

## My Theory of Life

To live the law of life, clean of body and mind, without drugs, stimulants or narcotics.

To refrain from thinking ill of another and to crush out all jealousy and malice, which owe their origin to a wicked heart and a perverted imagination.

To know that there is no sin worse than ignorance and to do my best to remove that ignorance by listening to the wise and instructing the ignorant.

To love my brother, whom I have seen, and believe in him as the best evidence of God, who is unseen.

To ask for nothing that all cannot have on the same fair and equal terms.

To be guided by conscience and to try each day to improve my conscience.

To use what I earn as wisely as I can and not to fear the morrow.

To value friends as the best this world offers and to try to be the friend I would have, yet serve truth and righteousness before friends.

To live above envy, hate and fear and to try in no way to conquer evil except by good.

To realize that every time I do an unworthy act it reacts upon myself and that if I am unhappy there is no one but myself to blame.

To pray by words and deeds, but more by deeds than by words.

To know that nothing can make me happy but myself and that the greatest happiness comes to him who bears his cross in silence and carefully conceals the shortcomings of his friends.

To live cheerfully and bravely day by day, cherishing the highest ideals, striving to do all the good possible in every way and when night comes go to rest in the faith of another to-morrow.

# Quaker Milk



Consumer Acceptance

Attractive Tins

Quality

Purity

Price

All are embodied in  
Quaker Milk which  
is sold by Independ-  
ent retailers only

Join the rapidly growing  
number of Dealers who  
find **QUAKER MILK**  
to be a valuable asset



## LEE & CADY

Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service

## LOWEST PRICE ... in 12 Years

Now, for a limited time, you can buy Royal Baking Powder at the lowest price in 12 years. Call up your jobber today and place your order. Then make preparations to feature this quality demand item at a new low price. Tell all your customers about it. You'll find them eager to take advantage of this outstanding value!



# ROYAL BAKING POWDER

Products of  
STANDARD BRANDS INCORPORATED

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

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



A complete line of canned vegetables and fruits

# MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, MARCH 15, 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.

### DETROIT DOINGS.

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

A. C. Beymer, A. F. Meier and M. A. Baarck have organized to deal in hardware specialties, aluminum ware, beach furniture, baskets, etc., at wholesale under the style of the Beymer, Meier and Baarck Sales Co., at 642 Beaubien street. Beymer and Baarck are well known in retail circles, having been associated in the same lines for twenty years in Mt. Clemens. Mr. Meier represented manufacturers in the same lines for a number of years calling on the trade in Michigan. The new organization will act as manufacturers agents and will carry complete sample lines in their new display rooms.

Ben Glickstein, grocer at 3900 Brush street, is minus \$27 as the result of a visit by two bandits.

The North American flower show, bigger and better than ever before, according to the sponsors, opens Friday at convention hall and will continue for nine days.

William Skeggs, manager of a drug store at 8066 Kercheval avenue, opened his cash register and handed over \$50 to a lone gunman.

Detroit pay station phones will soon be turned into burglar alarms in order to halt the \$5,000 average monthly loss through slugs and bogus nickels. The invention of the "cheat detector" is credited to G. M. Reams, a young telephone engineer. It consists of a magnet, a battery and a resonant gong. When slugs or washers are used, instead of the regular response, a clamor made by the gong raps the ear drums of the guilty party and notifies the proprietor. The magnet stopping the slug on its way to the coin box, creates a short circuit setting off the alarm. Agents will watch the stations which have been productive of the greatest number of slugs.

Following the announcement last week by Governor Comstock that the

Detroit fair will be abandoned this year, a campaign was started to raise \$25,000 for financial support to carry on with help from other state sources. J. Lee Barrett, executive vice-president of the Detroit convention and tourist bureau, is behind the move.

Detroit brewers in common with those of other cities will be ready within 24 hours to make legal beer deliveries. Hops, skip and a pump.

Because of operating conditions brought about by the banking situation in Detroit many wholesale and retail firms have been obliged to make further salary cuts essential to provide sufficient cash to pay employees. These salary reductions, as explained by the employers, were not previously anticipated and in most cases as soon as conditions warrant salaries will be restored as nearly as possible, if not entirely, to the former levels.

Harry Lowther, Sr., who was buried in Evergreen cemetery this week, was president of the Detroit Lithographing Co., Ltd., and for many years was manager of the Michigan Wall Paper Co., 38 East Larned street. Born in Dublin, Ireland, he came to Detroit with his mother when a boy, where he entered the wall paper business. In addition to his widow, he leaves two sons, Harry, Jr., and Russell, and a daughter, Mrs. A. Grindell.

It would take a typewriter with a double set of keys to keep abreast of indecisions, inconsistencies and weird and variegated stories attributed to spokesmen for the Detroit bankers during the present banking chaos.

At a meeting held by the Detroit Retail Shoe Dealers Association for the purpose of selecting officers for the present year, the entire list of old officers was unanimously re-elected. This means that Clyde K. Taylor is again president; Stuart J. Rackman, vice-president; Nathan Hack, secretary-treasurer, and E. W. Bradshaw, assistant secretary-treasurer. The Detroit shoe men have been fortunate in having a fast moving, hard working lot of officers, who are operating in the closest harmony. Clyde Taylor deserves considerable credit for keeping the proper spirit alive and in making his association one of the most resultful ones in the country. A bit of comedy is injected in the regular monthly notices through the membership circulation of the Underdogs Bark. This official publication alone is well worth the price of admission, and for the most part emanates from the fluent pen of the resourceful secretary.

It is understood that Henry Ford, world's wealthiest hotel man, proprietor a Dearborn Inn at Dearborn and Botsford Inn near Detroit, will restore the Peninsular Tavern at Tecumseh and will re-open it for business. The

tavern was erected in 1827 by General Joseph W. Brown and was conducted as a hotel until 1909, when it was razed. Mr. Ford's representatives have discovered the huge solid walnut front door, the heavy old lock and many portions of the old structure.

The Nation-wide bank holiday brought a virtual production holiday in the automotive industry last week. Yet, even though it came on the eve of the Spring selling season and just when buying demand was beginning definitely to show itself, it failed to dampen the spirit of the industry's leaders.

So far as factory activity is concerned, there was no alternative but to slow down. Such circumstances as the inability of dealers to take cars in the face of a virtually complete stoppage of buying and the further fact that payroll cash was lacking dictated a deceleration of production.

Factory operations, however, were not suspended completely. In the case of the larger producers, those which had a considerable supply of parts on hand continued to keep their assembly lines running, although at a slower pace. In other instances, however, units of the industry which were directly abreast of dealers' orders and which were without assurance that retailers could finance shipments closed down altogether.

Accepting the whole situation as temporary, the industry maintained close contact with the retail field. Dealers from all parts of the country sought factory advice on the subject of dealing with those comparatively few buyers who were intent upon closing orders. Headquarters' counsel on the matter was substantially the same in every instance. It was that retailers should follow the policy of business generally, namely, to conduct negotiations on the basis of the credit integrity of the individual patron.

Field reports to all factories during the first part of the week were precisely those expected. There was a virtually complete absence of showroom attendance, and service stations, too, had few customers.

As the week progressed and the news from Washington gave promise of early abatement of the currency stringency, a revival of interest was reported by motor-car retailers. Extension of limited credit and acceptance of checks of modest size managed to stimulate mildly the demand for service.

Coming on top of the three weeks' moratorium for Michigan banks, the Nation-wide holiday left Detroit and this vicinity almost entirely without cash. So long as the holiday remained only state-wide the larger units of the

automobile industry had been able to meet payrolls with cash to a considerable extent. Drawing upon bank deposits elsewhere, car manufacturing companies supplied the bulk of the new money placed in circulation in the state during most of the month of February. This source of supply dried up at the beginning of last week, of course. Wage payments to reduced forces were made by check as they fell due.

Despite the adversity of existing conditions the industry is confident that the long-time result of the decisive moves now under way will be strikingly beneficial. Sentiment among executives is that 1933 still will better the record of last year as to sales. As a result of the present situation, however, there is a feeling that the peak of buying and automobile production will come later than had been indicated in the gradual acceleration since the first of the year.

The consensus among motor executives is that there now exists the basis for a genuine hope that confidence will be restored. Moreover, they feel that the evil of hoarding has become manifest to every one and that as soon as restrictions upon bank deposits are relaxed, that circumstance, together with greater public confidence, will act as a stimulus to buying.

The necessity for concerted action looking toward recovery has been patent to the automotive industry for the last year. It showed itself to motor executives when they united in the Spring of 1932 in a campaign to break the buying jam. The success of that effort was limited, and the reason for it was ascribed to the fact that it was a single-handed venture, confined to a single industry. The projected movement is looked upon as much more promising because it is general in its sweep.

Despite the temporary suspension, it is not expected that the Spring sales drive programs of the various manufacturers will be cancelled. All are prepared to take up again at the point at which the bank holiday found the individual promotion campaigns.

With regard to production, every company is in such shape that it can resume with sufficient celerity and at a rate that will enable it to meet any condition of the market. The general attitude here is that the next move must find its initial force outside of the Nation's motor capital. Whatever its origin and character, the feeling is that the industry is prepared to conform immediately.

Admitting readily that the bank holiday hurt for the time being, motor executives are optimistic that it was the thing needed to start a substantial recovery program.



### Lines of Interest To Grand Rapids Council.

Due to confusion in agreements and a few misunderstandings thrown in for good measure, together with the uncertainty of the banking situation, there was no news from Grand Rapids Council in the Tradesman the past week. Perhaps it was the change in scribes which caused the confusion or delinquency in the contribution of news, but whatever it was which caused the lack of items, it has been repaired and it is hoped that the columns appear regularly hereafter.

Grand Rapids Council held its March meeting, which was its annual meeting, with all the old time pep for which it is noted and in the face of a few things which might tend to dampen the ardor of the participants, a group of officers were elected that should auger well for the Council during their regime.

Gerald J. Wagner, Nationally known among consulting engineers, was elected Senior Counselor. He has all the requisite qualifications for an able leader and it is expected he will be of great service to the fraternity at large. All line officers succeeded their immediate superiors leaving but one line office vacant, that of Sentinel. Paul Schmidt was elected as the new Sentinel. He is one of the younger members and was chosen because of his qualifications and the good work he has done for the Council in the past. Due to the retirement of R. W. Radcliffe as chaplain, after serving six years, that office was left vacant. R. J. Shinn, a progressive and hard working member, was rewarded with this honor. J. C. Laraway retired from the Executive Committee after an efficient service of six years. Harry Nash was elected to succeed him. W. G. Bancroft was up for re-election to the Executive Committee and he was selected to succeed himself.

Perhaps one of the happiest fellows in the Council was B. C. Saxton when he turned the gavel to Senior Counselor over to G. J. Wagner. Bert has worked hard the past year and he has given 131 a good honest, hard working administration. He proved himself a good leader and asked no one to do anything that he would not do himself. Bert now holds the office of Past Senior Counselor, an advisor and admonisher of his brethren.

The following is the official roster of the officers for the ensuing year:

Senior Counselor—Gerald J. Wagner.  
 Junior Counselor—Gilbert Ohlman.  
 Past Senior Counselor—B. C. Saxton.  
 Secretary-Treasurer — Homer R. Bradfield.  
 Conductor—Chas. H. Ghysels.  
 Page—Frank F. Holman.  
 Sentinel—Paul Schmidt.  
 Chaplin—R. J. Shinn.

Executive Committee—Martin Vermaire, chairman, W. G. Bancroft, Oscar Levy, Harry Nash.

Grand Conductor Allen F. Rockwell acted as installing officer and was assisted by Claud R. Lawton as Marshal.

J. G. Wagner, B. C. Saxton, H. R. Bradfield, R. W. Radcliffe, H. Fred De Graff and J. C. Laraway were selected to represent the council as delegates to Grand Council meeting at Bay City, in June.

After being instructed as to the duties of their offices the newly elected officers were escorted to their various stations. Senior Counselor Wagner gave a very interesting talk outlining his intended program for the ensuing year. If all members will co-operate with him and help him carry out his plans, Grand Rapids council should make history.

Two new names were added to the roster of Past Counselors and were presented jewels for the six years of official service each had given to the Council. R. W. Radcliffe and J. C. Laraway are now proud owners of Past Counselors' jewels and are entitled to a voice and vote in the Grand Council of Michigan.

The new Senior Counselor closed the meeting at 4:45 with instructions that all that could do so, should attend the Annual Ball and Home Coming Party that evening.

The thirty-first annual ball and home coming party of Grand Rapids Council was held Saturday evening, March 4, in the Moose temple. About one hundred and seventy-five attended and from the appearance of countenances, every one seemed to enjoy the program. The party was called to order at 8:15 by the committee chairman and he opened the activities by introducing the new officers and inviting all present to offer them a hand of good fellowship and best wishes. At 9 o'clock Duin's orchestra swung into action and rendered some very fine music for those who desired to dance. In the small ball-room upstairs, tables were placed for those who wished to play bridge and five hundred. At 10:30 an intermission was declared and every one invited to partake of a buffet luncheon, prepared under the direction of Mrs. W. E. Lypps. Shortly after the luncheon prizes were awarded to the bridge and five hundred players and about sixty door prizes were awarded. The awarding of the prizes created a great deal of interest and much bantering was indulged in by all present. When the last strains of the orchestra died away at 12:15, the crowd dispersed, voicing their pleasure and expressing a desire for many more such parties.

The committee in charge was as follows: Mr. and Mrs. L. V. Pilkington, Mr. and Mrs. W. E. Lypps, Mr. and Mrs. Thos. Fishleigh, Mr. and Mrs. Jos. McLachlan, Mr. and Mrs. A. Bosman, Mr. and Mrs. F. L. Kuehne, Mr. and Mrs. L. L. Lozier, Mrs. and Mrs. B. C. Saxton and Mr. and Mrs. H. R. Bradfield.

A banker told this story on himself, so we believe it perfectly proper to relate it in these columns: A very vicious dog, who had the habit of biting those he disliked, met a banker on the street and promptly proceeded to vent his feelings by biting the unfortunate banker. It is understood that the dog, immediately upon inflicting the wound, hustled out to a nearby wood and bit two skunks to take the taste out of his mouth.

Mr. and Mrs. A. Bosman attended the funeral of Mrs. Bosman's grandfather at Jenison the past week.

D. E. Keyes, affectionately known as Daddy and the oldest living member of Grand Rapids Council, lies critically ill at his home. The weight of years has weakened his heart and it is feared the ailment may prove serious.

E. M. Dunbar, of the Wolverine Finishing Materials Co., has fallen into step with our new President and has done things by purchasing a new Oldsmobile. Earl has contributed to the unemployment situation by furnishing work to seventy-one men for one day.

Our idea of an opportunist is the man who wanted to work in a bank because he thought there was money in it.

The Democratic party may look back on the days immediately following the inauguration of their party into the presidency and both houses as a red letter day of events. From the moment of Mr. Roosevelt's oath of office things begin to happen. The party can at least exult in the boast that they at least gave the Nation and the world at large a real thrill. We admire the new President for at least doing something constructive or destructive and we believe it is the former. If we can believe what we now so commonly hear from little groups gathered here and there, drum-head courts if you please, the Republican voters are behind any decisive move the President makes, so long as it is for the purpose of bringing the country out of its chaotic condition. We must agree with Will Rogers when he said, "if he just starts a fire in the Whitehouse he will at least have done something."

The banging of closing bank doors made our ears ring and almost gave us the jitters, but the Los Angeles earthquake gave us a real shock. It will be hard for us to decide whether the tremors were set up by the vibrations of closing of bank doors, the fall of salaries of the galaxy of stars in Hollywood or by the dancing feet of the new Democratic Senator from California, Wm. Gibbs McAdoo. Whatever cause it may be, Los Angeles and environs have suffered a dire calamity. Perhaps we had better credit nature with the earthy disturbance and the Democratic party with anything else momentous which may happen in the future.

Some time ago we mentioned the extent of Canada's yearly tobacco crop. We have always associated tobacco with warmer climates but Canada is a competitor to be reckoned with in the production of tobacco. During recent years she has raised an average

crop of twenty-five thousand tons a year. Enough tobacco is grown in the Dominion to meet more than half the requirements of Canadian smokers, and to export nearly ten million pounds of tobacco to England. Tobacco has been grown for hundreds of years in Canada, its first crops being raised by early French settlers. Tobacco farming in Canada is carried on along lines similar to those in effect in the Southern United States. Cultivators have studied the methods used in those fields and each year tobacco experts from Kentucky and Virginia go North to help harvest the crop. With all her supply we still contend one cannot buy a decent tasting cigarette made from Canadian tobacco. In fact, the natives are keen for American smokes and will pay a premium to get them.

Some of the most insecure things in the world are called securities.

It has been a pleasure for the scribe to receive a letter from one of the old time peddlers and a former writer of this department for the Tradesman, Jim Golding. The scribe got a rise out of him by inserting an item in our columns. Jim is like one of Northern Michigan's hungry trout, throw out a line and there he is. Jim conducts an advertising agency in Detroit and he has been quite successful. Beats all how some of the small town boys do make good. Here appears Jim's letter in part because it is to all the boys as well as to the scribe:

"I don't think I ever could get so old that memories of the old gang would ever get dimmed. Really, I often think of the good times I had with the bunch of really sincere fellows whose only fault was they would cut your throat in a Rhum game. I just wonder if you won't tell the old timers "hello" for me and extend an invitation to them to drop in and see me when they are down this way. It would serve to fool the elevator man, too, because he would probably think they were clients.

"It would not hurt my feelings or pride if for some reason we had to move back to Grand Rapids. This is saying a lot too because I live on the Canadian side most of the year."

We are all glad to hear from Jim and we only hope that in the progression of circumstances and for reasons paramount to his business success he will be called to the progressive city which he left so many years ago. Jim, we all greet you in the sweet name of Charity and if for any reason we are in the city of few American born people we will be glad to call and give the elevator man a real thrill by offering him a good American five cent cigar and asking the way to the office of James M. Golding, advertising consultant. Thanks for the letter Jim.

B. C. Saxton gets relieved from the duties of Senior Counselor and then he promptly appropriates himself a nice cold. Bert is an optimist and figured his head will be cleared and ready for business by the time the banks begin to function.

E. E. Kraai, of 1248 Wealthy street, identified with the wholesale grocery

business for many years, is ill at his home with a heart ailment. Ed will be glad to see any of the boys who may be able to drop in and make a call.

Forrest Simmons and John Ten Hopen have filed their final papers for injuries received several weeks ago.

Grand Rapids Council should be proud of the fact that many of her members are church goers. The scribe has just begun to realize that many of the members are ardent church goers and hold important positions in directorates of various churches. While many are at worship some insist on their beauty sleep. Noon calls for news items find some of the boys quietly resting in bed—no doubt recuperating from the past week's strenuous battle for business. Well, it takes all kinds of boys to make a good representative body of men.

F. L. Kuehne has been confined to his home the past week with the flu. He expects to be out and at 'em in a few days.

Jacob Van Den Berg, owner of VanDenBerg Cigar Co., manufacturer of the Whale Back and LaValla Rosa cigars, has sufficiently recovered from a prolonged attack of the flu to put in a few hours each day at his office. We are glad to hear of his improvement and sincerely hope he soon regains his normal health.

Selby Miller, who was appointed chairman of the entertainment committee of Grand Rapids Council at the annual meeting, held a committee meeting Saturday. He invited Council Leader H. Fred DeGraff, leader of the team work group, to meet with them and together they formulated plans for the year's program. They plan to devote every other meeting to the team work program. At each of these meetings a well known speaker will be present. This meeting will be held immediately after the regular business meeting of the council. The Ladies Auxiliary will furnish the luncheon. The other meetings will be followed by a luncheon, music and dancing. The April meeting will be devoted to the team work program and the May meeting will follow a pot luck supper in the council chamber. It is planned to have the year's program printed on small cards and mail one to each member. These cards will give the working schedule of the council for the entire year. This committee has a live leader and there is no doubt but what the attendance at the meetings will be appreciably increased during the year.

At a meeting of the executive committee last Saturday, Martin Vermaire was elected chairman by virtue of his seniority. Many plans were discussed and some adopted for the operation of the committee for the coming year's work. Much good is expected to be derived from the adopted program.

A great many of the boys remained at home during the past week, due to the banking situation. Many of them remarked that they were going to stay at home and keep close to the groceries.

Those anxious to invest in a going

concern should make sure which way it is going.

Word has been received of the death of F. L. Scott of Coloma. Mr. Scott was the only druggist in Coloma and he conducted one of the finest and most up-to-date stores in Western Michigan.

C. C. Kammett, proprietor of a wholesale candy business in South Haven for the past eighteen years, has sold his interests to the Barentsen Candy Co., of Benton Harbor.

A certain banker prided himself on the fact that he has a glass eye that could not be detected unless given very close scrutiny. A certain business man applied to this banker for a loan. He had the necessary collateral, credentials, etc., for the loan. The banker carefully inspected the application and examined the security. After he had completed the inspection he said, "I will grant your request upon one condition. I have a perfectly matched pair of eyes, one of which is artificial. No one has ever been able to detect the good from the glass one. If you can name the artificial one the first time you try I will grant the loan." The business man promptly named the left one. The banker was astounded because the guess was correct. He said, "please tell me how you guessed it so easily when hundred have failed." "Well sir," said the business man, "it was the only eye that gave any hint of a gleam of human kindness."

At a meeting held Saturday by Council Leader H. Fred DeGraff, the team work group formulated plans for their year's activities. The group will meet Saturday, March 15, at 12:15 in the cafeteria at the Elk's Temple. A noted speaker will be on the program and all civic clubs, industrial groups, merchants and any one else interested in team work in business are invited to be present. This group needs the support of everyone because the results to be obtained from team work are so far reaching that everyone interested in business should aid in its efforts. Call your friends and get them out to this meeting. It is a gathering for the welfare of all business and its results may be a big factor in business recovery.

We are glad to report that W. D. Bosman, who underwent an operation at Butterworth hospital for the removal of a cataract, is recuperating at his home, 206 Youell avenue. He is able to see fairly well with the afflicted eye and when he has secured special glasses he expects to fully recover his sight. He will be pleased to have any of the boys call on him to help relieve the monotony of being housed up.

Allen Rockwell and Lee Lozier called on Fred Beardsley recently and found Fred with that cheerful smile and hearty greeting for which he is fondly known. Although painfully afflicted with rheumatism, Fred has never lost his cheerfulness. He is always pleased to see any of the boys and loves to recall the old days when he was in perfect health and was active in the Council. Any of you old timers who read this item get some more of

the old bunch and go out on Benjamin and give Fred a call.

The Valley City Milling Co. has moved its general offices to its Portland plant. All sales will be directed from there in the future under the direction of Mr. Rowe, who will possibly move his family to that location. The company will maintain a Grand Rapids office and warehouse at Ottawa and Weston streets. They have leased the Pere Marquette freight house at this point. The dealers will be served and serviced as in the past, although headquarters will be in Portland. Martin Vermaire will spend a portion of his time at headquarters and the balance of the time will be spent in supervising sales in the field. It is understood that the new offices have been attractively arranged and that the move will be beneficial to all concerned.

The Grand Rapids Salesmen's Association are putting on a remarkable food show at the Sanitary Grocery and Market located at 932 South Division avenue. It is understood that this is a model food show and well worth anyone's time to visit it. The salesmen participating in the show are as follows: Ghysels, Holman, DeHaan, Radio, Winters, VanOverloop, Zuiderhoek, Nittle, Malloy, Steele and Vermaire. Perhaps other groups of salesmen might get some pointers in merchandising if they visited this display.

Tom Fishleigh returned from a North trip last week with more experiences than an animal trainer. Personally he hasn't decided whether to blame his troubles on the Democrats, the closing of the banks, the recent earthquake or a black cat. On Monday night while he had his car stored in a Ludington garage, mice helped themselves to some of his samples. The garage man intimated that the mice were picked up before the car was brought in for storage. Tom avers that he made no stops to pick up mice. We don't blame the rodents for picking out Tom's samples because Whitman's Sampler candy is candy fit for the gods. Tuesday and Wednesday's blizzard added to his troubles while on the rim of the mitten. He had to use the old tow chain plenty on those days. Thursday added more grief. His first annoyance came when he attempted to navigate his Chevie without gas. After he had fueled up and got going, he fell victim to an orifice in one of his tires. To overcome his rising ire, collections came with a certain degree of regularity. He had the good fortune to collect in a fifty dollar bill and many other bills of different denominations. He says the merchants seem to get a kick out of paying their bills with cash. We hope that Tom has better luck with transportation hereafter and that he continues to garner in the cash for his merchandise. Money buys new samples, pays the tow bills, buys gas and repairs punctures.

Buy American made goods from your independent dealer and help American business. Scribe.

Fortune does not smile on those who wait. It laughs at them.

### Interesting Meeting of the Lansing Grocers.

Lansing, March 13—Regular meeting of the Lansing Grocers and Meat Dealers Association was held March 9 at the Hotel Kerns through the courtesy of the Daylight Baking Co.

Meeting called to order by President Sabrosky.

Report by Ben Franklin, Swift's soap representative, that to date the Association has only taken out 390 cases of the 1500 cases of Quick Arrow chips pledged.

Mr. Cline, district manager of Swift's soap department, spoke to us. Discussion followed.

Motion made by Mr. Affeldt and supported by Mr. Wardell that the Association give four prizes to the four stores selling the most soap chips to speed up the sale. Passed.

First prize, \$15.

Second prize, \$7.50.

Third prize, \$5.

Fourth prize, \$2.50.

Two bills from Credit Exchange of \$2.75 each.

A hand bill entitled "Michigan Legislative Hearing on Chain Store Tax" was read.

Motion made by Mr. Bailey and supported by Mr. Goossen that the Association have 2,000 similar bills printed and distributed immediately with the kind assistance of the Lawrence Baking Co. drivers.

Motion made by Mr. Ayers and supported by Mr. Wardell that the Association investigate to see what can be done about the price cutting of cigarettes by chain stores. President Sabrosky appointed Mr. Ayers and Mr. Wardell as the committee.

The Live American Club was explained and turned down by the Association.

Mr. Doyle explained a candy deal the Curtiss Candy Co. is putting out and gave all of us samples.

There have been rumors around concerning the State Journal's method of issuing scrip. Mr. Affeldt and Mr. Houser were appointed a committee to find out the true details of it.

H. J. Balkecia, State Secretary of the Bakers Association, gave us a fine talk explaining the close connection between the grocer and baker.

K. Olson, Sec'y.

### See Quick Pick-Up in Some Lines.

Expectation in the wholesale trades indicate that a quick pick-up in business in women's accessories and children's wear is likely to follow clarification of the banking situation. The accessory items are mentioned as the type of main-floor goods which many women shoppers, including those at business, buy on a daily or weekly basis. Cashing of payroll checks will release funds for the purchase of these goods, trade in which fell off during the week. Novelty jewelry, cosmetics, neckwear and hosiery are cited as likely to have the bulk of the demand. Normal seasonal influences in children's wear are expected to prove as strong as usual, despite curtailment in adult purchases.

### Blouse-Skirt Vogue Growing.

In addition to blouses, orders have been noted for skirts. This merchandise shows less of a falling-off due to the banking situation than lines running into more money. Silk skirts have met with growing interest, particularly the jumper types which have been re-ordered. All-wool flannel styles likewise have been in demand for current selling by the stores. Increasing attention is being given white skirts and indications are said to point to a good season for this type.

## MOVEMENTS OF MERCHANTS.

Vicksburg—The Lee Paper Co. has decreased its capital stock from \$500,000 to \$375,000.

Detroit—Flexlume Neon, Inc., 956 East Larned street, has changed its name to the Townsend, Neon, Inc.

Detroit—The Northern Coal Co., 514 Book Tower, has decreased its capital stock from \$50,000 to \$35,000.

Detroit—The Hoffman Shoe Co., 13808 Woodward avenue, has increased its capital stock from \$2,000 to \$4,000.

Detroit — The Cummings-Moore Graphite Co., 1646 Green avenue, has decreased its capital stock from \$100,000 to \$10,000.

Detroit—The Calvert Dairy Co., 2024 Union Guardian building, has decreased its capital stock from \$100,000 to \$20,000.

Detroit—The Wayne Screw Products Co., 521 St. Jean street, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—Baldwin & Squier, Inc., 906 Donovan building, has been incorporated to act as broker for merchandise with a capital stock of \$1,000, all subscribed and paid in.

Kalamazoo—The Richardson Garment Co., East South and Taylor streets, has changed its capitalization from \$100,000 to \$25,000 and 7,500 shares no par value.

Detroit—The McMurchy Funeral Co., 1241 Free Press building, has been organized to conduct an undertaking business with a capital stock of \$1,000, all subscribed and paid in.

Wayland—L. D. Chapple has just rounded out 58 years in the drug and news business here and has held many positions of trust in the village and township during that time.

Detroit—The Charles Gauss Co., 2159 West Grand River avenue, succeeds Charles Gauss in the wholesale tobacco business with a capital stock of \$75,000, all subscribed and paid in.

Saginaw—H. J. Geyer, Inc., 116 South Michigan avenue, has been organized to deal in general merchandise with a capital stock of \$10,000, of which \$2,000 has been subscribed and paid in.

Bangor—Earl W. Puffer has resigned as manager of the local Fruit Exchange and will engage in business independently. Miller Overton succeeds him as manager of the Fruit Exchange.

Detroit—The Michigan Waste & Bag Co., Inc., 2001 Franklin street, has merged its business into a stock company under the same style with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Wexler Candy Co., 2567 Pasadena street, has been organized to deal in candy, notions, cigarettes, etc., with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit — Raymonds, Inc., 1604 Union Guardian Bldg., has been incorporated to deal in men's clothing and furnishings with a capital stock of \$3,420, of which \$2,420 has been subscribed and paid in.

Mt. Clemens — The Stewart Sales Service Co., 43½ South Gratiot avenue,

has been incorporated to deal in autos, oil burners, motor boats and stokers, with a capital stock of \$10,000, all subscribed and \$4,000 paid in.

Charlotte—In the case of Harold Bertsch Shoe Co. vs. H. E. Cheney, a default judgment of \$400.31 and costs of \$39.40 to be taxed was given in favor of plaintiff because of failure of defendants to appear at trial.

Lansing—S. E. Voorheis and A. B. Chase have leased the building at 426 South Washington avenue and opened the Voorheis & Chase Furniture Auction House. A complete stock of new and second-hand furniture will be handled.

Detroit—Conley Bros., dealers in hardware at 8929 Gratiot avenue, have merged the business into a stock company under the style of the Conley Brothers Hardware, Inc., with a capital stock of \$10,000, all subscribed and paid in.

Grand Rapids—The A. M. I. Distributing Co., 1500 Union avenue, S. E., dealer in pianos and talking machines, has been incorporated with a capital stock of 500 shares at \$100 a share, \$1,000 being subscribed and paid in.

Detroit—Robert Crain, dealer in goods at 9200 Mack avenue, has merged the business into a stock company under the style of the Robert Crain Co., with a capital stock of \$5,000, \$1,500 of which has been subscribed and paid in.

Detroit—Charles W. Thiel, undertaker at 3548 Lawton avenue, has merged the business into a stock company under the style of the Thiel Funeral Home, Inc., with a capital stock of \$4,000, \$1,000 being subscribed and paid in.

Grand Rapids—The Kentucky-West Virginia Coal Co., 915 Michigan Trust Bldg., has merged its business into a stock company under the same style with a capital stock of 200 shares at \$100 a share, \$10,000 being subscribed and paid in.

Detroit — Horace E. Colley, 4716 West Warren avenue, dealer in furs, etc., has merged the business into a stock company under the style of Horace Colley Furs, Inc., with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Bay City—H. Hirschfield's Sons, McEwan and North Water streets, has merged the business into a stock company under the style of the H. Hirschfield Sons Lumber Co., with a capital stock of 175 shares at \$100 a share, \$17,500 being subscribed and paid in.

Harbor Springs—Edward C. Adams, for several years a clerk for his father in the Adams & Co. grocery here, has purchased the stock in the Cross Village store and has moved his family to that village. The Adams company had been operating a store at both places.

Kalamazoo—The Chas. G. Bard Est., 251 North Edward street, steel and mill supplies, has merged the business into a stock company under the style of the Bard Steel & Mill Supply Co., with a capital stock of 13,000 shares at \$1 a share, \$13,000 being subscribed and paid in.

Detroit—The Tool Shop Hardware Co., 463 East Michigan avenue, has merged its wholesale and retail hardware, sports goods, house furnishings, luggage, etc., business into a stock company under the style of the Tool Shop Hardware & Sporting Goods Co., with a capital stock of \$15,000 common and \$10,000 preferred, \$25,000 being subscribed and \$5,000 paid in.

Norway—The Asselin Creamery Co. has opened a cheese factory in connection with its creamery here. Complete modern machinery and equipment has been installed in a building entirely isolated from the creamery proper for the manufacture of various types of cheese. Approximately 3,000 pounds of milk was received on the opening day and preparations are being made to handle any quantity up to 10,000 pounds daily.

Crystal—Ray Binkley, 52, prominent Montcalm county banker and president of the State Bank of Crystal, dropped dead at his home March 11, from angina pectoris. He had just returned a few days ago from his annual vacation in Florida. For twelve years he was railway mail clerk on the Grand Rapids-Saginaw division of the Pere Marquette. Later he became cashier of the Crystal bank and in 1930 was made its president. His wife, parents, two brothers and a sister survive.

Ovid—Howard Jenks, 42, prominent Ovid man and the proprietor of a drug store there since 1920, died suddenly, March 8, of acute heart trouble. Funeral services were held Saturday. After closing his store Wednesday evening Mr. Jenks walked out to the curb when the village fire alarm summoned the department to the Pierce home. He was seen to fall to the sidewalk and Dr. Taylor was immediately summoned but to no avail. Mr. Jenks is survived by his wife and one son, Dick, aged six years.

Ionia — Negotiations for establishment here of a meat packing industry which will eventually employ fifty to sixty men was virtually assured with the announcement by the citizens' committee of the sale for \$15,000 of the unused plant of the defunct Michigan Porcelain Tile Co. The purchasers are Fred Fuszeki, formerly identified with the Grand Rapids Packing Co., and Christian Schmidt, Detroit sausage manufacturer. In addition to providing employment for a number of men, the industry will provide farmers of this vicinity with a ready outlet for cattle and hogs.

Big Rapids—After forty-six years of activity in the merchandising of dry goods and wearing apparel in Big Rapids, John C. Jensen has announced his retirement from business. Closing out of the stock of the Vogue Shop, details of which will be announced shortly, marks the end of Mr. Jensen's association with a line of business to which Big Rapids has for almost half a century grown accustomed to have his name connected. As a young man, J. C. Jensen came to Big Rapids in the fall of 1887 to work for the dry goods firm of Morris & Crane. He was thus employed for seven years, and then, together with O. M.

Oleson, opened a dry goods store in the Comstock block, now the Nesbitt block. In 1902 the firm branched out by opening a shoe department, buying out M. M. Brackney. In 1904 Mr. Jensen formed a new partnership with C. A. Wheeler, and these men bought a store at Belding. This partnership continued for seventeen years. In 1910 Mr. Jensen purchased the Morris & Crane store and moved his business to that location. He continued there until 1920 when he sold his interests to Parker-Ryan Co. The fall of the same year Mr. Jensen again became an active merchant when he launched a new undertaking, the Vogue Shop. He has continued until the present time as head of the Vogue. Mr. Jensen has taken a leading part in activities of the city not only as a merchant but as a public servant, and as director in numerous other enterprises as well. He was president of the board of public works for three years, member of the board of supervisors for two years, and a city alderman for a year, during the period from 1900 to 1908. In 1910 he was one of the organizers of the Falcon Manufacturing Co., and held the office of president of that organization for ten years. He was also a director of the Citizens State bank for twelve years.—Pioneer.

## Manufacturing Matters.

Owosso—The Estey Manufacturing Co., furniture, has decreased its capital stock from \$250,000 to \$70,000.

Detroit—The Kelly Clothing Co., Capitol Park building, has been organized to manufacture and sell clothing with a capitalization of \$10,000, \$2,500 of which has been paid in.

Flint—The C. V. S. Manufacturing Co., Inc., Smith and Water streets, has been organized to deal in machinery, work in iron, steel, copper, lumber, etc., with a capital stock of \$16,000, of which \$15,000 has been subscribed and paid in.

Detroit—The Phillip Drinkaus Co., 1531 East Canfield avenue, dealer in hardware specialties, manufacturer and dealer in picture frames, moldings, etc., has merged the business into a stock company under the same style with a capital stock of 400 shares at \$6.25 a share.

Lansing—Ralph E. Bates has sold his interest in the Bates-Wohlert Co., 700 East Grand River avenue, manufacturer of automobile starter gears and parts, to his partner, Fred Wohlert, Jr., who will conduct the business under his own name. Mr. Bates will open a replacement parts store, dealing in replacement parts for products manufactured by the company.

## Glass Trade Shows Strength.

Unmistakable signs of strength in glass manufacturing are seen this week and the industry generally suffers little from the financial moratorium. There are few cancellations of orders and operations continue with no marked change, except for improvement in the bottle and container field. Orders for window glass shows a slight increase and the demand for better grades of pressed and blown tableware are well maintained.

**Essential Features of the Grocery Staples.**

**Sugar**—Local jobbers hold cane granulated at 4.60c and beet granulated at 4.45c.

**Tea**—The banking situation during the week has affected the first hands tea market just as it has affected many other food products. The situation in this country is firm with prices looking up. There has been no pressure to sell. In fact, some of the importers have been holding tea back because the primary markets were not freely offering supplies to this country. It looks as if the first hands market would continue firm for some time anyway. The consumptive demand has not of course been affected and is fair.

**Coffee**—The market for future Rio and Santos, green and in a large way, has been stiffened by the banking situation. This has interfered with coffee business between this country and Brazil and has caused at least a temporary firm feeling with a good demand. Actual Rio and Santos is not materially different from a week ago and this applies not only to Brazils, but to milds. Jobbing market on roasted coffee shows no special change at the moment, but it will if the green market continues to look up. The consumptive demand for coffee is about as usual.

**Canned Fruits**—Standard and choice peaches in No. 2½ tins are higher in California, and standard sliced peaches are pretty closely cleaned up. The market looks to be about 2½@5c higher on both standard and choice peaches.

**Canned Vegetables**—Corn, peas and Southern tomatoes remain just about where they were. Standard peas and tomatoes being held firmly. Corn is not so firm as there is considerable pressure to sell. There has been a lot of corn sold at very low prices and the market will be better when it is all gone. The Government released some statistics on the 1932 tomato pack during the week. They are somewhat vague but indicate a pack of more than 3,000,000 cases in excess of 1931, which was a short pack.

**Canned Fish**—California tuna holders are talking higher prices. The trade have not responded as yet. Salmon, sardines and other tinned fish are quiet without change.

**Dried Fruits**—The dried fruit market shows much more firmness and an inclination to work higher. Where until recently jobbers were shading here and there for fear of losing business to some obliging competitor, orders have been received in sufficient volume to place buyers rather than sellers on the aggressive. News from California has been quite favorable. Both prunes and apricots are firm to higher, and an active demand for shipment is reported. Higher replacement costs are seen and naturally retail outlets want to expand inventories as much as possible. Dried fruits are also in good demand for consumption, as people are finding them among the most economical of foodstuffs. Packaged fruits are reported as more active, with a good replacement demand for prunes, apricots, figs and raisins. Considerable export business has been

done in Oregon and California prunes, apricots and dried apples, since the unofficial decline of the American dollar against foreign currencies.

**Beans and Peas**—Some strength has developed during the week in marrows, white kidneys and pea beans. The prices have shown no marked advance as yet. What the banking situation will do to the market remains to be seen. There is a good demand for split peas at steady to firm prices.

**Cheese**—Cheese remains unaffected by what is going on. The demand is moderate and prices about unchanged.

**Nuts**—The market on shelled nuts is fairly active this week and there is less disposition to sell freely until it is possible to get some idea of what replacement costs will be. The trade shows more interest in covering needs and sellers on the spot are not so ready to sacrifice price to business. Filberts in particular are strong because spot stocks in these have been at a low level for months. The unshelled nut market is still inactive, but holders are not as anxious to do business under present circumstances.

**Olives**—Olives have a very firm appearance. Because of the anticipation of higher foreign exchange once the banking holiday ends here, firmer spot prices for olives are looked for. Even before the financial upheaval olive prices were on a par with or above goods on the spot. The demand at the moment appears very light.

**Pickles**—The demand for pickles remains poor. This plus the fair supplies in the hands of Western packers gives the market a rather soft appearance. Although the price list is quotably unchanged the undertone is easier because of a tendency to shade when business can be had.

**Vinegar**—Vinegar is still seasonally slow, but the demand is expected to become better with the coming of warm weather. Sweet cider is quiet.

**Rice**—The clean rice market in the South has advanced from ¾c to ½c per pound, with indications that it is going higher. Buyers here are bidding more for rice, as there is greater anxiety about filling requirements, and the spot market is now considerably higher than it was a week ago. Operators here are following the trend in the South and spot stocks are only moderate. Higher replacement costs are looked for. There has been much more activity in the past few days.

**Salt Fish**—Demand for mackerel and other salt fish has been good during the week with steady prices. The undertone, however, is strong and it looks like good business throughout Lent.

**Syrup and Molasses**—Sugar syrup is unchanged for the week. Demand is steady and regular and the production is still limited. Prices are unchanged for the week, but the situation is firm. Compound syrup is unchanged with a fair demand. The grocery grades of molasses are unchanged for the week, but with a strong undertone.

**Four New Readers of the Tradesman.**

The following new subscribers have been received during the past week:  
 Wm. H. Gilbert, Grand Rapids.  
 W. C. Chinnick, Grand Rapids.  
 John Madsen, Lansing.  
 J. G. Lamb & Son, Ypsilanti.

**Review of the Produce Market.**

**Apples**—Red McIntosh, \$1.50 per bu.; Spys, \$1.50 for No. 1 and \$1 for No. 2; Baldwins, 75c@\$1; Greenings, \$1@1.25.

**Bagas**—Canadian, 75c per 50 lb. sack.

**Bananas**—4@4½c per lb.

**Beets**—75c per bu.

**Butter**—The market started the week with a small fractional decline, but later firmed up to the old figure. It may go even higher before the week is over on account of the banking situation. There seems to be plenty of best grade butter about while the demand is not more than moderate. Jobbers hold plain wrapped prints at 18c and tub butter at 17c.

**Cabbage**—40c per bu.; 50c for red. New from Texas, \$2.40 per 75 lb. crate.

**Carrots**—Home grown, 40c per bu.; California, 60c per doz. bunches and \$2.75 per crate.

**Cauliflower**—\$2 per crate containing 6@9 from Calif. and Arizona.

**Celery**—Florida commands 45c per bunch and \$3 per crate.

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

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

**Cucumbers**—No. 1 hot house, \$1.25 per doz.

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

C. H. Pea from elevator .....\$1.25  
 Pea from farmer ..... 1.05  
 Light Red Kidney from farmer .. 1.50  
 Dark Red Kidney from farmer .. 1.25

**Eggs**—Offerings of fine fresh eggs are still rather limited and the market shows a little more firmness. The immediate future of the egg market is dependent to some extent upon the financial situation. Jobbers pay 7c per lb. for receipts, holding candled fresh eggs at 13c per dozen for hen's eggs and 10c for pullets.

**Grape Fruit**—Present prices are as follows:

Florida Mor Juice .....\$2.50  
 Florida Sealed Sweet ..... 2.75  
 Texas, Choice ..... 3.00  
 Texas, Fancy ..... 3.50  
 Texas, bushels ..... 2.00

**Green Onions**—Chalots, 60c per doz.  
**Green Peppers**—50c 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 ...\$3.50  
 Imperial Valley, 4s and 5s, crate. 3.50  
 Hot house, 10 lb. basket ..... .55  
**Lemons**—The price is as follows:

360 Sunkist .....\$5.50  
 300 Sunkist ..... 5.50  
 360 Red Ball ..... 4.50  
 300 Red Ball ..... 4.50

**Mushrooms**—28c per one lb. carton.

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

126 .....\$3.00  
 150 ..... 3.00  
 176 ..... 3.00  
 200 ..... 3.00  
 216 ..... 3.00  
 252 ..... 3.00  
 288 ..... 3.00  
 324 ..... 3.00  
 Red Ball, 50c per box less.

Indian River oranges are sold on the following basis:

126 .....\$3.25  
 150 ..... 3.25  
 176 ..... 3.25  
 216 ..... 3.25  
 252 ..... 3.25  
 288 ..... 3.00  
 324 ..... 3.00  
 Bulk, \$3 per 100 lbs.

**Onions**—Home grown, 65c per bu. for medium yellow. Domestic Spanish, \$1.40 per crate.

**Parsley**—50c per doz. bunches.

**Potatoes**—Home grown, 40c per bu. on the local market; Idaho bakers, 26c for 15 lb. sack.

**Poultry**—Wilson & Company pay as follows:

Heavy fowls ..... 11c  
 Light fowls ..... 9c  
 Ducks ..... 8c  
 Turkeys ..... 11c  
 Geese ..... 7c

**Radishes**—40c per doz. bunches hot house.

**Spinach**—\$1 per bu. for Southern grown.

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

**Tangerines**—\$1.90 per box or bu.

**Tomatoes**—Hot house, 10 lb. basket, \$1.25; 5 lb. box, 65c.

**Veal Calves**—Wilson & Company pay as follows:

Fancy ..... 6@7c  
 Good ..... 5@6c

**Albion To Keep Home Money at Home.**

Albion grocers and market proprietors have agreed nearly 100 per cent. to buy only bread and rolls made by the four Albion bake shops as the result of petitions distributed by the employes of the shops.

The "buy Albion bread" agreement will take effect the last of this week and will increase the business of the bake shops by nearly 50 per cent. it is believed. Approximately \$3,000 has been spent each month by Albion residents for baked goods manufactured by three Jackson bakeries and one Battle Creek baker and sold by Albion dealers.

The bake shops are installing additional machinery for baking, wrapping and slicing the bread. Bake shop proprietors believe that the additional business will make it possible to give their present employes more employment and more money and will probably involve hiring of additional workmen.

The petitions were drafted and circulated by the employes of the bake shops and not by the proprietors. Competition from outside concerns was slowly forcing the local bakers out of business, the petitioners said. The Albion bakers agree to maintain reasonable prices in keeping with present rates.

A sale's a sale these days. One National advertiser, now concentrating his efforts on obtaining enquiries which can be turned over to his local dealers, reports that where once his dealers scorned following up enquiries on small-profit items, they are now perfectly willing to make a call on the possibility of even a 50 cent sale.

Delay puts out the fire of purpose.

## MUTUAL FIRE INSURANCE

### Most Frequent Cause of Dwelling House Fires.

Defective chimneys and flues are responsible for more home fires than any one other cause. It is estimated that defective chimneys and flues are responsible for an annual loss of \$25,000,000. Unnumbered lives, mostly women and children, have been lost in fires due to this most unnecessary cause.

So easily prevented by common sense in constructing chimneys and keeping them clean, it is amazing that we should continue to build them in a fashion that engenders such tragedies and losses.

Wooden chimneys, at one time generally used, were prohibited by ordinance in New York City in 1648. But flimsy, unlined brick chimneys, wooden beams projecting into chimney walls, chimneys built on wooden supports and like defects in construction cause present day fire departments infinitely more trouble than the one-time wooden chimneys did the Colonial bucket brigades.

Everybody ought to learn, remember and enforce the main factors contributing to safe flue construction which are designed to make the smoke, flame, heat and gases of combustion go into the open air through the top of the chimney rather than into the building through its sides. Because fires from defective flues start underneath roofs, back of ranges, under hearths and in other places not in plain view, it does not follow that there is anything mysterious about them or that they cannot be readily prevented.

Chimney fires are due to accumulations of soot, caused by imperfect combustion of fuel and neglect to clean the chimney.

A continually and freely smoking chimney is a sure sign of imperfect combustion. Intelligent firing and proper design of heating equipment will largely eliminate this.

Chimneys should be cleaned at least once a year and oftener if necessary. If no professional chimney cleaning service is available, the common method of sweeping with a properly weighted bundle of rags or brush attached to a rope and worked from the top of the chimney may be found effective.

If the exposed outside surface of a chimney is at any time too hot to rest the hand against with comfort, it is an indication that any woodwork in contact with it is an unsafe condition.

A smoke test is a simple method of detecting the presence of cracks or other openings in flues. The method is to build a smudge fire in the furnace or boiler connected to the bottom of the flue, and when the smoke is flowing freely, close it tightly at the top. Escape of smoke through the chimney walls or into other flues indicates defects that should be corrected.

To ascertain if old chimneys need rebuilding, climb to the top and look down inside. If the mortar has fallen from between the bricks on the inside, it will soon do so all the way through the wall. Take a sharp instrument

such as an ice pick and try to push it through the mortar; if you can do so rebuild at once.

Smoke and stovepipes should be frequently inspected to make sure that they are in good condition, substantially supported in place, and safely away from woodwork and other combustible material. Rusted pipes should be replaced at once.

Stovepipes should never pass through combustible partitions unless protected by a galvanized iron thimble, at least twelve inches larger in diameter than the pipe. Thimbles should have double walls with ventilation through the air spaces.

Hints on extinguishing chimney fires. First, call the fire department.

While awaiting the firemen, close off, in as air tight a way as possible, all openings into the chimney, including fireplaces, smoke pipe holes and clean-out doors. In the absence of better means, wads of wet burlap or blankets may be used for this purpose.

A few pounds of salt, or a pail of sand thrown down the top of the burning flue is often effective. A chemical fire extinguisher is better.

Chimney fires and fires due to defective chimneys are among the easiest kinds of fires to stop before they start. Fires in the chimney proper are due to dirty chimneys and can be prevented by the simple expedient of regular and thorough cleaning. Fires which ignite the dwelling because the chimney is defective can be prevented by strict attention to construction details.

To promote the science and improve the methods of fire protection and prevention; to obtain and circulate information on these subjects and to secure the co-operation of its members in establishing proper safeguards against loss of life and property by fire.

### Linen Prices Are Withdrawn.

Importers have withdrawn all prices on linens and refuse to accept orders for future deliveries. Small sales of spot goods continue to be made, and, while a definite basis for prices is lacking, importers make them according to their judgment. Foreign quotations on linen show a stronger tone in relation to the dollar and importers wish to protect themselves against the possibility of having to pay more in dollars on later shipments. Not very many sales of linens are put through, but if a period of inflation sets in, importers expect an abnormal demand, since advance buying has been so restricted.

### Expect Men's Clothing Shortage.

With men's clothing manufacturers operating at very low levels, a real buying movement would develop a scarcity in Spring styles, according to comment in some quarters. This week, with demand slightly below that of previous weeks, manufacturers decided to curtail operations even further, with the result that there is not much excess stock available. However, other leaders in the industry cannot see how a buying movement on a large scale can appear, particularly with some 13,000,000 people out of work.

## The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, Secretary-Treasurer

{ An actual unretouched photograph of a tornado funnel cloud. }



## Destruction From the Sky!

The only way you can beat a windstorm is through ample insurance protection. In case of a fire you can ring an alarm that will bring fire fighting equipment to the scene to keep the amount of damage at a minimum. When a windstorm approaches you are helpless. The storm takes its toll and rebuilding must be done. You will be able to repair or rebuild your property if you are completely

protected by the Federal Mutuals. Windstorm (tornado or cyclone) rates are small and the Federal saving being returned is 40%, which makes the net cost extremely low. Wherever you live you need windstorm protection. The Federal Mutuals will serve you safely and economically in protecting you from loss by a windstorm. Write one of the companies today!

## FEDERAL HARDWARE & IMPLEMENT MUTUALS

Retail Hardware Mutual Fire Ins. Co.  
Minneapolis, Minnesota

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

Minnesota Implement Mutual Fire Ins. Co.  
Owatonna, Minnesota



## IT CAN BE DONE

## By Merchandising Through Intimate Co-operation.\*

Many of us are wondering whether, if this depression keeps up much longer, we will not all be compelled to shut up shop and apply for a berth in the poorhouse.

The answer to this is No! There is no need at all for any live merchant becoming concerned over the future. He will not alone get by, but when he gets his organization functioning on a new and up-to-date basis, he will make money as easily under the new conditions as he was ever able to during the boom—and this is not maybe—it is a fact.

In a recent talk, I outlined present conditions—the conditions we have to deal with. Now, I am going to apply these conditions to our present, everyday business, and, again, I am going to talk very frankly.

Unfortunately, we must start out by saying that any and all plans which we may make, based on sound economics, might be completely upset if our half-witted Congress again runs wild and passes unsound laws which would endanger the National stability.

It is impossible to even guess what will emanate from such a flighty, incompetent and insincere body of men as compose our present Congress; therefore, all anybody can do is to ignore them in our calculations and lay our plans on the assumption that public opinion will prevent them from becoming too radical.

For ten years I have been forecasting what has taken place; namely, that beginning with the collapse in 1920, we were in a great period of liquidation, in which the recent boom formed only an incident—entirely natural and fully expected—but which, great as it was, had no effect upon the general trend, which was always down.

We have had four great secondary reactions in our history—in the 20's 40's, 70's, 90's—each one lasted longer than the present depression—the shortest one of the four having lasted four and one-half years.

In each case the depression followed wild orgies of extravagance and spending—in each case the country was overloaded with debt—in each case prices of goods, commodities and labor had been run up to previously unheard of peaks—in each case recovery was greatly delayed by repeated attempts to maintain wages and prices at boom levels—in each case deflation was uneven and unbalanced.

Thus we see that conditions preceding and during our present depression have not been very different than those existing in previous major depressions.

Every previous attempt to restore boom prices failed completely and prosperity only returned after complete liquidation had taken place and after prices had been stabilized on a new and lower plateau.

The very same things are taking place to-day—we are delaying recovery by trying to boost prices and wages back to boom levels—meanwhile, a new and lower plateau of stabilized

prices is gradually being formed and will soon blossom out as a reality.

We may, therefore, just as well make up our minds that, for years to come, we are going to do business on a lower price—full value—plateau, and we should adjust ourselves accordingly.

Now at the start I want to disabuse your minds that this means hard sledding for many years to come—quite the contrary.

It is a fact that we can do highly satisfactory and highly profitable business whether prices are high or whether they are low, providing a proper balanced condition exists and providing prices are stabilized.

An out-of-balance condition, even with high prices, prevents free interchange of merchandise and services, and business is bad. When prices are not stable, business is always bad.

To-day prices are too low in the crude material areas and too high in the industrial sections—therefore, the remedy is clear—prices must be stabilized on a plateau somewhere between the two. As soon as this stabilization takes place, we can begin to swap our goods and services once more, and business will pick up rapidly.

Our crude material areas are completely liquidated, but our industrial areas are only just getting into their stride for complete liquidation. It is now progressing rapidly and will progress more rapidly during 1933.

Prices at the mills have already come down to considerable extent—they will come down more during the year.

But now we have the problem of placing these new and lower priced goods in the hands of the ultimate consumer—this is, in part, your problem.

I am now going to speak very plainly—there is nothing to be gained by sidestepping the issue.

It does the farmer no good to be told how cheaply goods can be manufactured—if he can't get them at prices he can afford to pay. It does the industrial worker no good to talk to him about eggs at 10 cents per dozen when he has to pay 55 cents or go without.

In short, our system of distribution has fallen down completely—it is one of our major problems to revamp our methods so that we can place goods, which are low-priced at the source, in the hands of the consumer at prices which will fit his pocketbook.

I have always believed in the principle of efficient jobber-dealer distribution as being best suited to the needs of the country. I have always been against inefficient jobber-dealer distribution, which is nothing more or less than a legal way of robbing the consumer through wanton waste.

The independent dealer and jobber complain bitterly of the chains and mail order houses. Whose fault is it that these methods of merchandising have flourished? Why were chains and mail order houses ever started?

You know the answer as well as I do. They were started and have been kept going, and have flourished, because of the gross inefficiency of the independent jobber-dealer unit.

You men were in the field first, and you were well-established—why did you allow the chains to come in and take your business away from you?

Now you want to know what to do to keep them from wiping you out of the picture.

The efficiency of a chain does not lie in the low prices at which they can buy—our better class jobbers can buy as cheap or cheaper than any chain.

The success of the chain has not been built up on poor quality goods sold at low prices—don't fool yourself—they are selling truly high-quality goods and they are selling them at prices below your prices.

One of the oldest manufacturers of high-class tools in the country told me a few days ago that he had bought a full line of tools from a chain, which were similar to those he was making. He turned them over to his shop experts—didn't tell them where they came from—and asked them to report as to their quality. The report was that each and every tool was fully up to the standard of the high-class tools this manufacturer was making. The only difference was that they were not as highly polished.

Is it any wonder that the chains and mail order houses have been taking your tool business away from you?

There was a time that you could fool customers by talking quality so hard that you could get high prices—you can't do it to-day. Cheap and rapid transit has increased the shopping range of consumers to such an extent that they now understand more about quality and values.

But—stop and think—did you ever make a great deal of money at the end of the year even when you were able to get high prices and had all of the hardware business in your own hands? Some, of course, did, but how many?

There is nothing to be gained by damning the chains and mail order houses—you can't make any headway against them by telling people their goods are of low quality, for they will soon find this is not true; then you are through so far as they are concerned. Better, by far, acknowledge the facts and fight it out some other way—never forgetting that prices to the consumer are coming down—coming down rapidly—that our big problem to-day is to transmit the low prices at the mill to the consumer—that if you can't do the job, some more efficient set-up will do it.

Now, in all merchandising, we must have two functions—the function of wholesaling and the function of retailing. These functions must and do exist, whether a manufacturer attempts direct selling—whether we operate a chain or mail order house—or whether we have a straight jobber-dealer unit. The only question, therefore, is: What type of set-up is most economical? It is this type—whichever it is—that will ultimately drive out the others.

The efficiency of the chains lies in the fact that there is perfect co-ordination between their wholesale and retail departments; and, secondly, that they never do line-buying, but buy strictly in accordance with demand.

There are other details of operation in which these modern merchants excel—but all these various and sundry details are now well understood—your Association has accumulated and studied them—they are at your dis-

posal, with competent instruction for their application and use.

Therefore, we will dismiss this subject by saying that you are committing suicide unless you adopt these efficient methods of internal management and take your Association into silent partnership.

But your Association can do nothing for you when it comes to your relations with your jobber—this you must do for yourself. Your Association can give you efficient means for sales control, stock control, etc.—but it can't prevent you from line-buying and overstocking on shelf-warmers.

In short, the time has finally and absolutely arrived when the jobber and dealer must get together and work together in a relationship which will be just as close and just as efficient as is the jobber-dealer relation now existing between these two elements which compose the chain and the mail order house. Unless this is done, and done promptly, the old-line jobber-dealer method of distribution is doomed to disappear.

Both the jobber and the dealer have been, and still are, open to the most severe criticism. Let's look them over and be frank about it.

Jobbers made so much money in the past, before modern competition entered into the picture, that they became smug and hard-boiled. They thought they had the lion by the neck, with a muzzle on—but when they got awake they find they have him by the tail—and he has no muzzle.

The trouble with many jobbers to-day is that they are still in the hands of old men—old men who are living in the past instead of the present. These old men think they understand business—they did understand it as it was done years ago; but they know little or nothing about modern methods and don't want to disturb their dreams of the past with any new innovations.

Now, if we are dead and know it, we still have a chance to come back—but if we are dead and don't know it, there is no chance for us. We are through!

Due to these old men's relationships with manufacturers—with whom, they tell you, they have done business for fifty years—they have been, and are still, buying lines instead of the best sellers. They are so tender-hearted they do not want to offend their old friends, the manufacturers.

Where do you suppose a manufacturer would land if he refused to sell his best selling items to the chains and mail order houses unless they bought his entire line? I guess we'd all have the right answer the first time—the ash can!

As a result of these old relationships, jobbers grew into being selling agents for the manufacturers—and abandoned their function, in the chain of distribution, which should be that of purchasing agent for the community they serve.

Now, we can't serve two masters to-day any more than we could when the Good Book was written. A jobber cannot be purchasing agent for the consumer and selling agent for the manufacturer at the same time. It just can't be.

(Continued on page 18)

\*Paper read at Grand Rapids convention Michigan Retail Hardware Association by E. B. Gallaher, Norwalk.

### DRY GOODS CONDITIONS.

Sharp improvement in retail trade testifies to the gain in sentiment brought about by the swift steps taken by the National administration to deal with the banking crisis. From losses which ranged from 40 per cent. upward under a year ago, local stores reported a resumption of activity which brought sales levels in some cases up to the pre-moratorium period. Main floor items were particularly active.

Preliminary figures of the Federal Reserve Board on department store sales last month put the decline at 25 per cent. This loss was brought down to 22 per cent. when adjustment was made for one less business day this year. The declines ranged from 21 per cent. in the New York and Dallas area to 31 per cent. in the Chicago Reserve region, which takes in Detroit. The Reserve Board index showed no change between January and February.

A chain store compilation of twenty systems showed a drop in sales of 13.8 per cent. for the month. This average includes the two large mail-order-chain systems.

In the wholesale merchandise markets business is quiet for obvious reasons. Cancellations, however, are not heavy considering the seriousness of the situation throughout the country. Some evidence that inflation was expected was found in various markets. Certain import lines were advanced, such as rugs, and in other cases quotations were temporarily withdrawn. Some instances were reported of heavier orders placed against the possibility of future price increases, but as a rule not much business was "driven in" on this account.

### PROSPECTS FOR INFLATION.

A certain amount of inflation, at least enough to start business on the up-grade, is desired equally by both buyers and sellers. The creditor group in the country and those having fixed returns from investments are the only ones who are against such a trend, and even these persons find good reasons for believing that a moderate inflation would conserve rather than injure their interests.

Whether inflation will take place is somewhat uncertain, with perhaps a certain inclination toward the theory that it will. It is not so much a matter of the large additional supply of currency which is promised as a result of the new banking provisions, because there was more than enough money formerly to carry on a much extended business. If to this added potential on top of the present huge supply, however, there should come, as seems indicated, an early flight of money back into goods and then returning confidence, markets should prove quite buoyant. There is also a tremendous replacement demand in the offing to spur on such activity.

On the other side of the picture, reasons appear for taking an opposite view. There is the heaviest unemployment in the country's history. Some 13,000,000 will not be active in

the markets regardless of monetary circumstances. Raw material stocks are still heavy and unwieldy. Liquidation of banks that cannot open will act as a check upon rising security and commodity markets.

### RETAIL RELIEF STEPS.

Although the captious may assert that they were forced into such steps through self-interest, the decisive methods promptly adopted by the retail stores here to handle the banking emergency will receive general acclaim. They might have juggled their opportunity by hesitant and half-way relief to harassed customers, but they opened up their credit resources immediately and most liberally. One store even furnished meals billed to charge accounts.

As a result of this quick action, not much burden was placed on customers by the bank holiday and many new charge accounts were opened, which should have a decided bearing upon the future business of the stores. In helping the public, retailers have enhanced their own trade prospects.

Stores throughout the country must be accorded further credit for their policy on merchandise ordered from manufacturers and wholesalers. Reports agree, in most instances, that cancellations and returns have been very light considering difficulties. While it is quite proper to point out that praise for keeping contracts is scarcely in order, nevertheless there are often technicalities which can be used in emergencies, and these have not been utilized on any appreciable scale.

In holding to their contracts, then, retailers are again following a very wise course. Confidence is increased on all sides.

### ACTION PLEASES BUSINESS.

Action, and of a kind which dwarfs even the most fulsome tributes being broadcast by apologists of the Hoover regime, is now on display at Washington. A thought in the minds of many business men is quite naturally how much of the huge losses suffered by the country might have been saved if such leadership had appeared earlier in place of the trumpeting of "rugged individualism" which marked the course of Government for three years.

But history will take care of this record, and not wholly, it is hoped, from the data furnished by those who have yielded so often to distortion. In the meantime, it is not too much to say that the total complexion of the business picture has been changed by the action on vital problems by the new President. This was the universal expression in trade circles during the week.

Even with the banking crisis by no means over, and the probability of a stiffening of the opposition in Congress toward necessary economy measures, business interests are giving plenty of evidence that delayed plans will go forward and operations be stepped up within the near future. Further emergencies may develop, but it is the opinion of trade and indus-

trial representatives that real leadership is at hand to cope with them, and in their eyes that is a foregone promise of victory in overcoming them.

### CONFIDENCE REGAINED.

Masterly handling so far of the National emergency by the administration has aroused a quick response in business sentiment, which has become more hopeful than it has been in some time. The economy program, following fast on the banking bill, went to the core of the crisis, in the opinion of business men, by insisting that National recovery rests upon unimpaired Government credit.

So far as the banking bill was concerned, Senator Glass pointed out its deficiencies, which, however, must be overlooked in the emergency. It should place almost three billions in additional currency at the command of the banks. With the all round embargo on gold, that should prove sufficient to meet even extraordinary demands when it is more than likely that the rush for money has passed its peak. Restoration of checking privileges, even upon a restricted scale if necessary in some cases, is all-essential. A fatal mistake was made in driving depositors into the use of cash.

Cheerful news was not altogether lacking last week. The failure report for February showed a drop of 13 per cent. in number under the same month last year and was the lowest total for the month since February, 1930. Liabilities disclosed a decrease of 22.8 per cent. from a year ago.

### THE AMERICAN SCIENTIST.

The 250 men and women chosen by more than 20,000 scientists as the leaders in their profession offer a picture of the American scientist that the layman seldom sees. Taking the average of the list, the outstanding American scientist is just short of forty-two years old. He is doing research work either in a university or some allied institution. He is a university graduate, probably from either Harvard, the University of Chicago or Columbia. He probably was born somewhere in the Middle West.

This composite scientist is particularly interesting when compared with his counterpart of five, ten or twenty years ago. Ten years ago the leading scientists were to be found in industrial laboratories, drawn there during the war or by the scientific activity in industry immediately after. Ten years ago the average age was higher. Ten or fifteen years ago most of the outstanding scientists came from the East.

### SAVING \$1,400,000 A YEAR.

In approving the sale of fifty-two cargo steamships to a New Orleans shipping concern, the United States Shipping Board last week accomplished two things its officials have been trying to do for many months. It got itself completely out of the Gulf trade; it has been out of the Pacific trade for some time. And it engineered a book saving of about \$1,400,000 a year to the Government, besides recovering the

\$2,500,000 received for the ships. This saving comes about from eliminating the cost of Government operation of the ships and from wiping out a mail-contract subsidy under which the ships were operated. Lines still in operation by the Merchant Fleet Corporation under direction of the Shipping Board constitute a considerable item on the debit side of the Government books. The operating deficit for the year ended last June, for instance, was approximately \$8,430,000, slightly under \$1,000,000 less than for the previous year.

### REPEALING OLD LAWS.

So much is said about the multitude of laws which are added to the statute books, Federal and state, every year that it is only fair to take note of the wiping out of 2,000 obsolete Federal laws at a stroke. The entire 2,000 were embodied in a single bill drafted by a staff in the Department of Justice. To the members of this staff, whose names are not known to the public, the country owes more than the routine gratitude it may be supposed to feel for ordinary good work on the part of those who serve it. Nearly all of the 2,000 laws now formally discarded were of a minor sort, but so are most of the new laws whose multiplication evokes periodical criticism. The states might well follow the example thus set at Washington and purge their own statute books of laws which are outworn or which are in need of revision. This kind of deflation is to be encouraged.

### EVEN HOLLYWOOD.

Even Hollywood discovers that business is business. Facing bank holidays and all their implications, the motion-picture industry has served notice on all the lots that the matter of making movies will suspend for eight weeks unless half-pay is accepted for that time. And this goes for the most temperamental star on the dizziest heights as well as for the last hired "supe." The first reports are that the pay reduction will be accepted. There doesn't seem to be anything else to do. The bank holiday inevitably hit the motion-picture exhibitors severely throughout the country this week. In a very little while, even if the customers start coming back next week, the effect of these losses will seep back to the studios.

### PATRONAGE MUST WAIT.

President Roosevelt's refusal to bother with patronage until the banking situation is settled is exactly in line with his inaugural pledge. First things must come first. Essential jobs are being filled. The work of the Government is going on. Patronage can and should wait. This is little less than wartime procedure. It is also common sense. It is exactly what the situation calls for. Patronage is a party affair. The banking situation is a National crisis. Mr. Roosevelt, in this detail, proves that he is doing what is expected of him as the National leader.

Time is capital which costs nothing to get, but everything to lose.

## OUT AROUND.

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

A Benton Harbor merchant sends me a half page advertisement published in the local daily papers announcing that the payroll of the Benton Harbor Malleable Industries, amounting to \$5,000 and \$6,000, will be paid in scrip on the following conditions:

We have ample cash in banks to meet every obligation, but cannot get it. We have a large reserve of United States bonds but cannot sell them. We cannot get cash to meet our payroll.

In consequence we are paying our men to-day with scrip issued by our company. This scrip will be accepted by the city of Benton Harbor in the payment of water or other taxes. It will be accepted by the Michigan Telephone company in payment of telephone service. It will be accepted by the electric light and the gas company. It will be accepted by grocers and meat dealers and druggists, by clothiers and dry goods merchants and will pass current among the tradesmen of the city, excepting some of the foreign owned chain stores.

It is likely that every dollar of scrip issued will do double service. The merchant taking it in will pay his clerk, the clerk will pay his grocer, the grocer will pay his electric light bill and the electric light company may pay its workers with the same scrip. It will then go again to the merchant and money will be locally replenished until the bank trouble is settled.

Following above is a list of business houses in Benton Harbor and St. Joseph which agree to accept the scrip in payment for merchandise. The list includes the gas and electric light companies and the city of Benton Harbor in payment for taxes.

I heartily commend this action, both the company which thus favors its employes and the business houses which agree to co-operate in carrying the plan into execution. When unexpected and almost unparalleled conditions confront us, it is very commendable to see such a spirit of helpfulness planned and carried into execution and under such commendable conditions.

Last week the editor of the Pittsford Reporter requested that he be permitted to reproduce my article on Slow But Sure Starvation in his publication. I gladly granted his request and he gets even with me by publishing the following paragraphs below the warning concerning chain stores:

The above article by Mr. Stowe is copyrighted and therefore not subject to reprint without permission from the author. We are positive that by writing Mr. Stowe at Grand Rapids, any newspaper can secure permission to publish same without cost, because Mr. Stowe never thinks of himself when the opportunity is presented to do his independent merchants a good turn.

E. A. Stowe was born in Hudson, leaving there for Grand Rapids in 1870, and has done more good for the honest retail merchants of Michigan than any other one man living. He has published the Michigan Tradesman for forty-nine years and has saved his subscribers hundreds of thousands of dollars; has chased out more crooks from our state than any other one man.

In the thirteen years we conducted a store in Pittsford, this great publication saved me many dollars. The price of the Michigan Tradesman is \$3

per year and it is worth \$300 per year to any retail merchant.

We are not trying to sell you anything, Mr. Merchant, it means nothing to us, but if we were you, before we ate another meal we would subscribe to this—the greatest trade journal in America.

In view of the fact that Mr. Stowe wrote Slow Starvation many years ago, certainly proves the vision in the man, and has not his prediction come true? In many instances the present low prices for farm products were caused by the "fighting down" of food stuff prices by the vipers.

There may be others but I never heard of but one Pittsford man locating in Grand Rapids. That man was George W. Thompson, who lived "on the hill" on Coit avenue. He was one of the tallest men I ever knew. He practiced law all his life. He had a hobby, which was the planting of shade trees. He organized the Grand Rapids Tree Planting Association and served as its president many years until he died, about twenty years ago. Thousands of trees were planted under his inspiring leadership.

From 1853 to 1870 my father clerked in the general store of John K. Boies, at Hudson, who took in about everything the farmer produced in those days, including wool, poultry, green apples, dried apples, dressed hogs, dressed sheep and grain. Farmers traded at the store during the year, drawing only enough cash to pay the hired girl, the tax man and the doctor. During January or February annual settlements were made. If the balance was in favor of the farmer the merchant gave his customer a due bill. If in favor of the merchant, the farmer gave his note to balance the account. As the farmer needed money for taxes or other expenses he was at liberty to call on his merchant for such sums as he required. Relations of this kind were nearly always pleasant on both sides. Such farmers as were unable to come to town were called on by my father, who was furnished a horse and cutter by his employer. I frequently accompanied him on these settlement trips. It usually required a day to settle with each customer, whose yearly transactions ranged from \$1,000 to \$5,000. I cannot recall an unpleasant incident during all those years, which is not always the case in these days. I recall that the farmers' wives around Pittsford were mostly good cooks and that my father never unduly hurried his work when he was in that vicinity.

John K. Boies was a great man in his day. He was a successful merchant in all the term implies. He was looked upon as the biggest man in the Congregational denomination of Southern Michigan. He was an astute politician and represented his district in Congress for several years. He was a convincing orator and made the key note speeches at state conventions for many years. He presided at many state conventions of the Republican party. He was a dominant man in all the walks of life—of the type of Zach Chandler and Lewis Cass. I am glad my father had the advantage of being a trusted lieutenant for so remarkable a man for so many years.

Concerning the fiasco attending the enactment of the malt tax license law, I am in receipt of the following from our Secretary of State:

Lansing, March 8—Thank you for your very kind letter of March 6 and for the mention you give in this week's issue of the Tradesman regarding the administering of the malt tax law by this Department.

I was disappointed when the Supreme Court refused our ruling regarding the license fee for retail stores. Of course, the Court had to follow the letter of the law, while I construed the statute on the basis of common sense and what I thought was the intent of the Legislature.

It does not seem right to me that eight hundred retail stores owned and conducted by one concern should be permitted to operate on one license when each independent merchant must pay the twenty-five dollars. As a matter of fact, twenty-five dollars is too high and I have recommended to the Legislature that this be reduced to a minimum of three or five dollars with the clause in the statute which would compel all retail stores, regardless of by whom owned, to be required to pay the tax.

**I think we should continually have in mind legislation which will help the independent merchant, rather than any legislation which would be in favor of the chain system.**

Frank D. Fitzgerald.

To this letter I made the following reply:

Grand Rapids, March 9—My dear Mr. Fitzgerald—I thank you for your prompt reply to my enquiry of March 6.

I note what you say about your recommending to the Legislature that the license fee be reduced to \$3 or \$5, applicable to every retail store which handles malt.

Am I to infer from this that you will see to it that such a bill has been or will be introduced at the present session of the Legislature and that you will give it the attention you hand out to every undertaking you espouse, until it is enacted by the Legislature and signed by the Governor?

I occupied a front seat at the Republican State convention and was greatly pleased to note the hearty applause which greeted you every time you arose to speak. E. A. Stowe.

Mr. Fitzgerald's reply to the above letter is as follows:

Lansing, March 11—Your letter of March 8 in reply to mine of March 6 reached my desk this morning.

A bill is being drawn by our Department attorney covering many changes in the malt tax law, among them the reduction of the license fee for retail stores. While this will not be known as a department bill, it is, nevertheless, as above stated, being drawn by the department and its procedure through the legislative mill will be watched by us.

I am enclosing herewith the report of the operation and enforcement of the malt tax law and call your attention to my recommendations in the report. The bill now being drawn will cover the recommendation shown in this report and one or two other minor changes which we believe will strengthen our position in the enforcement of this law.

Frank D. Fitzgerald.

The recommendations referred to by Mr. Fitzgerald are as follows:

In view of the foregoing difficulties in the enforcement of the malt tax law, I have a number of recommendations to make, which I believe will be a great aid in its enforcement. Such recommendations are as follows:

1. The law should be amended so as to require every dealer, distributor

and manufacturer to keep a set of books and records, which will show the amount of malt products manufactured and sold and the amount of malt tax stamps purchased to cover same. Such records should also show a complete inventory of malt products on hand at the beginning and the end of each month so that it could be ascertained just how much was sold during that period. In addition, manufacturer's books and records should show the amount of raw materials on hand, the amount purchased and the amount used during any one period as well as a complete record as to the number of brews of liquid malt or wort and the number of gallons manufactured and on hand.

2. The law should be amended so as to require monthly reports to the Secretary of State, giving all this information above referred to as well as the amount of stamps on hand at the end of each month.

3. Inasmuch as the tax is on the sale of malt products, the law should be amended so as to permit refunds by the Secretary of State on all malt products, which a dealer, distributor or manufacturer can show were sold in such a manner as not to be subject to the tax under the commerce clause of the Federal Constitution. Refunds should also be permitted when it is satisfactorily proven that certain quantities of malt products could not be sold because spoiled or otherwise unfit for sale provided the tax had been paid on them.

4. The law should be amended so as to require all manufacturers to permanently place their name or trademark on the containers in which they sell liquid malt or wort and such containers should, in no event, have a capacity of more than five gallons. It is absolutely necessary that the law prohibit the use of motor vehicles having concealed tanks for the sale or distribution of such liquid malt or wort, as there is no possible way of checking the same and no one but a uniformed police officer can stop such cars at night.

5. The law should be amended so that instead of requiring stamps to be placed on the containers of liquid malt or wort as evidence of payment of the tax, it should provide that such containers be sealed with patented seals of the same nature as car seals because of the fact it is impractical to use stamps for the reason it is impossible to affix them to hot or cold cans of liquid or wort so that they will permanently be affixed.

6. The license fee required for motor vehicles transporting malt products should be reduced to a sum of not more than \$5 and apply to the commercial delivery only. In addition, the law should also provide for the issuance of an identification tag to be attached to such vehicle in plain sight.

7. The law should be amended so as to require a registration certificate and payment of a fee for every place of business in which malt products are handled. This would settle the question as to whether a person can operate several hundred stores on one registration certificate while a person operating one store is required to pay the same fee. The law should also be amended so that the retail registration fee be reduced to a sum not in excess of \$5 for each place of business.

8. The definition of distributor should be changed so that a retail dealer importing malt products for the purpose of sale to the consumer would not be classed as a distributor.

9. The law should be amended so as to give the Secretary of State some discretion in granting certificates of registration so as to prevent the necessity of issuing certificates of registration for a place of business for which the license has been revoked upon application of an employe of the former licensee or when the Secretary of

(Continued on page 23)

## FINANCIAL

### Seven Kinds of Notes in Circulation.

Our banking crisis and the decision to issue a "new currency" has created widespread interest in the types of paper money now in circulation in the United States. Heretofore, the average individual has paid little attention to the type of paper money in his possession for the very simple reason that it was all equally good. Perhaps comparatively few even realize the complicated nature of our currency system.

This complication is readily apparent if one recalls that there are in circulation in this country seven different kinds of paper money. First among these may be mentioned the gold certificate. This is nothing more than a warehouse receipt for an equivalent amount of gold deposited in the United States Treasury. The Government by law must convert it into gold upon demand. It has the same legal tender powers as gold itself, which means that it must be accepted in final settlement of a debt.

Second are silver certificates which are warehouse receipts for silver. The law requires that these be redeemable on demand in silver dollars. They are kept convertible into gold, of course, although no specific promise is made by the Government that they will be so convertible.

Third are United States notes, or so-called "greenbacks." These were issued during the civil war, and since convertibility into gold was restored in 1879 there have been some \$346,000,000 outstanding. Until 1900 they had no specific backing. In that year \$150,000,000 of gold was placed back of them so that since that time a specific provision has been made for their redeemability in gold. They have unlimited legal tender power.

Fourth are National bank notes, also an outgrowth of the civil war. They are backed 100 per cent. by United States Government bonds of certain issues, plus a 5 per cent. gold redemption fund. They do not have legal tender power and they are redeemable by law only in lawful money of the United States. Such lawful money includes standard silver dollars, silver certificates and United States notes.

Fifth are Treasury notes of 1890, issued in connection with the silver purchase acts of the last century. These all have been retired with the exception of a few which it has been impossible for the Treasury to get hold of. They have unlimited legal tender power.

The above were the kinds of currency in circulation when the Federal Reserve act was passed in 1913. This act provided for two additional kinds. First of these was the Federal Reserve bank note. This was designed to replace National bank notes and is exactly the same as the National bank note with the exception that it is issued by a Federal Reserve bank instead of a National bank. The "new currency" apparently will closely approximate this type of note.

The second kind of currency provided in the Federal Reserve act was

the Federal Reserve note. This was backed in the original act by 40 per cent. gold and 100 per cent. commercial paper eligible for rediscount. Later the act was amended, making it possible to have merely 100 per cent. backing of which not less than 40 per cent. must be gold and the balance could be commercial paper. A year ago under the Glass-Steagall act these provisions were further amended so that to-day the notes may be issued with not less than 40 per cent. gold and the balance in either commercial paper or United States Government obligations. This currency is redeemable in gold at the United States Treasury or in gold or lawful money at the Federal Reserve Bank.

Ralph West Robey.

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### Probably the First Objective of the Government.

In the minds of the majority of readers of the Michigan Tradesman, for the past week, was the banking situation and the various proclamations regarding the banks and the inflation angle given to the Government's method of rehabilitation of our banks.

The point uppermost in our minds has been inflation and are we to have it? It seems to the writer that there should be a period of inflation and a price rise almost immediately. This is due to low inventories and the demand which has been built up due to no banking facilities. This, also, will result from elimination of fear for safety of bank accounts and should lead to the purchase of stocks, commodities and other investments. It also seems that the public's fear of drastic inflation will force money out of hoarding into the purchase of tangibles. It doesn't seem likely that this would get out of hand, but will be controlled by the Government.

Uncontrolled inflation has been the forerunner of disaster in the past. Foreign nations, who resorted to inflation, found they could not restrain it. Inflation would penalize creditors, their wealth would be reduced automatically.

Many people think that all commodities will rise immediately. It seems that those which would reflect this rise are the ones having an international market. Wages and salaries would not respond quickly and, of course, half of our National income is wages and salaries. Therefore, stabilization of currency is the probable first objective of the Government. President Roosevelt has the confidence of the people and the press. The hysteria



UNDER THE TOWER CLOCK ON CAMPAU SQUARE

which we have been going through for the last three years should be greatly eliminated. Jay H. Petter.

### Propose Cut in Canned Pea Sizes.

A reduction from six to three in the number of standard sizes used in the packing of peas is proposed in a report sent to the canning trade by the division of simplified practice of the Bureau of Standards of the United

States Department of Commerce. The report, resulting from a trade conference held in Chicago in January, suggests that sieve sizes be divided into small, medium and large. Cannerymen representing more than 85 per cent. of the total annual pack of peas are reported in favor of the change, which will go into effect on May 1 unless opposition develops.

Analysis of any security furnished upon request.

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

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

**OLD KENT BANK**  
2 Downtown Offices  
12 Community Offices

## C. B. Kelsey, Investments

INTELLIGENT SUPERVISION OF HOLDINGS

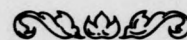
We sponsor no securities at any time and can therefore render unbiased service.

GRAND RAPIDS, MICH., 11th floor Grand Rapids Trust Bldg. Phone 4720

## An - Old - School - Principle In a Modern Institution

This bank will never outgrow its friendly interest in its customers. The spirit here will never change. Helpfulness is the very foundation on which we have built. A spirit unchanging through the years.

Our service has broadened, our business increased. But this is one old-fashioned principle which we will never give up.



## GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices

# *Our Selection of Risks is Insurance Economy For You*

**WHY HELP PAY THE  
LOSSES  
ON POOR RISKS?**

*Each year we are saving our  
Michigan Policyholders over  
\$400,000.00*

**How?**

**BY SELECTING BETTER RISKS.**

Benefit by joining our select group of policyholders

**INSURANCE INQUIRIES INVITED**

**THE MUTUALS AGENCY**

**DETROIT**

Mutual Building  
**LANSING MICHIGAN**  
Phone 20741

**GRAND RAPIDS**

## 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.

### Wisconsin Reaps the Whirlwind on Her Pet Industry.

King Canute, you remember, when courtiers flattered him, cut their apple-sauce. When the "forbidden" tide wet his skirts he cynically declared that earthly kings were not so much.

Despite 900 years' intervening experience, our Government officials have not yet assimilated Canute's hard common sense. This appears from a report, disseminated end of December, that Fred M. Wylie, deputy attorney general of Wisconsin, threatens to bid economic (milk) tides to stand.

Maybe, being of fresh water origin, Wylie is unfamiliar with tidal habits. Anyway, he is going to stop Supply and Demand from operating in his state. He will "rule"—note the kingly phrase—that none shall pay less for milk than the price he sets. He is backed by the Department of Agriculture and Markets—whether Uncle Sam's or Wisconsin's is not clear, but no matter since both disregard economic laws. The backing is thus quoted:

"The Department is prepared to and will, if necessary, issue an order declaring it an unfair trade practice to further reduce the price paid the farmer."

So this interesting situation: Wisconsin milk is so abundant that distributors buy it below production cost. They will be ordered not to lower present price, regardless of offerings; and, of course, if buyers are enjoined from paying less, sellers cannot stimulate consumption by offering for less, since to pay less will contravene the rulings.

I find no provision for herding consumers to "vending depots," maybe as old time bosses herded voters "in blocks of five," each enjoined under penalty of a hard look to purchase a given per capita allotment. But such arrangement, it seems to me, must be had to round out Wylie's super-economic scheme; and allotment is a currently popular shibboleth among our regulators at this writing—so why not that?

I fear me our 1933 forgetters of Canute will experience a renewal of the lesson of circa 995 that natural forces are sad things to monkey with. It seems fairly obvious that if folks do not buy sufficient milk now to absorb the supply, they will hardly buy more under a pegged price.

This recurrence of kindergarten governmental tinkering might evoke Gargantuan laughter were it not for the appalling feature, which strikes me with sheer amazement: That, so far as I have observed, not one trade editor has spoken his mind—nor indicated that he had a mind—against this outrageous encroachment on commercial liberty, on men's freedom to barter on

the basis of mutual agreement. Editors have all been content to print the report without comment.

Yet, aside from its childish futility, here is incipient repression as grievous as any that obtained in the Dark Ages. The King has spoken—ours to obey with unquestioning humility—God save the King!

The truth remains as I experienced it during some forty-seven years in and of my native state, that Wisconsin has consistently sown the wind during a generation and a half on her pet dairy industry.

Research, education, enlistment of exact science, concentrated on bigger and better production wrought such great results that the industry became supremely profitable. Dairymen were the agricultural aristocrats. Dairy acreage was capitalized at increasing altitudes. Generous and rapid profits attracted farmers from other lines until the inevitable happened: production overtook the consumptive outlet.

To promote this specially privileged industry, the state did every customary prohibitive, negative thing that characterizes governmental interference with commerce. It strained legality, for one thing, to shut out oleomargarine, perfectly legitimate and wholesome as it is. Dairymen, alive only to their own immediate interest, were amusingly liberal users of oleo while getting top prices for their butter—oblivious, clearly, to how thus they contributed to a narrower butter market.

Characteristically, too, producers thus pampered and protected gave no thought to outlet. Wisconsin is too near her markets for that idea. Contrast California where producers labor under what they feel is a handicap, that their produce must be lifted 2,200 miles to market—truly a vast advantage because it can only be accomplished co-operatively; and because her products meet others on an openly competitive basis, California systematically enlarges her outlet and her products move into consumption usually somewhat ahead of increased production.

Wisconsin now reaps the whirlwind of commercial and economic heterodoxy; of advertising and promotional illiteracy—and apparently her enlightenment is not yet.

One good inheres in bad laws, in rulings which transcend common sense: They cure themselves through their own unsoundness. Pity that the process is always costly, retards economic readjustments, often entails widespread suffering, seldom avoids glaring injustice, generally is certain to encroach hard on our remaining liberties.

The costly consequences of Wylie's ruling, if issued, will appear when producers discover that the pegged price is no remedy for overproduction. Arbitrary pricing will not insure anybody's outlet. What will producers do then? What would you do? Here is invitation to bootlegging of milk which no producer, it seems to me, would regard as other than his normal heritage.

What we should all do right now is rise in our vigorous indignation in protest, tell those "authorities" to jump in their own milk cans as they may elect

but to keep out of ours, incidentally, perhaps, learning that Supply and Demand is not yet abrogated. They might also reread Gulliver's Travels for much needed enlightenment.

What is certain—the longer delayed the sadder the consequences—is that control will break down. Wisconsin milk will again be sold on a free market. If in the interval normal readjustment occurs, price will rise and we will forget this present squall, resume our placid commercial way—until next time.

If readjustment does not come soon, dairymen will sell surplus cows and turn to other activities; but this natural, normal process is certain to be delayed and hampered, its consequences aggravated, as always when artificial "regulation" is attempted.

In all this Wylie is merely an incident. What we may well realize is that herein American commerce has got what it asked for. During thirty years we have increasingly run to Washington and Madison for help, for protection, blind to the curtailment of liberty thereby progressively entailed. Presently increasing encroachment on our freedom should awaken us to our emasculation, when we can listen unprotesting to such threatened government ukase with the docility of serfs. Have we utterly forgotten our liberties? Did the Fathers do it all for us? Have we no obligation to pre-

serve what they got us? Has Esau again sold his birthright?

Were it not so tragic, we might well emit a hearty guffaw at the spectacle of this present day would-be king—less wise than Canute. But the fact is that this is a tragedy of a wasted, dissipated liberty. Paul Findlay.

Note—Since this was written in mid-February, Wisconsin new relates how dairymen have poured milk on roadways—25,000 pounds in one day—in protest against inadequate returns. Natural deflation already is upon the industry. Farmers will not long do this. Next they will sell their cows as part of the process of restoring normal balance between Supply and Demand—process which will operate more speedily and healthfully without than with governmental interference. And because liberty will be conserved in proportion as natural readjustment proceeds unhampered, here's hoping that economic law beats the authorities to it. F.

The right use of leisure is no doubt a harder problem than the right use of our working hours. The soul is dyed the color of its leisure thoughts. As a man thinketh in his heart so is he.

Hard-times note: In some sections merchants are breaking open cigarette packages and retailing the smokes at a cent each.

## CANDY FOR EASTER APRIL 16



## THE NEW LARGE CAKE



Strictly  
Independent  
Since 1882

Fresh Compressed

## RED STAR YEAST

Grown from Grain

50% PROFIT  
ON COST TO YOU

Place Your Order Now

20 cents a Dozen, Delivered . . . Sell  
at the advertised price of 2 cakes 5 cents

RED STAR YEAST and PRODUCTS COMPANY  
Main Office . . . MILLWAUKEE, WISCONSIN

## MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

### Insulation Makes Difference in the Cost of Refrigeration.

Insulation has a direct bearing on the maintenance cost of meat coolers, whether they are erected on the premises or assembled at the factory of a refrigerated equipment manufacturer.

The efficiency of the insulation determines in a great degree the amount of refrigerant that will be required. Proper and adequate insulation is paid for over and over again by the economy it effects. On the other hand, use of insulation that is inadequate in thickness or quality results in unnecessarily high refrigeration costs.

Insulation that is absorbent of moisture, that is inadequate in thickness or efficiency, or that is improperly installed is certain to deteriorate, necessitating expensive repairs or replacement.

Refrigeration in its simplest terms is the extraction and removal of heat from the goods to be held. This is not done by immediate contact between the refrigerant and the meat products, but through the medium of air. Air cooled by contact with the coils of ice, falls to the floor and passes over and around the goods. As it absorbs their heat, it rises and circulates through the coils or ice, giving up its heat to the refrigerant. This process of heat interchange by means of the air is essential.

Removal of heat from the products is not the only problem involved. The difference in temperature between the air inside the cooler and the outside air causes infiltration of warm, moist air through walls, floor, and ceiling unless the cooler is effectively insulated.

It must be recognized that no material is entirely heatproof; some heat will get through any construction. Most materials, and particularly metals have little resistance to the transmission of heat. If walls were made of these materials alone the heat leakage would be so great that the cost of effective refrigeration would be almost prohibitive. Constant, uniform temperatures could be maintained only with great difficulty. It is only because of the protection afforded by efficient insulation that refrigeration is commercially practicable.

There are a few materials which have a very low heat conductivity, that is, a high resistance to the passage of heat. These are known as insulators. One of the materials most widely used in packing plants and for the insulation of coolers and other refrigerated equipment is corkboard.

In specifying an insulating material packers and meat dealers should see that the material selected is

1. Highly efficient in resisting the passage of heat.
2. Permanently nonabsorbent of moisture, for water is an excellent conductor of heat and any material that readily absorbs moisture becomes useless as insulation.

3. Structurally strong and stable so that it will stay permanently in place without sagging, settling, shrinking, swelling, or warping.

4. Free from objectionable odor and from any liability to rot or mold, or to harbor vermin.

5. Readily handled and erected by available labor and with ordinary tools.

6. Slow burning and a fire-retardant.

7. Reasonable in cost of material and erection.

### The Menace of Chain Store Taxes.

In the capitol halls of forty-one states this month legislatures are convening—impoverished legislatures whose first considerations will be the wherewithal to make up state deficits. And in the lobbies of each of the halls are anxious chain store men, there to do what they can about impending chain tax bills. They haven't much hope. Embarrassed and desperate governing bodies are going to find any source of revenue hard to turn down.

It was in 1931 that the big flood of anti-chain legislation came. That year 125 bills were drawn up and introduced. Nothing much came of them; there was no legal assurance that such laws were constitutional. But in May of 1931—too late for most legislatures to do much about it—the great blow fell. The highest court of the land (in a five to four decision) gave its sanction to the Indiana chain store tax bill, opened the flood gates. Fortunately for the chains the following year (1932) was an off-legislation year. Only nine states convened. Five of those—Alabama, Arizona, Florida, Louisiana and Wisconsin—enacted chain tax legislation.

Meanwhile the National Chain Store Association, mindful of 1933's potentialities, made desperate efforts to gather up the Nation's chains in a concerted campaign for protection. The campaign didn't materialize. It was balked by lack of funds. Eighty per cent. of the chains operate less than twenty stores apiece. And to the thousands of sectional and local chains the big national organizations are more often competitors than bed fellows. Since most of the anti-chain legislation then passed was directed mainly against big chains and did little or no damage to the little ones, the latter could see no good sense in contributing to a big competitor's cause.

In view of the situation facing them, the amount of anti-tax advertising done by the chains lately has not been much. There has been an increase in institutional copy designed to forestall taxation indirectly by creating public good will. And if such copy had been run consistently during the past ten years, many an advertising man says, it might have been a successful forestaller.

It was not until this year that municipal governments began to tap the chains for city deficits. Palatka (Fla.) and Portland (Ore.) led off the parade last summer. Like the states, the cities were quick to catch on and before the year closed sixteen cities had introduced such ordinances. Also like the states, many other cities have bills ready to spring in the near future.—Tide.

### Customer's Guest Sale.

While many merchants inform their regular customers, and invite them in for sales a day ahead of the date announced to the general public, a store in the East has given this custom a new turn. To build up a mailing list, this store conducted a sale for regular customers exclusively. The announcement of the sale was sent by letter only to people who had charge accounts. This "customers only" feature was emphasized. Enclosed with the letter were two "guest" cards, which the customer was privileged to give to friends. Each of these cards provided space for the writing of a name and address. The event was scheduled for a Monday, normally a quiet day. Customers and guests were instructed to make their purchases in the usual way, at regular prices, and when their purchases were complete to turn the cards in at the main office, where a 10 per cent. credit or refund would be allowed. The cards turned in, with names and addresses, provided the information necessary for the building of the mailing list. It is reported that these events, conducted three times a year, proved very valuable in developing new accounts. Customers who presented their invitation letters were allowed the same discounts as the guests.

Life is like a game of cards. You must play the game with the hand that is dealt you. The greatest glory, after all, is winning with a poor hand,

and the greatest disgrace is losing with a good one.

A new food product, cheese chips, is making its bow in groceries, delicatessens and other outlets. The chips are prepared and merchandised in much the same way as potato chips.

## Oysters and Fish

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.**  
 70 No. Division Ave. Phone 9324

ALWAYS STOCK

# ROWENA

(Self Rising)

## PANCAKE FLOUR

Made and guaranteed by the  
**VALLEY CITY MILLING COMPANY**

Demand Increasing for

## MICHIGAN APPLES

WITH FLAVOR

We have the best assortment of Varieties in Michigan—Cleaned. Polished and regraded by Modern Electrical Equipment before leaving our Warehouse — Wholesale only. Wolverine Dealers, send us your orders.

### KENT STORAGE COMPANY

GRAND RAPIDS MICHIGAN

Your Customers Ask For

# "VANILLA"

Give them

## Jennings' Pure

**Jennings Flavoring Extract Co.**  
 GRAND RAPIDS, MICHIGAN

## HARDWARE

**Michigan Retail Hardware Association.**  
 President—Wm. J. Dillon, Detroit.  
 Vice-President — Henry A. Schantz,  
 Grand Rapids.  
 Secretary—Harold W. Bervig, Lansing.  
 Treasurer—William Moore, Detroit.  
 Field Secretary — L. S. Swinehart,  
 Lansing.

### Sporting Goods Trade in the Spring Months.

Throughout the United States, the public has been educated to look to the hardware store for sporting goods. There are stores devoted to sporting goods alone, and there are stores in other lines which carry sporting goods departments; but the hardware dealer has always secured a substantial share of the trade.

A feature of sporting goods is the wide and increasing variety of lines that can be handled. I can remember when golf was a mystery to most people on this side of the Atlantic. In recent years we have witnessed the emergence of skiing. New sports are constantly appearing, and being popularized; and, once established, while the craze may pass, a certain vogue is pretty sure to remain.

The wide-awake hardware dealer will, consequently, find it worth while to give some attention to such novelties in his sporting goods department; since the novelty of to-day is the craze of to-morrow and the established sport of next day.

With the approach of spring, sporting activity bestirs itself in many lines. For one thing, it marks the opening of the fishing season. In river and lake communities there will be a call for canoes, motor boats and athletic equipment. The enthusiastic golfer gets out his togs; the baseball enthusiasts get into action. It is timely for the hardware dealer to show the people interested in these various activities that he has the goods to meet their demands.

In handling sporting goods, it is worth while to establish your store in the public estimation as the place to go whenever sporting goods are wanted. "If you can't get it at Blank's, you can't get it anywhere in town" is the belief one big city store has managed to instill into the minds of the public. This has been achieved by making the stock varied and comprehensive, by handling new lines first, and by featuring a remarkably varied selection.

In smaller communities it may not be desirable to make heavy investment in sporting goods stock. But the dealer who knows the various sports, the equipment required and where to get it, can render good service to his customers by keeping in touch with manufacturers and jobbers, while at the same time carrying in ample stock those articles for which there is a pretty sure demand. To handle the business properly, you should have in stock whatever your competitors are likely to carry; and should be in a position to get whatever else the occasional customer may require.

All this presupposes a thorough knowledge of sporting goods. If you are not a sporting goods specialist, it will be worth while to have one of your salespeople specialize in the line. In the small store it may not be neces-

sary for the sporting goods specialist to spend all his time in that department, so long as he knows it. But if one of your salesmen shows a special interest in or aptitude for the line, encourage him to learn all about it.

Personal work is very helpful in developing business. Thus in one store the sporting goods salesman makes a practice of personally soliciting the various athletic organizations at the opening of the season. He knows the officers of every organization; he gets in touch with organizations and individual members; and quite often has been able to quote attractive propositions which have cinched the entire trade of an organization.

In this canvassing the quality reputation established by the sporting goods department is helpful. The fact that your salesman won't recommend an article unless it is dependable makes a lot of difference in the long run.

Sporting goods lend themselves readily to attractive window display. There are few lines where sales are so directly traceable to displays. The introduction into displays of pictures of big league baseball players, tennis stars, and other individuals prominent in sport quite frequently adds to their effectiveness. Pennants showing the colors of college and local teams also help out. If a big game is being put on in your locality, put on a timely display that links up with the game. Work in photos of the opposing teams, or of star players.

The sporting goods department should be given reasonable prominence inside the store. It is good policy to group all sporting goods together. The line should have a fair share of window display as well. With the average hardware store in spring the problem is to find window space for everything that ought to be displayed. But the line pays for a fair show.

It is often worth while to secure mailing lists of members of various organizations in your territory and send them circular letters or printed matter with reference to lines you are featuring. This is worth doing even where your sporting goods salesman maintains a fairly close personal touch with organizations and individuals.

Sporting enthusiasts have their peculiarities. One experienced hardware dealer discussed them thus:

"Baseball goods are always in fine demand, especially among the youngsters. The older people who do not continue in the game usually become fans; but the boys who enthuse over the big league players inevitably organize back-yard leagues of their own. You wouldn't think it, but they want good equipment. You would imagine a 12 year old boy would be satisfied with the cheapest glove he could get. Why, I've sold these boys mitts running up into several dollars each. A boy will work hard to get the money for a mitt and then insist on the very best he can afford. I find it is the same with bats and balls. And the great thing is to give them for their money the very best value you can; for that is what builds business.

"Fishing is different. It is the old, dyed-in-the-wool angler who is the great buyer of quality goods. Young men are joining the ranks every year,

but we don't sell them as much or as good quality as we do the old timers. As, say, the middle of May approaches, the old time angler gets restless. He feels the call of the river. Right then is the time to appeal to him with a good, strong display. The minute he sees it he will come in, buy some new equipment, and be off."

The better the hardware dealer understands the peculiar quirks of his individual sporting goods customers, the more successful his business will be.

Victor Lauriston.

### The Pioneer Mother Twenty Years Ago.

At this spot, my boy, your mother and I parked our limousine one night and made our way nineteen blocks through the snow to the Paradise Picture Palace. We had driven round and round for an hour and couldn't find anything nearer; every square parked solid. That gives you an idea of what your parents endured.

"Tell me some more about those old times, daddy!"

"Well, son, that same night we stood in line for another hour before we could get to the ticket window. I remember your poor mother was so tired she could hardly stand up in her silk slippers after we got inside. In those days you didn't even expect to get a seat.

"I tell you, women had to be strong and brave then. It was a hard life they led. But your mother never complained. She was always cheerful. She used to say she had married me for better or for worse and she would face any luxury with a smile.

"I shall never forget how courageous she was on the long journeys we were compelled to take in the car when the roads were packed with other cars. Sometimes we would drive half the night to reach the proper resort hotel. She would fall into bed totally exhausted with pleasure. But she was always up and ready to push on the next day.

"You see, son, four hundred miles a day was the standard for what we used to call touring; and your mother knew that if I got back home without averaging that distance I should be humiliated by other drivers I met at the club. So she stuck by me.

"But she paid a penalty. I have always thought that the luxuries she endured then have kept her from enjoying life to-day."

"Was it awfully hard, daddy?"

"Son, you have never stayed at one of those expensive resort hotels that everybody had to go to when your mother and I were young, so you can't picture what we went through. But as I say, like most of the fine American women of the times, she stood by. I never knew any woman who could endure as much recreation as she could without flinching.

"Fortunately she was spared to see her family happily established among their privations. She said to me just the other day, 'James, it makes me so happy to know that by holding on as we did in those long rich years we were able to live to watch every one of the children enjoying poverty.'

"You have a mother to be proud of, son."  
 McCready Huston.

Wholesale Only

Wholesale Only

DISTRIBUTORS of PINE TREE Brand

**FARM SEEDS**

Vigoro

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Vegetables and Flowers

We specialize

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**LAWN GRASS and GOLF COURSE**

Mixtures

# SEEDS

Write for our special prices

**INSTANT SERVICE**

Telephone 4451

**ALFRED J. BROWN SEED CO.**

25-29 Campau Ave.  
 GRAND RAPIDS, MICH.

Wholesale Only

Wholesale Only



## 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.

### PRELIMINARY ENQUIRY.

#### Is It a Hindrance or an Opportunity?

In the Donaldson Dry Goods and Apparel Shop, a suburban store carrying yardage and ready-to-wears, the telephone rang. The proprietor answered.

"Mrs. Herbert speaking. Is this Donaldson's?"

"Yes, Mrs. Herbert. How are you?"

"Fine, thank you. What have you in nine-quarter sheeting?"

Distinctly and rather slowly the merchant named three well-known brands, stating the price of each. "You understand, of course, Mrs. Herbert, these are bleached. Would you be at all interested in unbleached?"

"Why, I hardly know—how is the brown in price?"

"We have two grades. One is firm goods, of excellent quality. We are selling this at 29 cents. It soon bleaches out and makes durable sheets, easily laundered and highly satisfactory. In the unbleached we have also a light weight that we're making a special on this week—only 19 cents. We take pride in our line and we'll be glad to show you the goods whether you buy or not."

"I'll come in right away, Mr. Donaldson."

True to her word, Mrs. Herbert, who has a household of seven to provide for, arrived in a few minutes.

Mr. Donaldson being busy with a customer, Mrs. Huxley, who has been in his store five years and under his training has become a well-liked, efficient saleswoman, waited upon Mrs. Herbert. Soon that thrifty matron had made her decisions, a bolt of bleached and another of brown were tucked in her runabout, and she was driving off, while the pay for her purchase was reposing in the Donaldson cash register.

Other customers left and for a little time Mr. Donaldson was alone with his helpers, who at present are the Mrs. Huxley just mentioned, Miss Powell, not so experienced but apt and attentive, and Jimmy Dorman, a high school boy just taken on to sweep in the morning and help on Saturdays.

Jimmy's store experience has been brief, three months in this part-time way with Mr. Rawlins, Mr. Donaldson's chief competitor. When Mrs. Herbert entered the Donaldson store, Jimmy had just returned from Rawlins', where he had gone on an errand.

"I didn't know, Mr. Donaldson, but you were wasting time at the phone, explaining to Mrs. Herbert all about that sheeting," remarked Jimmy, but I guess not.

"She called up Rawlins' while I was there. Mr. Rawlins was visiting with his cousin who drives into town every week. They were discussing technocracy and Mr. Rawlins didn't notice the phone bell.

"Jennie Moore, the girl who works there, tried to answer. She's a nice girl but she never does know what they have or the price.

"She asked to be excused to find out, but she was so nervous she couldn't put her hands on the goods and she dassn't interrupt her boss' conversation. So she went back and told Mrs. Herbert she was awfully sorry but she hadn't found the sheetings, although she knew they had three or four kinds. She couldn't tell the prices either but she was sure they were low, for Mr. Rawlins had said that all cottons are down. Wouldn't Mrs. Herbert come in?"

"Well, Mrs. Herbert didn't go there. Jenny was hanging up the receiver as I left. I wasn't three minutes getting back and when I came in here Mrs. Herbert and Mr. Donaldson were talking over the phone.

"Jenny wasn't to blame. Mr. Rawlins never spends much time answering a ring, that is, unless someone is placing an order. Enquiries about goods and prices he makes short work of. He says, 'You can't scarcely ever sell anything by phone. Better just tell 'em to come and see the goods.'"

"I'm not criticizing Mr. Rawlins' methods," Mr. Donaldson began, "but there are two ways of regarding an enquiry, whether it comes by phone or is made here in the store. It may be considered a hindrance, even an annoyance; but it is also an opportunity, and one that I want we shall all try to make the most of.

"Not that a painstaking reply will always result so happily as just now in the case of Mrs. Herbert. But in the long run, care and intelligence in answering do bring results.

"In our situation, our real competition, as you know, is with the big down-town stores. Our rent is low comparatively, and our regular selling prices are at least not higher than theirs. Our main trouble is to get people to come and see what we have and how far money will go right here in their neighborhood store.

"Having been here fourteen years, Mrs. Donaldson and I know personally almost everybody living hereabouts. In most ways this acquaintance is a help. But many women hate to 'shop around' in stores where they are known. If planning a large purchase, they prefer making a trip into the city. There they can go from store to store and compare qualities and prices, and not a soul knows them.

"They feel that we'll feel sore if they come here and put us to the bother of showing our goods, and then they don't buy.

"This is the reason so many call up and make an enquiry instead of coming. There's no way known to prevent this hiding behind the telephone, but I make it a point, whenever I can do so, to tell people that we want them to come and see what we offer, whether they buy or not.

"Years ago I sold time clocks to industrial plants. Introducing a new article is of course far harder than calling on an established trade and taking orders. When I could get a prospect to asking about my clock, especially enquiring the price, I felt things were coming my way.

"One reason why an enquiry deserves skillful handling is that with a serious-minded person, behind the enquiry is a definite idea of buying. When such a woman as Mrs. Herbert asks about sheetings, a sale is already about 75 per cent. accomplished. Some store will get it. The way her phone call is answered may determine what store will have the good fortune to measure off the goods.

"It is greatly worth while to cultivate a good telephone manner—pleasant voiced, courteous, unhurried, understanding.

"Here we'll go on the assumption that every enquiry, whether made in the store or by phone, is an opportunity. Let us watch our manner of

handling enquiries and also watch results."  
 Ella M. Rogers.

#### Men's Fall Suits Ready May 1.

With Fall lines of woolen and worsted suitings expected to be opened at the end of this month, clothing manufacturers will have their Fall ranges ready about the first of May. Unless wool goods prices take a sharp upward turn, which is not generally expected, manufacturers expect the new styles to be unchanged in prices. In the last week, piece goods have firmed slightly, as raw wool showed indications of moving up. Rumors are prevalent that many woolen mills have withdrawn prices, but these reports are unfounded. Producers are not accepting any large contracts, however.

## MICHIGAN BELL TELEPHONE CO.



### YOUR DOCTOR *is available instantly* BY TELEPHONE

**Life itself may depend on reaching your doctor quickly. Whatever the hour . . . whatever the weather . . . he will respond promptly to your call.**

**Only with a telephone can you summon your doctor instantly in an emergency. Just one such call may be worth more to you than the cost of the telephone 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

### Reducing the Victims of Wine, Women and Song.

Los Angeles, March 11—Sunday last, in company with Mr. and Mrs. J. P. Oberlin, of Traverse City, and Mrs. Jacque Percy, formerly of Grand Rapids, we made a start for Sunland, in the San Fernando Valley, intending to enjoy a picnic lunch in the largest forest of live oak trees in California. We selected a day, however, when everybody in Los Angeles had the same idea in view and found the standing room sign already displayed when we arrived. Whereupon we decided to ignore the whole bunch and organized an impromptu exploring party instead, continuing on a brand new but perfectly elegant highway to Angeles National Park, some sixty miles away, where we found primitive offerings in copious portions. We passed over a ridge East of the Verdugo mountain range, which brought us through the San Gabriel Valley and up to the crest of the mountain range by that name, where we found gorgeous scenery backed up by snow-capped summits. Thence to Switzerland and down into a deep canyon where we roosted by a tiny mountain stream, spread out our lunch on huge rocks at the stream's edge, and proceeded to demolish chicken sandwiches, Banbury turnovers (an offering peculiar to Los Angeles bakers), washed down by certain liquid products also peculiar to California, and all amidst mountain vistas the like of which are not to be found outside the Grand canyon. It is in this sector that the celebrated thirty million dollar dam, for the storage of water is being erected in San Gabriel canyon. There is no stream worth mentioning in the canyon, but when the summer sun strikes the ravines, there will be snow water good and plenty. After partaking of the aforesaid luncheon we re-embarked in our Studebaker, worried somewhat about the lack of gas stations and the possibility of applying shoulder power to same, we came to a descending grade which brought almost to the city limits of beautiful Pasadena, having passed through Hollywood, Glendale, San Fernando, Sunland, Tajunga, two or three mining camps in partial operation, and a lot of embryo smaller cities too numerous to mention. Tomorrow the same identical group of unemployed are carded for a trip to Palm Springs for the purpose of giving the dwellers over there something to talk about. The Oberlins acknowledge that there is a slight difference between the topography of California in comparison with that of Dear Old Michigan.

Los Angeles to-day stands in the lead of all cities in the world in the matter of airplane supremacy. A Government survey completed reveals that fact that in the number of planes owned and operated, in the volume of air mail and passenger business and in the number of airports in use she is the premier city of the world. It is worthy of mention that the first commercial airport in America was established here, and to-day the amount of air mail going out and coming in, notwithstanding the increased rate for that particular service, is greater than in any other city in the country not even excepting New York. This mail is equivalent to 20 per cent. of the Nation's total weight and more than 30 per cent. in total income from such sources. Manufacturing establishments here turn out hundreds of these conveyances monthly, and private ownership of same exceeds the human imagination. The air ship is no longer a curiosity in the lives of hundreds of business men, who have become accustomed to this speedier mode of travel. Nor is a letter by air such a

curiosity as to be noticed by excited neighbors and friends, as it was only a short time ago. No such marvelous spectacle has been seen in all the world around in all the annals of history as is displayed by the growth of aviation in the past decade—and of all the cities of the world—Los Angeles leads.

Every time a new hotel is opened they go every previously established institution one better. A very recent innovation is the stationary corkscrew. Time was when the Bible was even chained to the pews in the houses of worship, so they could be read without danger of losing them. There is less danger of that nowadays for the reason that the Gideon Bible is not so protected. But corkscrews are easily slipped into pockets, and making them a part of the basic structure is surer. Not that the ordinary scowflaw of today would stoop to petty larceny, but there is the souvenir collecting fad we all know about. The practice of supplying this open sesame, while beneficial to the guest, is doubly so to the hotel. The custom of enveloping the bottle in several folds of toweling and thumping it against the door jamb to force out the cork is bad for the towel as well as the door jamb. When, in moments of extreme need the neck is broken off by a sharp blow on the edge of the bath tub, the glass gets into the carpets, the waste pipes and the tub enamel is more or less nicked. The cost of corkscrews is slight, and when securely attached to a ring bolt imbedded in the concrete wall they are good for a long drawn out siege. And some of these naughty law violators have expressed satisfaction over the innovation.

The local papers are full of the doings of a young lady, who exploited her nerve in making a trip from Chicago to Los Angeles, on an investment of \$7.90. The old-fashioned tramp rode the brake-beams and asked for handouts at the back doors. He looked generally ashamed of himself and retired to the alleys or vacant buildings for hiding. He was a bird of passage, going North in the summer to escape the heat and South in the winter to keep warm. But the modern auto tramp knows no such modesty. He glories in effrontery and bids for applause. To the appeal for a ride, the autoist slows down only to be hit over the head with a piece of gas pipe and be relieved of his watch and loose change or else carries the beggar on another leg of his journey to get his picture in the newspaper. The school boy who would spurn to beg for a crust will beseech a ride. A woman who would not stoop to ask for a quarter will hold you up and ask you to help her on her journey. You, of course, pay her passage. Starting out on a journey and sponging one's way, is not so much of a feat; it is just sublime gall—strangers supply the gasoline—and the "heroines" get the plaudits.

It is claimed that not long ago any male resident of California who dashed off to a party where "wine, women and song" were in evidence stood a good chance of waking up in the morning to find that, beside possessing the proverbial headache, some little blonde thing had persuaded him to trot over to the justice's office to take on the responsibilities of a matrimonial environment. There was a lot of this, obviously, for there are a lot of blondes and a vast quantity of gin in California. Finally, the master minds of the legislature evolved a scheme which protected mere man from designing women—at least while he was handicapped by the romantic urges inspired by the essence of juniper in alcoholic solution. The scheme was promptly made a law and now stands as such. Three days must elapse before the moonshine struck

gent and the girl, who figures that she would become the beneficiary of his life insurance policy, can be united in the bonds of matrimony, even after they have procured a license, and one or the other, or both, a divorce. It is a great law. It protects the inebriated victim of the woman's wiles—if he can sober up in two days. If he cannot, it probably serves him right. Of course, the seductress can put him in a car and take him say, from Los Angeles to Tia Juana, Mexico, and there the dirty work may be accomplished across the border. But there is at least a sporting chance in this. He may recover his senses during the 150 mile drive or may even be killed in a smash up. Men get protection in California. To prove this point more effectually, let me remark that a recent court ruling in this state has made it positive that a man can, and under certain circumstances, shall receive alimony. It is no longer possible for a heartless woman to marry a man and, once his youth is gone and his best years wasted in the noble accomplishments of fatherhood, toss him aside like a cast-off glove while she flees to the arms of some home-wrecker who has studied the saxophone or ukulele by correspondence. She can chuck him brutally out in the world to earn his own living, to be sure, but in California the woman pays and pays, under such conditions he may go into court and, if his pride does not hinder or his gentle nature shrink from the publicity of such proceedings, he can tell all. If it is shown that his life has been unhappy, that the cars she bought him are not gifts of love but mere formalities, he can sue for alimony and get it. Man, in California, is no longer a mere puppet for unscrupulous females who "lie, love and leave." The new legal trend is rapidly approaching the Utopian, so far as the male of the human species is concerned. Only recently a woman who petulantly put her husband to death by tossing a tomato, which it afterwards developed was inside of a can, was sentenced to prison, and the judge even hinted he would not feel favorably inclined toward parole, for a few months, at least, and still there is that silly talk about men of to-day not being what their forefathers were. But, at any rate, migration of the male sex to California is thereby encouraged, and a new army of crooners and their like, may be anticipated in the future. The anti-salooner will present the argument that vile liquor is responsible for these complications, but I maintain the little blonde creatures are indirectly, at least, responsible for about everything.

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

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

**Warm Friend Tavern  
Holland, Mich.**

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.  
**JOHN HAFNER, Manager**

### CODY HOTEL

GRAND RAPIDS

RATES—\$1 up without bath.  
\$2.50 up with bath.

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO  
IONIA AND

### THE REED INN

Excellent Dining Room  
Rooms \$1.50 and up  
MRS. GEO. SNOW, Mgr.

### MORTON HOTEL

Grand Rapids' Newest  
Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

"A MAN IS KNOWN BY THE  
COMPANY HE KEEPS"

That is why LEADERS of Business  
and Society make their head-  
quarters at the

### PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.  
Cafeteria -- Sandwich Shop

### Park Place Hotel Traverse City

Rates Reasonable—Service Superb  
—Location Admirable.

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

### New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water  
European

D. J. GEROW, Prop.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.  
Muskegon -- Michigan

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### HOTEL ROWE

We have a sincere  
interest in wanting to  
please you.

ERNEST W. NEIR  
MANAGER

Traveling men and the hotels have undoubtedly been among the greatest sufferers in the recent epidemic of bank holidays. Commercial travelers, as a rule, depend upon the hotels to cash their checks and drafts, and to add to complications, others pay their hotel bills by checks and drafts. But through all the unpleasantness both classes have functioned nearly 100 per cent. Detroit hotel men imported funds from other localities to help out the situation. These have sure been strenuous times, but if Congress will extract enough pabulum out of the situation to enact laws guaranteeing bank deposits, the energy employed will be well expended. When depositors discover that banks are ports of safety instead of rendezvous for intrigue and highjacking there will be no more runs on depositories, and consequently fewer panics.

Fred. Doherty, president of the Michigan Hotel Association and Chas. H. Stevenson, Hotel Stevenson, Detroit, general counsel for the same organization, have started out to give bad-check passers some uncomfortable moments. They are collecting data from the statutes of the various states, compiling same and are going to ask the Michigan legislature to go them a few better. It is a well-known fact that the present Michigan laws are sorely inadequate and if these energetic individuals are given the right of way there will be something stirring.

A "house physician" in a hotel need not necessarily be an "inmate" of that institution and seldom is, but certain developments have been demonstrated by one state hotel organization which would indicate that a very large percentage of healers are little better than wolves in sheep's clothing. They prey on guests of the hotel by charging shamefully for what they try to accomplish and then divvy with the hotel management on the results. Many a poor stranger traveler has been "ironed out" by paying fees that would make the ordinary medical man blush with shame.

The Windsor (Ontario) Hotel Association has elected Myron R. Gilbert, manager of the Prince Edward Hotel, in that city, as president for the coming year to succeed Preston D. Norton, general manager of the several Norton properties. Mr. Gilbert has been an honorary member of the Michigan Hotel Association for several years, has been very punctillious in his attendance at the meetings, and its "boys" will be mightily pleased to know that he has been placed in the executive chair. Me, also.

Hotel Franklin, Detroit, after a siege covering a period of several weeks, has finally been opened by the receiver, David James, who has appointed Edward M. Price, formerly connected with the American House, Detroit, as manager. He will be assisted in the management of the hotel by Robert O. James, son of J. W. James, who was active in the management of this property many years. Robert O. is of the fourth generation of one family who have presided over the destinies of this institution. This hotel was for a long time known as the Franklin Temperance House, but it is reported that it will inaugurate a tap room if beer again becomes a legitimate article of merchandise in Michigan.

The Grand Hotel, Mackinac Island, for a long period one of the palatial hotels of the whole country, and recently in the hands of a receiver has, according to reports, been purchased by W. S. Woodfill, Chicago, at the reported price of \$75,000, who will operate it this coming season.

The Cadillac Hotel, St. Clair, has been taken over by Gustave Moebis, who formerly conducted a hotel at Romeo, and will be run by him this season. Capt. and Mrs. Frank Meno have been in charge of this institution for the past year.

Adolph M. Lee, Detroit, has taken over the old Dover Hotel, in that city, and it will hereafter be known as Hotel De Vur. It was formerly operated by Paul Shapero.

A 39 story hotel, just completed in London will, it is said, be conducted on the American plan. Some hotel men out here tell me that there will in the near future be a general resumption of this plan in the operation of hotels on this plan. I fail to see the logic of this return to the primitive times when we all used to give the tired traveler a room and three "squares" for the same remuneration we more latterly secured for the room alone, but it may be so, in which case we will hear of the drug stores putting in equipment for handling lodgers.

Plans were laid at a meeting of the board of directors of the Great Lakes Touring Association, held at Detroit recently, with President John A. Anderson, manager of Hotel Harrington, Port Huron, in the chair, to issue a new type of road map this season. This map will include a much larger territory, showing the roads leading into the Great Lakes area, so that it will replace numerous private publications which have heretofore been issued for the benefit of tourist guests. Dues in the association were reduced from 50 cents per room to 25, with a minimum of \$25 and a maximum of \$250, and a plan of general newspaper advertising was agreed upon. It is said to be one institution which has a healthy treasury.

A raft of candidates for the presidency of the National Greeters at the coming annual convention. I nominated Preston D. Norton, one of the best hotel men ever and a going institution in Greeter affairs for this position and propose to see that he is elected.

Some say that the return of liquor to the merchandising field will bring back good times, but I advance the claim that a stable currency with a good, safe place to keep it, will have as much to do with a return of prosperity as any offering shied into the ring so far.

The first auto bus line established in America was operated between Ludington and Shelby, nearly two decades ago by M. W. Rush and Adrian Luce, the former a Chicago telegraph operator and Mr. Luce an advertising promoter. Both were interested in Pentwater realty and both were imbued with the very laudable notion that transportation facilities would promote transportation. They expended a small fortune in several commodious busses, not so different from the ones in use nowadays, but their schedule of fares was too low—three cents per mile—and road conditions were against them. These busses were afterward put into service in Western New York. I am reminded of all this by running across Mr. Luce at a recent meeting of the Michigan society here. He now has a successful advertising business in Los Angeles.

When I was visiting Michigan three years ago and was being piloted over the state by one of my hotel friends, I used to see a lot of mechanical road graders in operation on the highways. An investigation proved that every time a road grader was employed twenty-seven laborers were released from employment. Out he-e now the

machine is resting or rusting by the roadside and the twenty-seven men have jobs and are mighty glad of it. Maybe this will develop a way towards assisting the unemployed. Of course there will be those who will make light of the matter, but I have been of the opinion for many years that too much improved machinery was enough. With less machinery there would be fewer life insurance agents, and, as Will Rogers says, fewer people lining the highways with no personal belongings except diplomas.

A Denver cafeteria owner who has been fighting patent claims on special fixtures, has won his first inning in the Federal court. This was a test suit to determine whether 25,000 restaurants in the United States would be compelled to pay royalties on equipment which was more or less in general use before the patent was granted.

Frank S. Verbeck.

#### Rounding Out a Beautiful Life.

Hon. Charles W. Garfield celebrated his 85th birthday very quietly at his home in this city yesterday, surrounded by beautiful flowers which were sent as evidences of the esteem in which he is held by his friends.

In writing of Mr. Garfield to-day one finds a conflict in his mind. On the one hand one realizes how distasteful mere personal praise has always been to Mr. Garfield. On the other hand, one feels the prompting of a great love to bear testimony. For my part I do not recall a time when I have been more glad to bear testimony or record gratitude or express my affection. First of all when I think of him I think of the title of one of Dr. Dole's books, "The Religion of a Gentleman." In the best sense of the word Mr. Garfield is a gentleman and his religion is the religion of a gentleman. There is about him that fineness of nature, courtesy, breeding, that deportment, that culture which we associate with a gentleman. And the reason why I use the term "in the best sense of the word" is because in the minds of some people a gulf exists between a gentleman and the great mass of the plain people. There is no such gulf, and no such gulf exists in his life. In the best sense of another

great term, he is thoroughly democratic—one of the people. One can go on and enlarge upon leading characteristics as we know him, but it is unnecessary. The simple mention of a few words is enough, the application we all can make: Intelligence, humor, cheer, unselfishness, purity, modesty, courage and what St. James calls the surpassing gift of kindness.

Mr. Garfield has a lively sense of humor without being frivolous, a gay spirit without lacking sympathy for the suffering; he is scholarly without being pedantic, upright without being didactic, a home lover without ignoring his duties to the community, state and Nation. I have known him for nearly sixty years. I never met him and talked with him even for five minutes without being refreshed and cheered on my way by the contact.

Such is the power of a clean, clear, genuine, sympathetic and modest personality. But it is a power of which the possessor is generally totally unconscious. I have no doubt that if Charley, as his old friends always like to call him, could know of my sense of gratitude for the tonic effect of his acquaintance, which perhaps he scarcely regards as other than an early and boyish friendship, he would be the most surprised of men.

As I parted company with him last evening, after spending a few hours at his restful home, he remarked, "Ernest, we are getting pretty near the end, but we are not afraid." I acquiesced in his remark, because I know he walks with God and goes about doing good every day of his life.

E. A. Stowe.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Lovewell Smith Realty Co., Northville. Fairway Florists, Detroit. Goodlin Radio Co., Inc., Kalamazoo. Evans-Legg Motor Co., Birmingham. Rees Fashion Shop, Inc., Lansing. Detroit Herald-Tribune Corporation, Detroit. Continental Ice Co., Detroit. Hornell Ice & Cold Storage Co., Delray.

## The Union Bank of Michigan

Under authority of the State Banking department resumes business in all departments subject to government regulations forbidding payment of gold and to prevent hoarding.

**Union Bank of Michigan**

Monroe - Ottawa - Fountain

## 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.

### The Pharmacist Should "Practice Self-Medication."

On Dec. 15, 1932, Harry S. Noel, editor of *Tile and Till* and advertising director of *Eli Lilly & Co.*, gave a talk on "The Cross-Roads of Pharmacy," in the lecture hall of Brooklyn College of Pharmacy. Prefacing his address with jokes that had the audience in the proverbial stitches, and subsequently stressing the advantages of conducting professional pharmacies, his message proved most stimulating and inspirational.

However, in the open forum that followed, a member of the audience questioned Mr. Noel as to what he could suggest to alleviate the distress and chaotic condition pharmacy finds itself in. Mr. Noel admitted his perplexity in being able to offer a rational suggestion along that line. He could have just as well been asked what he could do for the depression. In either instance, one can readily appreciate what an embarrassing question it was.

Notwithstanding, at what already marked the termination of that part of the program, the chairman called upon Professor Anderson, Dean of the Brooklyn College of Pharmacy, to add a few words. Addressing the party who had only a short while ago asked Mr. Noel to solve the problem aforementioned, Dean Anderson offered his remedial agent which consisted of two words and they were: Practice self-medication.

One could interpret that suggestion in no other way than that in which it was intended. Dean Anderson was hinting that pharmacists should cope with their own problems instead of constantly depending on others. And that was as fine a bit of advice as could be given.

Now, what may be some ideal measures suitable for self-medication? Since I have asked the question, I'll endeavor to answer it.

Firstly, demand a reduction in rent. Many pharmacists feel that it would be a futile request and yet others who have come to reasonable understanding with their landlords had their rentals reduced materially. Charles J. Clayton, secretary of the Colorado Pharmaceutical Association, sees the situation in this light: "I believe that most landlords would rather take a lower monthly rental than have a vacant store, which is the only alternative in many cases."

Secondly, cut down your stock. In one of the stores I visited, there was so much merchandise on the shelves that I had imagined for the moment

the owner was in the wholesale drug business. In view of the fact that the turnover is not what it used to be, coupled with the downward trend of prices, over-stocking is a foolish move, the effects of which are not infrequently disastrous.

Thirdly, cut out the cut-pricing tendency. Some know no limit to establishing prices incredibly low and on items which are not competitive and consequently don't warrant cutting. In the neighborhood of our store, certain pharmacists are filling prescriptions at three for a dollar and a quarter or thereabouts. Of all things to cut on prescriptions should be the last, because they are the sole backbone of pharmacy. In fact, some of the customers tell the pharmacist what he should charge, in due time they will be telling him how to run his business. And where they will run it, is quite obvious.

Fourthly, make your store look like a pharmacy. Just as clothes make the man, appealing windows make the store. One pharmacist complained that it cost him five dollars to put in a window display and he figured that the returns did not justify it. Yet we cannot always think along monetary returns. A window which is periodically dressed with items pertinent to pharmacy will make an impression, which, like advertising, is a cumulative one. By continually bombarding the passersby with good window displays, the store following this motive will gradually and surely enlist a growing patronage. However, spending five dollars every year on a window display and then expecting results, as the pharmacist referred to above did, is just another one of those foolish notions some of our brethren entertain.

Fifthly, read the pharmaceutical publications. No better perspective of the pharmaceutical field can be gotten than by perusing those journals. Monthly, one can glean ideas which, when incorporated in the routine of the business, will tend to show marked productivity. After all, many conduct one man pharmacies and outside of their own little sphere, do not know what is going on outside of their door. No one knows so much about one's own calling that one should not learn a little more. And as diverse an enterprise as a pharmacy is, there are virtually a hundred and one new ways to stimulate business.

Sixth, do your own detailing among the doctors. How should he know what to send his patients to your store for unless he is familiarized with your stock? For example, one druggist I know put in a full line of trusses. He informed his doctor about that and about a month later a patient was recommended to the druggist. Of course, the trusses are selling sluggishly, and then again it is only a short while ago that he installed that type of business. After a year or two, or perhaps a little longer, he will build up this side-line which has been and always will be highly remunerative.

Lastly, give as much time to salesmen as you can. Their missionary work is of inestimable value. They will give you certain slants and suggestions that will be of mutual benefit.

Of course, we can continue with these suggestions at length but the above are what I think essentially the measures one should take if one should heed the sage advice of Dr. Anderson, which is, once again, practice self-medication. Joseph J. Gold.

### IT CAN BE DONE.

(Continued from page 7)

If he decides to be selling agent for the manufacturer, it is quite all right—but let him say so frankly. Unfortunately, many jobbers have been trying to play the double role and it hasn't worked in the past, and in to-day's market it won't work even a little bit.

Jobbers have lost touch, through lack of contact, with the consumer and his requirements and demands. His buyers sit penned up at their desks, contacting only with the salesmen of manufacturers. The only knowledge these men get of outside conditions is through occasional contact with their own salesmen, and this is second-hand information at best, and not very accurate.

As a result, the jobber buys what he personally likes, and in quantities which he thinks his sales department should be able to sell—he doesn't know that the goods are going to be salable, and he doesn't know whether the sales department is going to be able to sell them.

Very few buyers have any idea at all as to what are the best sellers in a line and what percentages of sales these best sellers represent.

In other words, buying is done, in many cases, without the most fundamental information as to marketability

—rate of sale and price consumer is willing to pay.

The sales department is then given a list of the goods in stock and goes out to sell the retailer.

If the retailer is a good merchant and has sufficient capital to be independent in his purchases, he usually knows what he can sell and the quantities he should buy to meet his demand. Such retailers are usually successful—they're successful to-day. I know many such retailers personally.

But in far too many cases, the retailer is lazy—a poor merchant or lacks sufficient capital, and if he has any one or all of these faults, the jobber's salesman has no difficulty in loading him up with a lot of slow-turning numbers, at prices which put him out of competition. Then the trouble begins.

Now, the retailer is subject to criticism also, I am speaking of the average, not the exception.

He usually is lazy—fails to study his market—buys carelessly—buys too many slow-turning items—has not made a study of best sellers—buys too many lines—and, last but not least, takes advantage of long-profit items to carry his shelf-warmers, thereby losing his profit on both his fast and slow numbers and jacking up his prices on the otherwise fast sellers to a point where he has no volume.

What I mean is this: Give the ordinary dealer a special price on a dollar grade hammer, so that he can sell it for, say, 60 cents, in competition with the mail order houses, and make a fair and reasonable profit on it for himself—will he sell this hammer for 60 cents and develop a large volume on hammers? He will not. In nine cases out of ten, he will mark the hammer up to one dollar—pocket an enormous profit on a few sales and get no volume.

When a jobber helps a retailer by giving him specials to place him in

## SPRING AND SUMMER SPECIALTIES

Marbles, Rubber Balls, Jacks, Bathing Supplies, Paint Brushes, Paints, Oils, Wall Finishes, Varnishes, White Lead, Enamels, Soda Fountains and Supplies, Golf, Tennis and Baseball Supplies, Indoor Balls, Playground Balls, Sponges, Chamois Skins, Cameras, Electric Heaters, Electric Fans, Goggles, Picnic Supplies, Lunch Kits, Vacuum Bottles, Food Jars, Thermo Jugs, Insecticides, Seed Disinfectants, Easter Egg Dyes, Easter and Mother's Day Cards, and thousands of other new and staple items. All now on display in our Sample Room. Come in and look them over. Everything priced in plain figures.

**Hazeltine & Perkins Drug Co.**  
Grand Rapids Michigan

competition, and then learns that the retailer is so dumb that he refuses to take advantage of his position, the jobber just says, "What is the use?" I am frank to say there isn't any use.

Well, what's the answer? The answer is that jobbers—if they are going to survive—must become expert retailers. They must literally become purchasing agents for the community they serve.

Dealers and jobbers must come together in a closer bond than merely customer and supplier—they must unite in some closely-knit relationship—pool their problems and solve them together.

This means a radical change for both jobber and for dealer. Dealers will have to give up indiscriminate buying from many jobbers. They will have to pick out some good, live, up-to-date jobber and concentrate their buying with him.

The jobber will have to assume the role of community buyer—he will have to keep in intimate touch with the consumer market—he will have to know what the best-selling items are—he must stop line-buying—reduce his stocks to goods the consumer will buy, and prices he will pay.

If the jobber is to become buyer for the consumer, he must buy at right prices from the manufacturers, and pass on these prices so that the retailer will be in position to meet competition. It can be done. It is being done.

The jobber must also assume a relationship with his dealers which will be similar to that now existing between the management of the chain and its individual stores—merchandising helps—specials—advertising helps—market surveys—kind and arrangement of stocks—and all the other many and varied helps which the right kind of a jobber is in such excellent position to render.

Now such arrangements must be mutual—founded on mutual confidence—if they are going to last and be successful.

The set-up of close jobber-dealer co-operation, as above described, can meet many prices to the consumer which the chain can offer, and each unit can make money.

Further than this, such a combination has many distinct advantages over the chain, in that the retail store manager of the chain is a hireling—interested only, as a rule, in holding his job, with no prospects of becoming independent, and with no security of job. Also, these managers are moved from store to store and from town to town—they rarely ever become part of a community.

The money a chain store takes from a community goes out of the community—the money taken in by an independent dealer remains in the community. People are aware of these facts and will favor the local merchant—providing, and providing only, that his stock is as comprehensive as that of the chain and that his values and prices are as good.

We can, therefore, summarize by saying that as we are bound to stabilize on a lower plateau of prices for the next few years to come, we must immediately cut away every last remaining bit of inflation which still remains

in our business—must get rid of our dead and slow-turning items and take our loss at once—must get our rent and our payrolls on a to-day's basis promptly—then we should try to make an alliance with some good jobber who has seen the light—become thoroughly deflated—and who is prepared to do a real job of merchandising through intimate co-operation.

As I have already stated—it has been done—it is being done—wherever it has been seriously attempted, it has been a great success—both jobber and dealer are able to make money, and the chain and mail order prices are being met, and in many cases bettered.

You have a great opportunity, gentlemen.

**When on Your Way, See Onaway.**

Onaway, March 14—One more spell of winter, just a nice finish for the season to make up for the cold that was lacking when it was really expected. Just the same it is putting the finishing touches on the ice houses that were late in getting filled; twenty inch ice will work in pretty well in a few weeks from now. The scarcity of sawdust for packing is now the problem, but there is always a substitute.

Which is the worse, the banking problem or a jig-saw puzzle? When the pieces are gathered up and put together there are apt to be some misplacements.

Everything constitutes a medium of exchange these days; what is the use of currency anyway? Talk about scrip, counterfeit money will suffice if put into proper channels; at present stove wood seems to be the most popular up here; next in order cream, potatoes, vegetables, grain, hay, fence posts, railroad ties, pulpwood and what have you?

Car owners are now looking forward to the half rate license sticker which will soon become so popular. Six months will soon disappear when the delinquent portion will present itself again.

Standing still means going backward as the saying goes. Here are three Onaway merchants who have made decided changes. George Graves now occupies the entire store room formerly occupied by Graves & Manning; newly finished interior, new modern shelving and fixtures and a business nicely established on a cash and carry basis, all of which furnish a very pleasing and flourishing up-to-date grocery. Next door, in the same building, L. K. Manning, in the room formerly occupied by Snody's drug store, also nicely remodeled, presents his re-established meat market business—a model and complete establishment. The Henry Dean double-front store building on State street is being remodeled and will be occupied by Snody's drug store and justice office.

Looking up South Pine street we come to the little cash grocery managed by the Lound sisters. Where does the cash come from? Well, these girls manage to find it where others fail; leave it to the girls.

The Onaway schools will carry on full time and graduate the usual number, also the county normal, keeping up the Onaway record.

The Onaway garment factory is running overtime, putting on a night shift; over 100 machines in full operation; expert help is at a premium.

Hongose Bay on Black Lake will be more extensively advertised than ever this coming season. Allan Waggott, 20223 Keating avenue, Detroit, is putting out illustrated folders of his resort cabins which have an individuality which will surely attract tourists.

Squire Signal.

A lot of people are hard to please. Some others are just as hard.

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acetic, No. 8, lb. 06 @ 10</b>	<b>Aloes, Barbadoes, so called, lb. gourds @ 60</b>	<b>Hemlock, Pu., lb. 1 155@2 20</b>
<b>Boric, Powd., or Xtal, lb. 08 1/2 @ 20</b>	<b>Powd., lb. 35 @ 45</b>	<b>Hem'l'k Com., lb. 1 00@1 25</b>
<b>Carbolic, Xtal, lb. 36 @ 43</b>	<b>Aloes, Socotrine, lb. @ 75</b>	<b>Juniper Ber., lb. 3 00@3 20</b>
<b>Citric, lb. 35 @ 45</b>	<b>Powd., lb. @ 80</b>	<b>Lav. Flow., lb. 3 50@4 00</b>
<b>Muriatic, Com'l., lb. 03 1/2 @ 10</b>	<b>Arabic, first, lb. @ 40</b>	<b>Lav. Gard., lb. 1 25@1 50</b>
<b>Nitric, lb. 09 @ 15</b>	<b>Arabic, sec., lb. @ 30</b>	<b>Lemon, lb. 2 25@2 80</b>
<b>Oxalic, lb. 15 @ 25</b>	<b>Arabic, sorts, lb. 15 @ 25</b>	<b>Mustard, true, ozs. @ 1 50</b>
<b>Sulphuric, lb. 03 1/2 @ 10</b>	<b>Arabic, Gran., lb. @ 35</b>	<b>Mustard, art., ozs. @ 35</b>
<b>Tartaric, lb. 35 @ 45</b>	<b>Arabic, P'd, lb. 25 @ 35</b>	<b>Orange, Sw., lb. 4 00@4 25</b>
<b>Alcohol</b>	<b>Asafoetida, lb. 47 @ 50</b>	<b>Origanum, art., lb. 1 00@1 20</b>
<b>Denatured, No. 5, Gal. 48 @ 60</b>	<b>Asafoetida, Po., lb. 75 @ 82</b>	<b>Pennyroyal, lb. 3 25@3 50</b>
<b>Grain, Gal. 4 00@5 00</b>	<b>Guaiaac, lb. @ 60</b>	<b>Peppermint, lb. 3 50@3 75</b>
<b>Wood, Gal. 60 @ 60</b>	<b>Guaiaac, Powd., @ 70</b>	<b>Rose, dr. @ 2 50</b>
<b>Alum. Potash, USP</b>	<b>Kino, lb. @ 90</b>	<b>Rose, Geran., ozs. 50 @ 95</b>
<b>Lump, lb. 05 @ 13</b>	<b>Kino, powd., lb. @ 1 00</b>	<b>Rosemary Flowers, lb. 1 00@1 50</b>
<b>Powd. or Gra., lb. 05 1/2 @ 13</b>	<b>Myrrh, lb. @ 60</b>	<b>Sandalwood, E. I., lb. 8 00@8 60</b>
<b>Ammonia</b>	<b>Myrrh, Pow., lb. @ 75</b>	<b>W. I., lb. 4 50@4 75</b>
<b>Concentrated, lb. 06 @ 18</b>	<b>Shellac, Orange, lb. 15 @ 25</b>	<b>Sassafras, true, lb. 1 60@2 20</b>
<b>4-F, lb. 05 1/2 @ 13</b>	<b>Ground, lb. 15 @ 25</b>	<b>Syn., lb. 70 @ 1 20</b>
<b>3-F, lb. 05 1/2 @ 13</b>	<b>Shellac, white, (bone dr'd) lb. 30 @ 45</b>	<b>Spearmint, lb. 2 00@2 40</b>
<b>Carbonate, lb. 20 @ 25</b>	<b>Tragacanth, No. 1, bbls. 1 60@2 00</b>	<b>Tansy, lb. 3 50@4 00</b>
<b>Muriate, Lp., lb. 18 @ 30</b>	<b>No. 2, lbs. 1 50@1 75</b>	<b>Thyme, Red, lb. 1 15@1 70</b>
<b>Muriate, Gra., lb. 08 @ 18</b>	<b>Pow., lb. 1 25@1 50</b>	<b>Thyme, Wh., lb. 1 25@1 80</b>
<b>Muriate, Po., lb. 20 @ 30</b>	<b>Honey</b>	<b>Wintergreen</b>
<b>Arsenic</b>	<b>Pound 25 @ 40</b>	<b>Leaf, true, lb. 5 40@6 00</b>
<b>Pound 07 @ 20</b>	<b>Hops</b>	<b>Birch, lb. 2 75@3 20</b>
<b>Balsams</b>	<b>1/4 Loose, Pressed, lb. @ 75</b>	<b>Syn. 75 @ 1 20</b>
<b>Copaiba, lb. 50 @ 1 20</b>	<b>Hydrogen Peroxide</b>	<b>Wormseed, lb. 3 50@4 00</b>
<b>Fir, Cana., lb. 2 00@2 40</b>	<b>Pound, gross 25 00@27 00</b>	<b>Wormwood, lb. 4 75@5 20</b>
<b>Fir, Oreg., lb. 50 @ 1 00</b>	<b>1/2 Lb., gross 15 00@16 00</b>	<b>Oils Heavy</b>
<b>Peru, lb. 1 70@2 20</b>	<b>1/4 Lb., gross 10 00@10 50</b>	<b>Castor, gal. 1 15@1 35</b>
<b>Tolu, lb. 1 50@1 80</b>	<b>Indigo</b>	<b>Cocanut, lb. 22 1/2 @ 35</b>
<b>Barks</b>	<b>Madras, lb. 2 00@2 25</b>	<b>Cod Liver, Norwegian, gal. 1 00@1 50</b>
<b>Cassia, Ordinary, lb. 25 @ 30</b>	<b>Insect Powder</b>	<b>Cot. Seed Gals. 90 @ 1 10</b>
<b>Ordin., Po., lb. 20 @ 25</b>	<b>Pure, lb. 25 @ 35</b>	<b>Lard, ex., gal. 1 55@1 65</b>
<b>Saigon, lb. 50 @ 60</b>	<b>Lead Acetate</b>	<b>Lard, No. 1, gal. 1 25@1 40</b>
<b>Saigon, Po., lb. 50 @ 60</b>	<b>Xtal, lb. 17 @ 25</b>	<b>Linseed, raw, gal. 64 @ 79</b>
<b>Elm, lb. 40 @ 50</b>	<b>Powd. &amp; Gran. 25 @ 35</b>	<b>Linseed, boil., gal. 67 @ 82</b>
<b>Elm, Powd., lb. 38 @ 45</b>	<b>Licorice</b>	<b>Neatsfoot, extra, gal. 80 @ 1 25</b>
<b>Elm, G'd, lb. 38 @ 45</b>	<b>Extracts, sticks, per box 1 50 @ 2 00</b>	<b>Olive, Malaga, gal. 2 50@3 00</b>
<b>Sassafras (P'd lb. 45) @ 35</b>	<b>Lozenges, lb. 40 @ 50</b>	<b>Pure, gal. 2 00@2 50</b>
<b>Soaptree, cut, lb. 15 @ 25</b>	<b>Wafers, (24s) box @ 1 50</b>	<b>Sperm, gal. 1 25@1 50</b>
<b>Soaptree, Po., lb. 25 @ 30</b>	<b>Leaves</b>	<b>Tanner, gal. 75 @ 90</b>
<b>Berries</b>	<b>Buchu, lb., short @ 50</b>	<b>Tar, gal. 50 @ 65</b>
<b>Cubeb, lb. @ 75</b>	<b>Buchu, lb., long @ 60</b>	<b>Whale, gal. 2 00</b>
<b>Cubeb, Po., lb. @ 80</b>	<b>Buchu, P'd, lb. @ 30</b>	<b>Opium</b>
<b>Juniper, lb. 10 @ 20</b>	<b>Sage, bulk, lb. 25 @ 30</b>	<b>lb. \$1.40; 17 50@20 00</b>
<b>Blue Vitriol</b>	<b>Sage, loose pressed, 1/4s, lb. @ 40</b>	<b>Powder, ozs., \$1.40; 17 50@20 00</b>
<b>Pound 05 @ 15</b>	<b>Sage, ounces @ 85</b>	<b>Gran., ozs., \$1.40; 17 50@20 00</b>
<b>Borax</b>	<b>Sage, P'd &amp; Grd. @ 35</b>	<b>Paraffine</b>
<b>P'd or Xtal, lb. 06 @ 13</b>	<b>Senna, Alexandria, lb. 50 @ 60</b>	<b>Pound 06 1/2 @ 15</b>
<b>Brimstone</b>	<b>Tinnevala, lb. 20 @ 30</b>	<b>Papper</b>
<b>Pound 04 @ 10</b>	<b>Powd., lb. 25 @ 35</b>	<b>Black, grd., lb. 30 @ 40</b>
<b>Camphor</b>	<b>Uva Ursi, lb. 20 @ 25</b>	<b>Red, grd., lb. 42 @ 55</b>
<b>Pound 50 @ 65</b>	<b>Uva Ursi, P'd, lb. @ 30</b>	<b>White, grd., lb. 35 @ 45</b>
<b>Cantharides</b>	<b>Chalk</b>	<b>Pitch Burgundy</b>
<b>Russian, Powd. @ 3 50</b>	<b>white, dozen @ 3 60</b>	<b>Pound 20 @ 25</b>
<b>Chinese, Powd. @ 1 25</b>	<b>dustless, doz. @ 6 00</b>	<b>Petrolatum</b>
<b>Crayons</b>	<b>French Powder, Coml., lb. 03 1/2 @ 10</b>	<b>Amber, Plain, lb. 12 @ 17</b>
<b>white, dozen @ 3 60</b>	<b>Precipitated, lb. 12 @ 15</b>	<b>Amber, Carb., lb. 14 @ 19</b>
<b>dustless, doz. @ 6 00</b>	<b>Prepared, lb. 14 @ 16</b>	<b>Cream Whl., lb. 17 @ 22</b>
<b>French Powder, Coml., lb. 03 1/2 @ 10</b>	<b>White, lump, lb. 03 @ 10</b>	<b>Lily White, lb. 20 @ 25</b>
<b>Precipitated, lb. 12 @ 15</b>	<b>Capsicum</b>	<b>Snow White, lb. 22 @ 27</b>
<b>Prepared, lb. 14 @ 16</b>	<b>Pods, lb. 60 @ 70</b>	<b>Plaster Paris Dental</b>
<b>White, lump, lb. 03 @ 10</b>	<b>Powder, lb. 62 @ 65</b>	<b>Barrels @ 5 50</b>
<b>Cloves</b>	<b>Whole, lb. 25 @ 35</b>	<b>Less, lb. 03 1/2 @ 08</b>
<b>Whole, lb. 25 @ 35</b>	<b>Powdered, lb. 30 @ 40</b>	<b>Potassa</b>
<b>Powdered, lb. 30 @ 40</b>	<b>Cocaine</b>	<b>Caustic, st'ks, lb. 55 @ 88</b>
<b>Ounce 11 43 @ 13 60</b>	<b>Copperas</b>	<b>Liquor, lb. @ 40</b>
<b>Xtal, lb. 03 1/2 @ 10</b>	<b>Xtal, lb. 03 1/2 @ 10</b>	<b>Potassium</b>
<b>Powdered, lb. 04 @ 15</b>	<b>Powdered, lb. 04 @ 15</b>	<b>Acetate, lb. 60 @ 96</b>
<b>Cream Tartar</b>	<b>Cuttlebone</b>	<b>Bicarbonate, lb. 30 @ 35</b>
<b>Pound 25 @ 40</b>	<b>Dextrine</b>	<b>Bichromate, lb. 15 @ 25</b>
<b>Yellow Corn, lb. 06 1/2 @ 15</b>	<b>Witch Hazel, Yellow Lab., gal. 99 @ 1 82</b>	<b>Bromide, lb. 51 @ 72</b>
<b>White Corn, lb. 07 @ 15</b>	<b>Licorice, P'd, lb. 50 @ 60</b>	<b>Carbonate, lb. 30 @ 35</b>
<b>Extract</b>	<b>Flower</b>	<b>Chlorate, Xtal., lb. 17 @ 23</b>
<b>Witch Hazel, Yellow Lab., gal. 99 @ 1 82</b>	<b>Arnica, lb. 75 @ 80</b>	<b>powd., lb. 17 @ 23</b>
<b>Licorice, P'd, lb. 50 @ 60</b>	<b>Chamomile, German, lb. 35 @ 45</b>	<b>Gran., lb. 21 @ 28</b>
<b>Flower</b>	<b>Roman, lb. 90 @ 90</b>	<b>Iodide, lb. 3 64 @ 3 84</b>
<b>Arnica, lb. 75 @ 80</b>	<b>Saffron, American, lb. 35 @ 40</b>	<b>Pernanganate, lb. 22 1/2 @ 35</b>
<b>Chamomile, German, lb. 35 @ 45</b>	<b>Spanish, ozs. @ 1 25</b>	<b>Prussiate, Red, lb. 80 @ 90</b>
<b>Roman, lb. 90 @ 90</b>	<b>Formaldehyde, Bulk</b>	<b>Yellow, lb. 50 @ 60</b>
<b>Saffron, American, lb. 35 @ 40</b>	<b>Pound 09 @ 20</b>	<b>Quassia Chips</b>
<b>Spanish, ozs. @ 1 25</b>	<b>Fuller's Earth</b>	<b>Pound 25 @ 30</b>
<b>Formaldehyde, Bulk</b>	<b>Powder, lb. 05 @ 10</b>	<b>Powd., lb. 35 @ 40</b>
<b>Pound 09 @ 20</b>	<b>Gelatin</b>	<b>Quinine</b>
<b>Fuller's Earth</b>	<b>Brok., Bro., lb. 20 @ 30</b>	<b>5 oz. cans., ozs. @ 57</b>
<b>Powder, lb. 05 @ 10</b>	<b>Gro'd, Dark, lb. 16 @ 22</b>	<b>Sal</b>
<b>Gelatin</b>	<b>Whi. Flake, lb. 27 1/2 @ 35</b>	<b>Epsom, lb. 03 1/2 @ 10</b>
<b>Pound 55 @ 65</b>	<b>White G'd., lb. 25 @ 35</b>	<b>Glaubers, Lump, lb. 03 @ 10</b>
<b>Glue</b>	<b>White AXX light, lb. @ 40</b>	<b>Gran., lb. 03 1/2 @ 10</b>
<b>Brok., Bro., lb. 20 @ 30</b>	<b>Ribbon 42 1/2 @ 50</b>	<b>Nitre, Xtal or Powd. 10 @ 16</b>
<b>Gro'd, Dark, lb. 16 @ 22</b>	<b>Glycerine</b>	<b>Gran., lb. 09 @ 16</b>
<b>Whi. Flake, lb. 27 1/2 @ 35</b>	<b>Pound 14 1/2 @ 35</b>	<b>Rochelle, lb. 18 @ 30</b>
<b>White G'd., lb. 25 @ 35</b>		<b>Soda, lb. 02 1/2 @ 08</b>
<b>White AXX light, lb. @ 40</b>		<b>Soda</b>
<b>Ribbon 42 1/2 @ 50</b>		<b>Ash 03 @ 10</b>
<b>Glycerine</b>		<b>Bicarbonate, lb. 03 1/2 @ 10</b>
<b>Pound 14 1/2 @ 35</b>		<b>Caustic, Co'l., lb. 08 @ 15</b>

# GROCERY PRICE CURRENT

The prices quoted in this department are not cut prices. They are regular quotations such as jobbers should receive for standard goods. Because of present day uncertainties, sharp buyers who are in good credit may sometimes be able to induce the jobber to shade some of the quotations, but we prefer to quote regular prices on regular goods, because cut prices obtained by duress or under force of circumstances never accurately represent the actual condition of the market, which is the proper province of this publication.

## ADVANCED

Sugar  
Flour  
Scotch Green Peas

## DECLINED

Pork  
Lard  
Jello

### AMMONIA

Parsons, 32 oz. 3 35  
Parsons, 10 oz. 2 70  
Parsons, 6 oz. 1 80  
Little Bo Peep, med. 1 35  
Little Bo Peep, lge. 2 25  
Quaker, 32 oz. 2 10

### APPLE BUTTER

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

### BAKING POWDERS

Royal, 2 oz., doz. 93  
Royal, 4 oz., doz. 1 80  
Royal, 6 oz., doz. 2 20  
Royal, 12 oz., doz. 3 78  
Royal, 2 1/2 lbs., doz. 13 71  
Royal, 5 lbs., doz. 24 50



10 oz., 4 doz. in case 3 40  
15 oz., 4 doz. in case 5 20  
25 oz., 4 doz. in case 8 80  
50 oz., 2 doz. in case 7 00  
5 lb., 1 doz. in case 6 00  
10 lb., 1/2 doz. in case 5 75

### BLEACHER CLEANSER

Clorox, 16 oz., 24s 3 25  
Clorox, 22 oz., 12s 2 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

100 lb. bag  
Dry Lima Beans 100 lb. 6 25  
White H'd P. Beans 2 50  
Split Peas, Yell., 60 lb. 3 95  
Split Peas, Gr'n 60 lb. 4 75  
Scotch Peas, 100 lb. 7 00

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

### 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 50  
Post Toasties, 24s 2 50  
Post Bran, PBF 24 2 85  
Post Bran PBF 36 2 85

### Amsterdam Brands

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

### BROOMS

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

### BRUSHES

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

### Stove

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

### Shoe

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

### BUTTER COLOR

Dandelion 2 85

### CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. 12.8  
Paraffine, 6s 14 1/2  
Paraffine, 12s 14 1/2  
Wicking 40  
Tudor, 6s, per box 30

### CANNED FRUITS

**Hart Brand**

**Apples**  
No. 10 4 75

**Blackberries**  
Pride of Michigan 2 55

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

**Gooseberries**  
No. 10

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

### Black Raspberries

No. 2 2 55  
Pride of Mich. No. 2 2 35

### Red Raspberries

No. 2 3 00  
No. 1 1 40  
Marcellus, No. 2 2 35  
Pride of Mich. 2 75

### Strawberries

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

### CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Chowder, No. 2 2 75  
Clams, Steamed, No. 1 2 75  
Clams, Minc'd, No. 1/2 2 40  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 35  
Cod Fish Cake, 10 oz. 1 55  
Cove Oysters, 5 oz. 1 35  
Lobster, No. 1/4, Star 2 00  
Shrimp, 1, wet 1 45  
Sard's, 1/4 Oil, Key 4 25  
Sardines, 1/4 Oil, K'less 3 35  
Salmon, Red Alaska 1 90  
Salmon, Med. Alaska 1 45  
Salmon, Pink, Alaska 1 20  
Sardines, Im. 1/4, ea. 6@16  
Sardines, Im. 1/2, ea. 25  
Sardines, Cal. 1 00  
Tuna, 1/2 Van Camps, doz. 1 75  
Tuna, 1/4s, Van Camps, doz. 1 35  
Tuna, 1s, Van Camps, doz. 3 60  
Tuna, 1/4s, Chicken Sea, doz. 1 85

### CANNED MEAT

Bacon, Med. Beechnut 1 71  
Bacon, Lge. Beechnut 2 43  
Beef, Lge. Beechnut 3 51  
Beef, Med. Beechnut 2 07  
Beef, No. 1, Corned 1 95  
Beef, No. 1, Roast 1 95  
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 05  
Deviled Ham, 1/4s 1 50  
Deviled Ham, 1/2s 2 85  
Potted Beef, 4 oz. 1 10  
Potted Meat, 1/4 Libby 45  
Potted Meat, 1/2 Libby 75  
Potted Meat, 1/2 Qua. 55  
Potted Ham, Gen. 1/4 1 45  
Vienna Saus., No. 1/2 1 00  
Vienna Sausage, Qua. 80  
Veal Loaf, Medium 2 25

### Baked Beans

Campbells, 48s 2 30  
Van Camp, Bean Hole, 36s 3 75

### CANNED VEGETABLES

**Hart Brand**

**Asparagus**  
Natural, No. 2 3 60  
Tips & Cuts, Nq. 2 2 25  
Tips & Cuts, 8 oz. 1 35

**Baked Beans**  
1 lb. Sauce, 36s, cs. 1 50  
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 85  
8 oz. 60

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

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

**Beets**  
Extra Small, No. 2 2 50  
Fancy Small, No. 2 2 00  
Pride of Mich., No. 2 1/2 2 00  
Hart Cut, No. 10 5 00  
Hart Cut, No. 2 85  
Marcel. Whole, No. 2 1/2 1 35  
Hart Diced, No. 2 90

**Carrots**  
Diced, No. 2 95  
Diced, No. 10 4 00

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

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

**Pumpkin**  
No. 10 4 75  
No. 2 1 20

**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 1/2 1 35  
Pride of Mich., No. 2 1 10

**Tomato Juice**  
Hart, No. 10 4 75

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

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

**OYSTER COCKTAIL**  
Sniders, 11 oz. 2 00

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

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

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

**CLOTHES LINE**  
Riverside, 50 ft. 1 30  
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 SERVICE**

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

**CONDENSED MILK**  
Eagle, 2 oz., per case 4 60

### EVAPORATED MILK



Page, Tall 2 55  
Page, Baby 1 43  
Quaker, Tall, 10 1/2 oz. 2 40  
Quaker, Baby, 4 doz. 1 20  
Quaker, Gallon, 1/2 dz. 2 40  
Carnation, Tall, 4 doz. 2 50  
Carnation, Baby, 4 dz. 1 25  
Oatman's D'dee, Tall 2 50  
Oatman's D'dee, Baby 1 25  
Pet, Tall 2 50  
Pet, Baby, 4 dozen 1 25  
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 06  
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 11 1/2  
Paris Creams 12  
Jupiter 09  
Fancy Mixture 14

**Fancy Chocolate**  
5 lb. boxes  
Bittersweets, Ass'ted 1 25  
Nibble Sticks 1 35  
Chocolate Nut Rolls 1 50  
Lady Vernon 1 15  
Golden Klondikes 1 05

**Gum Drops Cases**  
Jelly Strings 14  
Tip Top Jellies 09 1/2  
Orange Slices 09 1/2

**Lozenges Pails**  
A. A. Pep. Lozenges 13  
A. A. Pink Lozenges 13  
A. A. Choc. Lozenges 13  
Motto Hearts 14  
Malted Milk Lozenges 19

**Hard Goods Pails**  
Lemon Drops 12  
O. F. Horehound drops 12  
Anise Squares 13  
Peanut Squares 13

**Cough Drops Bxs.**  
Smith Bros. 1 45  
Luden's 1 45  
Vick's, 40/10c 2 40

**Specialties**  
Italian Bon Bons 16  
Banquet Cream Mints 17  
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 1

### DRIED FRUITS

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

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

**Citron**  
10 lb. box 24

Currants Packages, 11 oz. 11 1/2

Dates Imperial, 12s, pitted 1 35 Imperial, 12s, Regular 1 15

Peaches Evap., Choice 09 Fancy 10 1/2

Peel Lemon, American 24 Orange, American 24

Raisins Seeded, bulk 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. 4 1/2 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 20 Minute, 3 doz. 4 05 Plymouth, White 1 55 Jeisert, 3 doz. 1 40

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

Margarine I. VAN WESTENBRUGGE Food Distributor



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

Wilson & Co.'s Brands Oleo Nut 08 Special Roll 11

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 4 75 Signal Light, 5 gro. cs 4 40

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 3/4 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. Celop'e 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 3/4

OLIVES 7 oz. Jar, Plain, doz. 1 05 16 oz. Jar, Plain, doz. 1 95 Quart Jars, Plain, doz. 3 25 5 Gal. Kegs, each 6 50 3 oz. Jar, Stuff., doz. 1 15 8 oz. Jar, Stuff., doz. 2 25 10 oz. Jar, Stuff., doz. 2 65 1 Gal. Jugs, Stuff., dz. 4 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 Cob, 3 doz. in bx. 1 00@1 20

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

POTASH Babbitt's, 2 doz. 2 75

FRESH MEATS

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

Veal Top 09 Good 08 Medium 07

Lamb Spring Lamb 13 Good 13 Medium 08 Poor 05

Mutton Good 04 1/2 Medium 03 Poor 02

Pork Loin, med. 10 Butts 09 Shoulders 06 1/2 Spareribs 06 Neck bones 03 Trimmings 06

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

Sausages Bologna 10 Liver 13 Frankfort 12 Pork 15 Tongue, Jellied 21 Headcheese 13

Smoked Meats Hams, Cer. 14-16 lb. 12 Hams, Cert., Skinned 16-18 lb. @11 Hamm, 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 10 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 Mixed, half bbls. Mixed, bbls. Milkers, Kegs 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 8 lb. pails 1 40 Cut Lunch 1 50 Boned, 10 lb. boxes 16

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

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

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



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

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

WASHING POWDERS Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s 1 65 Brillo 85 Climaline, 4 doz. 3 60 Grandma, 100, 5c 3 50 Grandma, 24 Large 3 50 Snowbird, 12 Large 2 55 Gold Dust, 12 Large 2 05 Golden Rod, 24 4 25 La. France Laun., 4 ds. 3 65 Old Dutch Clean., 4 dz. 3 40 Octagon, 96s 3 90 Rinso, 40s 3 20 Rinso, 24s 5 25 Spotless Cleanser, 48, 20 oz. 3 85 Sani Flush, 1 doz. 2 25 Sapolio, 3 doz. 3 15 Soapine, 100, 12 oz. 6 40 Speedee, 3 doz. 7 20 Sunbrite, 50s 2 10 Wyandot, Cleaner, 24s 1 85

SOAP Am. Family, 100 box 5 60 Crystal White, 100 3 50 F.B., 60s 2 00 Fels Naptha, 100 box 5 00 Flake White, 10 box 2 85 Grdma White Na. 10s 3 50 Jap Rose, 100 box 7 40 Fairy, 100 box 4 00 Palm Olive, 144 box 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 Nutmegs, 70@90 Nutmegs, 105-110 @48 Pepper, Black @23

Pure Ground in Bulk Allspice, Jamaica @16 Cloves, Zanzibar @27 Cassia, Canton @21 Ginger, Corkin @18 Mustard @19 Mace Penang @65 Pepper, Black @19 Nutmegs @23 Pepper, White @23 Pepper, Cayenne @25 Paprika, Spanish @30

Seasoning Chili Powder, 1 1/2 oz. 65 Celery Salt, 1 1/2 oz. 80 Sage, 2 oz. 80 Onion Salt 1 35 Garlic 1 35 Penalty, 3 1/2 oz. 3 25 Kitchen Bouquet 4 25 Laurel Leaves 20 Marjoram, 1 oz. 90 Savory, 1 oz. 65 Thyme, 1 oz. 90 Turmercl, 1 1/2 oz. 90

STARCH Corn Kingsford, 24 lbs. 2 30 Powd., bags, per 100 2 65 Argo, 24, 1 lb. pkgs. 1 52 Cream, 24-1 2 20

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

SYRUP Corn Blue Karo, No. 1 1/2 2 36 Blue Karo, No. 5, 1 dz. 2 99 Blue Karo, No. 10 2 99 Red Karo, No. 1 1/2 2 57 Red Karo, No. 5, 1 dz. 3 44 Red Karo, No. 10 3 29

Imit. Maple Flavor Orange, No. 1 1/2, 2 dz. 2 93 Orange, No. 5, 1 doz. 4 13

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

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

COOKING OIL Mazola Pints, 2 doz. 4 60 Quarts, 1 doz. 4 30 Half Gallons, 1 doz. 7 75 Gallons, each 1 25 5 Gallon cans, each 3 35

TABLE SAUCES Lee & Perrin, large 5 75 Lee & Perrin, small 3 35 Pepper 1 60 Royal Mint 2 40 Tobasco, small 3 75 Sho You, 9 oz., doz. 2 00 A-1, large 4 75 A-1, small 2 85 Capar, 2 oz. 3 30

TEA Japan Medium 17 Choice 21@29 Fancy 35@38 No. 1 Nibbs 32

Gunpowder Choice 40 Fancy 47

Ceylon Pekoe, medium 41

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

Oolong Medium 39 Choice 45 Fancy 50

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

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

WICKING No. 9, per gross 80 No. 1, per gross 1 25 No. 2, per gross 1 50 No. 3, per gross 2 30 Peerless Rolls, per doz. 90 Rochester, No. 2, doz. 5 00 Rochester, No. 3, doz. 2 00 Rayo, per doz. 75

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

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

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

Traps Mouse, Wood, 4 holes 60 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 1 00 Rat, spring 1 00 Mouse, spring 20

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

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

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

WRAPPING PAPER Fibre, Manila, white 05 No. 1 Fibre 06 1/4 Butchers D F 05 1/2 Kraft Stripe 09 1/2

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

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

## SHOE MARKET

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

### Carry On—With Courage and Confidence.

Carry on. Do business up to the point of limitations. Each individual in each business, is being tested as never before. The present monetary crisis reveals first of all the capacity of neighborliness. The finest thing that has come to our attention has been the action of a merchant who found himself with several days' cash receipts on hand. He visited the adjoining stores and offered assistance if they were in need of immediate cash. Then he called up on the long distance telephone, his source of supply and volunteered to send several thousand dollars if the same was needed for immediate payrolls.

That man and merchant typifies the true spirit which we hope is prevalent throughout the shoe trade. We are facing the testing of friendships and the real proof that this industry is indeed a family. The first thing that people do in a storm is to turn to their neighbors to ask for and offer credit.

We hope by the time this is read that some National solution has been achieved, correcting the shortage of money. It must be quickly followed up by some method of releasing check money for its normal functions. No policy of dribbling out small percentages of cash—5 per cent. at a time—will serve. What is wanted is a revival of sound banking facilities. That is something that must be solved simply, effectively and quickly. A guarantee of Clearing House certificates supplies a National interbank currency and scrip money helps in the minor transactions; but both of these substitutes for actual money delay, handicap and retard work and trade.

The urgent thing is to restore the circulation of checks and normal business payments. Unless this is done we have the cumulative demoralizing effect of non-purchase of commodities and injury to an entire season's business by the tightening up of business and credit because of fears.

The ten strongest words that we have heard were those by President Roosevelt—"The only thing we have to fear is fear itself."

We find the very need for co-operation has aroused a Nation of business men to the need for neighborliness. We hope that every manufacturer who has taken orders and accepted them for making, will go right through to final shipment in the spirit of "carrying on." This is no time to put on the extra pressure of credit responsibility and selection. If the customer was good enough to solicit for an order, he is good enough to ship.

One of the finest moves in the direction of serving the public, as well as their own interests, was the offer by every reputable shoe store and depart-

ment store in America, then extending credit facilities to the public during the banking emergency. A similar broad policy should prevail in back of the lines between the manufacturer and the merchant.

We hope that before the week is out those stores which are on a strictly cash basis may find that scrip money has been issued sufficient for the needs of the public.

The important thing is to get turnover and distribution of goods. Payment is something that can be managed by emergency substitutes.

We do not want to see trade taking a holiday as a follow-up of money taking a holiday. For that reason we urge and reurge the necessity for carrying on—putting more activity into selling at the fitting stool and to have no abatement whatsoever of the rest of the activities in the store whether it be advertising or window display or the buying of supplies.

The hoarding of gold is discouraged. Perhaps what will take its place is the hoarding of goods. We are seeing examples of people stocking up on groceries for fear of eventualities. Maybe the next move is to put some importance on possession of goods of all sorts, for many a man and woman has wished that they had bought a new pair of shoes while they had the money. Many a merchant wishes the same for he faces a Spring season without the stocks needed. Carry on.

New leaders will find the way. It is indeed a new deal and we hope it will bring about a stabilization of money and business and a restoration of character, courage and confidence.—Boot and Shoe Recorder.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 14—That was some storm we had in this territory last Thursday and fitted in with the bank holidays. Business was just about at a standstill. The milkmen and mail carriers were almost the only regulars on the job. We have had some quiet days in the past, but Thursday set a new record. The first week of the bank holiday ended Saturday, leaving the merchants with a week's accumulation of cash and checks, and if the new deal does not open the banks in the near future we won't need any deal. Things are getting no better fast.

A new grocery was opened on Johnson street last week by Victor D. Napoleon in the store recently occupied by Tony Young. This is Mr. Napoleon's first venture in business for himself.

The Northwestern Leather Co., at Algonquin, expects to reduce its output shortly unless more business is offered, which will mean a slow down with the merchants, as the leather company has been running one of the largest payrolls in the city, numbering 595 employees. This company has been one of the few leather manufacturers in the United States which has not been operating in the red and it is hoped that the future will enable the company to again resume full time operation.

The Newberry Lumber and Chemical Co., at Newberry, closed down last week. The whole plant has been in operation for the past few months as an unemployment relief measure.

It is sad for one not to think well of his birthplace, but it is tragic when one's birthplace doesn't think well of him.

Announcement of the opening of the Manistique city dairy was made last week by W. B. Munford & Son, who will begin the delivery of milk and cream throughout Manistique after March 15. Leslie Munford, who is associated with his father in the business, was employed by creameries in Detroit and also by the Soo creamery and is thoroughly familiar with the business. The Munfords have a herd of twenty cows of their own.

The two Pennsylvania Railroad trains between Mackinaw City and Grand Rapids were discontinued March 12. Train No. 559, which arrives at Mackinaw City at 4:30 p. m., and train No. 508, which leaves Mackinaw City Southbound at 7:40 a. m., will run daily. The schedule change means that a person arriving from Grand Rapids at Mackinaw City in the afternoon will have to wait until the next morning for train connections to the Sault. A person desiring to take a train to Grand Rapids from the Sault will have to leave the Sault in the afternoon and wait at Mackinaw City for the morning train. Trains of the Michigan Central Railway are not affected by these changes.

Chris Canikura, proprietor of the American ice cream parlor, on Ashmun street, was absent from business a few days last week for the first time in many years, but Chris had a good excuse on account of a new young daughter being added to his happiness.

Mrs. Sprague and Nina Robbins have opened a pie shop on Kimball street. Mrs. Sprague will be remembered for her excellent home made pies when in business several years ago.

Because of the closing of the various money exchanges in the states, American money was not at a premium in the Canadian Sault. We are informed that at Windsor no banks are accepting American money or checks.

The old time friends of Leon Bellair, who left this city about twenty years ago, were shocked to hear of his death, which occurred in Detroit last Thursday. He was well known here where he built a hotel called the Bay City House, but later changed the name to the Hickler House, which is still in operation.

The Kibby Ferry is now operating across the river from the mainland to Sugar Island, opening navigation at that point. While the ice across the river to the Canadian side is getting thin, passengers are required to use the row boat a short distance from the Canadian side. It is expected that the regular ferry will be in service again within the next two weeks.

There is always a bright side. Only in times like these are safes and vaults given a practical test.

The new Canteen, which is a branch of the first Canteen, owned by Smith & Fowler, opened for business last Friday, with seven clerks. They were kept on the jump all day. They picked

one of the best locations in the city and are operating on the cash and carry plan.

W. D. MacIntyre, who for a number of years was purchasing agent and accountant for the Soo-Cadillac Lumber Co., has accepted a position as auto salesman for the Studebaker agency, owned by G. T. Partridge & Co.

The Robertson laundry is contemplating putting an addition to its building on Ashmun street. A new boiler house and equipment will be built at the rear of the building. The plans call for the installation of a new boiler more than twice the rated horse power of the present one. A new stack, coal bunkers and the installation of a mechanical stoker, which will eliminate all smoke. A new wash room, garage, storing room and a marking room. All of these will greatly increase available production at the laundry.

George Blank has withdrawn from the Sault Insurance agency and has formed a copartnership with the Adams insurance agency. He will be actively associated with John N. Adams and his son, with offices at the Central Savings Bank building. George as he is known by his many friends, is one of the best known insurance men in Cloverland and has made a success of the business.

William G. Tapert.

### Custom Clothes Cut 15 Per Cent.

Price Cuts of 15 per cent. in custom-made clothing last year, bringing the total reduction since 1930 to about 35 per cent., were reported in New York City by members of the Custom Cutters Club, concluding their annual style show at the Hotel Commodore. The lower prices, based on reduced material and labor costs, have increased sales in the last two months, it was said. One tailor reported that since Jan. 15 his Newark plant has been working sixty-four hours a week. The attendance at the two-day convention reached 350, with cutters coming from all the important cities and announcing that the time was ripe for more aggressive advertising.

### Introductory Package Sales.

Whenever it opens a new store, a chain store company reports that it conducts an "Introductory Sale." In order to draw as many people as possible to the store without regard to profit, the company gives away an "Introductory Package" with each purchase of \$1 and over. An official of this company said that these sales serve as an excellent means of acquainting customers with the complete line of merchandise carried by the store.

**P**ositive 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)

State has good reason to believe that such application is simply subterfuge.

10. The law should be amended so that the penalty for a second or subsequent offense, under the provisions of the malt tax law, shall be sufficient to make the offense cognizable by a Circuit Court.

The attempted enforcement of the malt tax law has met with much opposition and evasion, including the sale of counterfeit stamps. The total income from the tax and the sales of stamps has been \$1,486,158.70. The expense of enforcement has been \$141,410.67, leaving a very handsome sum for the use of the state. The Secretary of State has issued a printed report on the situation, which is very interesting reading. He will send a copy to any merchant who requests same on a regular mercantile letter head. Now that he has undertaken to secure the enactment of a new license law which will meet the approval of the Michigan Supreme Court I am inclined to think the merchants of Michigan need give the subject no further consideration, especially as the license fee will be reduced from \$25 to \$3 or \$5. The money paid for stamps can, of course, be added to the price of the article sold, thus passing the buck on to the consumer. I may be mistaken, of course, but I cannot help thinking that the return of regular brewery made beer to public consumption will reduce the purchase and consumption of malt extracts, malt syrup and liquid malt (wort) to a very small percentage of what it has been during recent years.

An East end grocer phoned me that the Kindel Furniture Co. is giving its employes an option of receiving their pay in Kroger coupon books or waiting for their pay until the banks are permitted to meet payrolls. I wrote the company a courteous letter, requesting information on the subject. Instead of replying to my letter, the manager called over the phone to say that no coercion was used in the matter; that the Kroger books were left with the company to hand out to any employe who asked for them to keep things going at home. I am sorry that so splendid a company as the Kindel organization should play into the hands of the common enemy in this manner, because money paid the chain stores leaves Grand Rapids, never to return. Dealing with the chains in this manner violates the principle I have long aimed to inculcate—the principle of Keeping Home Money at Home.

The manner in which the colored race is rapidly gaining access to the American stage has been largely due to the musical talent of the colored people. I read the other day that the granting of a license to present Green Pastures in Washington, D. C., was the first time colored people had ever been allowed to appear on the stage of that city. The manager of the organization has sent a representative into other Southern cities to ascertain if the play would be permitted to be

presented elsewhere in the South. The English people, I am told, are very partial to colored stage artists, but they cannot see Green Pastures, because there is a tradition as old as the hills that no representation of Jehovah can be shown on the stage. The colored people are very happy entertainers so long as they confine their repertoire to negro spirituals and plantation songs, but when they undertake to present classical music they make a great mistake, in my opinion. Such undertakings are not in keeping with the traditions and character of the colored people.

Booker Washington once told me that Southern white gentlemen were willing to address him as Prof. Washington because of the record he had made as an instructor; that they would willingly speak of him as Dr. Washington because of the degrees which had been conferred upon him by some of the great Northern universities, but they would under no circumstances, address him as Mr. Washington, because that would signify social equality, which they could not consent to tolerate.

I am told that nearly every Southern family of culture and refinement possesses the poems of Paul Dunbar, the colored poet who wrote some of the most beautiful poems in the English language. While they pay their tribute to a colored artist they will under no circumstances read a book which has been handled by a colored person. When I was in Chattanooga, about forty years ago, I naturally called at the library. My first enquiry was, "This is a public library, I suppose?"

"No," the manager replied.  
 "Why not?" I asked.  
 "If it was a public library, the negroes would read," was the reply.  
 "Don't the people of the South want the negroes to read?" I asked.  
 "They have no objection to their reading, but they do not want them to handle the same books the white people read," was the reply.

I have never been able to reconcile this attitude with the fact that Southern people turned their babies over to colored mammies to suckle and bring up and ate the food prepared by colored cooks.

I heartily favor the suggestion of a local authority that the jury system of Michigan be amended so that all classes of court cases be tried by a jury of six, instead of twelve, as at present. There is no sense of continuing the present arrangement, especially when the change suggested would save the people of Michigan many million dollars every year, without impairing the right of the people or the defendants and litigants of the protection to which they are entitled.

Monroe, March 9—A situation has arisen in Monroe which we feel would be of interest to you, as you have published in your trade journal many articles of this type.

The Consolidated Paper Co. of Monroe, due to the recent bank holiday, has paid off its employes half in scrip and half in money. This in itself is perfectly all right, but this scrip is redeemable at the A. & P. or Kroger

stores only. The independent grocers of Monroe are very much put out about this, as it decreases their business considerably.

I feel, however, that if you would publish an article on this situation in the Michigan Tradesman that we would be greatly benefited.

L. M. Dunbar.  
 On receipt of this letter I sent the following appeal to the Consolidated Paper Co.:

Grand Rapids, March 11—I am in receipt of a letter from a representative merchant of Monroe stating that you recently paid off your employes in cash and scrip—that the scrip is redeemable at A. & P. or Kroger stores only.

This means that all of the money you divert in this way to the chain stores, except the small percentage paid for rent and clerk hire, goes directly to New York and will never see Monroe again.

Hearst papers are playing up pretty strongly the idea Buy American. For forty years my theory has been Keep Home Money at Home, because those who patronize chain stores or touch them at any angle contribute to the downfall of the town and the destruction of the independent merchant whose income is practically all expended in his home town.

It is possible, of course, that you have never given this matter the thought you should have given it and will please me very much to have you write me that you have changed front and have made the scrip you put out good at any independent store in Monroe.

I thank you in advance for the courtesy of a reply. E. A. Stowe.

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

Grand Rapids, March 6—We have today received the schedules, reference and adjudication in the matter of Edward A. Smaglinski, Bankrupt No. 5154. The bankrupt is a resident of Grand Rapids, and he did business under the name of West Side Clothes Shop. The schedule shows assets of \$1,889.70 of which \$350 is claimed as exempt, with liabilities of \$4,018.53. The court will call a first meeting of creditors and note of same will be made herein. The list of creditors is as follows:

City of Grand Rapids	\$170.82
Cutter and Crosette, Chicago	20.47
Woolen Cone Co., Chicago	11.38
Max Bachove Co., Grand Rapids	9.02
Goshen Shirt Co., Chicago	23.25
B. A. Brown Co., Franklin, Ohio	7.23
Elmo Hosiery Mills, Chattanooga, Tenn.	24.00
Irving Brandt Co., Chicago	18.00
J. G. Leinbach Co., Reading, Pa.	35.57
C. W. Mills Paper Co., Grand Rap.	2.50
Lewis DeMagt, Grand Rapids	20.00
Standard Auto Co., Grand Rapids	10.00
George Connor Coal Co., Grand R.	6.25
Warder Paper Box Co., Dunkirk, N. Y.	4.92
Parrotte McIntyre Co., Chicago	66.70
Fried Bros. Co., Chicago	13.00
Consumers Power Co., Grand Rap.	10.81
G. R. Water Works, Grand Rapids	4.61
G. R. National Bank, Grand Rap.	100.00
Old Kent Bank, Grand Rapids	770.00
T. W. Strahan, Grand Rapids	1,313.00
Felix Kowalinski, Grand Rapids	1,377.05

March 7. We have to-day received the schedules, reference and adjudication in the matter of Eljasz Albert Wolosiecki, Anthony Wolosiecki and Stephen Wolosiecki, copartners trading as Reliable Market, Bankrupt No. 5155. The bankrupts are residents of Grand Rapids. The schedule shows assets of \$2,704.60 with liabilities of \$2,710.96. The first meeting of creditors will be called and note of same made herein. The list of creditors are as follows:

City of Grand Rapids	\$ 92.23
Eljasz Albert Wolosiecki, G. R.	75.00
Anthony Wolosiecki, Grand Rapids	75.00
Stephen Wolosiecki, Grand Rapids	225.00
National Cash Register Co., G. R.	140.00
C. I. T. Corp., Detroit	700.00
Household Finance Corp., Grand R.	185.00
Schust Baking Co., G. R.	unknown
Red Top Malt Co., Detroit	1.00
Commercial Milling Co., Grand R.	2.00
Post & Brady, Grand Rapids	70.00
Swift & Co., Grand Rapids	40.00
Swift & Co., Grand Rapids	40.00
John Morrell & Co., Sioux Falls, S. D.	20.00
Thomasma Bros., Grand Rapids	70.00
Wilson & Co., Grand Rapids	40.00
Armour & Co., Grand Rapids	35.00

Vanden Brink & Son, Grand Rap.	45.00
Lee & Cady, Grand Rapids	38.00
Rademaker-Dooce Grocer Co., G.R.	60.00
John Rauser, Grand Rapids	600.00
Rauser's Quality Sausage Co., G.R.	150.00
Jacobson Commission Co., G. R.	9.00
Van Driele & Co., Grand Rapids	15.13
H. R. Bekkering, Grand Rapids	6.00
C. W. Mills Paper Co., Grand R.	15.00
Bcot & Co., Grand Rapids	4.00
Schefman Product Co., Grand R.	5.90
Ferris Coffee Co., Grand Rapids	22.05
Hecht Produce Co., Grand Rapids	5.00
City Coal & Coke Co., Grand Rap.	4.00
Fox Jewelry Co., Grand Rapids	33.00
Michiga Bell Tele. Co., Grand R.	6.50
G. R. Gas Co., Grand Rapids	1.50
Consumers Power Co., Grand R.	5.60
Schust Cookie Co., Grand Rapids	60.00
Anderson Bros., Grand Rapids	5.00

In the matter of Robert W. Turner, Bankrupt No. 5130. The first meeting of creditors has been called for March 24.

In the matter of Clarence A. Carlson, Bankrupt No. 5045. The first meeting of creditors has been called for March 24.

In the matter of Cornelius J. Kole, individually and as surviving partner of Holleman-Kole Auto Co., Bankrupt No. 5147. The first meeting of creditors has been called for March 24.

In the matter of Shirley Duane Tucker, Bankrupt No. 4956. The first meeting of creditors has been called for March 24.

In the matter of Eljasz Albert Wolosiecki, Anthony Wolosiecki and Stephen Wolosiecki, copartners trading as Reliable Market, Bankrupt No. 5155. The first meeting of creditors has been called for March 23.

March 7. On this day final meeting of creditors in the matter of George Arthur Berry, doing business as Producers Fuel Co., Bankrupt No. 4955, was held. Trustee present; J. Thomas Mahan, attorney for bankrupt, present; Grand Rapids Credit Men's Association present in behalf of creditors. Trustee's final report and account approved and allowed. Claims proved and allowed. Balance of accounts receivable sold at auction. Order made for payment of administration expenses as far as funds would permit; no dividend for creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

In the matter of Landman's, Incorporated, a corporation, Bankrupt No. 4446, final meeting of creditors was held Feb. 27. Trustee present and represented by Jackson, Fitzgerald & Dalm, attorneys. Creditors present by Phillip A. Cohen and Knappen, Uhl, Bryant & Snow, attorneys. Bidders present on accounts receivable. Claims proved and allowed. Trustee's final report and account approved and allowed. Balance bills, notes and accounts receivable and certain shares of stock sold at auction. Matter of appeal to Circuit Court of Appeals from decision of District Court in the matter of M. N. Kennedy, trustee, vs. Midland Clothing Co., considered and decision made by those present not to appeal. Order made for payment of administration expenses, supplemental first dividend of 5 per cent., and final dividend of 19.33 per cent. to creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

March 9. We have to-day received the schedules, reference and adjudication in the matter of Henry Jenner, Bankrupt No. 5157. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$65 with liabilities of \$635.35. The court has written for funds and upon receipt of same the first meetings of creditors will be called and note of same made herein.

March 11. We have to-day received the schedules, reference and adjudication in the matter of Stanley F. Kalinowski, Bankrupt No. 5158. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$2,175 of which \$100 is claimed as exempt, with liabilities of \$3,697.76. 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.

Phone 61366  
**John L. Lynch Sales Co.**  
 SPECIAL SALE EXPERTS  
 Expert Advertising  
 Expert Merchandising  
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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.

## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

Northern Fruit and Produce Co., and others, Chicago, engaged in the sale of seed potatoes, is ordered to cease and desist from representing that inspection or certification by the respondent, Ted E. Wolfe, is certification or inspection by the "Mid-West" or any other "agricultural institution" or that the said seed potatoes have been inspected and certified to by any persons whomsoever or in any manner whatsoever other than is actually the case.

Weil Corset Co., New Haven, engaged in the manufacture of a rubber reducing belt, is ordered to cease and desist from representing that the garment reduces the waist instantly from two to four inches, that it reduces much more rapidly than ordinary massage, taking off inch after inch directly through the deep breathing it facilitates, that it substitutes good solid tissue for the useless fat; and from representing that a special, reduced price is being offered when such is not the fact, and that the garment is sent on free trial when purchaser is required to make a deposit prior to its receipt and trial.

Western Bottle Manufacturing Co., Chicago, engaged in the sale of "Dr. West's Tooth Paste," is ordered to cease and desist from representing that certain tests, and certain pictures used in connection therewith, purporting to show the superiority of respondent's product over the products of nine unnamed tooth pastes, were authorized, checked or adopted, by a university, and from representing that Dr. West's tooth paste is the only one of any number of competitive tooth pastes that can be used without injury to the teeth, its two polishing agents making it safer for use.

H. & S. Publishing Co., Chicago, engaged in the sale of a monthly magazine designated "Everyday Life," is ordered to cease and desist from representing that a seed of the soy bean variety offered as part of a combination offer with subscriptions to the magazine, is a domestic coffee berry from which coffee can be grown for one cent a pound.

C. Grover Caldwell, trading as Wabash Chemical Co., Chicago, vendor of "Pancretone", an alleged treatment for diabetes, agrees to discontinue representing that Pancretone is a new product now out of the experimental stage, being prescribed by many physicians and being used by thousands of sufferers who formerly used insulin but get the same result from Pancretone, when such are not the facts; to discontinue representing that Pancretone will eradicate sugar from the urine in from five to twenty-one days, will rapidly build a carbohydrate tolerance in the system, restore the circulation to normal function and restore the health of many persons when all else has failed, when such are not the facts; to discontinue representing that the product is a competent treatment for true diabetes or any form of so-

called diabetes other than the type which is indicated by sugar in the urine, when such is not the fact; to discontinue representing that any testimonials are of themselves positive proof that the treatment will prove adequate, when such is not the fact; to discontinue representing that a container and bottle will be sent, and complete test of urine made "free of charge" when the cost of the test, bottle, and container is included in the price charged for a sixty-day treatment.

### 44,000 Grocers Stopped Selling Margarine in 1932.

The organized meat and cottonseed interests of the country are launching a campaign against the unfair and burdensome taxes on margarine which extend practically over the whole United States. The leader is E. S. Haines, former Federal Trade Commissioner and now vice-president of the National Cottonseed Products Association. Another leader is F. E. Mollin, secretary American National Live Stock Association.

According to these associations, state and Federal discrimination that has virtually destroyed the American margarine industry and has denied low-cost food to some 40,000,000 people in the reduced income classes, many of whom are now unable to buy table spreads. The campaign is being launched. It has the approval of New York City consumer organizations and trade associations for the removal of marketing restrictions that operate against the consumer.

Margarine consumption dropped from 3.11 pounds per capita in 1918 to 1.74 pounds per capita in 1932, due mainly to burdensome Federal and state taxes, in some instances as high as 15 cents per pound, affecting both manufacturer and distributor, and levied alike on products of domestic and foreign origin. These taxes, coupled with high license fees, resulted in 44,000 retailers abandoning their licenses to sell margarine in the fiscal year ended June 30, 1932.

Elimination of these restrictions would benefit farmers in twelve Southern and seventeen Western states by expanding the demand for cottonseed oil and beef fat. Direct benefits would accrue to cotton and beef producers because cottonseed oil represents 10 per cent. of the total value of the cotton crop in these states, and beef fat, a by-product going into various low priced uses, would turn back to the margarine field, produce twice its present income and result in a slight decrease in the price of beef to the consumer as well as an increase in the farm value of the animal.

### Frozen Fruit Business Is a Big Business.

Because car-lot shipments of fruit preserved by the frozen pack method have reached such large proportions, the United States Department of Agriculture has made a transcontinental test with frozen fruit in carlots. The Pacific Northwest ships an increasing amount of frozen fruit each year, but there is little uniformity in refrigerating methods, and the Bureau of Plant Industry made the test to get informa-

tion on the best practices. It appears probable that refrigerating costs can be lowered by finding the exact temperature requirements of frozen fruits in transit. It was found that heavier salting of the ice was needed toward the end of the journey than at the beginning in order to bring the fruit to market in good condition. The first test shipment consisted of five carloads of strawberries and raspberries shipped from Chehalis, Wash., to Chicago, Cleveland and Boston. The frozen fruit was shipped in ordinary refrigerating cars. The temperature was kept below the freezing point by adding salt to the ice. Well-insulated, ordinary refrigerator cars were found to be satisfactory for shipping the frozen fruit.

### New Pea For Canning Developed in Wisconsin.

Development of a new variety of canning pea—the Wisconsin Early Sweet—has been brought about by experiments of the University of Wisconsin stations, according to E. J. Delwiche, in charge of pea breeding work. Mr. Delwiche believes that the new variety will displace a large share of the Alaska pea crop now grown in the state. Trials with Wisconsin Early Sweet peas made in Utah, Illinois and New York, as well as in Wisconsin, all indicated that the new variety is equal in canning quality to Surprise and Perfection, and canning trials at Waupun proved this variety yielded more to the acre than the Alaska and proved superior in quality to the Perfection. Reports from New York experiment station state that this variety stood at the top of the list of the numerous early varieties on trial there.

### Employee Sale.

A store in London cleans out slow-selling and odd-lot goods by means of special sales to employees. Immediately following the close of its July and January sales—the two big events of the year, the store collects all its slow-selling merchandise, together with odd-lot goods which it wants to close out, and marks everything at the lowest possible figure. The entire assortment is then displayed in one room, and during a single morning, from 9 until 10:30, employees are given the opportunity of purchasing this merchandise at the low prices at which it has been marked. It is claimed that the results are so satisfactory that these "staff" sales are now held regularly by this store at six month intervals.

### Sarouk Rugs Advance Sharply.

Price advances of 25 per cent. were put into effect on Sarouk rugs last week by the majority of wholesale importers. The increase carries Sarouk quotations to the highest level in two years. Several of the largest importing houses announced that they would limit sales at the \$1.75 price for the present and would issue new price lists as soon as definite information regarding the standing of the dollar abroad is obtained. The increase is attributed directly to the uncertainty importers feel because of restrictions placed by the Government on the export of funds.

### Monkey Fur Trimmings Gain.

The revival of interest in monkey fur, which was predicted as likely to develop as a result of the emphasis placed on this trimming at the recent Paris openings, is gaining headway. Many of the new models now being shown feature the fur in various treatments. Retailers are said to be sampling these styles fairly well in order to test out consumer acceptance of the revival of this style detail in this country. Meanwhile, prices of the fur are somewhat firmer in the trade, with quotations low enough to insure its wide use from a price standpoint if consumer response is good.

### Rug Market More Active.

A slight increase in the demand for rugs is apparent in the wholesale floor coverings market. Buyers place orders for immediate requirements but show no desire to cover for future needs, despite reports that a price advance is likely in the near future. A report that one of the largest producers is planning to shut down its largest mill in the near future interests buyers, but executives of the company deny the report. Only a limited curtailment in production is planned, mill officials said. There is little trading in imported rugs.

### Gray Kid Gloves Scarce.

Something of a shortage of popular price gray kid gloves for quick delivery is reported in the Eastern market. Stocks in the hands of importers are small and orders have been booked against the merchandise arriving. The call for gray reflects the wide vogue this shade has obtained in Spring ready-to-wear for which matching gloves are sought. Marked interest is also shown in navy, with beige and white enjoying much popularity. The call for fabric gloves has gained somewhat.

### Electrical Appliance Call Limited.

The flurry of buying activity in many of the home wares markets in the last few days has had little effect upon the electrical appliance industry, manufacturers assert. Orders continue limited in number and the amount of goods purchased are small. Prices, especially those on small appliances such as percolators and toasters, remain unchanged. In several sales offices, executives said they are filling all orders placed and will have no hesitancy in booking business for future delivery if requested.

### Blue Handbags Sell Actively.

The widespread popularity of blues in ready-to-wear has led to corresponding emphasis on the navy shade in handbags. This hue, it is pointed out, will harmonize with practically all of the varieties of blue coats, suits and dresses. The current call emphasizes bags with more complete fittings, particularly ones with compartments or cases for cigarettes, etc. Popular price merchandise is stressed, with promotional items receiving most attention. White bags are being bought by Southern stores.

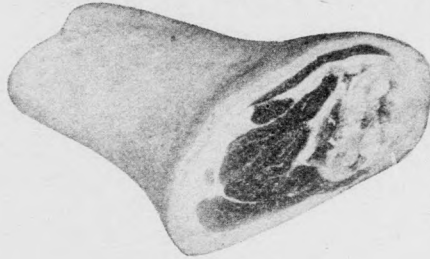
Every time a mule kicks, he slows down, a man loses ground.

Spend if you can.

# MODERN CUTS OF PORK

This is the twenty-second 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.

## THREE WAYS TO USE FRESH HAM HOCKS



Art. XXII—Cut 1

Use of the fresh ham hock often presents a problem. Three different ways to use this cut are given here with the object of adding to its desirability.

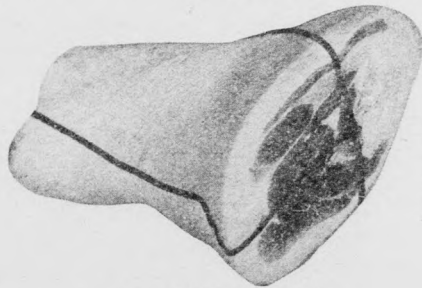
Fresh ham hocks may be cut into small roasts as illustrated below.



Art. XXII—Cut 6

1. Numbers 2 and 3 may be roasted. No. 1 is waste. No. 4 will make a small cut for seasoning purposes.

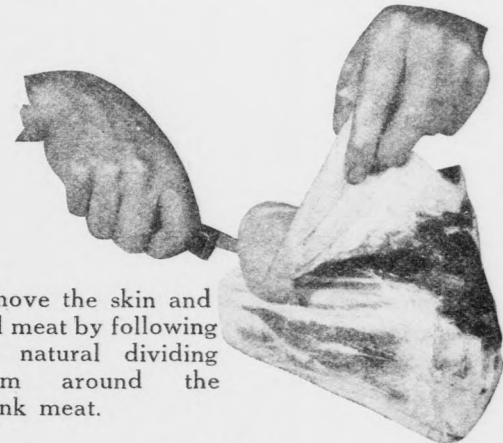
## FRESH HAM HOCK (SPLIT)



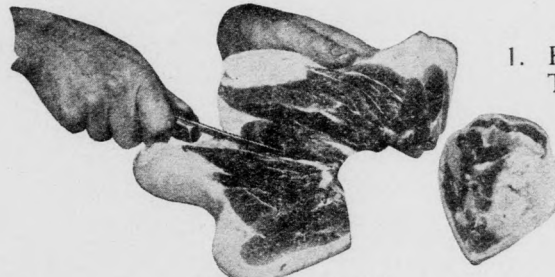
Art. XXII—Cut 2

The outside appearance of the hock belies its true value. The hock, split open, has a much greater appeal.

## FRESH HAM HOCK (HEEL MEAT REMOVED)



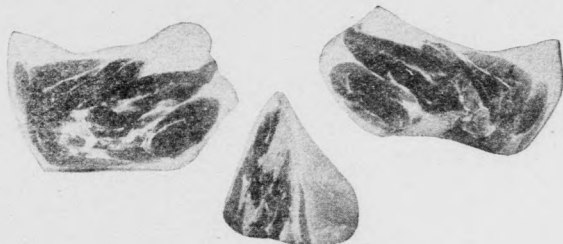
Art. XXII—Cut 7



Art. XXII—Cut 3

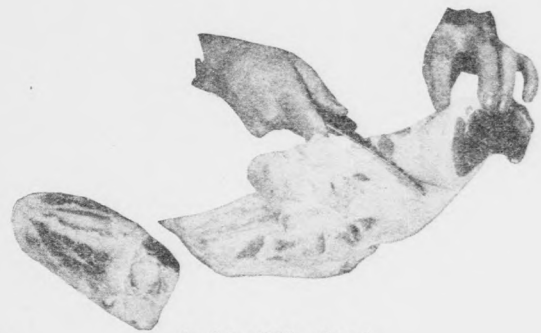
1. Remove the knuckle. Then split the hock.

1. Remove the skin and heel meat by following the natural dividing seam around the shank meat.



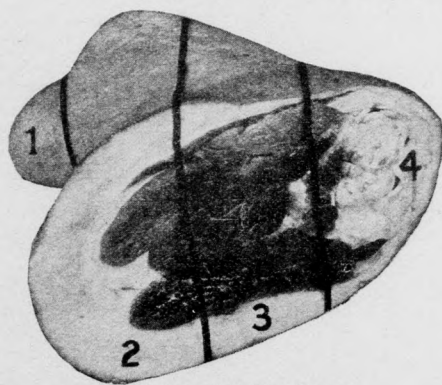
Art. XXII—Cut 4

2. The split hock exposes very little bone and a high percentage of lean meat. The knuckle may be used as a seasoning piece.



Article XII—Cut 8

## FRESH HAM HOCK ROASTS



Art. XXII—Cut 5

2. Remove the heel meat from the skin.



Art. XXII—Cut 9

3. Cut the shank into two pieces. The heel meat at the right may be used as pork trimmings.

# *He Knew What He Was Worth*

When a Kalamazoo man applied for a job the other day and was told he would be paid all he was worth, he got madder than a hornet and stated very emphatically that he could not and would not work for such low wages.

If that man should ever attempt to run a business of his own, he would be just the kind of chap who would kick on the price of a safe, no matter how low it was, leave his account books and valuable papers exposed and then when the fire licked them up he would charge the whole thing up to his ding blasted hard luck.

## **BE SENSIBLE BROTHER AND GET BUSY**

and write us to-day for prices on a first-class dependable safe. It means really more to you than it does to us, because while we would make only a fair profit on any safe we sold you, you would lose what you never could replace if you should have a fire and lose your books of account.

# ***Grand Rapids Safe Co.***

***Grand Rapids, Michigan***