu.
Tomatoes—Hot house, \$1.10 per 7

lb. basket.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 6@7½c
Good ----- 6c
Medium ----- 5c

Form Collegiate Apparel Group.

A new organization to foster the interests of producers of collegiate apparel in the medium price ranges was announced last week. The group will be known as the Collegiate Apparel Manufacturers, with the following firms as members: Ace Dance Frocks, Max Bernstein, Imperial Sportwear Co., Jack and Jules Freedman, Gold Tee and Mitchell & Weber. M. Spivak has been named executive secretary. The association will devote its attention to promotional efforts featuring collegiate merchandise and has worked out a selling method protecting the retailers for a period of thirty days on styles.

Premium Vogue in Food Trade.

Manufacturers of a wide variety of grocery products are planning to bolster January sales campaigns by giving premiums. Paul S. Willis, president of the Associated Grocery Manufacturers of America, reports. The call for premiums, he said, has become all but universal throughout the industry within the last few weeks, due to the popular response which greeted offerings of three leading producers in that time. "The call for premiums appears to come in cycles," he said, "and apparently the next few months will see one of the most active periods of that kind which the trade has witnessed in years."

Decline in Food Prices Continues.

Food prices fell 1.3 per cent. in December, compared with the previous month, according to the index prepared by Dr. Lewis H. Haney for the National Wholesale Grocers' Association. The drop is 1 per cent. more than the normal decline for December and gives an index figure of 65.9 for the month. Items which averaged higher in price included: Evaporated milk, Rio coffee, prunes, No. 3 tomatoes, pink salmon, flour and oats. Declines were reported for macaroni, corn syrup, cottonseed oil, Santos coffee, sugar, tea, raisins, dried beans, Maryland corn, peaches, lard, cornmeal and Alaska peas.

Six Additions To Red and White.

Four new Red and White stores opened for business last Saturday as follows:

Greep & Rippens, 3006 Coit avenue.
C. Glen Lewis, 758 Oakdale, corner Eastern.

George Hufford, 119 Valley, corner Lake Michigan Drive.

R. E. Ritzema, 435 West Leonard.

Two more Red and White stores will open Saturday, as follows:

Coit Park Food Shop, Geo. Fortch, prop., 817 Oxford street.

Ottawa Hills Food Shop, C. A. Price, prop., 1157 South Giddings avenue.

There's a new service tray just the size of a bridge table top. It can be set for refreshments in the kitchen and when the game's done be placed atop the table.

MUTUAL FIRE INSURANCE

Let Us Safeguard the Business We Do Have.

"My offices are in a fireproof building."

"I have complete insurance coverage."

"My factory is equipped with a sprinkler system."

With like remarks and a shrug of their shoulders a great many business men dismiss the subject of fire. To them the words and phrases such as "fireproof" and "complete insurance coverage" have come to mean the ultimate in protection against fire. Their real meaning has been altered by popular usage so that now they are vague and meaningless.

The Chicago Board of Fire Underwriters says this: "There is no such thing as a fireproof building."

The average fire insurance policy specifically says that the company shall not be liable for bills, securities, notes, evidences of debt, accounts, etc. Few insurance companies are willing to accept the risk of insuring records. This in itself indicates the tremendous importance of business records.

No ship, big or little, would put to sea without charts to show a safe route to its next port. No business, big or little, would enter the sea of commerce without charts to guide and control its management. These charts of business are in the form of records and should be considered as valuable assets.

But many of the business pilots do not, apparently, realize the importance of their records. In many instances valuable and important records are exposed to the greatest danger American business has ever been called upon to face, namely that of fire.

A conservative figure places the yearly fire bill paid by business at approximately \$332,000,000. This represents the direct fire loss that is occasioned by damage to property. It does not represent the inestimable loss caused by the many indirect results of fire. This enormous loss is conclusive evidence that fireproof buildings and sprinkler systems, while excellent precautionary measures, have not wiped out costly fires.

Even though your business is reasonably safe from fire, surrounding buildings may present a serious fire hazard. Statistics show that over a \$100,000,000 worth of property is the annual loss occasioned by "next door" fires, or fires which start in one building and spread to adjacent property. The two million dollar night fire which swept through Auto Row in Seattle, Washington, is a costly example of a serious "next door" fire.

Surprising as the \$332,000,000 fire loss may seem, that loss is small when compared with the losses indirectly brought about by fire. Suppose, for instance, that your accounts receivable aggregate \$100,000. Fire sweeps through your office. Your accounts receivable records are destroyed along with other valuable files such as inventory records and bond records. What would be the state of your business?

To begin with, collections would fall off at least 90 per cent. It would be difficult to collect one-fourth of your accounts receivable. At best it would be difficult to collect to the full amount because there is no proof of loss. You will be made the victim of unjust claims of all sorts against which you will be practically powerless. The credit rating of your firm will, in all probability, suffer a serious reduction. In a comprehensive survey of a cross section of American business, which included the million dollar manufacturer as well as the country store owner, R. G. Dun & Co. showed that 43 per cent. of those who had lost their records in fire did not resume business. Record loss is greater than failure loss. It represents the greatest factor which perils American Business to-day.

Previous to installing record protection receptacles, it is necessary to make a thorough survey of all records and divide them in the order of their importance. This survey determines the type and extent of record protection equipment. The essential records, such as accounts receivable, bond records, stock records, deeds, major contracts, options and charters, should be given the best type of protection, preferably in an insulated safe or vault. The degree of protection should increase in direct ratio with the value of the record.

Next comes the problem of deciding what should be done with the great mass of records which do not fall into the essential class. These records consist of legal documents, minor contracts, various sorts of useful papers and operating records. Obviously, it is not necessary that these records enjoy protection in a vault or severe exposure safe, but nevertheless they should be protected. Insulated safes have been developed which offer the maximum in efficiency while capable of giving a high degree of protection in case of fire. Such safes are an inexpensive means of securing protection for records of lesser import.

At this point it is well to consider the advantages and the construction of vaults. No record receptacle can be made more fireproof than the vault. Yet the vault has its limitations. It is likely that a fire occurring during business hours would cause so much confusion that valuable records and papers would be left exposed to the flames if their only protection was in a distant and inaccessible vault. Safes located at convenient points would give maximum protection at all times and speed up office work. When putting up a new building it is a comparatively easy matter to build a fire proof vault, taking into consideration certain standards and fundamental principles of vault construction. But a vault placed in an old building offers a vastly different problem. It is likely that the foundations and supporting members of the average building were never meant to support the tremendous weight of a steel and concrete vault. It is obvious that a vault must be independent of building supports to such an extent that failure of the building will not cause failure of the vault.

In purchasing this equipment it is well to follow the specifications of the underwriters' laboratories or some

other recognized testing agency. I know a contractor who entrusted his valuable bond record, some valuable drawings, and important contracts to a safe that was not certified by a reliable laboratory. The so-called safe was nothing more than a tin box and about as fireproof. His building burned and the safe split wide open, causing irreparable loss. It has been necessary for that contractor to advertise in the newspaper in order to make a new bond record. The underwriters' laboratories say of products which bear their labels:

"Products labeled and listed are not necessarily equivalent in quality or merit."

Exhaustive research, coupled with scientific tests are necessary to develop a superior product. Some safes

have a large factor of safety above the standard laboratory requirement. Other safes fail by many minutes, sometimes hours, to meet standard laboratory requirements.

In unusual times of economic stress the indirect effects of fire offer a serious setback to business recovery. Fire destroys property, causing workers to lose their jobs. It might be said that the destruction of a building would offer employment to those engaged in the building trades, but in cases where records have been destroyed it is difficult to collect enough insurance to put up a new building. Fire affects the railroad by destroying the agencies of production. It undermines the banks, the insurance companies. It is the direct cause of high insurance rates.

Norris Linscott.

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

40 BILLION DOLLARS

That is the value of property protected by Mutual Fire Insurance. A fitting tribute to the soundness of the mutual plan! The Federal companies protect a substantial portion of this 40 billion dollars worth of property. The owners have saved over 45 million dollars on the cost of their insurance protection with the Federal Mutuals. These savings are entirely logical. Business men are rapidly turning to the Federal Mutuals for protection—protection bought on a basis of absolute safety and sensible economy.

Federal Hardware & Implement Mutuals

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

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

MEN OF MARK.

George C. Thomson, President Michigan Trust Company.

Success is a varying achievement. Where one man shall reach the goal for which he set out and receive the award given in token of appreciation for the difficulties surmounted and the obstacles overcome, others who may try just as earnestly but who meet with greater hindrances are barred from entering into the pleasures to which seemingly they are justly entitled.

It is not for the multitude to say that this man has been successful; that one a failure. Early education, later environment and the individual tendency or disposition of the builder have much to do with the structure reared. Perhaps the best description of the successful man is the one who meets the duties he has to face to the satisfaction of all with whom he comes in contact. These attributes hold good, whether applied to the rank and file of present day men or to the captains who in greater measure are responsible for the industrial progress of the country because of the active part they take in the development of the particular section of country in which they may reside.

It is not enough that a man shall amass a fortune, for money never yet of itself constituted success. The interests of the people and the exploitation of the resources of any locality must be duly considered by that individual who sets about to impart new life, new spirit and renewed vigor—who takes up for development the neglected or before unappreciated resources of any district. In such manner might Thomson and the part he has had in developing the financial institutions with which he has been connected be summarized.

George C. Thomson springs from an ancient and illustrious race. The grandparents on both sides were born and reared in Scotland. They later came to Canada, where Mr. Thomson's father and mother were both born. The father was a physician and ultimately removed to Tustin, where Mr. Thomson was born April 19, 1888. After practicing five years in Tustin, the father and his family removed to Cadillac, where he practiced his profession and conducted a drug store five years until he died in 1898. The wife lived nineteen years longer, dying in 1917.

The subject of our sketch attended the public schools of Cadillac and Saginaw, graduating from the Saginaw High School on the literary course in 1909. He then entered the university at Ann Arbor, spending one year in the literary department and three years in the law school, receiving his diploma in 1913. He then came to Grand Rapids and entered the law office of Butterfield & Keeney—now Butterfield, Keeney & Amberg. He continued this connection three years, when he enlisted in the service, serving in the ordnance department. He was made second lieutenant and was stationed at a camp near Patterson, N. J. On his discharge from the army, he returned

to Grand Rapids and entered the employ of Howe, Snow & Bertles, taking charge of the liberty bond and municipal bond departments. He devoted six years to this work, when he was forced to become a gentleman of leisure on account of ill health. Seven months of the two years he was ill and convalescent were spent in St. Mary's hospital. In 1927 he connected himself with the Michigan Trust Company as Vice-President. On Monday of this week he was requested to assume the duties of President, Mr. Avery taking the position of vice-chairman of the board.

Mr. Thomson was married to Miss Dorothy Diggins, of Cadillac, June 6, 1915. Her father was F. A. Diggins,

ship in the Alpha Delta Phi, which he joined at the university. He attends the annual reunion and initiation of the fraternity every year in June.

Mr. Thomson owns up to but two hobbies—horse back riding and swimming. He plays a little golf. He has two thoroughbreds in his stable, one of which is ridden by his elder daughter. He was widely known as a brilliant football player during his university career and in 1912 captained the university team. He played full-back.

Mr. Thomson recognizes ability and places responsibility on shoulders which can bear it. Courageously independent and with a board of directors established mainly to conform with the dictates

permanently. He makes few enemies and has the happy faculty of ultimately converting these few into friends. He is accessible to all, but it is much easier to get an audience with him than to tear one's self away from his presence, so interesting is his conversation, so pleasing his personality.

Success is an exacting mistress. She demands strong faith of the man in himself and faith in the business through which he achieves success. No man has ever won the greatest reward who has not loved his work. These principles apply with especial force to financial lines. When we find a man in a financial institution who has won distinction and money in his chosen calling, he is always found to be one who has put his whole mind to the work and has mastered every detail. In this way only can a man win: for this is the only method by which he can make himself stronger than other men who are traveling the same road, as his competitors.

Many striking instances of successful careers in the trust company business have been made by men who started with nothing except their two hands and their willingness to work and determination to succeed. Nearly all of the successful careers in this line of human endeavor have been made in this way. It is a business which brings one in contact with every class of men; it requires a broad mind, a careful knowledge of all the details of the business and a disposition that will not be disheartened or discouraged by seeming failure. Such a man is the subject of this sketch, who has continually advanced and at each step achieved a higher plane in the business and the financial world, until to-day he stands at the head of one of the largest corporations of its kind in the country.

Stores Holding Stocks Down.

The strong pressure being put on buyers to hold merchandise investments down has been strongly evident in operations so far this month. Merchandise executives are insisting on purchases following the general rule of promising the fastest turnover on the smallest amount of stocks. New items command the greatest interest of buyers, but these are required to prove themselves in actual sales before quantities ordered are increased. Producers say re-orders on the new goods for immediate selling are already starting to come through, quoting retailers as saying goods of this kind were meeting far less consumer resistance than January sales merchandise.

Underwear Prices Guaranteed.

The P. H. Hanes Knitting Co. is giving buyers price protection on all heavyweight ribbed underwear, purchased between now and the time when the new Fall lines will be opened. General opinion in the trade is that the new ranges will not be shown before Feb. 15. Selling agents do not know what prices will be, but from present indications, based on cotton quotations, little change is expected.

This should prove the last winter of our discontent.



George C. Thomson

a nephew of the late D. A. Blodgett, with whom Mr. Diggins was in partnership as a lumberman for many years under the style of Blodgett & Diggins. Two daughters are the result of this marriage—one 17 years old, who is a student in the Low Heywood school at Stamford, Conn., and one 15 years old, who is attending the Miss Maderia school near Washington, D. C. The family reside in their own home at 417 Washington street.

Mr. Thomson is a member of the Presbyterian church at Cadillac, but since coming to Grand Rapids he has attended Park Congregational church, of which his wife is a member. He is also a member of York Lodge, F. & A.M. He also retains his member-

of the law, he operates on his own hunches and invariably without compunction. He is credited with a number of financial scoops, some at the expense of certain of his competitors, but he abhors victorious ballyhoo.

Physically Mr. Thomson is built around a 6 foot chassis. He is rugged, erect and virile in every respect. Business-wise, he is a sedulous, sagacious, steadily industrious worker and yet the essence of this mundane individual is his placidity. His associates, ever alert to eulogize their leader, characterize him as a man who has never lost his equanimity.

Personally, Mr. Thomson is one of the most companionable of men. He makes friends quickly and retains them

DRY GOODS CONDITIONS.

Trade held to about its former level during the week and there were few features beyond a demand for novelty goods. The usual clearances, as previously noted, have not drawn much response. The active lines included millinery, scarfs and other dress accessories. Home furnishings were quiet. The men's wear business reported only nominal activity, except on cruise and resort goods in certain instances.

For the first half of the month it is estimated that department store sales ran some 20 per cent. or more below a year ago. The first week of the new year saw a larger loss, which has since been somewhat reduced. Colder weather would probably stimulate lagging sales in some backward departments but the general opinion is that general business conditions are against much headway for the present.

Figures for December and the year were issued during the week by the Federal Reserve Board and disclosed a drop in department store sales for the whole country of 23 per cent. in both cases. For all of 1932 the declines ranged from 19 per cent. in the Boston district to 28 per cent. for the Chicago reserve area.

A compilation of chain store sales for the year disclosed a loss of about 14 per cent. for major companies. Since the chains in the aggregate did not open many new stores in the year, although some opened in 1931 probably reached volume business, it is indicated rather clearly that the multiple unit companies have fared better than the large independents.

In the "flash report" of the Controllers' Congress it was brought out that the majority of store budgets for the next six months look toward a loss in sales of from 10 to 15 per cent. This report also gave the departments showing the best increases and the largest declines. Neckwear, toilet goods and sportswear made the best showings.

FAVORABLE INFLUENCES.

General business activity made no significant gains during the week, but there were several encouraging features. Commodity and security markets were more buoyant. Particular attention was drawn to the rise in bond prices, which is ordinarily a forerunner of general recovery. The Federal Reserve System, in line with its new policy, seemed sufficiently sure of credit conditions to let a sizable amount of its governments run off.

Against these favorable influences could be ranged legislative impotence at Washington and a reversal of the money in circulation trend, which, on an adjusted basis, has suddenly shot upward again. The last short rise was in November after a fairly sharp drop from July. This would indicate further fear of banking troubles and some reflection perhaps of the spread of barter and scrip.

The weekly business index started the new year well with an advance. All the series gained except automobile production. The latter indicated some slackening of output as dealers' stocks of the new models were sup-

plied. The show at New York got off to a rather slow start, but later in the week attendance ran up to last year's marks. Sales were reported up to expectations, with the demand centering on cars that are needed to replace worn-out vehicles.

Although there were some recessions toward the close of the week, commodity prices moved up earlier. The Annalist index advanced slightly to 83.9, at which level it was about 10 per cent. under the same date last year. Dun's list for the first time in eight weeks showed an excess of advances. The hide group again was a feature, with increases on practically all types.

BANKRUPTCY REVISION.

Prompt action is promised for emergency revision of the bankruptcy laws which has been introduced in Congress and was the subject last week of a special message by President Hoover. This is apart from the bankruptcy reform measures of a permanent character which Congress has been considering and, in short, would permit necessary adjustments under the Federal courts, provided a majority of creditors gave consent.

As pointed out by President Hoover, the process of forced liquidation is "utterly destructive" to both debtors and creditors, and, if uninterrupted, will mean that "misery will be suffered by thousands without substantial gain to their creditors."

The issue here at stake is obviously one of keeping as many companies and individuals operating as going concerns as possible, allowing them to make quick readjustments to that end. It means the scaling down of capital indebtedness, and probably the funding also of current debts where they prove too heavy. Objections may be raised by business elements whose affairs are not in a critical state and who would welcome the removal of competitors. Yet general demoralization would involve them along with the others.

When adjustments are worked out along the lines indicated in this legislation after it becomes effective, there is the likelihood that operating charges and costs will be greatly reduced in many instances and prices cut. Should this be the outcome in the industrial field, then there may be a gradual closing of the gaps between various commodity levels which are the basis of a good deal of the present trouble.

ARTISTIC WINDOW DRESSING.

Everywhere one sees shop windows of such unusual interest as to tempt the most strong-minded pedestrian to loiter and gaze. An extract from a book, a group of books or mementoes from far lands invite one to travel. "Curiosity had battled with your prejudice all the way to the gate of Lima's Plaza del Torre, oldest arena in the Western World, but you quickly succumbed to the infectious frenzy of surrounding fans. Each actor was letter perfect in his role and daring deeds were done with grace and seeming ease of dance steps." A few pottery statues of ferocious looking bulls, the latest books on the subject of bull fighting, a bull fighter's scarlet cape of moire

silk, lined with yellow, and a lavender jacket, braided in silver with sequins of cerise or red, are enough to set one too looking up time tables for South America or Spain. Remains of massive structures of stone throughout Peru, pictured in photographs; a flute fashioned from a human bone, found in a pre-Inca tomb over a thousand years old; modern masks from Sumatra, batiks from Java and beautiful dancers of Siam represented in oil paintings tempt the onlooker to distant parts of the world. The jewelry displays are even more alluring. Pairs of famous hands, done in plaster, set off a ring. A whole window full of glass globes as iridescent as jewels themselves or blown bubbles display the beauty of a stream of moonstones. Window dressing has been gradually growing in art and interest. It is doing its share to put people as well as money into circulation.

MARKETS TO BE ACTIVE.

Wholesale merchandise markets should take on a very active appearance this week. In addition to the retail dry goods convention, which is being held in New York City this week, there will be meetings of the wholesalers and important market openings in the home furnishings lines.

Retail buying operations for the Spring season so far have been of a highly cautious sort. The emphasis has been placed decidedly on turn-over, which means that stocks will be kept at a minimum even though every effort is made to maintain complete assortments. But producers have shaped their manufacturing operations in close line with this policy, so that while orders may not prove big they should be continuous.

It is likely that the demand for new goods, which is a feature of retail trade at present, may stimulate the production of additional lines. However, manufacturers will gauge the risk involved and present conditions will probably reduce initiative of this kind.

From a price standpoint, it is believed that quotations are "scraping bottom" in most cases. Further reductions may occur here and there, but it is felt that general weakness has spent itself. Raw materials should move up rather than down, and any improvement in employment conditions would mean the same thing in wage rates.

In the home furnishings lines an earlier effort to mark up quotations has died away. Quotations on the Fall basis are promised.

SAFETY OF PEDESTRIANS.

The agitation in South Jersey for some means of persuading pedestrians to carry lights or other signal devices when walking along the roads at night has a practical basis in the safety of all concerned. But the legislation is not needed if pedestrians will only take an interest in their own safety. Virtually every driver is ready and even eager to give the pedestrian a margin of safety if he only knows there is a pedestrian ahead of him. Even with strong and properly focused headlights it is difficult to see a person walking along the road at night unless that

person is carrying a signal or wearing some white article of clothing. Even a white handkerchief carried in the hand will give the driver warning. The rule that pedestrians should always walk facing traffic is one means of safety. When the person wears or carries something white and walks on the left side of the highway he has done his part and should not be asked to do more. But both of these safety measures are matters of personal responsibility, rather than subjects for legislation.

BACK TO FARMING.

The farmward movement, which has been marked in the industrial states the last two years, evidently is not confined to any one area. Reports from the Rocky Mountain States, which are primarily agricultural, stock-raising or mining districts, show the same trend. People beset by lack of employment have turned to the soil as offering at least a livelihood. Wyoming has had a sharp increase in the number of homesteads settled on since 1930, a number of the new settlers coming from the industrial East but the bulk of them being unemployed Westerners. Colorado reports a parallel experience, more than 12,000 Coloradans having moved from urban to rural areas during the year. New Mexico tells a similar story in different figures. Not so long ago such land as is now being occupied was scorned by even the professional farmers. They, like business men everywhere, wanted to get rich quickly. Now any land that will provide food, fuel and shelter has become desirable.

THE RAPIDAN GIFT.

It is a handsome act of President Hoover to convey to the state of Virginia the 200 acres which comprise his camp on the Rapidan River. The President desires the land to pass directly to the Shenandoah National Park. He adds that he desires it to be held by the park "for my successors for a week-end camp." But he does not try to extend a "dead hand" over its control. He freely gives the park authorities power to do with it as they will in the future. He says nothing of the \$100,000 or more of his own money which is included in the gift through his construction of roads and buildings on the property. Whether President-elect Roosevelt will like the somewhat lengthy motor journey to and from the camp remains to be seen. But we hope that he will be sufficiently sympathetic with the Hoover gift to aid the park authorities in maintaining it for the use of other presidents to come.

A COOLIDGE STAMP.

The announcement that the Post Office Department is preparing to issue a three-cent stamp in memory of Calvin Coolidge will be welcomed not only by philatelists but also by the public. It is expected to have no border, thus following the example set by the William Penn stamp, issued in October, which marked a striking departure from the usual formal design. A memorial stamp was issued following the death of President Harding and other Chief Executives have been similarly honored.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

For six weeks the weather has been so inclement or the roads so slippery, on Saturdays I have refrained from making our usual calls in the towns round about and devoted the time to a study of ship canals. I think many of my readers have enjoyed the presentation I have given them along entirely unprejudiced lines. Of course, the necessity of giving up the idea of the improvement of Grand Rapids is a disappointment to me, because I have lived in hopes Grand River could again be made as serviceable to man as it was in the lumbering days, when it transported a thousand million feet of pine logs from the forests where the trees were grown to the capacious saw-mills at Grand Rapids, Spring Lake and Grand Haven.

Starting South Saturday on U S 131, with Kalamazoo as our objective, we were forced by the frost on our windshield to divert our plans and head for Allegan, where we found several changes since we were there last summer.

Weldon Smith, the master baker, had skipped off to California without obtaining our consent or bidding us goodbye. The trusty son, who takes his father's place on the occasion of these winter trips, will see to it that the customers of the establishment do not suffer.

Henry C. Maentz, who has made a comfortable fortune handling meat under the most sanitary circumstances, was not in evidence, having permitted a gate to fall on one of his feet the day before. Henry faces more accidents, without fatal results, than any other man of my acquaintance. I think he must lead a charmed life, because he has never yet been permitted to cross the threshold of the Eternal City. If he does not reverse his regular routine, I am afraid he will accidentally come in contact with the fool killer some of these days.

Clarence Wise, son of the old time grocer on the main business street, has opened a Red and White store adjoining the Maentz market. He is just now recovering from an operation for appendicitis.

Clarence E. Chamberlain, who was engaged in the jewelry business at Ionia for five years, has opened a grocery store in the old postoffice building under the style of the Market Food Shop.

I never visit Allegan that I do not call on Edwy C. Reid, who recently rounded out fifty years in the publishing business, to enquire the name of his understudy. He always replies that he will make an announcement along that line as soon as I announce the name of my successor on the Tradesman. As he is seventy-nine years old he assumes that he has solved the problem of living and proposes to round out 100 years before he goes hence. The longer he lives the more

interesting his paper becomes to its readers.

A year or more ago I nearly threw a fit because I found the bound files of his paper for fifty years still reposing in his office, which is a brick building, but anything but a fireproof structure. I wrote so strongly on the subject that I had every reason to believe that one of the banks or the custodian of the county or city building would give the suggestion due attention without further importunity on my part. I find this has not been done, which leads me to the conclusion that the people of Allegan are not so smart as I gave them credit for being. The loss of these perishable records by fire or theft would be a loss which could never be replaced. They are easily worth a million dollars to the people of Allegan. What are they going to do about it? The ownership, of course, is vested in Mr. Reid, but they are a priceless heritage to every man, woman and child in Allegan and to generations yet unborn.

Conrad Haveman, who conducted a meat market at Martin for many years and subsequently owned and conducted the general store at that place, has engaged in the retail meat business at Plainwell.

Stephen Spitz writes me from Washington that he has secured the contract for replacing the chairs and desks in Representative hall. The consideration of the contract is \$150,000. Steve was born in Grand Rapids about fifty years ago. His father was the first man to introduce compressed yeast to the grocers and bakers of Grand Rapids. When his father was forced to relinquish his position by illness, he was succeeded by his half-brother, Louis Winternitz, who came to this country from Prague, Bohemia. I obtained a position for Steve with the Grand Rapids School Furniture Co., where he was greatly encouraged by Gaius W. Perkins, founder and president of the company. He came under the supervision of the late Chas. J. Reed, who was one of the greatest business getters the world has ever seen. Steve located in Washington about twenty years ago, where he has made his mark as one of the greatest Government contractors Washington has ever known.

I fail to see any reason why the League of Nations should undertake to function any longer, because this organization is now nothing but a big joke in all the term implies. With Russia automatically shut out of the League for good and valid reasons, with the United States never a member, with Germany and Japan defying the League and violating the most important treaties they have ever signed, the League might as well adjourn sine die, close the doors forever and go home. Nothing worthwhile can be accomplished by keeping up the farce any longer. It was born in the warped mind of an idealist who undertook to put it into existence in such a way as to make him the biggest man in the world. He failed utterly because of the personal selfishness he undertook

to inject into the organization to satisfy his inane vanity.

Germany, whose official word has never been worth five cents on a dollar in the diplomatic market of the world, gave fresh evidence of her perfidy Sunday when one of Hindenburg's associates announced before 25,000 auditors that he would proceed to increase the standing army of Germany to 800,000 men, although in signing the treaty of peace Germany agreed to hold her standing army down to 100,000 men. This means that we now have three great nations who are outlaws in all the term implies; three nations whose pledged word is not good; three nations whose actions place them in the category of savages of a thousand years ago because they have no regard for the rights of others and do not recognize the Golden Rule in their dealings with other nations and other peoples. This condition will eventually result in an alliance between the three outlaw countries to declare war on the nations which prefer to tread the paths of peace faithfully and honestly and observe the obligations they have assumed in treaties and diplomatic agreements.

I have watched the antics of Congress for fifty years, but I never saw a greater degree of assinenity than is now in evidence in that body of ignorance, selfishness and incompetence. Public expenditures have been increased by Congress to such an extent that something must be done to augment the governmental income or reduce expenses. The latter can easily and quickly be done by reducing the salaries and wages of every government employe 33 1/3 per cent. This would mean \$50,000 per year for the President, instead of \$75,000; \$5,000 for congressmen, instead of 7,500, and so on all along the line until every Government official and employe has been touched. This would automatically balance the budget, but does any one hear such a suggestion? Not by a jug full. Everyone in office appears to be willing to cut and gouge the other fellow, providing he is left undisturbed in possession of his present income. We hear much about "soaking the rich" by doubling the income tax, creating a sales tax, increasing the tariff on imported goods, creating a tax on beer, increasing the tax on tobacco—all fine exhibitions of human selfishness, because they do not involve the legislators putting their hands down in their pockets and sharing their illy gotten gains with the people they tax to suffocation.

"Our once mild and respected Federal Government at Washington has been transformed into a hideous monster, which may be likened to a giant octopus. Its now numberless tentacles are writhing around every city and every county, around every hamlet and every home in the land, crushing out civil liberty and self-government, destroying the manliness and self-reliance of our people, and, with the taxing suckers of its ugly prototype, draining the

lifeblood from all property, from all trade and from all industry."

General John H. Schouten hands me a copy of an address delivered by Sterling E. Edmunds, of the St. Louis bar, before the Economy League of Michigan at Lansing, Dec. 13, 1932, on National Profligacy and Waste. The treatment of the subject is so complete and comprehensive that I think it should be read by every business man and woman in the country and also by the students of every high school, college and university in the land. It traces the abuses of power in making appropriations by Congress back to 1830, but concludes that the most flagrant violations of authority have taken place during the past thirty years.

In 1914 the Democrats returned to power after sixteen years of hunger, and, forgetting all the great state papers of Jefferson, Madison, Monroe, Jackson, Buchanan and Cleveland, on the limited and enumerated character of the Federal powers, made a bid for the farmer vote by adopting and extending the Republican party's rural educational policies. Congress that year made an annual appropriation of \$4,500,000 for Federal teachers, men and women, to instruct the farmer in farming, and the farmer's wife in how to dress the baby, curtain her windows and cook, called Home Economics.

This was followed in 1917 by an additional \$7,000,000 annual appropriation to pay instructors who would instruct the teachers who would instruct the farmer and his wife; all of this money to be paid out as salaries to a new army of partisan Federal tax-eaters.

Then we see more millions spent by the Federal Government for rural sanitation, rabbit experiment stations, study of worms, even study of insects affecting man (think of an appropriation of \$156,900 for the study of bees and bed bugs in 1932) and scores of other intermeddling services for which there is no constitutional warrant whatever. But these things provide public jobs, without which, of course the Congressman might actually lose his own.

In conclusion the writer summarizes the situation as follows:

The present Congress brought into being another unconstitutional monstrosity in the creation of the Reconstruction Finance Corporation, with a fund of \$3,300,000,000, to be used in aid of banks, railroads and other private financing, as well as the financing of public works in the states. That it has postponed and may prevent far-reaching liquidation in some of our greatest industries must be conceded; but it is without constitutional warrant and its distribution of public money in various communities for costly and unneeded public works, in the supposed interest of employment, is simply adding to the already crushing burden of state and city debt.

Is it possible for the American people to extricate itself from this Governmental chaos? Can we turn back

(Continued on page 23)

FINANCIAL

Analyzing Industrial Securities.

The goodwill account of a corporation is the capitalization of the profit resulting from business secured. In many cases, it is the main item of value, represents judgment and strength that makes the business successful. In many cases it is more valuable than the buildings and the machinery that makes up the physical plant. Yet no single item on the balance sheet is harder to analyze than the goodwill account of a corporation.

The intangible assets of a goodwill account may be placed at any figure. The investor should remember, when studying a balance sheet, that where they are listed with plant assets that the goodwill account is the bulk of the item. The investor will find a corporation, having goodwill of actual value, usually sets it up for what it is worth. Yet the companies having the largest amount of bonafide goodwill value usually place it at \$1 or omit it entirely.

A creation of this account sometimes occurs in the recapitalization of prosperous corporations. In many cases, capitalization and goodwill have occurred in mergers of corporations whose individual net earnings have been small due to competition between these companies. Mergers effected have supported large amounts of goodwill, necessary because stockholders of the original companies did not release their holdings until they received more than the physical value of their properties.

Another origin of goodwill is advertising for new firms, who are obliged to do so to secure business. This charge is proper providing this capitalized expense is conservative and is distributed over future years when the company should receive profits and the amount is reduced by charges against profit.

The investor should remember that goodwill is usually considered an asset of diminishing value. Undoubtedly, you will find some corporations whose goodwill value is increasing; yet these same corporations are devoting efforts to eliminate goodwill accounts from their books. The investor should endeavor to analyze this goodwill item very carefully, when making an investment. Jay H. Petter.

Farm Relief and the Budget.

In the last few days interest in the domestic allotment plan has declined very noticeably. The specific reason for this is the bill as it has been introduced in Congress. More important, however, is a growing resentment toward this type of class legislation and an appreciation of the fact that such a scheme cannot be of permanent value in the economic system.

The Jones bill—the measure which was introduced in the House—differs in several important particulars from some of the early rough drafts which purported to follow the domestic allotment plan. On the whole it perhaps is superior to the other attempts put forth in the last two or three months. Even the Jones bill, however, cannot be considered as more than a working measure, for, as witnessed

during the last several days, it will be subjected to numerous amendments and changes before it reaches a final stage.

It is impossible here to discuss in detail the defects of the proposed legislation. One major point, however, demands special consideration in view of the attention and emphasis being placed to-day upon obtaining a balanced Federal budget. The Jones bill would hinder any such balance and would make the Federal budget a gamble upon the judgment of the Secretary of Agriculture. Such a situation would be intolerable.

This necessity for gambling would result from the present provisions for handling the payments to farmers, on the one side, and the collection of the tax on commodities coming under the plan, on the other side. In making the payments to farmers adjustment certificates are given and 50 per cent. of the value of these may be collected at the Treasury thirty days after issue and the balance at the end of six months. The effect of this would be to create two peaks in the demand upon the United States Treasury through the cashing of these certificates. Such demand is to be met out of general funds of the Treasury. At best, therefore, there would have to be heavy Treasury borrowing at these periods.

On the other side, it is proposed that the collection shall take place regularly and the proceeds be put into the general fund of the Treasury Department. Theoretically, these collections in due time would wipe out the deficits created by the anticipated payments to the farmers. Practically, it would be sheer luck if such a balance were maintained, and in view of the pressure to which the Secretary of Agriculture would be subjected it is almost certain that the error would be against the Government. Instead of the plan complying with the principle that any agricultural relief should be self-financing, which was set forth by Governor Roosevelt in his Topeka speech, the Jones bill, if enacted might readily involve losses as great as those of the Farm Board.

This could be corrected presumably by limiting the amount paid out to farmers to that collected from the special tax. Before we accept this as sufficient, however, it would be well to appraise carefully how a shift of purchasing power from one to another section of a community is going to be of any great aid in restoring prosperity. If an individual has ten dollars in his right-hand pocket, his purchasing power is not increased by shifting it to his left-hand pocket. In the final analysis the domestic allotment plan provides for just such a shift.

Ralph West Robey.

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Government Aid Based Upon Public Welfare.

Latest of the proposals for devoting the credit of the United States Government is that of Charles A. Miller, president of the Reconstruction Finance Corporation. More properly it merely is a plan which he sponsored before the subcommittee of the Senate Committee on Manufactures as

the best thing that has been offered to solve the unemployment problem. It would be difficult to conceive anything which would be in more direct conflict with the basic principles upon which our economic system rests.

His scheme, in brief—it is known as the Kent plan—is to have industries resume operations on the scale prevailing in 1927 under a guarantee from the Government against loss. The funds needed for this increased activity are to be provided by commercial banks at the direction of the Reconstruction Finance Corporation. The cornerstone of the plan, however, is the Government guarantee because upon this would rest the willingness of the banks to lend the funds, on the one hand, and the desire of business men to raise their production to this level, on the other hand.

Already in this country we have moved a long way toward the socialization of losses. This may have been socially desirable or even economically necessary but it is absolutely essential to bear in mind just what we have been doing. Within the last year we have had a Government agency, the Reconstruction Finance Corporation, pour funds into one private institution after another. Banks, railroads, insurance companies, building and loan as-

sociations, etc., all have been recipients of governmental aid.

In each of these cases the institutions have been owned by private individuals. In the vast majority of cases also private stockholders have benefited by this aid. To a very marked degree in these lines, therefore, we have moved away from the old principle that the position of an entrepreneur involves enjoying profits when they are made and taking losses if necessary.

We have come to the aid of these private individuals because the institutions which they owned were endowed with a public interest. Only because of this direct relation of the broad public welfare to the institutions that have been aided can our course of action be

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justified. Mr. Miller's plan does not have any such justification.

Mr. Miller is quoted as saying that he realizes he may be termed a Socialist for supporting this proposal. He need have no fears on this score. He proposes a plan of private ownership of business in which during periods of prosperity the stockholders take the profit, but during periods of difficulty the Government pays the losses. No mere Socialists would be guilty of making such an unjust proposal.

Ralph West Robey.

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Activities of Trustee Timmer in Bankruptcy.

The stock and fixtures of William L. Hall, shoes and notions, at Grand Ledge, were sold by the bankruptcy court on Jan. 11 to John Westing, of Grand Rapids, who is closing out the stock.

The stock and fixtures of Elbert G. Rice, d.b.a. Rice's Boot Shop, Cadillac, were sold at auction on Jan. 9, to J. L. Beckman, of Cadillac.

The assets of Roach-Montgomery Co., Inc., retail furniture dealers at Grand Rapids, were sold at retail auction to numerous buyers on Jan. 6.

The assets of Donaldson Motor Sales Co., Grand Rapids, were sold Dec. 23 in small parcels to numerous buyers. This business will not be continued.

Due to the court's inability to secure a satisfactory bid in bulk for Vincent's cafe, Grand Rapids, no bids received were confirmed and the assets for the largest part were turned back to the mortgagee and the bankrupt. This property was appraised conservatively in excess of \$1,700 and the highest bid received at the auction sale amounted to \$930.

The assets of Leon G. Agon, d.b.a. Royal Lunch, were sold at auction on Dec. 27 in small parcels to numerous buyers, no satisfactory bid being received for the restaurant as a complete unit.

The following large sales of bankrupt cases are noticed out:

Landauer's hardware, Grand Rapids, Jan. 24.

Fred W. Wurzburg's jewelry stock, Jan. 26.

George F. Cornell & Son, hardware, Grand Rapids, Jan. 27.

Details regarding these sales can be secured from the office of the referee in bankruptcy.

Dividend checks have been issued to creditors in the following cases within the past few weeks:

Henry Gildemeister, grocer, Belding. Haight Hardware, Belding.

VanderWerp & Folkertsma, clothing store, Grand Rapids.

William F. Alberts, general store, McBride.

Smither Book Co., Grand Rapids.

W. B. Bera & Sons, Nashville.

McCormick Drug Store, Cadillac.

Wm. Kooiman Grocery, Muskegon Heights.

The following estates are about to be closed within the next few weeks and in each case dividends will be paid, either to priority or to general creditors:

The Knee Co., Grand Rapids.

Ernest Gaffney, Petoskey.

Russell Yeo, Big Rapids.

Warner Stores, Grand Rapids.

George B. Ferris, Grand Rapids.

National Oil Service, Grand Rapids.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 5.—We have received the schedules in the matter of Vosler & DeLoof Co., a corporation, Bankrupt No. 5072. The bankrupt concern is located at Kalamazoo. The schedules show assets of \$115,365.12 with liabilities of \$63,339.55. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

State of Michigan	\$3,093.97
Lenora Abraham, Kalamazoo	287.78
Lyle E. Barker, Kalamazoo	15.00
C. Busseman, Kalamazoo	35.00
Oscar Kite, Kalamazoo	59.28
Leslie Lockwood, Kalamazoo	73.20
Millard Malcolm, Kalamazoo	66.45
Fred Nelson, Kalamazoo	9.53
J. W. Robinson, Kalamazoo	50.00
W. S. Scott, Kalamazoo	3.80
Lillian Shanley, Kalamazoo	16.00
Joe Van Worden, Kalamazoo	33.85
Gaylord Vosler, Kalamazoo	24.44
Harold C. Vosler, Kalamazoo	329.00
Willis W. Vosler, Kalamazoo	18.00
Joe Waldron, Kalamazoo	60.75
Leon Wagner, Kalamazoo	19.02
Curtis Door & Sash Co., Chicago	10,629.87
Kal. Stove Co., Kalamazoo	386.67
Bank of Kalamazoo	16,321.15
Kal. Citizens Loan and Invest. Co., Kalamazoo	10,000.00
Armstrong Cork Co., Lancaster, Pa.	93.76
Charles Bard, Kalamazoo	51.61
Bond Supply Co., Kalamazoo	29.08
Bradley Miller & Co., Bay City	588.93
Geo. E. Breece Lbr. Co., Albuquerque, N. M.	1,089.31
Builders & Mfrs. Gas Co., Chicago	180.55
Buhl Sons Co., Detroit	135.38
W. J. Burdick Sons, Kalamazoo	130.72
Celery City Lbr. Co., Kalamazoo	62.04
Certain-Ted Products Co., Buffalo, N. Y.	164.81
Celotex Co., Chicago	900.00
Chamberlain Metal Weatherstrip Co., South Bend	15.00
Walter Clark Veneer Co., Grand R.	25.92
G. Cooley Lbr. Co., Empire, Ala.	394.48
James Cox Co., Grand Rapids	20.25
Consumers Power Co., Kalamazoo	193.46
Copeland Refrigerator Co., Detroit	25.55
Richard Cramer, Kalamazoo	39.75
D. R. C. Foundry Co., Kalamazoo	39.59
Deiterman Bros., Kalamazoo	130.22
Delton Lumber Co., Delton	45.90
Detroit Steel Products Co., Detroit	25.90
Donnelly Kelly Glass Co., Holland	73.25
Silas Doster, Doster	169.37
Doubleday Bros., Kalamazoo	65.17
J. D. Driver, Kalamazoo	20.70
Economy Wall Paper Co., Kalama.	117.82
M. B. Farrin Lbr. Co., Cincinnati	61.44
Frantz Mfg. Co., Sterling, Ill.	2.31
General Elec. Supply, Kalamazoo	52.56
Gilmore Bros., Kalamazoo	41.61
Globe Casket Co., Kalamazoo	10.72
Hanshue Sign Co., Kalamazoo	25.00
Wirt M. Hazen, Inc., Portaga	27.75
Hooker Paint & Glass Co., Kala.	54.81
H. H. Hopkins Co., Chicago	67.50
Hodge Hunt Lbr. Co., Hodge, La.	300.00
Huntington Laboratories, Hunting-ton, Ind.	57.25
Inland Supply Co., Chicago	95.57
Jarrow Products Corp., Chicago	7.30
S. C. Johnson & Son, Racine, Wis.	15.13
J. R. Jones Sons Co., Kalamazoo	62.23
Kalamazoo Crane Service, Kalama.	226.23
Kal. Foundry & Mach. Co., Kala.	274.50
Gazette, Kalamazoo	294.94
Kal. Glass Works, Kalamazoo	19.50
Kal. Plating Works, Kalamazoo	15.00
Kal. Retail Credit Ass'n., Kalama.	19.65
Kal. Roofing Co., Kalamazoo	76.86
John Kelly, Kalamazoo	3,720.44
Kerry Hanson Flooring Co., Gray-ling	146.30
Knap & Vogt Co., Grand Rapids	3.00
Loert Paint & Glass Co., Kalama.	22.73
F. H. Lawson Co., Cincinnati	15.78
Lumbermen's Credit & Wholesale Co., Kalamazoo	223.24
C. W. McCoy, Kalamazoo	16.19
Mfgs. Supply Co., Grand Rapids	16.57
Meintz Battery Shop, Kalamazoo	2.75
Wm. Metzger & Son, Kalamazoo	10.02
Mich. Bell Tel. Co., Kalamazoo	68.72
Midwest Products Co., Cleveland	18.98
C. W. Mills Paper Co., Grand Rap.	125.85
Morton Mfg. Co., Chicago	6.00
Natalbany Lbr. Co., Hammond, La.	536.00
National Gypsum Co., Buffalo, N.Y.	700.00
National Vulcanized Fibre Co., Wilmington, Del.	4.35
New Mexico Lumber & Timber Co., Bernalillo, N. M.	17.52
O'Brien Lbr. Co., Chicago	669.62
Paner Maker's Chemical Co., Kala.	16.56
Rav T. Parget Co., Kalamazoo	161.76
Paramount Electrical Supply Co., Chicago	107.65
Peave Moore Lbr. Co., Shreveport, La.	216.70
Pearless Ice Machine Co., Chicago	90.06
Petoskey Portland Cement Co., Petoskey	270.72
Pittsburg Plate Glass Co., G. R.	1,329.53

Prestler Roofing & Shingle Co., Jackson	46.48
Prudential Nursery Co., Kalamazoo	55.00
E. J. Reidt, Kalamazoo	1.00
John Roebbling & Sons, Trenton, N. J.	110.04
Pioneer Lumber Co., Elrod, Ala.	214.36
Russell & Erwin Mfg. Co., New Britain, Conn.	6.71
H. G. Schoten, Kalamazoo	17.90
Reint P. Schuur, Kalamazoo	25.75
Marvin Schaberg, Kalamazoo	200.00
South Side Lumber Co., Kalamazoo	7.85
Shepard Lumber Co., Montgomery, Ala.	237.85
Smith Lumber Co., Red Bay, Ala.	896.33
Stoddard Lumber Co., Baker, Ore.	546.97
B. C. Spruce Mills, Lumberton, B. C.	268.37
Robert E. Staebler, Kalamazoo	113.92
Standard School Fixture Co., G. R.	44.79
Starr Piano Co., Richmond, Ind.	1,154.58
State Accident Fund, Lansing	30.00
Sun Oil Co., Battle Creek	8.54
Truscan Steel Co., Youngstown, O.	43.00
U. S. Gypsum Co., Chicago	238.81
U. S. Steel & Wire Co., Battle Crk.	15.25
VanderHorst Bros., Kalamazoo	13.75
Upson Co., Lockport, N. Y.	177.21
Weaver Bros., Shreveport, La.	150.00
Weaver Wall Co., Cleveland	636.10
Wells Bros., Battle Creek	23.10
Westinghouse Electrical Supply Co., Grand Rapids	127.48
Wilkins Tire Service, Kalamazoo	35.11
James M. Wilson, Kalamazoo	18.95
W. R. Willett Lumber Co., Louis-ville, Ky.	114.66
M. H. DeLoff, Kalamazoo	567.48
Flint and Walling Mfg. Co., Ken-dalville, Ind.	491.11



UNDER THE TOWER CLOCK ON CAMPAU SQUARE

Jan. 9. We have to-day received the adjudication and reference in the matter of Baxter Laundries, Inc., Bankrupt No. 5097. This is an involuntary matter, and the schedules have been ordered filed. This concern is located at Grand Rapids. Jan. 9. We have to-day received the schedules, reference and adjudication in the matter of Great Lakes Laundries, Inc., Bankrupt No. 5106. The concern is located at Grand Rapids. The schedules show assets of \$1,081,632.48 with liabilities of \$966,317.80. The first meeting of creditors will be called and note of same made herein. The list of creditors is as follows:

Taxes due the United States	\$15,291.44
State of Michigan, taxes	11,932.44
State of Illinois, taxes	7,422.04
Water Department, Glen Ellyn, Ill.	1.25
Water Department, Downers Grove, Ill.	.75
City Treasurer, Flint	2,099.42
Water Department, Pontiac	339.43
City Treasurer, Detroit	567.50
Sec. of State, Springfield, Ill.	81.65
Tax Dept., Dover, Delaware	333.29
Central Republic Bank and Trust Co., Chicago	750,017.87
Baxter Laundries, Grand Rapids	188,345.90
Rollins, Burdick, Hunter Co., N.Y.	452.35

(Continued on page 14)

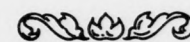
Analysis of any security furnished upon request.



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

SYMPATHETIC

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President — Theodore J. Bathke, Petoskey.
Second Vice-President — Randolph Eckert, Flint.

Secretary — Herman Hanson, Grand Rapids.

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

Rapid Progress of Merchant Education.

One earnestly occupied with grocer educational problems recently said he felt encouraged because grocers of long experience, men in their '50s, were responding to educational efforts, but he was a bit depressed because the average man, who admittedly needs knowledge the most, is inaccessible because he does not read anything—except movie and "sports" news in his daily paper.

But there is here no cause for discouragement. In every department of human endeavor progress comes from exceptional men—never by or through the average. It is normal that men already well posted in groceries should seek additional knowledge, to round out what they have more fully. Men of long experience realize their own want of information. The man of little knowledge is the one most apt to know it all.

We must also have in mind the continuing fact that about 25 per cent. of all men engaged in any work, industry or profession accomplish 75 per cent. of the results. If, then, we are fortunate enough to gain the attention of the 25 per cent. among grocers who do 75 per cent. of the business, we impart information where it will affect the entire industry favorably; because when 75 per cent. of the trade turns one way, the 25 per cent. is simply compelled to trail along. The little leaven leaveneth the whole lump.

J. Russell Doubman, a young doctor of physics who has studied business rather to good purpose, talked on Merchandising for Retailers, to Pennsylvania grocers last summer. It was a well rounded treatise. Plenty of the facts and figures were familiar, but that must always be so where fundamentals persist as they do in grocery distribution.

He quoted Dr. Samuel Johnson, who said knowledge is of two kinds—what we know and what we know where to find. I believe we might well add another: What we utilize—information we implement—knowledge we apply in practical daily work. For without this last, what we simply know and what we know where to find won't get us far. Faith without works is dead. Let us note, then, some of the inferences drawn by Dr. Doubman from the last census that we can ponder over, reason on and be in shape to apply in our daily business.

Delicatessen stores increased 40 per cent. in numbers against 15 per cent. increase in the population. This surely reflects altered living habits with which the food merchant of to-morrow must reckon.

Maybe the bearing of the next fact escaped due attention: that department stores also increased 31 per cent.,

twice as much as population. This is a striking fact in view of almost total failure of profits among department stores in the last few years.

Another "New Competition."

This is a development contrary to what we might look for in the circumstances. Where individual grocery stores lack profit, they fade away. But where chain grocers lack profits, we find them consolidating along new lines in the light of fuller experience. Apparently the same plan prevails among department stores.

But something else is taking place to-day of which grocers are scarcely aware. Reminds me of 1928-29 when some of our "best minds" discovered among the various new yardsticks which were to supercede accepted standards and systems, the new competition.

This was an alleged unnoticed factor which arose from our superabundance of everything. It was competition not grocer with grocer, but grocer with other lines—that the proportion of anybody's income allotted to foods should not be absorbed too greatly by electric refrigeration and similar gadgets, sold mostly on installments. Said new competition was discussed with apparent vast learning and ample ponderosity by all kinds of folks, including, conspicuously, one New York banker who for a time occupied the limelight all but monopolistically.

Well, the new competition toppled over with other graven images in and after October, 1929. Now we are none of us quite so sure that we know all about the future. It is, therefore, rather advisable that we know as much as we can about the present—something not usually specially easy to interpret. And department stores loom up right here on our grocery horizon.

For of late there has been a conspicuous reversion among department stores to the practice, general forty years ago, of having food departments conveniently located. That's the grocers' new competition as I see it now.

Here we see that business, like life, is just one thing after another; no stopping place so long as commerce continues active. Of late grocers have thought they felt chain competition rather acutely. I say have thought because observant grocers long since discovered that they might price on a level with corporate chains and make nice money; that their real price competition now came from other solo grocers, especially small ones.

Department stores began to shove their food departments onto upper floors about twenty years ago and new department stores did not have food departments at all. The reasoning behind the process was that foods were low-margin items, hence did not justify high rent, ground floor space.

Important factors were thus overlooked. While it was true—and remains true—that groceries pay a narrow average margin. True also that said margin is narrower now than formerly; true that the tendency is toward a still narrower spread; groceries remain the most active of all merchandise and what is in daily demand by everybody.

It is also true that to-day groceries need not be carried. Any merchant

can stock so constantly that his entire line can be turned once each week or two weeks. Hence, storage, insurance and rehandling charges are vastly reduced from former times. A ground floor food department, therefore, can now be operated with minimum space, all devoted to active selling; and the rapid stock turn results in surprisingly liberal earnings even on a narrow average margin.

The final, ruling consideration why department stores now lean toward ground floor food departments is that this department keeps the customer in contact with the store, by phone or personally, every day; and the woman who thinks of, say, Strawbridge & Clothier every day in connection with her table, will think of the same firm automatically when she wants a dress,

a refrigerator, a hat or any other item.

It took our slow friends, the British, to tip department store sentiment clear over on this factor. Fortnum & Mason, 220 years grocers in London, built a specialty department store in Piccadilly lately, retaining groceries on the ground floor. Two years ago, F. & M. opened a similar store at 60th and Madison avenue, New York, and report excellent business.

Economics thus shift the scenes. Old competition becomes new. It is highly probable that the next few years will see corporate chains and individual grocers working side by side, each handling its specialty, both coping with rejuvenated department competition for the food business.

Paul Findlay.

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

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



A complete line of canned vegetables and fruits

Tender Leaf
TEA
pulls bigger profits



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

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

CHASE & SANBORN'S
TEA

a product of STANDARD BRANDS INCORPORATED

MEAT DEALER

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

Unity Urged As Means of Solving Retail Problems.

Co-operative effort, with particular stress on buying, experienced a revival of attention from the members of Chicago Central Retail Meat Dealers' Association at the first meeting of the year Wednesday evening, Jan. 4. Being injected unpremeditatedly in the midst of discussion centering around encroachment by outside interests and unfair trade practices, it developed into a real issue, which the new president, Al Stark, indicated would be given full attention by the present administration.

President Stark and the other officers elected at the previous meeting were installed by former President George Steindl. Retiring President John Madertz was presented with a diamond ring, which as Secretary Charles W. Kaiser stated in making the presentation was in token of his splendid service and intensive devotion to the cause of the organization, as well as affection in which he is held by the entire membership.

A short talk was given by Harry L. Rudnick, Association attorney, in which he discussed the question as to the proper time to expand or make new investments.

"A business man," Mr. Rudnick said, "in order to know what to do on various matter pertaining to his business, as well as to investments which he may desire to make, depends in a large measure upon the phase of the cycle in which business happens to be at the time. For instance, whether he shall make a long term lease—take on new and heavy obligations—whether he shall buy common stocks or keep his assets liquid—are some of the questions which cannot be answered without a knowledge of depressions and prosperity periods and the previous history of them; that is to say, in a period of inflation where values have reached an abnormal height and have continued to climb higher and higher, it is pretty good evidence, based on past experience, that the bubble of inflation is about to burst and will be followed by a period of depression and deflated values."

Mr. Rudnick also touched upon the fact that depressions occur in a curiously regular manner, about approximately every ten years. This also is a rough guide in determining the stage of the business cycle at any given time, he said.

"All of these matters are important to a business man, big or little, and should be carefully studied by him," he advised.

That chain stores having no fresh meat licenses are selling fresh sausage, and that one chain which has meat departments in some of its stores is permitting its straight grocery units to take orders for fresh meats and poultry to be filled from its stores having meats, were points brought to the at-

tention of the meeting. It also developed that 5 and 10 cent stores, presumably without a license for cured meats, have been selling cuts of a well known brand of hams.

Retiring President John Madertz stated that action could be taken on such matters if members would report them. The sale of fresh sausage in unlicensed places, it was pointed out by William Hassel, was something for the city license department to look after.

The only way to solve the problems is to get together in co-operative effort of some kind, Mr. Hassel said. This reminded another member of the recent holiday poultry market. The retailers, he declared, had a chance to buy carloads of turkeys at 14½ cents by getting together, but instead they paid 17 to 22 cents or more.

"There is no question," President Stark said, "but that we should stand together. We have the organization and the facilities for co-operative effort. When something comes up we can go to it in one day. Manufacturers will co-operate with us. If it wasn't for the independent retailers some of the large manufacturers would be in red."

Mr. Hassel cited the Chicago Butchers Calfskin and Rendering plant as an example of what may be done. "We've had this co-operative system for ten years," he said. "You've got a proposition worth millions to you. Before it was started you were robbed blind. Now you are getting the market price. If you are turning your material over to this organization you are getting a profit. The usual dividend will be paid this year. We have plenty of surplus and are getting new business and going ahead every day."

"If this can be done in one line it can be done in another."

An educational campaign to bring members into thinking just one way instead of having so many conflicting

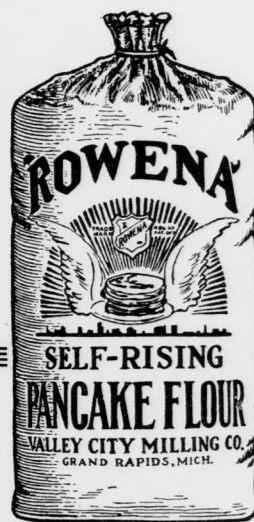
opinions, was proposed by Edwin F. Keil in connection with suggestions to again try co-operative buying of merchandise. It wasn't fair, he said, to think that because the first year was not so rosy, it should be dropped.

A ticket proposition of the "World's Fair Club of Chicago," whose sales campaign it was stated was to cover the U. S., was turned down.

Secretary Kaiser reported the closing of a fly-by-night poultry store on 63rd street with the assistance of the police.

A letter from the J. & J. Refrigerating Co., expressing appreciation for action taken by the Association against racketeering refrigeration service was read.

There is joy in rising after having been down.



The ready seller!

Order from the
 VALLEY CITY MILLING CO.
 Grand Rapids, Michigan

Grocery Volume Disappointing.

Manufacturers of grocery products are disappointed in the volume of business booked so far this month, according to statements by executives. The depleted condition of jobbers' and retailers' stocks at the close of the year, the manufacturers explained, gave rise to the belief that a large volume of replacement business would develop after the holidays. So far the increased call has not materialized and orders are only slightly above the December levels. In order to bring January volume up to early estimates, producers plan to increase sales efforts in the closing weeks of the month.

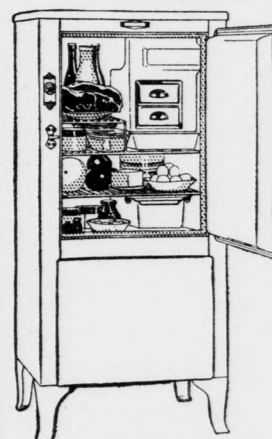
Wishing won't work without work.

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

Place Your Order NOW
 for The NEW LARGE CAKE of
 Fresh Compressed

RED STAR YEAST

Grown From Grain

Increases Your Sales and Profits



Price 20c a DOZEN, DELIVERED

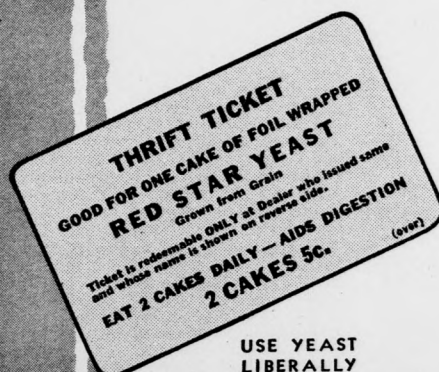
Selling at 2 Cakes 5c you realize
 50% PROFIT on Cost

Ask, or Write, About the New Thrift Ticket Plan
 It will build Good Will for you—It brings Customers back to your Store and helps to convert transient Trade into regular Buyers.

RED STAR YEAST and PRODUCTS CO.

Main Office, MILWAUKEE, WISCONSIN

Strictly Independent—Since 1882



USE YEAST
 LIBERALLY

HARDWARE

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

Interior Display as a Stimulus To Business.

Every wide-awake merchant realizes the value of window display as an aid to business. But many merchants who put an exceptional amount of time and labor and thought on their window trims fail to realize the importance of adequate display inside the store.

The interior display, of course, does not reach as many people as the window trim. You may fairly consider the interior display as an advertising medium with a restricted circulation. But it is also a selected and hand-picked circulation; for every individual who sees what you have on display inside the store is already favorably disposed to buy from you. He is either a regular customer or a transient customer or an individual who is interested in your store or in some goods you have advertised.

Right now, interior display can be used to good advantage. Yet the seasonal tendency to slackness in store effort is apt to lead the merchant to neglect his interior arrangements.

The other day a customer dropped into a hardware store to look at some silverware. He purchased a set of silverware. He purchased a set of silver teaspoons—\$10.50 for the half dozen. Then he happened to notice some silver polish displayed on the counter.

"Is that good stuff?" he enquired.

"I can thoroughly recommend it," returned the salesman. "It is very easy to apply, too." And the customer bought a package at 25 cents.

That is the way interior display helps sales. A customer comes in for one article; he sees another; he examines it, decides he ought to have it, and buys it.

If the store is crowded and customers have to wait, an attractive and appealing arrangement of the goods helps to make the waiting easier. The customer, while waiting, sees some article that interests him. He may ask about it when he gets through the transaction for which he came. Better still, the alert salesman may observe his interest, and mention the article to him. The result may not be a sale at the time; but interest has been aroused. I have known a sale of exterior paint, running into perhaps \$50 or \$60, to result from a waiting customer's chance perusal of a colored hanger. Some phrase caught his attention, appealed to him, and, months later, this sale was the result.

In interior display, the seasonable goods should be featured. And right now, in addition to strictly seasonable lines, it will pay to feature small wares and household goods.

There is a reason for featuring these lines. The winter trend of the buying public is toward economy. Articles which involve large sums—such, for instance, as stoves—do not sell readily, when buyers are retrenching after their Christmas spending. But household articles and small wares are al-

ways in fair demand, and this demand can be stimulated by showing the goods where customers can see them. The number of customers who come in may be relatively few; which is all the more reason why exceptional effort should be put forth to sell two or three articles where, ordinarily, only one would be sold.

Interior display is helpful with any line. It is worth while to give some attention to the appearance your stock presents to the customer. Thus, in the stove department it pays to have your heaters and ranges looking bright and attractive. So, too, your showing of hockey skates in winter or of fishing tackle later in the season appeals to the young man who is interested in such things and who may have dropped into the store to look at something else.

Interior display is especially valuable in featuring small wares; and just now small wares should be featured at every opportunity. A customer may hesitate when it comes to buying an article priced in the dollars; but an article at 15 or 25 cents is different. If it is needed, and he has the money, he buys it. So interest him by showing the goods, and in most cases he will buy.

In displaying such goods, many hardware dealers have adopted the expedient of showing them on bargain tables, similar to those in the 10 cent stores. These tables are particularly useful in clearing out odds and ends of stock at bargain prices; or in offering low-priced articles. In making such displays, price cards should be used freely. This saves a lot of selling effort. Indeed, the goods, thus displayed, practically sell themselves.

The bargain table appeals especially to the frugal housewife. At this season of the year a great deal can be made of the feminine trade. Particularly where the hardware dealer has competition from the 10 cent stores, he should aim to meet these competitors on their own ground.

If the sales table is a new feature in your store, give it some newspaper advertising. Put a show card in the window; and in various parts of the store hang up cards directing customers to the bargain table. Some dealers claim that a basement or second floor bargain table is a more effective drawing card than one on the ground floor; due to the fact that so many large city stores have featured basement bargains.

Your stock-taking will show you quite a number of small articles that ought to be cleared out; and that, if priced advantageously enough, can be made bargain features and quickly turned into money.

Meanwhile, it will pay you to give attention to the possibilities of interior display in the regular departments. Show prominently the goods that are likely to appeal to customers. Use price cards and advertising material, hangers, etc., to brighten up the store. This is a season when every extra ten cents worth of business is worth having; and when no opportunity should be neglected to turn your stock into money.

At the same time, look over your interior store arrangements with a

critical eye. You are accustomed to them as they are, of course. But can they be improved? While working for the moment, you should also plan for the future, and particularly for the spring selling campaign. What improvements can be made between now and then that will increase the selling efficiency of your store interior?

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 11)

Marsh & McLennan, Detroit 166.68
Trojan Laundry & Cleaning Division, Flint 109.87
Paul & Phillipine Leoni, Chicago unknown
Northern Trust Co., Chicago unknown
Homer E. Egolf, Elmhurst, Ill. unknown
Pauline Vivian Smith and Max
Rosenheim Lippens, Rochester, N. Y. unknown
Jan. 9. We have to-day received the schedules, reference and adjudication in the matter of Baxter Laundries, Inc., of Illinois, Bankrupt No. 5107. The schedule shows assets of \$568,328.76 with liabilities of \$646,001.94. The first meeting will be called and note of same herein made. The list of creditors is as follows:
Taxes due \$ 8,545.24
Mich. Trust Co., Grand Rapids 600,000.00
Baxter Laundries, Inc. 36,247.72
Rollins, Burdick, Hunter Co., New York 312.76
Marsh & McLennan, Detroit 159.60
Commonwealth Edison Co., Chi. 204.00
Lewis Electric Co., Grand Rapids 30.00
Rose Dept. Store, Chicago 14.00
William J. Powers, Cicero, Ill. 85.62
Central Cigar Stores Co., Chi. unknown
William & Charles Keese, Chi. unknown
D. Rolnick, Chicago unknown
Paul & Phillipine Leoni, Chi. unknown
Northern Trust Co., Chicago unknown
Homer Egolf, Elmhurst, Ill. unknown
Pauline Vivian Smith and Max
Rosenheim Lippens, Rochester unknown
Hedges-Rayfield Motor Co., Chi. 394.00
In the matter of Fred H. Salisbury, Bankrupt No. 5101. The first meeting of creditors has been called for Jan. 31.
In the matter of Charles C. Hoak, Bankrupt No. 5103. The first meeting of creditors has been called for Jan. 31.
In the matter of Con DeFree, Bankrupt No. 4709. The first meeting of creditors has been called for Jan. 31.
In the matter of Harry Okun, Bankrupt No. 5087. The first meeting of creditors has been called for Jan. 30.
In the matter of Glenn R. Chamberlain, Bankrupt No. 5096. The first meeting of creditors has been called for Jan. 30.
In the matter of Vosler & DeLoof, Bankrupt No. 5072. The first meeting of creditors has been called for Jan. 27.
In the matter of Russell Frederick Voelker, Bankrupt No. 5100. The first meeting of creditors has been called for Jan. 27.
In the matter of Clarence A. Middleton, Bankrupt No. 5093. The first meeting of creditors has been called for Jan. 27.
Jan. 10. We have to-day received the schedules, reference and adjudication in the matter of Oscar M. Simpson, Bankrupt No. 5105. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$475 of which \$475 is claimed as exempt, with liabilities of \$2,336.56. 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 Louis Landauer, individually and doing business as the Louiss Landauer Hardware, Bankrupt No. 5090. The sale of assets has been called for Jan. 24, at the premises formerly occupied by the bankrupt at 1807 Plainfield avenue, N. E., Grand Rapids. The assets consists of hardware, sporting goods and store fixtures, appraised at \$392.16. All interested in such sale should be present at the date and time above stated.
In the matter of Frederick F. Boersma, Bankrupt No. 5089. The sale of assets has been called for Jan. 25 at the premises formerly occupied by the bankrupt at 190 Western avenue, Muskegon. The assets consist of dental equipment and supplies; building fixtures and equipment, reception room furniture; office equipment and dental equipment, all appraised at \$1,040. All interested in such sale should be present at the date above stated.
In the matter of Vosler & DeLoof Co., Bankrupt No. 5072. The sale of assets has been called for Jan. 31, at the premises formerly occupied by the bankrupt, at 232 E. Kalamazoo avenue, Kalamazoo. The assets consists of lumber; mill work and building materials; hardware, paint, electric ice boxes, office fixtures and equipment, miscellaneous roofing and lathe, etc., appraised at \$12,628.80. All interested in such sale should be present at the date and time above stated.

Jan. 10. We have to-day received the adjudication, reference in the matter of Samuel M. Gerber, Bankrupt No. 5094. The bankrupt is a resident of Kalamazoo, and his occupation is that of a grocery man. The schedules have been ordered filed, upon receipt of same the list of creditors, assets, etc., will be made herein. This is an involuntary case.

Jan. 10. We have to-day received the schedules, reference and adjudication in the matter of George Eckman, Bankrupt No. 5108. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$130 of which \$90 is claimed as exempt, with liabilities of \$683.52. 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. 10. We have to-day received the schedules, reference and adjudication in the matter of Stephen Rakovits, Bankrupt No. 5109. The bankrupt is a resident of Grand Rapids, and his occupation is that of a printer. The schedule shows assets of \$200 of which the full amount is claimed as exempt, with liabilities of \$893.37. 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 Earl H. McCormick, Bankrupt No. 4807, final meeting of creditors was held Oct. 18. Bankrupt represented by Fred C. Wetmore, attorney. Trustee present. Trustee's final report and account approved and allowed. Bill of attorney for bankrupt approved and allowed. Balance accounts receivable and shares of stock sold at auction. Order made for payment of administration expenses, preferred claims and first and final dividend of 3.53 per cent. No objection to bankrupt's discharge. Case will be closed and files returned to U. S. District Court.

Jan. 9. In the matter of William L. Hall, Bankrupt No. 5078, first meeting of creditors was held to-day. Bankrupt present and represented by Rex A. Spafford, attorney. Creditors represented by R. A. Latting and Grand Rapids Credit Men's Association. Claims proved and allowed or objected to. Fred G. Timmer, trustee; bond \$500. Bankrupt sworn and examined before reporter. Meeting adjourned without date.

In the matter of Pope & Heyboer, Inc., Bankrupt No. 4571, final meeting of creditors has been held. Butterfield, Keeney & Amberg and Dilley & Dilley, attorneys for petitioning creditors and the trustee, present in person. Trustee present in person. Creditors represented by Cleland & Snyder, Kirk E. Wicks, Hilding & Hilding and Grand Rapids Credit Men's Association. Balance of accounts receivable turned over to Fred G. Timmer as trustee for creditors whose claims have been proved and allowed; same arrangement with respect to suits pending against Glen Pope and Leonard Heyboer. Trustee's final report approved and allowed. Bill of attorneys for petitioning creditors reduced and allowed; bill of attorneys for trustee reduced and allowed; bill of Walter L. Viergever, receiver in state court, reduced and allowed. Bill of attorneys for receiver reduced and allowed. Report of State Court received, approved and allowed. Order made for payment of administration expense, second supplemental first dividend of 5 per cent.; supplemental second dividend of 10 per cent.; and final dividend of 8.7 per cent. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

In the matter of Lawrence D. Connelly, individually and sometimes doing business as Connelly & Son, Bankrupt No. 4735, final meeting was held Dec. 12. No appearances; trustee's final report and account approved and allowed. Bill of attorneys for trustee approved and allowed. Order made for payment of administration expenses and preferred claims as far as funds will permit, there being no dividend for general creditors. No objection to bankrupt's discharge. Case will be closed and files returned to U. S. District Court in due course.

In the matter of George F. Cornell & Son, Bankrupt No. 4940. The sale of assets has been called for Jan. 27 at the premises formerly occupied by the bankrupt at 2011 Division avenue, Grand Rapids. The assets consists of paints, brushes, general hardware, sporting goods, tin shop and equipment, store fixtures and auto, all appraised at \$5,382.59. All interested in such sale should be present at the date and time above stated.

Jan. 11. We have to-day received the schedules, reference and adjudication in the matter of John Lamb, Bankrupt No. 5110. The bankrupt is a resident of Niles, and his occupation is that of a lineman. The schedules show assets of \$225 of which \$50 is claimed as exempt, with liabilities of \$427.64. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

An appliance has been developed for opening and closing heavy double sash windows by the pull of a cord.

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.

Winship, Boit Swim Suits Shown.

Shorter trunks, lower backs, more intricate strappings and detail and novelty fabrics featured the Spring bathing suit line of Winship, Boit & Co., Inc., which was officially shown at the Hotel New Yorker last week. Prices, ranging from \$22.50 to \$72.50 per dozen, are unchanged from last season on the staple numbers carried over. Several suits are constructed of wool yarn, into which has been woven rubber yarn, and many are lined with French jersey. More importance is given to the neckline and in several instances the waistline is eliminated. Detachable shorts and skirts and brassiere types are prominent. White is expected to continue good, with gray increasing in favor. Stripes, checks and plaids are popular designs.

See Suits Having 60 Per Cent. of Orders.

The confidence being shown by buyers in suits for early Spring is indicated in estimates that suit volume will rate about 60 per cent. as compared to 40 for coats. The figures are based on volume anticipated by firms making both coats and suits. Both two and three piece suits are being ordered. The early trend in coats is toward untrimmed models, particularly sports and polo versions. It is believed, however, that trimmed coats will meet a later demand. In styles, the modified puffed sleeve treatment and the blending of both loose and fitted body lines is expected to meet with wide favor.

Bronze Lamp Bases Widely Shown.

A strong trend toward formal styles in table lamps is evident in the wide range of bronze-base models exhibited at the New York lamp show, which opened last week at the Hotel New Yorker. More than 300 buyers from all parts of the country visited the exhibits arranged by 150 producers. The registration, according to William E. Little, manager, was the heaviest since the New York events were started three years ago. Combination illuminating and health ray floor lamps and table lamps with bases of opaque glass are other features of the exhibit. The merchandise ranges in price from \$2 up, with demand centered on goods to retail from \$5 to \$13.50.

New Color Card For Jewelry.

A jewelry color card for next Spring, the first of its kind ever issued, was announced last week by the Textile Color Card Association, in co-operation with the New England Manufacturing Jewelers and Silversmiths' Association. The card features detailed information for the correct co-ordination of the principal stones and metals with the smartest costume shades for day, evening and sports wear. The colors are divided into basic costume hues and specialized shades. Light tones of beige and gray lead in the

former, with fruit tones prominent in the specialized colors.

Call Quiet For Precious Stones.

Business in precious stones has continued quiet, with prices of fine stones firmly held despite few sales recently. Star sapphires have shown the best demand, particularly in ring sizes. These gems find an outlet for men's as well as women's wear. Pearls of very fine quality have been steady, with second-grade qualities more or less of a drug upon the market. Reports indicate that production of such stones as rubies has been practically nil, with mines inundated. Dealers are noting a trend toward semi-precious stones, which are being mounted in special pieces at modest prices.

Glass Trade Awaits Pickup.

Despite the fact that production in recent weeks has been restricted, a strong undertone exists in the glass market. Just how substantial the favorable factors are should be known within the next few weeks. Presentation of the new automobile models and the holding of furniture exhibits in the Midwest are important elements in the gauging of requirements for safety and plate glass. Present demand from the building trades for window glass is at a low point, but there is some buying in evidence for replenishment of stocks. Table glassware is meeting a fair call.

Deny Non-Run Hose Price Cut.

Reports in the hosiery market that a 10 per cent. price reduction would be put into effect shortly on non-run hosiery by manufacturers are vehemently denied by the selling offices of leading mills. Selling agents assert that at the present price of \$8.50 per dozen to wholesalers mills are not making any money on non-run styles, as the initial investment in machinery requires a very large production to net a return. Sales of the style are said to be fair, despite the period of the year.

Cancel Orders For Foreign Goods.

"Buy American" campaigns under way throughout the country are already having a noticeable effect upon the volume of foreign merchandise ordered for Spring and Summer delivery, importers admit. Retailers in the Midwest have canceled a part, and in some cases all, of their Spring orders for foreign-made housewares. Others are buying only limited quantities of goods for Summer. The "Buy American" drives have had some effect in the South, Far West and in New England, but the reaction is particularly noticeable in the Midwest.

Toy Makers Shape Spring Plans.

Spring toy production schedules are now being worked out by leading manufacturers and indications are they will be about on a parity with 1932, according to James L. Fri, managing director of the Toy Manufacturers' Association of the U. S. A. He says that toy stocks in the hands of both retailers and manufacturers at the close of the Christmas period are low, with the carry-over of small significance. It is his view that the toy output definitely reached its low point last year.

Lines Complete For Curtain Show.

Cottage sets and Priscilla-style curtains made up in cushion dot materials and in printed dotted marquisettes will be featured by manufacturers of popular price curtains who have completed their Spring lines for exhibition at the trade opening which started last week. Producers say they have made every effort to keep merchandise within the \$1 retail range in the belief that volume trade will be confined to that price.

A Business Man's Philosophy.

No man ever drew a good laugh from a wisecrack without responding with an encore and losing his crowd.

Some fellows have a nasty way of trying to draw you out by casually re-

marking of everybody, "Mighty fine fellow, isn't he?"

Why will a man bawl out his wife for not turning off an electric light and still keep up memberships in four clubs which he never visits?

A lot of men who never could get along with their wives' relatives are quite at home with them during the depression. William Feather.

Tropical fish may be our next fad. Several variety chains are handling them in various cities, fifty firms are importing them, they are finding places in an increasing number of living rooms. They range from the lowly guppy, at about a nickel each, to the Siamese devil fish, at \$200 each.

MICHIGAN BELL TELEPHONE CO.

TELEPHONE BRINGS AID TO INJURED CHILD

An actual incident,
reported to this company



The small daughter of a Michigan family, playing in the basement of her home, was painfully and critically injured.

Her mother, hearing the child's screams, and seeing what had happened, dashed frantically to the telephone and called the doctor. The physician arrived without delay, and through immediate and skillful medical attention, was able to treat the child's injuries successfully and prevent serious complications.

In such emergencies, just one telephone call for assistance may be worth more than the cost of the service for a lifetime.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

HOTEL DEPARTMENT

Frederick Warde Still Living at Eighty-four.

Los Angeles, Jan. 14—Frederick Warde, last of the true-to-type Shakesperian tragedians, now in his 84th year, lives here in Los Angeles, his form as straight as an arrow, always natty in his Prince Albert attire and a black derby. I see him occasionally and hear of him through the newspapers and I was reminded of him by the fact that he was at the Breakfast Club last week and told a story. Will give it to you before I quit. Forty-two years ago, I was district deputy for the B. P. O. E., in a zone covering Minnesota, the Dakotas and Montana, was asked to go to Helena, in the last named state, to institute a lodge of the order. The ritual at that time required three members in good standing to do the installation work. Upon my arrival there the discovery was made that only one other Elk could be lassoed, and things looked hazy until I discovered that Mr. Warde was playing at a local theater, and knowing him to be of the order, I looked him up and he suggested a "matinee" session at which the selected officers could be initiated and installed, a program which worked out nicely. A couple of years ago Mr. Warde gave a reading of "Hamlet," at a local church. I was present and understood all about the Great Dane for the first time, after the conclusion of which I caught up with the veteran actor, he remembering the Helena episode clearly, and we have enjoyed each other since. Now, the story: "When the modern woman looks dumb, look out for her. When she acts dumb she is usually being smart, trying to cover her tracks with a disconcerting coat of seeming indifference. One of the smartest women I know of came home the other afternoon and found her husband waiting for her with fire in his eyes. 'Look here,' he snapped, 'your account at the bank has been overdrawn.' 'Of course it is, but why did you go and tell them about it?'"

George Harlow, now operating a principal hotel at Siam, the land of "twins," used to cater to me when I was traveling in Iowa years ago. He appeared to think well of me at that time, and I guess he still likes me for written on a Christmas card recently received from him, I find this: "Why not arrange to spend your declining days with me, as my personal guest? You will sure be worth your 'keep' as a glad-hander, and I have a lot of tourist patrons who would appreciate you at your true worth." Mostly English, I should hope. And here I am carded to spend several months of the coming summer "boarding round" among my old colleagues in Michigan. If you can arrange to supply me with a "rain check," George, perhaps the impossible might happen, next time.

Figures of the census bureau show that the Japanese population increased 25 per cent. in the last ten years, the Chinese 21 per cent. and the Filipinos 706 per cent. The Japanese as a whole have proven an asset, in that they are industrious and are the most wonderful salesmen on earth. One of the most striking things in California—something that almost every tourist comments upon—are the beautiful fruit stands everywhere to be seen. It was the little Japanese woman who first showed Americans how to make a fruit stand attractive. She made fruit selling an art and still predominates in this line. In fact in the very largest establishments, many of which are operated by American corporations, you will see the little geisha girl transacting the business at the fruit and flower stalls. The public seems to prefer to trade with them. The Chinese, on the other hand, seem to

run more to the domestic type. There are few females living in this country, but the males are employed in many situations usually filled by women, and they are most efficient. Also they are mostly good cooks, and the rule out here is, if you want a good meal, find the kitchen presided over by a Chinaman. They are employed in the very best hotels, where they do chamber work and are usually scrupulously clean. Also, their honesty is seldom questioned. Old timers tell me frequently of their many virtues and capabilities. Some of the older ones have worked in the homes of white people all their life, have helped raise the white children, and there are many instances where they have taken care of former employers in their declining years, even to financing their funeral rites. The Filipinos are rather more ambitious than their neighbors. They are all bosses and are inclined to push themselves forward, much to the disgust of American employers. Undoubtedly American interference in Philippine affairs has had much to do with this. They are spoiled before migration. But if you want a good salesman, the Jap will accomplish much; a good cook, then the Chinese.

After all this good old world of ours is not so large. By the death of Congressman Kendall, of Pennsylvania, I am reminded that a quarter of a century ago I sold this gentleman an outfit for printing his Meyersdale Republican. Soon after forming his acquaintance he placed his 12 year old son in my charge to deliver to a relative in New York. En route we stopped in Washington and the youngster expressed a desire to see the then President, "Teddy" Roosevelt. We were informed by the hotel manager that at that particular time the White House was being renovated, that the President was living temporarily in a private residence, and was not giving any public receptions. However, through the good offices of the boniface, the intervention of the presidential body-guard was invoked, and the boy had a special audience with the Nation's chief executive, which was quite entertaining for both of his visitors. If the young man is still in the land of the living, and has grandchildren he is undoubtedly telling them about this fortunate event.

An astonishing bit of news is to the effect that Hotel Blackstone, Chicago, internationally known for forty years as the de luxe caravansary of the times, has been closed indefinitely. It had been operated for two decades by scions of the late John B. Drake, former operator of the older Grand Pacific but was recently placed in the hands of a receiver.

Some of the daily papers and an occasional magazine, have much to say about the seeming high price of bread in comparison with the cost of wheat and other cereals, but investigation shows that bread is, in most cases, an unimportant item in the affairs of the big baking concerns, and the greatest profits are acquired from the products containing little, if any, flour. People nowadays talk about the "staff of life" but absorb very little of it. To be sure, in the aggregate there is much bread consumed, but at best the demand is limited and other products such as potatoes and beans are now used as substitutes. Education may help some, but the public as a rule are getting away from its use, except in cases of necessity.

It is claimed that the paper napkin is going into disuse. I always despised it and claimed that no self-respecting restaurant or hotel man would permit of their use. Nowadays there is less reason than ever for their use. The towel supply people make the investment in the textile napkins, launder

them and supply them at a cost of but a trifle more than the paper variety, which was never a napkin in any sense of the word.

The University of Southern California announces that it is going to add a police administration and training course to its present curriculum. It may work out, but when one considers that most of the judges who now lumber up the benches out here and retard, rather than accelerate the administration of justice, came from this source, there is little hope from this addition to the college course. If one can stifle the feeling of indignation over holdups and various other forms of banditry, they can glean a sense of humor from police and judicial activities. After the consummation of a crime the police authorities blaze forth in the daily papers with silly statements as to the whereabouts of criminals who will be duly arrested at the proper moment, but nary an arrest, and occasionally when someone stumbles into court and pleads guilty, he usually acknowledges that he derived much entertainment in his perusal of the dailies which published accounts of the deep-laid plans for detection, bulletined and broadcasted.

The proprietor of one of the Los Angeles cafes which really transacts business, and a lot of it has some very good notions in the makeup of his menus which I will pass along to my Michigan friends. "People," he says, "are full of dreams, and he believes that profitable opportunities to fill them with something more substantial will come to the purveyor who keeps them stirred up. When he is including sliced tomatoes on his bill of fare, he says: 'Sliced tomatoes, one of nature's most wonderful appetizers, perfect in the serving, here; the finest, luscious hothouse tomatoes, cut in thick slices, with our own mayonnaise or French dressing.' A baked potato is not just a potato that has been baked, but 'a husky, mealy Idaho beauty, with plenty of butter, 10 cents.' His roast loin of pork is 'from contented hogs. His prunes are large sized, tender skins, served with plenty of rich cream.' His applesauce is 'smooth, delicious with maraschino cherry.' It may all seem superfluous, but this man is wonderfully successful, and I have heard his patrons speak of his 'freak menus' quite frequently.

Mrs. James R. Hayes, widow of the nationally known hotel man and former operator of Hotel Wayne, Detroit, and the Park Hotel, Sault Ste. Marie, was a guest of honor at the annual meeting of the directors of the Ojibway-Park Hotel Co., conducting

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Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.
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ALL GOOD ROADS LEAD TO
IONIA AND
THE REED INN
Excellent Dining Room
Rooms \$1.50 and up
MRS. GEO. SNOW, Mgr.

CODY HOTEL
GRAND RAPIDS
RATES—\$1 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION

"A MAN IS KNOWN BY THE
COMPANY HE KEEPS"
That is why LEADERS of Business
and Society make their headquarters at the
PANTLIND HOTEL
"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria — Sandwich Shop

MORTON HOTEL
Grand Rapids' Newest Hotel
400 Rooms — 400 Baths
RATES
\$2.50 and up per day.

Park Place Hotel
Traverse City
Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Asst. Mgr.

New Hotel Elliott
STURGIS, MICH.
50 Baths 50 Running Water
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Occidental Hotel
FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon — Michigan

Columbia Hotel
KALAMAZOO
Good Place To Tie To

HOTEL ROWE

We have a sincere
interest in wanting to
please you.

ERNEST W. NEIR
MANAGER

the Ojibway and the Ojibway Annex, formerly the Park Hotel. At the meeting the directors were recipients of cheering news to the effect that the two hotels had been enjoying a very good year, considering the times, that the indebtedness had been materially reduced and that the company is in excellent condition. These houses are conducted by the Arthur L. Roberts-Degelman Hotel Company, with Leon Degelman in active charge.

The Mary Dawes Hotel, Chicago, built by Gen. Chas. C. Dawes, as a memorial to his mother, and catering to business and professional women, has removed the interdiction against smoking and the keeping of late hours.

Realization of the long cherished hope of members of the National Restaurant Association for a permanent exhibit of hotel and restaurant equipment and supplies, is rewarded by the announcement that such an institution is about to be opened in the American Furniture Mart building, in Chicago.

A guest in a San Francisco hotel was being searched by a bandit on the fourth floor when the elevator arrived unexpectedly. The bandit fled without the guest's \$400 bank roll. It is not reported as to whether the aforesaid bandit complained about the elevator service or not.

Lloyd D. Robinson, manager of Hotel Durant, Flint, is remodeling 100 rooms on the fifth and sixth floors, into two and three room apartments for permanent guests. Complete hotel service will be provided for these apartments which are to be equipped for housekeeping.

Restaurant men here speak of a decided improvement in their particular line, as compared with a similar period last year.

I hear a great deal about Hotel Osceola, Reed City, conducted by Floyd E. Doherty. He has completed a new dining room on the main floor, adjacent to the coffee shop, and it is already open for business. Mr. Doherty will utilize the new room for club luncheons, bridge parties, etc., as well as for community meetings and gatherings, without charge, to his fellow townsmen, which I consider a very good as well as original idea. These Doherties are great promoters of social activities in their own home towns.

Fred P. Vance, purchasing agent for Rhaume's restaurants, Detroit, was re-elected as president of the Detroit Caterers' Association last week.

In some directions it is claimed that all the headaches are not the result of holiday cheer. Some are said to be the result of the accountant's report on 1932 business.

The Stillwell Hotel Co., Los Angeles, has taken over the King Edward Hotel here, by purchase from Mrs. Dodge, widow of the late Thomas Dodge. By a peculiar coincidence, Mr. Dodge was formerly a Michigan operator, in Detroit, and the head of the purchasing organization, E. J. Stillwell, was formerly engaged in the mercantile business at Big Rapids.

Los Angeles has set out to establish some radical reforms in medical practice. Quite a number of leading physicians have organized for the purpose of giving efficient treatment at prices within the reach of the lowly, and now the nurses' organizations announce an hourly service, whereby patrons may receive worthwhile attention, for short periods, also at very reasonable prices.

The "one arm" luncheon establishments which were originated by the late John R. Thompson, Chicago, but which were to be found in nearly every important city throughout the country are, according to report, to be superseded by tables and chairs.

A hotel journal is responsible for the statement that the minister of the interior, in Hungary, has issued an edict to the effect that "no woman who has not attained her 40th birthday, may be employed as chambermaid in any hotel in Hungary." "This," he told correspondents, "was in order to protect the morals of men, since both married and single men have been tempted by designing young chambermaids." Where did this guy get the idea that ladies stop short at 40? Or, that the guest whose taste runs to chambermaids stops short at any age.

The raid of a hotel in Chicago last week reveals new and astounding phases of gang supremacy. It looks to me as if all theories of criminology must be adjusted to the so-called Capone outfit with its aggregation of bootleggers and hijackers. We positively have to go back to the robber barons of the Middle Ages to find any element quite like them. Like these aforesaid plunderers, they seem to establish geographical districts, headed by seasoned criminals who apply a system which is, at least, reported to be profitable. We have the same influences at work out here in Los Angeles. With a decidedly incompetent governing head, we find that indulging in "penny ante" and other juvenile games, brings down the ire of the law, but a holdup of a bank or responsible citizen is never uncovered, and the newspapers go so far as to state the belief that there is a direct connection between the proper authorities and the law-breakers. Within the week, the prosecuting attorney, family and friends, were held up in his own domicile—that the bandits were recognized, and yet nothing has happened. Even Uncle Sam's representatives seem to be unable to cope with this element, though they announce from time to time that they are known.

Col. H. B. Hersey, resigned as head of the weather bureau some time ago, and now the weather itself has gone "hay wire." Yesterday, a sandstorm, known as a "Santa Ana," transported several million cubic feet of soil from the desert and added it to the resources of Los Angeles real estate promulgations, and now the authorities are asking for an appropriation for snowplows to remove the traffic obstructions. In Michigan this superfluity would be offered as a breakfast food and absorbed rapidly.

Over in Canada the individual who sets up a lodging house alongside of the highway, must pass an examination and prove to the satisfaction of the authorities that he has the goods to sell. He must have a license, come under the supervision of the health authorities and be a regular fellow. There is still a considerable field for improvement in this particular, in most of the states. Out here, the authorities are very zealous in their efforts to see that the tourist and other traveler gets a "break." Frank S. Verbeck.

How Havana Looked To Grand Rapids People.

Miami, Fla., Jan. 10—With Mr. and Mrs. Minor Walton, of Grand Rapids, Mrs. Frost and myself spent four delightful days in Havana, arriving there Dec. 30, along with 10,000 other visitors bent upon celebrating New Year's in Havana or rather in Sloppy Joe's bar. We went by rail to Key West and boarded the boat for Havana there. Twelve miles out the bar was opened and I am sure that all of the

750 passengers on this boat visited the bar before landing.

Inasmuch as the trip was made by daylight, we were accorded a splendid view of Havana from the bay and it was a beautiful sight, with its low, white and yellow buildings, with red tile roofs. Entering the harbor we passed Morro castle, the Cobanos fortress and the Punta, another small fort, the Malecon, or Seawall, the city prison, likewise Havana's oldest fort, the La Fuerza.

We were delighted with the opportunity of stopping in a typical Cuban hotel, the Siboney, on the Prado. The food was delicious and the entire organization was very courteous. The rooms were not elaborately furnished, but comfortable in every respect. No carpets or rugs are used in Cuban homes or hotels, because of numerous insects. Decorative tile is used instead.

Thousands of beggars on the streets of Havana constitute a menace to the city's most profitable industry and this nuisance should be abolished by the authorities.

Liquor dealers in Havana, anticipating the repeal of the 18th amendment, are making an effort to reduce their immense stock of goods. Hotel operators are very much concerned over this situation also.

We visited the casino, a palatial gambling house, owned by Americans, at midnight on New Year's eve. It was a very busy place. Although the gaming tables were not extremely busy, the bar and dining room were packed.

One wonders when the citizens of Havana go to bed, as the principal streets are more densely thronged at midnight than in the day time. All through the night one hears the strumming of guitars and the rattle of the rumbos and Spanish songs from the streets.

We visited all places of interest, including a beautiful Cuban home. We were very much surprised with the bath rooms in this home. In fact, they were much more elaborate than any other part of the house.

The banana, pineapple and sugar cane plantations are very interesting. There is only one cemetery in the entire city. Here the deceased members of the family are buried one on top of the other and over the top is a great marble slab which can be raised when necessary to inter another member of the family.

We returned to Miami after four days, in time to view the giant airship, Akron, at its mooring mast and to see the air races in which the Akron participated.

Miami is a very busy city right now and the season has not reached its height as yet. A. A. Frost.

Team Work Group Defends Educational System.

The business men of the state of Michigan must recognize that they have a definite interest in the schools of the state, not only as parents and taxpayers but also as men of business. By definitely training workers for business both before and during employment, the schools are giving a very valuable service. But of even more importance to business are the markets created and opened up by education. By elevating the living standards of our people, education increases their wants and needs. The vast trade in goods and service, the creation of wide and varied markets—the stimulation, continuation and extension of business is to a very great degree the result of education, and for that reason if for no other, the traveling salesman is interested in maintaining our schools.

Yet the entire cost of education in the state for the year 1930 was less

than 5 per cent. of our total state income. We spent more than twice as much on new buildings and four times as much on passenger automobiles as on education—the greatest social insurance we have, a school system which serves over a million and a half children a year.

However, now that the schools have become more valuable than ever before, we are in danger of losing them. We have reduced the great tax burden imposed on real property. Unless we utilize other sources of revenue a great number of our schools will be left absolutely without funds.

Michigan has always recognized education as a state function and very early created a primary school fund to assist in paying for education. That fund must now be built up so that it can carry almost the entire cost of the schools in the state. Since this money must be collected anyway by the local government if not by the state and since the state will probably no longer ask for taxes on real property, no injustice will be done to anyone, our schools will be preserved and the tax burden will be adjusted.

The primary school fund is being depleted by about seven million dollars because of the fifteen mill limitation which will lower the tax assessed against public utilities. As a beginning, then, seven million should be restored and this can be done through a privilege tax levied against the utilities benefiting from the limitation. Beyond that, the fund should be increased by about thirty millions in order to yield fifty million dollars a year.

Naturally, the question is raised, where will the money come from? There are many possibilities. The gas and weight taxes collected for maintaining and constructing roads amounts to forty-three million dollars. It is possible that some portion of this amount might be diverted to benefit the educational system.

The estate and inheritance tax from which Pennsylvania draws over thirty-six million dollars yields Michigan about six million per year. This is a good time to make revision in the tax which everyone considers necessary, and at the same time raise the rates in the higher brackets to yield another ten million dollars for education. Again there need be no injustice, as the high brackets would be affected and fair exemption can be allowed.

Luxury taxes—a mere 5 per cent. tax on chewing gum, candy, and nuts—would yield about five million dollars. An amusement tax might be considered, as well as many other sources of state income.

All of these taxes work successfully in other states. None impose a great burden on anyone. These sources can justly be asked to support such a cause, and this cause must not fail. Michigan has a school system of which it is justly proud. It is a factor in that race in which education is always engaged against economic catastrophe and evil social influences.

Business must support our schools. Education in Michigan must not be abandoned. A. G. Guimond.

Hew to the dotted line.

DRUGS

Michigan Board of Pharmacy.

President—J. W. Howard Hurd, Flint.
Vice-Pres.—Duncan Weaver, Fennville.
Director—E. J. Parr, Big Rapids.
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.

State Medicinal Spirits Laws.

Pharmacists of a number of State pharmaceutical associations are making enquiries as to a suitable State law in heretofore "bone-dry" states authorizing the prescribing and dispensing of spirits for medicinal purposes. Bills for this object are being prepared, and will be introduced in some of the Legislatures when they convene shortly after the new year. To avoid duplication of records and reports the existing National Prohibition Act is being reenacted in some of the bills under preparation. Leaders of pharmacy are pointing out the advisability of so drawing a State bill that retail druggists will be assured an opportunity to buy medicinal spirit from distillers as well as from wholesale druggists. The danger of subjecting retail druggists to a monopoly of distribution will in this way be avoided. The old prejudice against the dispensing of medicinal spirits by retail druggists is fast disappearing. With the great change in public opinion recorded at the November election, making it certain that there is a legitimate demand for intoxicating liquor, even for beverage purposes retail druggists have reached the conclusion that certainly their profession would not suffer in the least from dispensing spirits for medicinal purposes under Government regulation and control.

The objection raised to dispensing medicinal spirits because it gets retail druggists into trouble is answered by pointing out that those who are indiscreet will lose their permits, just as those who abuse the dispensing of habit-forming narcotic drugs, or other drugs and medicines will lose their licenses as pharmacists. State medicinal spirits bills should contain a provision not permitting a retail druggist to obtain a state permit unless his drug store has been established not less than five years. This would prevent the opening of new drug stores for the express purpose of engaging in the whisky business. There is a greater margin of profit for retail druggists in dispensing medicinal spirits legitimately than any other item handled in a drug store. Whisky is a U. S. P. preparation, and the public is granted the right by the National Prohibition Act to obtain it for medicinal purposes upon a physician's prescription from a registered pharmacist. An obligation thus has been imposed upon registered pharmacists to furnish medicinal spirits to the public. If pharmacists cannot be trusted to dispense medicinal spirits lawfully they should not be permitted to dispense dangerous habit-

forming narcotic drugs and poisons.—National Druggist.

Some Shifts On the Board of Pharmacy.

Lowell, Jan. 17—The Board of Pharmacy meeting in Lansing Jan. 13 hired E. J. Parr, Dean of the Ferris Institute Department of Pharmacy, Director of Drugs and Drug Stores for the State of Michigan. Mr. Parr is well qualified. He has had a wide experience in pharmacy as clerk, store owner and teacher. He has a fine personality and wide acquaintance among the druggists, many of whom are his former students. I think he brings more to the office than any other man we could have hired, although we had applications for many good men. The Board was unanimous in choosing Mr. Parr, who took up his new duties Monday, Jan. 16.

You might be interested in the officers of the Board. Howard Hurd is the new President, Duncan Weaver Vice-President and the new appointment has not been made as yet, although we have good authority to believe Mr. Allan will be re-appointed for this term. M. N. Henry.

Big Rapids, Jan. 16—You are probably aware ere this of my selection as Director of Drugs and Drug Stores for Michigan. I need not tell you Mr. Stowe how highly I appreciate your efforts in my behalf. I know it will be impossible for me to measure up to the high standards you set for me in your editorial, but I can assure you that my every effort will be in the interest of Pharmacy and the State of Michigan and I hope that with the support and co-operation of men like yourself, I may be able to accomplish a little of the ideals which I have in mind. E. J. Parr, Dean of Pharmacy at Ferris Institute.

An Unusual Honor To New Member.

Fennville, Jan. 17—Duncan Weaver has been made chairman of the Committee on Constitution and By Laws for the next convention year of the National Association of State Pharmacy Boards. The convention will be held late in August. It is an unusual honor for one during his first term on the State board.

A Business Man's Philosophy.

One night I heard Ed Wynn get off some good things on the radio and I marveled at the apparent originality of his humor. The following afternoon, reading a weekly funny paper in a barber's chair, I discovered one of Wynn's jokes in a cartoon. A short-legged man, marooned on a raft at sea, was told by his wife to take off his tuxedo because he might be mistaken for a penguin.

The same evening I encountered another Wynn joke in Arnold Bennett's Journal. This joke was entered in the diary on May 1, 1896. It is so good that it is worth repeating for the benefit of those who haven't heard it in the last thirty-six years:

"In the course of a conversation today," Bennett writes, "a man said to me, apropos of the question whether he or I was the more energetic; 'I get up at 6, go out for a walk; breakfast at 8; then an hour's work and afterward to the office; half an hour for lunch...' The detailed program, made up of alternated work and exercise, stretched out to 11 p. m.

"Well," I said, "that's very good indeed. How long have you been doing that?"

"Oh!" he said, "I'm going to start in the morning!" William Feather.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Detroit wholesale food distributors organized last week under the style of the Greater Detroit Food Council, and includes practically all of Detroit's wholesale grocers. The principal purpose of the organization being to work in closer harmony with the retailers, especially in helping to wipe out the racketeers who have been preying on them in the guise of sales promotion experts, promising the merchant increased sales. Usually they make it their business to sell them alleged trade promotion schemes. The merchant accepting their plans pays a weekly or monthly amount to the promoter far in excess of the possible benefits under the plan. William J. Cusick, president of the Detroit Retail Grocers Association, was elected executive secretary of the Greater Detroit Food Council. In an interview given by Mr. Cusick this week he stated that the Council will encourage legitimate trade promotion where the retailer will be assured of a fair return for his investment and not exploitation for the sole benefit of the promoter, many of whom are merchandising parasites. The annual food show will be held at convention hall, Feb. 18 to 26. The wholesalers will join with retailers in the exhibition, the proceeds as last year will be turned over to the Department of Public Welfare.

Frances Aronheim has taken over the Krawitz jewelry shop, at 528 Washington arcade building, and has assumed management of the store, which contains a general jewelry stock and repair department. Frances Aronheim is the wife of Milton Aronheim, former president of the Women's Apparel Club of

Michigan and one of the pioneer salesmen in the apparel field in Michigan.

The S. and F. Garment Co. will move from its present location at 1217 Griswold street to 230 East Grand River avenue about Feb. 1. Adolph Ferrer, president of the company, announced that plans have been completed for an expansion of the business and with that in mind 5000 feet of floor space has been leased for the new quarters. The company, formerly Small-Ferrer, are distributors of women's dresses and coats.

The Mae Hat Co., manufacturer of women's millinery, has moved its machinery to Chicago and will continue in the manufacturing business in that city.

H. B. Biggins, assist general manager of Crowley Milner Co., has resigned and will leave for Los Angeles for an extended trip as soon as inventories are cleaned up. Mr. Biggins has been associated with some of the larger department stores in the country and was formerly division merchandise manager for Newcomb, Endicott Co., of this city. Several years ago he was connected with the Wurzburg Dry Goods Co., of Grand Rapids.

Paul Faust, of Detroit, has purchased the shoe store at Matthew Max, 103 West Michigan avenue, Ypsilanti, and will take immediate possession. Mr. Max is mayor of Ypsilanti and it is understood he is in line for a political appointment.

Unfolding a new die-cut mailing folder causes figures to stand out against their background, gives the effect of three dimensions.

A new wooden shingle resembles ceramic tile in shape and finished appearance, can be applied over old roofing.

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

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Blanchard, Jan. 12—About six or seven years ago we bit on one of those silverware redemption deals and spent \$100 for some tickets and a twenty-six piece set of cheap silverware. The company agreed to print tickets for us at a certain price per thousand, and furnish us a twenty-six piece set of sample silverware and to redeem the tickets for silverware when they are sent in by our customers. We were to give a ticket with each 25 cent sale.

Well, you know how the deal worked out all right. We had a lot of dissatisfied customers and that cheap set of silverware left for our \$100, as the company took out their phone and left for parts unknown without leaving any forwarding address.

We never had one ticket redeemed. Since that day we have determined to lend every aid possible in running down this company or any other concern doing the same business.

The reason we write this letter is that yesterday a man came in with a nice line of talk about how the Rogers Silverware Co. had decided to give away a lot of silverware free to the people here and there throughout the country. He said that when they gave a customer a few of these pieces they would naturally buy the same pattern when they bought silverware and so Rogers Silverware Co. would really profit from the deal.

This man presented the same plan as I bit on before. The dealer was only to pay for printing the tickets, at a cost of \$4.50 per thousand and \$2 in advance as the sale was printed matter, etc. Exactly the same old story as I listened to before. Well, I listened just to be sure I knew it all by heart, then I got the man's name, the company's address and the car number and make of his car and then bid him good-bye.

The salesman asked why I would not take on the deal and I told him then that I paid \$100 to learn about such deals and that was enough. Evidently he decided that I would call the other merchants and put them wise, so he left immediately for parts unknown, without calling on anyone else.

I then spent a little good money and called a certain merchant in a town near Lansing (I saw by the sample tickets the merchant had these tickets) and asked him how he liked the deal, and told him if he wanted any further information about the man that I could give him some at least. He told me that the company was not doing as they agreed, but that some of his customers had received some silverware.

Now it may be that this company is straight, but if I was betting I would bet a lot that they were not.

Since I do not know for certain I am not mentioning the name of the company, but if you wish to print this letter, and anyone reading it has lost money on such a deal, I will be only too glad to furnish them with the name of this man (that is, if he gave me the right name) and I can give them the license number of his car and the make of it.

It would seem to me that then one could run such a firm down, but when we lost money on this deal we had nothing left to work on when the company moved.

Leon Foster,
Proprietor Quality Store.

Grand Rapids, Jan. 13—Just a line to advise of the conclusive result accomplished by your Thursday issue which emphasized the enquiry concerning the so-called chain mail sales.

Our Association has been conducting an investigation of these propositions, of which there is an epidemic.

Legal authorities consulted do not know of either ordinance or statute to estop the many propositions already investigated. Although we have been

working with postal authorities we do not yet have any ruling to debar them from the U. S. mails.

Last night a business man from up State called and I gave him oral synopsis of our knowledge. Then I showed him your article. He said, "That's enough for me. I won't launch the chain mail scheme which brought me to Grand Rapids, for I won't risk my capital and standing in any proposition which is so questioned."

I am sure you will relish this attest to the power of the Tradesman to influence business. J. R. Casselman,

Industrial Commissioner Association of Commerce.

Edmore, Jan. 16—You are about to listen to the story of another easy mark. I was visited by a book salesman for the Standard Encyclopedia Co., of Chicago, who after a whirlwind talk, telling me that he was giving me a set of books free of charge and several hundreds of inches of advertising in the Edmore Times, my local paper, had me sign a contract for the set of books which come to something over \$71, giving me the agency commission of \$30, making the total cost something over \$41 and then he stated that most of that would be taken out in advertising in the local paper. The books were to be on display in the local newspaper office for sixty days. I told him I did not care to purchase them right then, but if he could arrange the payments so that the advertising he was sending would take care of my payments it would be o. k. and he promptly told me that he would fix it so that I would have no payment to make until Jan. 1, 1933. His visit was in October. I have never received the advertising, but the books came and I held them until I thought the advertisements would come and when they did not come I mailed the books back to them at Chicago, but they returned a letter telling me that books were in storage in my name. The sad part of the whole thing is that I have not even a copy of the contract I signed and what I thought was a copy of it he gave me was merely an invoice of the order. The books were returned about Nov. 21. The sales representative stated that he lives in Grand Rapids and I do not even have his name. Do you think I am going to be forced to pay this bill when the salesman made so many false statements concerning them?

Tom Burns.

Proprietor Edmore Times.

On the face of things it looks as though some one up around Edmore had been a little careless, considering he was doing business with a stranger. He thought he had a duplicate of his order, but did not compare it with the original to see that they were identical in reading matter and terms. Now he finds he never had a copy. Then he accepted the verbal statement of the agent concerning an extension of time in which to pay for the books, when the contract probably contains the stereotyped condition that no verbal statements not in harmony with the contract are to be considered. Mr. Burns can probably defeat any action the Chicago gang may bring against him in justice court, but if an appeal is taken to the circuit court the case would probably go against him. The book schemers will probably not resort to the circuit court because of the bad notoriety such an act would give them. My suggestion is that Mr. Burns take a post graduate course in the School of Caution.

It isn't hardheadedness if it entails hardheadedness.

WHOLESALE DRUG PRICE CURRENT

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

Acid	Gum	Hemlock, Pu., lb. 2 00@2 25
Acetic, No. 8, lb. 06 @ 10	Aloe, Barbadoes, so called, lb. 60	Hemlock Com., lb. 1 00@1 25
Boric, Powd., or Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 3 00@3 20
Carbolic, Xtal, lb. 36 @ 43	Aloe, Socotrine, lb. 75	Juniper W'd, lb. 1 50@1 75
Citric, lb. 35 @ 45	Powd., lb. 80	Lav. Flow., lb. 4 00@4 25
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 50	Lav. Gard., lb. 1 25@1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. 45	Lemon, lb. 2 00@2 25
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. 01 50
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. 35	Mustard, art., ozs. 03 35
Tartaric, lb. 35 @ 45	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 4 00@4 25
Alcohol	Asafoetida, lb. 50 @ 60	Origanum, art, lb. 1 00@1 20
Denatured, No. 5, Gal. 48 @ 60	Asafoetida, Po., lb. 75	Pennyroyal, lb. 3 25@3 50
Gal. 4 00@5 00	Guaiaac, lb. 60	Peppermint, lb. 3 50@3 75
Grain, Gal. 50 @ 60	Guaiaac, Powd., lb. 70	Rose, dr. 02 50
Wood, Gal. 50 @ 60	Kino, lb. 90	Rose, Geran., ozs. 50 @ 95
Alum-Potash, USP	Kino, powd., lb. 1 00	Rosemary
Lump, lb. 05 @ 13	Myrrh, lb. 60	Flowers, lb. 1 50@1 75
Powd. or Gra., lb. 05 1/2 @ 13	Myrrh, Pow., lb. 75	Sandalwood,
Ammonia	Shellac, Orange, lb. 25 @ 35	E. I. lb. 12 50@12 75
Concentrated, lb. 06 @ 18	Ground, lb. 25 @ 35	W. I. lb. 4 50@4 75
4-F, lb. 05 1/2 @ 13	Shellac, white, (bone dr'd) lb. 35 @ 45	Sassafras, true, lb. 2 00@2 25
3-F, lb. 05 1/2 @ 13	Tragacanth, No. 1, bbls. 1 75@2 00	Syn., lb. 75 @ 1 00
Carbonate, lb. 20 @ 25	No. 2, lbs. 1 50@1 75	Spearmint, lb. 3 00@3 25
Muriate, Lp., lb. 18 @ 30	Pow., lb. 1 25@1 50	Tansy, lb. 5 00@5 25
Muriate, Gra., lb. 08 @ 18	Honey	Thyme, Red, lb. 1 50@1 75
Muriate, Po., lb. 20 @ 30	Pound 25 @ 40	Thyme, Whi., lb. 1 75@2 00
Arsenic	Hops	Wintergreen
Pound 07 @ 20	1/4s Loose, Pressed, lb. 75	Leaf, true, lb. 6 00@6 25
Balsams	Hydrogen Peroxide	Birch, lb. 2 75@3 20
Copaiba, lb. 50 @ 80	Pound, gross 25 00@27 00	Syn. 75@1 20
Fir, Cana., lb. 2 00@2 40	1/2 Lb., gross 15 00@16 00	Wormseed, lb. 3 50@4 00
Fir, Oreg., lb. 50 @ 1 00	1/4 Lb., gross 10 00@10 50	Wormwood, lb. 6 00@6 25
Peru, lb. 1 70@2 20	Indigo	Oils Heavy
Tolu, lb. 1 50@1 80	Madras, lb. 2 00@2 25	Castor, gal. 1 15@1 35
Barks	Insect Powder	Cocanut, lb. 22 1/2 @ 35
Cassia, Ordinary, lb. 25 @ 30	Pure, lb. 25 @ 35	Cod Liver, Norwegian, gal. 1 00@1 50
Ordin., Po., lb. 20 @ 25	Lead Acetate	Cot. Seed Gals. 90 @ 1 10
Salgon, lb. 50 @ 60	Xtal, lb. 17 @ 25	Lard, ex., gal. 1 55@1 65
Salgon, Po., lb. 50 @ 60	Powd. & Gran. 25 @ 35	Lard, No. 1, gal. 1 25@1 40
Elm, lb. 35 @ 40	Licorice	Linseed, raw, gal. 65 @ 80
Elm, Powd., lb. 35 @ 40	Extracts, sticks, per box 1 50 @ 2 00	Linseed, boil., gal. 68 @ 83
Elm, G'd, lb. 40 @ 45	Lozenges, lb. 40 @ 50	Neatsfoot, extra, gal. 80 @ 1 25
Sassafras (P'd lb. 45) @ 35	Wafers, (24s) box 1 50 @ 2 00	Olive, Malaga, gal. 2 50@3 00
Soaptree, cut, lb. 15 @ 25	Leaves	Pure, gal. 3 00@5 00
Soaptree, Po., lb. 25 @ 30	Buchu, lb., short @ 50	Sperm, gal. 1 25@1 50
Berries	Buchu, lb., long @ 60	Tanner, gal. 75 @ 90
Cubeb, lb. 75 @ 80	Buchu, P'd, lb. 30 @ 35	Tar, gal. 65 @ 75
Cubeb, Po., lb. 10 @ 20	Sage, bulk, lb. 25 @ 30	Whale, gal. 02 @ 00
Blue Vitriol	Sage, loose, pressed, 1/4s, lb. 40 @ 45	Opium
Pound 05 @ 15	Sage, ounces 85 @ 95	Gum, ozs., \$1.40; lb. 17 50@20 00
Borax	Sage, P'd & Grd. 35 @ 40	Powder, ozs., \$1.40; lb. 17 50@20 00
P'd or Xtal, lb. 06 @ 13	Senna, Alexandria, lb. 50 @ 60	Gran., ozs., \$1.40; lb. 17 50@20 00
Brimstone	Tinnevela, lb. 20 @ 30	Paraffine
Pound 04 @ 10	Powd., lb. 25 @ 35	Pound 06 1/2 @ 15
Camphor	Uva Ursi, lb. 20 @ 25	Papper
Pound 50 @ 65	Uva Ursi, P'd, lb. 30 @ 35	Black, grd., lb. 30 @ 40
Cantharides	Lime	Red, grd., lb. 42 @ 55
Russian, Powd. @ 3 50	Chloride, med. dz. @ 85	White, grd., lb. 35 @ 45
Chinese, Powd. @ 1 25	Chloride, large, dz. @ 1 45	Pitch Burgundy
Chalk	Lycopodium	Pound 20 @ 25
Crayons, white, dozen @ 3 60	Pound 35 @ 50	Petrolatum
dustless, doz. @ 6 00	Magnesia	Amber, Plain, lb. 12 @ 17
French Powder, Coml., lb. 03 1/2 @ 10	Carb., 1/8s, lb. 30 @ 35	Amber, Carb., lb. 14 @ 19
Precipitated, lb. 12 @ 15	Carb., 1/16s, lb. 32 @ 35	Cream Whi., lb. 17 @ 22
Prepared, lb. 14 @ 16	Carb., P'd, lb. 15 @ 25	Lily White, lb. 20 @ 25
White, lump, lb. 03 @ 10	Oxide, Hea., lb. 75 @ 85	Snow White, lb. 22 @ 27
Capsicum	Oxide, light, lb. 75 @ 85	Plaster Paris Dental
Pods, lb. 60 @ 70	Menthol	Barrels @ 5 25
Powder, lb. 62 @ 75	Pound 5 12 @ 5 60	Less, lb. 03 1/2 @ 08
Cloves	Mercury	Potassa
Whole, lb. 25 @ 35	Pound 1 25 @ 1 35	Caustic, st'ks, lb. 55 @ 88
Powdered, lb. 30 @ 40	Morphine	Liquor, lb. 40 @ 40
Cocaine	Ounces @ 10 80	Potassium
Ounce 11 43 @ 13 60	1/4s @ 12 96	Acetate, lb. 60 @ 96
Copperas	Mustard	Bicarbonate, lb. 30 @ 35
Xtal, lb. 03 1/2 @ 10	Bulk, Powd., select, lb. 45 @ 50	Bichromate, lb. 15 @ 25
Powdered, lb. 04 @ 15	No. 1, lb. 25 @ 35	Bromide, lb. 51 @ 72
Cream Tartar	Naphthaline	Carbonate, lb. 30 @ 35
Pound 25 @ 40	Balls, lb. 06 1/2 @ 15	Chlorate, Xtal, lb. 17 @ 23
Cuttlebone	Flake, lb. 05 1/2 @ 15	powd., lb. 17 @ 23
Pound 40 @ 50	Nutmeg	Gran., lb. 21 @ 28
Dextrine	Pound 40 @ 50	Iodide, lb. 3 64 @ 3 84
Yellow Corn, lb. 06 1/2 @ 15	Nux Vomica	Permanganate, lb. 22 1/2 @ 35
White Corn, lb. 07 @ 15	Pound 25 @ 30	Prussiate, Red, lb. 80 @ 90
Extract	Powdered, lb. 15 @ 25	Yellow, lb. 50 @ 60
Witch Hazel, Yel-low Lab., gal. 99 @ 1 82	Oil Essential	Quassia Chips
Licorice, P'd, lb. 50 @ 60	Almond, Bit., true, ozs. @ 50	Pound 15 @ 20
Flower	Bit., art., ozs. @ 35	Powd., lb. 25 @ 30
Arnica, lb. 75 @ 80	Sweet, true, lb. 1 50@1 80	Quinine
Chamomile, German, lb. 35 @ 45	Sw't, Art., lbs. 1 00@1 25	5 oz. cans., ozs. @ 57
Roman, lb. 90 @ 90	Amber, crude, lb. 75 @ 1 00	Sal
Saffron, American, lb. 35 @ 40	Amber, rect., lb. 1 50@2 00	Epsom, lb. 03 1/2 @ 10
Spanish, ozs. @ 1 25	Anise, lb. 1 00@1 40	Glaubers, Lump, lb. 03 @ 10
Formaldehyde, Bulk	Bay, lb. 4 00@4 25	Gran., lb. 03 1/2 @ 10
Pound 09 @ 20	Bergamot, lb. 5 00@5 20	Nitre, Xtal or Powd. 10 @ 22
Fuller's Earth	Cajuput, lb. 1 50@2 00	Gran., lb. 09 @ 20
Powder, lb. 05 @ 10	Caraway S'd, lb. 3 00@3 25	Rochelle, lb. 18 @ 30
Gelatin	Cassia, USP, lb. 2 25@2 60	Soda, lb. 02 1/2 @ 08
Pound 55 @ 65	Cedar Leaf, lb. 2 00@2 25	Soda
Glue	Cedar Leaf, Coml., lb. 1 00@1 25	Ash @ 10
Brok., Bro., lb. 20 @ 30	Citronella, lb. 75 @ 1 20	Bicarbonate, lb. 03 1/2 @ 10
Gro'd, Dark, lb. 16 @ 22	Cloves, lb. 1 75@2 25	Caustic, Co'l, lb. 08 @ 15
Whi. Flake, lb. 27 1/2 @ 35	Croton, lbs. 8 00@8 25	Hyposulphite, lb. 05 @ 10
White G'd, lb. 25 @ 35	Cubeb, lb. 5 00@5 25	Phosphate, lb. 23 @ 28
White AXX light, lb. 40 @ 40	Erigeron, lb. 4 00@4 25	Sulphite, Xtal, lb. 07 @ 12
Ribbon @ 42 1/2 @ 50	Eucalyptus, lb. 75 @ 1 20	Dry, Powd., lb. 12 1/2 @ 20
Glycerine	Fennel 2 00@2 25	Silicate, Sol., gal. 40 @ 50
Pound 14 1/2 @ 35		Turpentine

GROCERY PRICE CURRENT

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

ADVANCED

Veal

DECLINED

Trilby Soap
Hart Red Kidney Beans
Lux Toilet Soap
Palm Olive Soap
Star Lobsters
Campbell Beans
Hart Pork & Beans Lard

AMMONIA

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

APPLE BUTTER

Quaker, 12-38 oz., doz. 2 00
Musselman, 12-58 oz. doz. 2 00

BAKING POWDERS

Royal, 2 oz., doz. 95
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 25
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
Krumbs, No. 412 1 35
Bran Flakes, No. 624 1 80
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. 2 25
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 3/4 oz. 1 10
Kaffe Hag, 6 1-lb. cans 2 75
Whole Wheat Fla., 24 1 90

BROOMS

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

Amsterdam Brands

Gold Bond Par., No. 5 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

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 4
Paraffine, 12s 14 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 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 2 90

Strawberries

No. 2 3 00
8 oz. 1 24
Marcellus, No. 2 1 80

CANNED FISH

Clam Chder, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed, No. 1 2 75
Clams, Mince, 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, Star 2 00
Shrimp, 1, wet 1 45
Sard's, 1/4 Oil, Key 4 25
Sardines, 1/4 Oil, kless 3 35
Salmon, Red Alaska 1 90
Salmon, Med. Alaska 1 45
Salmon, Pink, Alaska 1 20
Sardines, Im. 1/4, ea. 6@16
Sardines, Cal. 1/4, ea. 25
Tuna, 1/2 Van Camps, 1 75
Tuna, 1/4s, Van Camps, 1 35
Tuna, 1s, Van Camps, 3 60
Tuna, 1/4s, Chicken Sea, 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, 48s 2 30
Van Camp, Bean Hole, 36s 3 75

CANNED VEGETABLES

Hart Brand

Baked Beans

Medium, Sauce, 36s cs. 1 60
No. 2 1/2 Size, Doz. 90
No. 10 Sauce 3 60

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 3 75
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 2 00
Hart Cut, No. 10 5 00
Marcel. Whole, No. 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 30

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3 1 35

Succotash

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

Tomatoes

No. 10 5 25
No. 2 1 80
No. 2 1 40
Pride of Mich., No. 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 24
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
Beemhut Peppermint 66
Doublemint 66
Peppermint, Wrigleys 66
Spearment, 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

McLaughlin's Kept-Fresh



Coffee Extracts

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

CONDENSED MILK

Eagle, 2 oz., per case 4 60

EVAPORATED MILK

Page



Page, Tall 2 55
Page, Baby 1 45
Quaker, Baby, 4 doz. 2 75
Quaker, Baby, 10 1/2 oz. 2 75
Quaker, Gallon, 1/2 dz. 2 75
Carnation, Tall, 4 doz. 3 00
Carnation, Baby, 4 dz. 1 50
Carnation's D'dee, Tall 2 50
Carnation's D'dee, Baby 2 25
Pet, Tall 3 00
Pet, Baby 4 dozen 1 50
Borden's Tall, 4 doz. 2 50
Borden's Baby, 4 doz. 1 25

CIGARS

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

CONFECTIONERY

Stick Candy Pails

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

Mixed Candy

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

Fancy Chocolate

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

Gum Drops

Champion Gums 14
Jelly Strings 14

Lozenges

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

Hard Goods

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

Cough Drops

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

Specialties

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

COUPON BOOKS

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

CREAM OF TARTAR

6 lbl boxes 4

DRIED FRUITS

Apples
N. Y. Fcy., 50 lb. box 15
N. Y. Fcy., 14 oz. pkg. 16

Aporicots

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

Citron

10 lb. box 24

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

Peaches	
Evap., Choce	09
Fancy	10 1/2

Peel	
Lemon, American	24
Orange, American	24

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

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

Hominy	
Pearl, 100 lb. sacks	3 50

Bulk Goods	
Elbow Macaroni, 20 lb.	05
Egg Noodle, 10 lbs.	12

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

Sage	
East India	10

Tapioca	
Pearl, 100 lb. sacks	7 1/2
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

FLOUR	
V. C. Milling Co. Brands	
Lily White	5 10
Harvest Queen	5 20
Yes Ma'am Graham,	
50s	1 40

Lee & Cady Brands	
Home Baker	
Cream Wheat	

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

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

GELATINE	
Jell-o, 3 doz.	2 55
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	1 75

JELLY AND PRESERVES	
Pure, 30 lb. pails	2 60
Imitation, 30 lb. pails	1 60
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., dz	1 85

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

Margarine

I. VAN WESTENBRUGGE

Food Distributor



Cream-Nut, 1 lb.	9
Pecola, 1 lb.	8

Wilson & Co.'s Brands	
Oil	
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	15 1/2
Brazil, large	12 1/2
Fancy Mixed	11 1/2
Filberts, Naples	13
Peanuts, Vir. Roasted	6 1/2
Peanuts, Jumbo	7 1/2
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. Cellope case	1 80

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

MINCE MEAT	
None Such, 4 doz.	6 20
Quaker, 3 doz. case	2 65
Yo Ho. Kegs, wet, lb.	16 1/2

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

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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

Sweet Small	
5 Gallon, 500	7 25

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

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

PIPES	
Job, 3 doz. in bx.	1 00@1 20

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	11
Good Steers & Heif.	09
Med. Steers & Heif.	08
Com. Steers & Heif.	07

Veal	
Top	09
Good	08
Medium	06

Lamb	
Spring Lamb	13
Good	13
Medium	08
Poor	05

Mutton	
Good	04 1/2
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	5 1/4
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	6 1/2
Compound, tubs	7

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

Smoked Meats	
Hams, Cer. 14-16 lb.	@10
Hams, Cer., Skinned	
16-18 lb.	@10
Ham, dried beef	
Knuckles	@23
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, 18-2 1/2 lb.	
packages	1 10

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

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

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

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

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

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

SALT	
F. O. B. Grand Rapids	
Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 20
Colonial, Iodized, 24-2	1 35
Med. No. 1 Bbls.	2 90
Med. No. 1, 100 lb. bk.	1 00
Farmer Spec., 70 lb.	1 00
Packers Meat, 50 lb.	65
Cream Rock for ice	
cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 00
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	3 80
6, 10 lb., per bale	93
20, 3 lb., per bale	1 00
28 lb. bags, Table	40



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

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

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

SOAP	
Am. Family, 100 box	5 60
Crystal White, 100	3 50
F.B., 60s	2 15
Fels Naptha, 100 box	5 00
Flake White, 10 box	2 85
Grdma White Na. 10s	3 50
Jap Rose, 100 box	7 40
Fairy, 100 box	4 00
Falm Olive, 144 box	8 25
Lava, 50 box	2 25
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Trilby Soap, 50, 10c	3 15
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48
Lux Toilet, 50	3 15

SPICES	
Whole Spices	
Allspice, Jamaica	@24
Cloves, Zanzibar	@36
Cassia, Canton	@24
Cassia, 5c pkg., doz.	@40
Ginger, Africa	@19
Mixed, No. 1	@30
Mixed, 10c pkgs., doz.	@65

SHOE MARKET

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

A Decision To Go Ahead.

We must not let our cautions interfere with our judgment in the opening weeks of 1933. Three words tell the story: "Stop Further Deflation." We have reached the point in economic history below which we cannot hope to go if the modern structure of civilization is to continue.

Believe it or not, but some small factor, properly dramatized, may clear the world situation. You may not believe this, but the best thinking minds the world over are coming to the conviction that what the economic world needs more than anything else is "a break."

Business men throughout the world are hoping for one thing—stability. If the English pound could be stabilized and the American dollar hold to its strong position, then these two great business nations might have an opportunity to check further deflation in the basic commodities used in world trade.

If, in the next few months, wheat, rubber, cotton, products of the mine and even such a small item as hides, might hold a level of price and then increase just a penny, we would be in a world-wide position of lifting everything.

We are nearer to that point than we have been in three years. We have discovered that the world has plenty of gold but there is a mal-distribution of it. In the United States, for example, there is no shortage of money. There never was a time when we were even close to the hazard of going off the gold standard. Our bank deposits to-day are a billion dollars heavier than a year ago. What is missing is the inducement to use that money. The only thing that can bring it into use is a state of confidence.

The public is willing but it cannot spend for consumer goods unless it gets. Sometime soon a lot of money has got to be spent and it will be when business men feel certain that they can get a penny more out of the transaction than red ink.

The public has been exceedingly brave—not only here but the world over. There is now a feeling that public spending is not sufficient. What is needed now is corporate spending. There are big institutions which are in a sound position and should begin to spend money for capital goods. The consumer goods alone couldn't lift the price levels of the world.

Experiments will be tried in the next few months to bring about a better price movement. There is no sharp outline to the plan as to how it will be done but it is in the wind. We see examples of it in the determination of business men, not only here but abroad, to hold to present prices and if orders are not forthcoming, to refuse to make at lower levels. We have examples of one or two institutions in our own trades declaring their stand on prices this week.

So you see, there is a frame-work to a new and slowly improving situa-

tion. There is also a more complete understanding of the world-wide necessity of stabilizing prices. The situation is full of possibilities for improvement.

We will see an international economic conference in 1933 which should be the instrument of by-lateral understanding of the inter-dependence of all countries upon the need for correcting the depression.

This we do know. That in the first week of January we are in a better position than we were six months ago. Drifting has ceased. Action has taken its place. Just as we showed in last week's issue that there was a large vacuum in store stocks and in consumer's stocks of shoes for men, women and children—so other industries have pictured their own vacuums. Mere replacement of buildings, plants and structures, streets and bridges and all the things that go to the creation of work will necessitate more labor in 1933. With more labor, more income. With more income, more spending. Urge now—spending for capital goods.

But the thread we want to put through this editorial is one that is straight and true—the price level must go no lower and must, if possible, increase by a scant margin. That, in the last analysis, is the small factor, the dramatization of which will do more to clear the world and to restore confidence than anything else.—Boot and Shoe Recorder.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 17—The change in the weather for the past week has not been a health producer. Five of our local doctors were laid up at one time, but the cold spell of Friday has slackened the grip and many of the patients are back on the job again. It is a number of years since the epidemic visited this city.

The Blue Goose fruit store, at 556 Ashmun street, has changed hands. The new proprietor is Earl J. Imeson, formerly connected with the Alpena Packing Co., who will devote his entire time to the new venture. Earl is a brother to the popular manager of the A. & P. main store here. The Blue Goose fruit store is one of the best fruit stores in Cloverland and the new proprietor will stock only the best and most up-to-date produce, vegetables and fruit. He may include confectionery later.

Paul A. Luepnitz, the well-known merchant at Moran, was a business visitor here last week.

John Brawley, Sr., pioneer lumberman residing at Gould City, died last Friday morning as the result of complications brought on by advanced age. He was well known throughout that district when the lumber industry was the main business.

The city council at Manistique passed a resolution at their Monday meeting to allow until Feb. 25 as the last day to pay taxes without a penalty. They appear to be a little more lenient than our council, where Jan. 9 was the last day of grace.

Navigation between DeTour and Drummond ended last week Friday, when the ferry, Phillips, made her last trip for the season.

Anyone who has to pay income tax this year certainly ought to be a fine subject for a success story.

Jacob Timmerback, for many years in the meat business at Rudyard, has opened a new coffee shop on the main street.

C. C. Cable, for twenty-five years owner and manager of the Lake View Hotel, at Mackinac Island, is dead.

Mr. Cable was born on Beaver Island in 1849 and came to Mackinac Island as a boy with his father, who purchased the historic John Jacob Astor House from the American Fur Co. He is the father of Mayor James Cable, of Mackinac Island. He was one of the best known hotel men on the Island and was a favorite with the traveling men as well as the tourists. He always greeted his guests with a smile of welcome and put up the best of meals.

Henry Jahn, proprietor of the confectionery and pool room at Manistique, was again elected Commander of the Charles W. Adkins Camp, United Spanish War Veterans, which he has held since the inception of the organization there two years ago.

The Sugar Bowl lunch, operating on Ashmun street since last summer, closed last week on account of slackness in trade.

You can live without smiling, but unless you smile, you can't make others glad that you live.

Jos Fletcher, the well-known grocer in the East end of the city, who has been quite sick for the past two months, is getting better and expects to be on the job again about next week.

Joseph Walker was appointed president of the merchants credit bureau of this city at the fifth annual meeting held last Tuesday evening. W. J. Cummings will continue as manager of the bureau, which office he has held since its organization. The meeting was held at the Ojibway Hotel, during a banquet programme. The bureau has seventy-one members and is functioning nicely.

The grocery and meat market of Oliver Shampaina, at Munising, has been redecorated and a new electric refrigerator installed, making it one of the finest markets in that city.

James Thompson, the well-known merchant at Grand Marais, has purchased the store formerly owned by R. E. Snyder. The store has been readjusted and redecorated and presents a fine appearance, for which Mr. Thompson may justly be proud.

William G. Tapert.

A Business Man's Philosophy.

A woman writes: "Please be good enough to tell me how a woman of forty, who must spend much time at home, can avail herself of the equivalent of a high school or college education. Your recent article was inspiring, so won't you finish it, please? Many of us would be, as I am,

"Eternally Grateful."

As Ed Wynn would say, Dear Eternally Grateful, a large part of the most intelligent and best-read men and women never saw the inside of a university. Nothing can be learned in

school that cannot be learned almost as well outside.

Specifically, self-education must largely be obtained through books. Suppose a person wishes to become educated in the subject of economics. He might begin with Adam Smith's classic, "Wealth of Nations." In reading that he would get ideas about other interesting books on the same or related subjects. A list of books "to be read" would be built up automatically.

Whatever field of learning is approached, the student finds himself tapping an inexhaustible well of knowledge. His familiarity with one subject will give him sympathy with, and understanding of, other fields of knowledge. His intellectual curiosity will be aroused, his mind will open, and his point of view will become liberal.

Those who cannot get themselves started on their own driving power can turn to extension universities in their own city, or to study by mail.

What is mainly needed for the start is mental energy and curiosity.

William Feather.

New Styles Aid Hosiery Trade.

Development of new styles in men's half hose, boys' golf hose and children's five-eighths styles and anklets is relieving some of the price pressure exerted recently on these numbers and is producing a trend to better grades, selling agents report. Plaids and checks, adopted on a broad scale for the first time this season, are proving very acceptable to buyers, who are less inclined to demand concessions on well-styled numbers. In these styles the most active retail price ranges are 35 cents for golf hose, 25 cents for children's styles and 35 to 50 cents for half hose, depending on the yarn construction.

Hanes Offers Cheaper Union Suit.

The lowest price lightweight ribbed union suit ever carried by the P. H. Hanes Knitting Co. was introduced last week. The new style, which is merchandised under the Twyn Rib label, is listed at \$3.50 per dozen and will retail at 50 cents each. The previous cheapest number was priced at \$4.50. Officials of the company say that the new number is introduced in response to the widespread demand for a lower price union suit.

Positive protection
plus profitable investment
is the policy of the

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

OUT AROUND.

(Continued from page 9)

and re-establish the old guarantees of person and property against capricious Federal power, which the lethargy and vices of our mental truths in one period may be borne down by the mass psychology and propaganda of another, when new concepts take their places? Only the expedient of a limited written Constitution or body of organic law, defended by an intelligent public opinion, can assure some fixity and permanence to political institutions and some safety to those who live under them.

Observing our Constitution to-day not only without defenders, but under assault, we mark at the same time the rapid obsolescence of the once fundamental principle that the individual is possessed of certain inherent and inalienable rights, beyond the power of any government to touch, and in its place the rise of the doctrine of the omnipotence and plenary claims of society upon the person, the property and even the life of the individual.

When we consider that society, in a political sense, means merely the majority, this doctrine differs not at all from the claims of supreme power by the monarch of divine right, save that the claimant in this case is a multiple monarch.

We are witnessing, too, the calloose of the representative principle in our Governmental practice and the rise of irresistible democratic power, sweeping all restraints before it in its pursuit of its own confused and selfish aims.

In this posture of affairs we behold the progressive confiscation of private property by governmental action, with its attendant discouragement of private effort, under policies of Federal taxing and spending without restraint; we note, too, the increasing experience of unlimited power to license, restrain and harass all private trade and industry in the hands of scores of petty Federal autocrats; and we find our courts practically closed to all the remedies we once relied upon.

It seems to me sheer blindness not to recognize—unless we can turn back—that the future holds for us one of two courses: either we shall be reduced to servitude under a completely socialized state and become a herd of docile and industrious animals; or, growing weary and desperate with the corruption and ineptitude of our bureaucratic rulers, we may fling ourselves at the feet of a single master, such as we witness in Italy to-day.

It is a much shorter step to dictatorship in the United States than most of us realize; our system of limited constitutional government has already been destroyed; it has broken down as any structure will do to which you apply the axe and the torch. The Federal government is now, in fact, absolute—an oligarchy of jealous despots. There remains, it seems to me, but the juncture of the time and the man for the consolidation of their powers in a single person.

For more than a hundred years ours was the best and noblest experiment ever attempted by man to govern himself without a master. To-day we may exclaim with Byron on beholding the Acropolis at Athens:

Shrine of the Mighty! Can it be
That this is all that remains of thee?

The situation may be summarized in a few words: Waste and extravagance must be stopped at once or the Republic will cease to be a democracy and become a dictatorship, with the people re-

duced to the rank of serfs. I am not one who is disposed to be panicky, but I can see as plainly as I can see the nose on my face that if this present trend to outrageous expenditures is not checked—and checked very soon—the United States will be hopelessly bankrupt.

Copies of this remarkable arraignment can be obtained from Gen. Schouten at his office in the Michigan Trust building.

E. A. Stowe.

Comparative Value of Artificial and Natural Teeth.

Because of neglect in childhood or in later life, teeth sometimes become so bad that they are not only hard to use, but they are a health and life hazard as well. Dentists, while conservators of the mouth's integrity as far as it is humanly and professionally possible to be so, frequently have to admit defeat, although through no fault of theirs.

They thus are forced to advise that the teeth must come out and an artificial denture be substituted for them. This change from natural to the "store" variety at best is far from being a joke.

Those persons who wear dentures are very apt to minimize this situation. However, let it be emphatically understood that the best set of false teeth manufactured by the best possible dentist, comes far short of the real thing. By the same token, they are immeasurably better than a mouth full of diseased and defective teeth, and even more so than no teeth at all.

This statement must be made with reservations. The denture must fit perfectly; and the dentist must make the artificial teeth in such a way that they conform to the face involved. Neither of these jobs can be done by a careless or indifferent workman.

The skillful dentist will select and put artificial teeth into the plate that not only are close counterparts of the ones extracted, but will also see that they are adapted to the person's face and coloring. Indeed, he will even go so far as to match the shape of the face, coloring of the gums, and otherwise harmonize the denture with the skin and the white of the eyes of the wearer.

Assuming, however, that the dentist has made a satisfactory job of it, much remains for the patient to do. Persistence of the strongest kind is frequently required if one is successfully to learn how to use the plate. The handicaps will be appreciated when it is known that the normal jaw can exert approximately 250 pounds of pressure, while the best artificial set of teeth can do is between 30 and 60 pounds.

Ready mixed baking products, ready for the oven with the addition of a liquid, or an egg and liquid, are on the increase. Already available: ginger bread, bran muffins, devil's food, spice cake, fruit cake. Others are on the way. One maker packages a fruit cake mix in a carton-covered baking pan. Another maker says his chief marketing difficulty lies in convincing women that they can really have such a short cut in cake baking.

SOMEWHAT SHADY.

Questionable Methods Adopted By a Detroit Pretender.

Detroit, Jan. 12—The writer was greatly interested in your story on the first page of your paper to-day regarding Charles J. Prost and the Builders Show. It amused me greatly because it goes to prove there is not much gets by your office in the way of anything shady.

This man, Prost, has conducted a builder's show in Detroit for several years, two years ago we could not get dates to suit us in convention hall except at about the same time he held his show, so we arranged to hold the shows jointly and frankly we did not know what we were getting into, as it was very unsatisfactory.

Last summer we tried to get a satisfactory arrangement with him and while we were debating the matter he sent out a letter that we would not put on a show in 1933, which statement is a falsehood, as we will hold our eleventh annual food show Feb. 18 to 26. I noticed in your article that he says it is a corporation and that the other officers meet once a week. I am enclosing a copy of articles filed with the county clerk of Wayne county last fall in which he or his son are putting it on under an assumed name.

We have a letter from the Greater Detroit Builders Association, who build 86 per cent. of the homes in Detroit, in which they state that he used their name on his letterhead without ever being authorized to do so. We have also been informed by the Michigan Society of Architects that they told him to take their name off his letterhead and for a long time he carried the name of the Better Business Bureau on his stationery, but notice that he does not use it any more.

We believe that if you took time to check back on the names he gave as co-operating with him you would find that they would not check up. Am enclosing a copy of a letter we sent and also a photostat copy of his articles where he filed under an assumed name. With kind personal regards I am,

William J. Cusick,
Pres. Detroit Retail Grocers Ass'n.

The warning letter issued by the Detroit Retail Grocers Association, Inc., was as follows:

We have just learned that Charles J. Prost has recently sent letters through the mails, stating our organization would not put on a show in 1933. This is a deliberate falsehood, as we will put on our eleventh annual food and household exhibition early in 1933. We have already taken this matter up with the Better Business Bureau and they are investigating it.

Apparently this man Prost is trying to confuse the public through the use of a name very similar to that of the Detroit Builders Exhibition, Inc., with which corporation we have held joint shows during the past two years. This latter corporation "through lack of available cash" has decided not to put on a builder's show this winter, but has authorized said Prost to employ an assumed name in putting on a 1933 show.

Public Acts of 1931, No. 272, especially states that an assumed name must not be used to mislead the public so as to lead to confusion or deception.

Our organization regrets that the Detroit Builders Exhibition, Inc., found it necessary to give up plans for putting on a show in 1933. We assisted them for the past two years by advancing money, long before the dates of opening the shows in 1931 and 1932.

We believe the misstatement contained in Prost's letter constitutes a violation of the U. S. postal laws and are taking the matter up with the United States Postal authorities in the belief that this was a case of using the mails to defraud.

Substantiating the statements herein contained, we are enclosing a certified copy of a resolution of the stockholders of the Detroit Builders Exhibition, Inc., a Michigan corporation, which was recently filed with the county clerk and accidentally brought to light by our attorneys.

In case you plan to participate in a food and household appliance show during the next few months, we feel confident that you will await a further announcement regarding our eleventh annual food and household exposition before signing any order or contract for space.

William J. Cusick,
Pres. Detroit Food and Household Exposition, Inc.

The resolution filed with the county clerk was as follows:

At an adjourned special meeting of the stockholders of Detroit Builders Exhibition, Inc., a Michigan corporation, held at the office of the corporation, at Detroit, on the 14th day of October, 1932, at which a majority of the stockholders were present, the following resolutions were adopted:

Resolved—That, because of general adverse business conditions and further because of lack of available cash now in the treasury of the corporation, the said corporation discontinue its plan for holding an exhibition or show for the year 1933, and further that said corporation will not hold its annual exhibition or show for the year 1933.

Resolved—That, because of the fact the said corporation is not going to conduct its exhibition or show for the year 1933 and further because of the fact that considerable loss of prestige and good will will be suffered by the corporation in the event the exhibition or show is not held yearly, Charles J. Prost or John L. Prost be given the privilege by this corporation of personally conducting the said exhibition or show for the year 1933, and be it further

Resolved—That as an inducement for the said Charles J. Prost or John L. Prost, conducting the show for the year 1933 in order to keep the said show before the public of the city of Detroit, that this corporation loan to the said Charles J. Prost or John L. Prost such equipment as it now owns for use by the said Charles J. Prost or John L. Prost in the conduct of the 1933 exhibition or show and further authorize the said Charles J. Prost or John L. Prost to file an assumed name certificate with the Wayne county clerk as Detroit Builders Show.

Advertising expansion looms.

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Business Wants Department

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

For 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.

Reversing the Order of Celery Standards.

That old story about the American consumer always wanting the best in foodstuffs is the bunk, according to Seth Coburn, veteran celery and onion grower at Hudsonville. The consumer invariably selects the "poorest" grade of these two commodities, he said.

Most muck crop growers consider short celery as cull stock while the extra large jumbo stalks are the best grade. Coburn says most consumers nowadays reverse the order of the celery standards. To them the short stalks are the best and the jumbo bunches are the poorest. This change in preference is revolutionizing the production of this commodity in Western Michigan. Breeders, instead of trying to develop larger strains of celery, now are searching for superior strains of short celery.

Coburn said in a recent celery grading experiment he sorted his crop into three grades. The short or cull stalks were put in one grade, medium size celery in another and the large jumbo stalks into the fancy grade. As he was shipping to three Chicago brokers, Coburn decided to send the short celery to one dealer, the medium grade to another and the large stock to the third. To his surprise, Coburn said the returns from the short celery were the highest while the check from the jumbo pack the lowest.

Coburn switched the grades going to the dealers, and with each switch the dealer receiving the short celery made the best returns while the lowest prices were paid by the firm handling the large celery.

"That was proof enough that American consumers want celery hearts or short celery," said Coburn. "It also has convinced me that if Michigan growers will produce the kind of celery consumers want and pack it as they want it packed, we can compete with growers anywhere."

Coburn said the onion deal is an entirely different story. Consumers want the largest onions, he explained, although most growers know that the smaller sizes are the best for cooking and general use. The housewife invariably will select the large onions with thick skins and hard shells, this grower observed. This fact, Coburn added, is making it impossible for growers to sell small onions. Large quantities have been given to welfare agencies.

Observations similar to Mr. Coburn's also have been made by Prof. Arthur Howland, of Michigan State College. Howland recently made a survey of the celery trucking situation and transient dealers who sell in seven states reported little or no demand for jumbo celery, but a strong enquiry and demand for the short and medium celery.

Lansing Grocers and Meat Dealers Active.

Lansing, Jan. 12—Regular meeting of the Lansing Grocers and Meat Dealers Association was held at the office of the Lansing Dairy Co., Jan. 12.

Meeting called to order by President Sabrosky.

Plans were started to organize the annual dinner and funfest for employers and employees and families. The

date has not been definitely set, but if hotel reservations can be made, the program will be slated for early February. Gus Kopietz, Edward Mohrhardt and Fred Tabor were named to the banquet committee.

Members named to the directorate were John Affeldt, Jr., L. W. Van Dusen, William Clay, Henry C. Fiebig and Nelson P. Shoemaker. The officers and these appointees comprise the board of directors for the year. John Affeldt, Jr., Edward Mohrhardt and Joseph Ruiss were named to the legislative committee. Committee on arbitration consists of M. C. Goossen, Carl Gorski and Otto Kopietz. Gus Kopietz, G. C. Reutter and Fred Tabor were assigned to the committee named as the sick visitation representative of the organization.

The Association Thursday night not only organized a membership committee in a drive for a larger membership but divided the town into membership zones. Joseph Reuss will have charge of the drive in the Southeast part of the city; Frank Rouse, the Northeast section; C. E. Wardell, the Southwestern part of the city, and Augustus Kopietz the Northwest section. Representatives of the newly organized Tax Reduction League discussed the league plans and outlined what the league planned to do this winter.

During the discussion of drawing for the automobile and the gold prizes at the Strand theater Monday night, Mr. Affeldt moved that all the officers of the Association be present on the stage at that time and asked the Association to get an outside speaker, either Mayor Gray or R. H. Scott, president of the Reo Motor Car Co., or W. C. Rogers, postmaster, and for them to give an outline of the work done by the Association and to consent to present the automobile and other prizes to the winners.

Prizes donated to be given away that evening are: Elliott Grocer Co., coffee; Armour & Co., hams; Swift & Co., hams; Hugh Long, hams; Clare Howland, case Fort Howard; Schust Baking Co., crackers and biscuits; Lansing Dairy Co., Sunbeam butter; Arctic Dairy Co., milk tickets and Crystal White Sugar Co., 100 pounds sugar.

Due to economic conditions Mr. Affeldt and Mr. Havens moved to reduce membership dues from \$6 to \$4 per year, stating that we could possibly bring in more members under this arrangement. All who have paid dues for 1933 will be refunded \$2.

It was suggested that flowers be sent to paid-up members of the Association only in the event of sickness. After some discussion it was moved to be left to the discretion of the chairman of the committee.

Mr. Sabrosky told of the meetings that his committee held with the mayor regarding the appointment of the market committee and market master. He stated that this committee had had several meetings with the mayor and the following committee of councilmen were appointed Monday night: Malcomb Milks, chairman, Chas. Reck and Mr. Shaw.

Mr. Goossen made a motion that the secretary write a letter showing Mayor Gray that we appreciate consideration of his judgment of his appointments of the market committees.

It was announced that the hucksters ordinance would be up for a public hearing soon.

The new manager of the Arctic Dairy was present and invited us to meet at his plant.

Ken Olson, Sec'y.

Short Weight Report of Federal Trade Commission.

In the United States Senate during the week the Federal Trade Commission has filed a most remarkable document—the latest installment of its re-

port on chain store practices, upon the subject of short weights in grocery stores. Why it includes data about independent and co-operative stores in a chain store report is not quite clear; possibly because it thought it would be fairer to the chains to make a comparison.

The report will be unpleasant reading not only to the chains, but to independents as well, because both are accused of short-weighting. The chains, however, show up worse because they were found short in 50.3 per cent. of their sales, and the independents and co-operatives in 47.8 per cent. The independents have another advantage, however, in that they give overweight in 43.8 per cent. of their sales, and are shown to be overweight on their total sales of the test commodities to the extent of .096 per cent. The chains, too, gave overweight, but only in 34.1 per cent. of their sales, which leaves them still underweight on their total sales to the extent of 3/10 of 1 per cent.

Of course giving overweight on one item is never an excuse for giving underweight on another, as it would not benefit the consumer any unless he bought both the underweight and overweight articles.

Only in 15.6 per cent. of the articles bought from chains was exact weight given, and only in 8.4 per cent. of these bought from independents and co-operatives.

The report shows, as stated, that taking all their sales of the articles bought as tests, the chain stores were 3/10 of 1 per cent. short. This is not as trifling as it looks, for as the Commissioner says:

While the size of the shortage for chains may seem insignificant to many, it would amount to 3.41 per cent. on the investment in these bulk commodities, figured on the basis of the average stock turn of grocery and meat chains of 10.61 times per annum.

The turnover of certain other bulk commodities such as fresh meats and produce, is probably much higher than the average, and these commodities constitute a substantial proportion of the total business of most chains selling groceries. A shortage of weight of the size found in this test, if it were applicable to all bulk commodities weighted by the chains, would obviously result in an increase in the rate of the return on the investment in such commodities and probably, because of their large volume, on total investment as well.

Therefore the chain stores are accused by the United States Government of shortweighting in such a way that they make money by it. Their shortage in 50.3 per cent. of their sales is partly wiped out, in a sense, by their overweighing on other sales, but not entirely, because they are still short weight, counting all their sales of the test commodities, enough to increase their return 3.41 per cent. My own conviction is that the shortweighting by the chain is deliberate while the overweighing is merely careless. When I say deliberate, I mean deliberate by managers and clerks who are ruthlessly held up to a sale quota by the heads of the business. I have never seen any evidence that the heads of any chain system were committed to short-weight practices.

Meanwhile, it looks as if independents ought to tighten up their system

of weights and measures. What the chains will do—since they make money by short-weighting—is problematical.—Grocery World.

Raisins Now Packed in Cellophane.

Raisins are now being packed in two and four pound cellophane bags. The new offering was made experimentally in a few Middle Western test cities a few months ago and proved so successful that it has been extended to all national territories. The tremendous trade response to this type of package was so great that estimated packing material requirements for six weeks were exhausted in three days. Wide distribution has already been secured and repeat business is being produced in steadily increasing volume. The new products were offered only after several years of experiment to develop a cellophane package of raisins that would successfully carry to the trade and consumer. Earlier attempts along these lines were abandoned when it was found that raisin sugars and cellulose combined to cloud the bag, which the fruit also tended to scratch and crack. Reports from distributing channels indicate that the bags now carry through in an entirely satisfactory manner.

Complete Dress Stocks Urged.

Retailers in their dress buying operations for Spring are being urged to give much less weight to the notion that consumers will want exclusive models for the coming season. The great drop in the average prices of dresses since the depression began no longer gives the idea of exclusiveness the strength it formerly had, it is argued. In order to do the largest volume business, it was added, stores must take steps to have complete color and size assortments in the popular price merchandise, even if this does mean that some customers may feel the styles have become common. This is held true of dresses from \$29.50 down, and particularly in the ranges to retail at \$16.50.

Radio Set Sales Dropped 25 Per Cent.

Preliminary estimates indicate that the number of radio sets sold last year dropped by 25 per cent., or to 2,500,000 as compared with 3,400,000 in 1931 and 4,500,000 in 1929. The figures, just compiled by Radio Retailing, also indicate that the bulk of the consumer demand for sets last year was for replacement purposes. Purchases made for homes which previously did not have radios were estimated at 42 per cent., with the replacement demand amounting to 58 per cent. The most successful merchandising job in the field was credited to the dealer specializing in radio, who stressed house-to-house selling.

Seven New Readers of the Tradesman.

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

C. R. Miller, Grand Rapids.
T. H. Menten, Grand Rapids.
Leon G. Agon, Grand Rapids.
Lee Chamberlain, Grand Rapids.
P. J. Haan, Grand Rapids.
H. L. Lawson, Detroit.

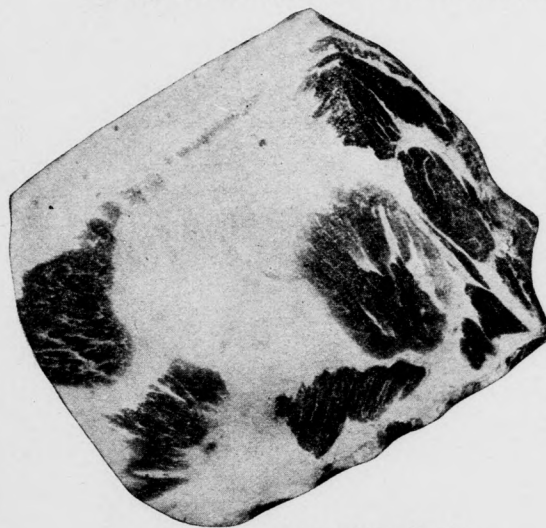
Grocers Mutual Insurance Co., Springfield, Ohio.

MODERN CUTS OF PORK

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

CUTS FROM THE FRESH PORK LOIN—(Continued)

Using the Shoulder End Cuts of the Pork Loin

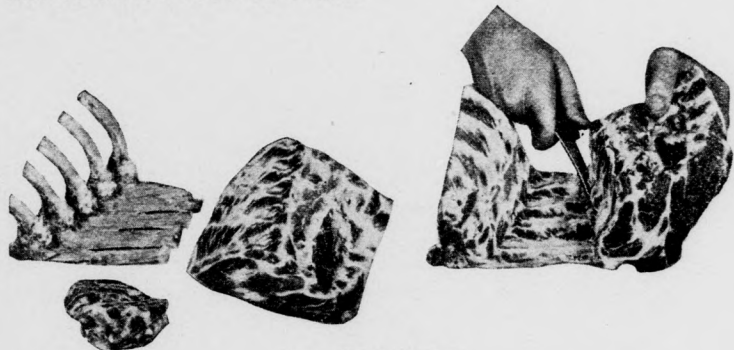


Art. XIV—Cut 1

Suggested in this article and the next one of the series are modern methods of utilizing the shoulder end cut of the pork loin as a boneless roll or as country style backbones and boneless chops.

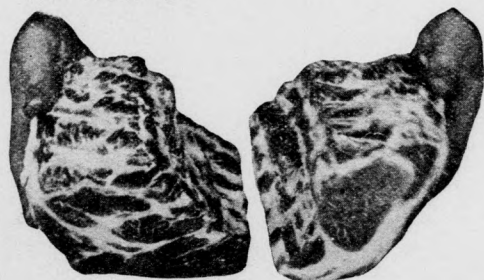
Loin Pork Roll

Shoulder end cuts of loin, like ham end cuts may be converted into attractive boneless roasts.



Art. XIV—Cut 2

1. Remove the ribs and backbones from two shoulder end cuts. The bones may be used as backbones or the meat removed and used for pork trimmings.



Art. XIV—Cut 3

2. Reverse the ends and place the inside cut surfaces together. Roll and tie into shape.

3. The completed Loin Pork Roll.



Art. XIV—Cut 4

Your Customers Ask For
"VANILLA"

Give them

Jennings' Pure

Jennings Flavoring Extract Co.

GRAND RAPIDS, MICHIGAN

Rademaker-Dooce Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

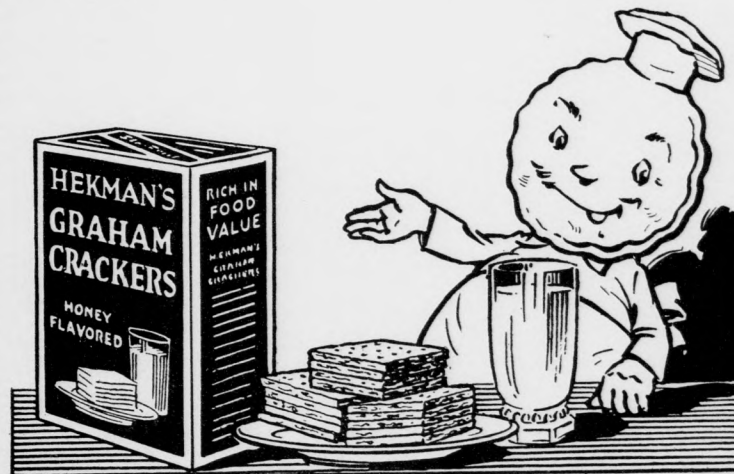
Red Crown Sliced Beef

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