

MEN OF WIDE AND GODLY VISION.

What we lack and sorely need,
For want of which we bleed and bleed,
Is men of a more Godly breed—
Honest men in highest places;
Men with single arms and faces;
Men whose nobler thought outpaces
Thought of self or power or pelf;
Men whose axes need no grinding;
Men who are not always minding
First their own concerns and blinding
Their souls' eyes to larger things;
Men of wide and Godly vision;
Men of quick and wise decision;
Men who shrink not at derision;
Men whose souls have wings.
O, for one such man among us—
One among the mobs that throng us,
And for self-advancement wrong us!
Him we would acclaim—
Hold in highest estimation,
Reverence with consecration,
As the saviour of the Nation,
Dower him with fame.
Lord, now raise us such a man—
Patriot, not partisan,
And complete Thy mighty plan!

Above is the poem which His Excellency, Archbishop Curley, of Baltimore, used in his funeral oration of the late Senator Thomas Walsh, of Montana. It was given in the Senate Chamber at the Capitol. It is sent the Tradesman by Rev. Frank L. McLaughlin, pastor of Holy Cross parish, St. James.

Rademaker-Dooce 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



IMPORTANT TO REMEMBER

LENT begins March 1st and ends
April 16th

Make prominent window and counter displays of MUELLER QUALITY PRODUCTS in your store during this period to take advantage of increased sales. The sale of Mueller's will help you with the sales of other profitable items, such as cheese, butter, tomatoes, etc., used in preparing various tempting Macaroni recipes.

You can offer Mueller Products to your customers with the assurance that they are guaranteed in every way. They are made from the highest grade materials, in a factory that has no superior in cleanliness and perfect order and only Mueller's exclusive method of manufacture can produce Mueller's Quality.

C. F. MUELLER COMPANY
Jersey City New Jersey



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.

The brand
you know



by HART!

A complete line of canned vegetables and fruits

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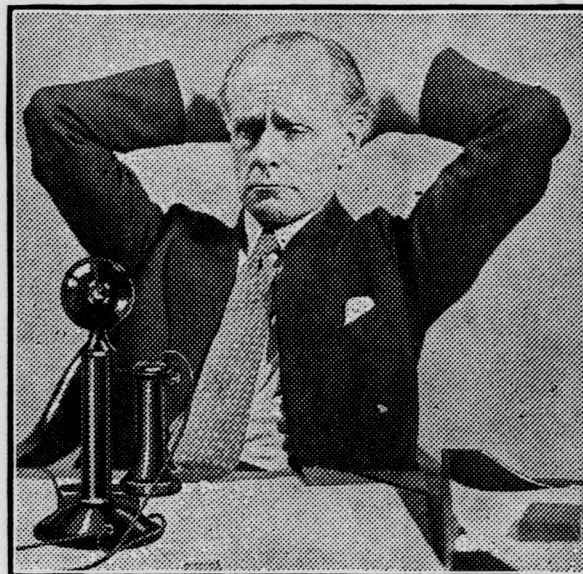
Postma's RUSKS

for their dependable goodness and customer-appeal. Call attention to the eight recipes clearly printed on the outside of each POSTMA RUSK PACKAGE, from which tempting dishes can economically be made.

POSTMA BISCUIT CO.

GRAND RAPIDS, MICHIGAN

MICHIGAN BELL TELEPHONE CO.



TELEPHONE PROTECTION IN YOUR HOME WILL LESSEN WORRY

...Worry about the health and safety of the family, the hazards of fire and theft.

A telephone in the home is assurance that, no matter what emergency may arise there, aid can be summoned instantly and you can be notified at once. By telephone, too, you can keep in touch with members of the family out of town, and they can reach you readily.

Just one call in an emergency may be worth more than the cost of the telephone for a lifetime.



MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, MARCH 22, 1933

Number 2583

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3. per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.56 per year, payable invariably in advance. Sample copies 10 cents each. Extra copies of current issues, 10 cents; issues a month or more old 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Jack Lindsay, the new and popular manager of the Hotel Norton-Palmer in Windsor (down-town Detroit), has been hissing the name "boy, hi, boy" for many years in connection with duties in hotels. Last week a 7½ pounder arrived at the Lindsay home.

A. C. Beymer, senior member of the newly organized firm of Beymer, Meier & Baarck, 642 Beaubien street, died last week at the home of a son in Painsville, Ohio, following an illness of only a few days. Plans of the new firm were to have Mr. Beymer continue on the road to contact the trade until such a time as it became well known in the state. Just what the future plans of the company will be following the loss of Mr. Beymer has as yet not been announced.

Detroit has 528,025 voters on its election lists who are eligible to vote in the election of April 3.

Two armed bandits collected \$45 from John Jennings, manager of a grocery store at 12182 Grand River avenue.

Three bandits robbed the Jackson Drug Co. store, 21 Cadillac square, a stones throw from the city hall and in one of the busiest spots in the downtown section, of \$1,500. Eighteen customers in the store at the time were not molested, except for being herded in a rear room of the store.

Clifton C. Starkweather, better known to thousands in Michigan as "Cliff", has joined the retail sales division of the Bemb-Robinson Co., at the General Motors branch. Selling Buick cars is not new with Mr. Starkweather, who opened the first Detroit branch of the Buick Motor Co. at Woodward and Alexandrine in 1907. "Cliff", in addition to having been active in organizing the Detroit Automobile Club, was one of the best known members of the United Commercial Travelers of

America, having held all offices in Cadillac Council, 143, and later in the Grand Council, of which he became Grand Counselor.

All restrictions on deposits and withdrawals were withdrawn, beginning Monday, by the Detroit Savings Bank and the United Savings Bank. The single exception is the continued prohibition on making disbursements to anyone for hoarding.

One thousand four hundred men reported for work at the plant of the Graham-Paige Motors Corporation, Monday, when manufacturing on the regular March schedule was resumed.

Mr. and Mrs. Charles Hotz, both residents of Detroit for nearly sixty-five years, observed their golden wedding anniversary this week with a family reunion at their home 1326 Eighteenth street. Mr. Hotz, a native New Yorker, moved to Detroit in 1868 and for many years conducted a grocery store at Eighteenth and Porter streets. He is 84 years old and Mrs. Hotz is 75 years of age.

The Detroit Board of Commerce celebrates its thirtieth anniversary this week. Many of the business leaders who met thirty years ago and organized the Board are still alive and active in business and civic affairs. Because the Board has consistently refrained from entangling political or partisan alliances and confined its activities to the general good of the community at large, it has become an instrument of progress which has on many occasions received National recognition as one of the most potent Boards of Commerce in the United States. The Board deserves the unqualified support of every merchandising, financing, manufacturing and professional organization in the city.

The W. H. Bartlett Co. retail women's wear, 1000 Woodward avenue, is advertising a "Lease Expires and No Place To Go" Sale. The firm has been located at the same corner ever since its organization, fifteen years ago.

Spring received a chilly reception in Detroit this week, what with so many frozen assets lying around.

Nearly 500 men laid off on account of the banking holiday returned to work Monday at the plant of the Kelvinator Corporation.

Jacob A. Fenberg, clothier, who moved to Detroit a short time ago from New Mexico passed away in Highland Park General Hospital after he was removed there from his home at 2657 Cortland avenue. Mr. Fenberg was despondent over business reverses.

Detroit retailers are still feeling the effects of the local bank tangle which is also reflected in the slight decline of business of the local wholesale dis-

tributors. Loop department stores are offering many alluring bargains in the effort to stimulate trade.

Bernhard Lehmann, of the National Lead Co., addressed about 200 master painters and dealers this week at the Hotel Tuller. The need of a campaign of advertising and proper selling methods to tell property owners the truth about their homes was stressed by him. Painting, he said, has been postponed so long that the value of a great many homes has shrunk many times the cost of hiring a good painter to apply protective coats.

Cunningham's drug store at Woodward avenue and John R street, has added a stock of popular priced groceries and men's furnishing goods.

Henry Levy, manager of the Physical Culture Shoe Agency in Detroit, startled Detroit this week with the announcement that "anything of equal value" would be accepted for a shoe sale, in whole or in part. "Swap" and "barter" were used in window signs, and the idea was used in newspaper advertising. As the first store of any type in the city to resort to this policy, Levy drew news articles in the local papers, giving untold publicity value. The idea was announced on Monday, the day of the National bank holiday, after careful preparation following the study of the Michigan situation. The system was worked out through tie-up with an auction house, which sells all goods taken in on commission. The auction house sends an appraiser to the shoe store to set a value on goods as customers bring them in, giving the merchant a fair guide to the value of his goods. All types of goods have been received, including lamps, radios, baby buggies, bath tubs—literally—jewelry, furniture, rugs, watches, toilet articles, etc. Services, as of printers, painters, plumbers, auto repair men, have been offered, but so far Levy has not accepted these, preferring to have some substantial equivalent for his sales.

The Lederer Manufacturing Co., dress and apron manufacturer, will put night crews to work as soon as they can be organized, boosting the payroll to about 600, it is announced by Simon Shetzer, newly-elected president. He expects to run his plant virtually twenty-four hours a day. Four weeks ago the firm increased its payroll by 100 per cent. to some 400 employees, and plant equipment was doubled, but now their full day-time production is sold out to June 1. Election of A. B. McWood, for some years sales manager of the concern, to the post of vice president is announced.

The imminent return of beer has added to the spirit of optimism which prevails in this automobile metropolis

at the present moment, when the economic skies are beginning to clear. The industry feels that a new market for millions of dollars' worth of motor equipment will open up within the next month, or as soon as the beverage begins to flow freely again.

There is little doubt that the brewery industry, 1933 style, will be thoroughly motorized, and that the horse, which held a considerable place in the movement of beer before prohibition, will not return to it to any measurable extent.

New equipment for the beer trade is expected to include many passenger cars—for salesmen, collectors, etc.—as well as trucks of varying capacities. Motor-truck manufacturers are particularly jubilant over expectations, and they see the opening of a market of anywhere from \$15,000,000 to \$30,000,000 for their equipment. When they begin again to turn out the beverage, breweries throughout the country, it is expected, will need thousands of new trucks and cars for shipments and deliveries.

In addition, several million dollars would be spent in overhauling present fleets of vehicles, and further millions for fuel, oil, tires and insurance. A fortunate characteristic of this anticipated market is that every type of vehicle it will require is being manufactured to-day, so that no large investments along new lines will be necessary.

Automobile factory production lines have begun to move again with the relaxing of banking restraints in various parts of the country. The pace at which they started was a slow one, to be sure, but the ability of finance companies to provide cash to cover shipments to dealers stirred the industry out of the lethargy of the previous ten days.

The feeling which existed in some quarters at the beginning of the currency emergency, that the industry suffered a considerable sales loss, has disappeared. In its stead there is a conviction that buying demand is being vitalized as a result of renewed confidence. Production, however, will proceed cautiously during the next few weeks, geared closely to demand.

Solid Construction.

The manager of the local building firm started at the wrecked village hall. "Whatever's happened?" he asked his foreman.

The foreman scratched his head. "As soon as we begun to take the scaffolding away the whole place collapsed," he explained.

"You idiot" snapped the manager. "Didn't I tell you not to touch the scaffolding until the wallpaper was up?"

OUTLOOK FOR SMALL STORE

If It Is Conducted With Saneness and Profit.*

It would be quite proper to start this discussion on the outlook for the small store by understanding just what the present status is. There is one thing we must be thoroughly convinced of, and that is that the small store is a necessary and useful institution in American life. For if it is not necessary, and if it does not perform a satisfactory function, inevitable evolutionary processes will eventually eliminate it. In which case all our efforts to save it are in vain.

The small store's problems are in many cases exactly the same as the problems of the large store. Being principally interested in the small store, I made it a practice to attend various conventions and meetings, and look for the groups which were discussing small store problems. Sad to relate, I found that the small store did not make itself felt in these organizations and, as a consequence, the programs were devoid of small store discussions. But I soon found that the problems that the big giants were discussing were just the same as the problems of the small fellows. Look over any of the convention programs and you will find many things of common interest. But of recent years, I found a growing tendency to consider the small stores. Universities and research bureaus have begun the study of the small store problems with increasing intensity, for they realize that the small store is a permanent and essential factor in our system of distribution and rightfully is worthy of attention. If the small store was dying out, do you think that vast sums of money would be spent to improve its condition? Not in this day and age. The tendency is to let undesirable things pass out of the picture, to let evolutionary processes get in their work. But no, the small store is quite necessary and its problems, long neglected, are being solved.

If there is any one thing that dims the outlook for the small store, it is the tendency of the small store to worry about the large store. That is not a problem of the depression era alone. It seems that the small store owner is always worrying about what the big fellow will do. It is a sort of inferiority complex that has no basis in actual fact. In the boom days the big stores were going to make the small stores give up the ghost. After we saw that the big stores were not so big in relation to their community and that they were big because the times were big, at least that is what we thought, we started to worry about the bugaboo of chain store competition. All of the attention of the small store owner was centered on the problem of how to block the progress of the giant-octopus—the chain store. After seeing that the chain could not make progress in any place where the community was well and capably served by a small store owner and the small store owner

began to breathe a sight of relief, along came the depression, and a revival of the fear of the big store.

The subject of my talk to you is "The Outlook for the Small Store". Even the subject has its implication that the small store is in some sort of danger and must be approached in fear and trembling. There is no such thing as a small store and a big store in relation to the community. If a store is bigger than its community demands, that store must reduce its size or get out of the picture sooner or later. If the big store is such a thing of fear, then why is it that small stores in large cities crowd the side streets and even the main streets as close to the large stores as they can get.

One thing the retailer needs more than ever these days is a fresh, clear picture of his enterprise. And if there is anything he lacks more than ever, it is that same, fresh, clear and honest view. That is why conventions are a great contribution to a clearer insight into a man's business. They stimulate latent energy. They clarify certain problems. They invigorate the retailer who attends through new contacts, but they cannot, alas, make a retailer be honest with himself.

I do not mean to accuse the retailer of conscious dishonesty with himself. Human beings are subject to the same frailties, whether they are in control of huge enterprises running well into the millions or whether they are owners of small stores. It is these unconscious things that are overlooked, which are avoided, which cause the greatest obstacles to successful retailing to-day.

To be specific, isn't it true that many retailers are bemoaning the absence of profits when their store is overloaded with expensive hobbies? No, Mr. Retailer won't admit that there are hobbies, but deep down in his heart he knows there are. What about that relative on the payroll who is not producing. He is not drawing a very large salary, it is true, but isn't it also true that he has not been cut as have many others who are not related to the management, and isn't it true that the remainder of the store knows about him being deadwood? What about the unusually large salaries being paid to the officers. Have they been cut in proportion to the remainder of the salaried employees. Is it fair to attempt to obtain a profit under 1933 price conditions with 1929 managerial salaries.

How about that extra space added during the boom times? Aren't you keeping it filled with merchandise when honesty dictates you should close it up, whether it is an annex or an extra floor? You won't close it up? You are afraid someone might think you are not doing as well as you would like to have them think you are doing.

Get off your high horse, Mr. Retailer, and get down to cases. Put yourself on the stand and cross examine yourself. See what is causing the losses in profits. Eliminate those departments which gave you pleasure to talk about (you excused it on the ground that it added prestige to your

store, when you know it only satisfied your personal self-esteem) and which never really made a dime for your store.

What about that extra service you put on the tooth-brushes you delivered to the suburbs, the unusual amounts of credit you extended. Its true you built up a reputation for your store. But you also built yourself a pile of losses. It is common knowledge that the majority of stores in this country made very little profits during the boom times and many of them actually lost money. Be honest with yourself, Mr. Retailer, and look for profits rather than prestige. A well conducted, profitable store will bring with it plenty of prestige. A losing merchant is only a sucker for praise.

A well known and much-published night club hostess was accustomed to greet her customers with the phrase "Good evening, Sucker." It seems that the customers enter your stores with the same idea back of their heads. Who is the sucker in to-day's retailing? He who is selling things without profit and giving the most away under the erroneous impression that customers will continue to buy from him when he finds it no longer possible to keep on giving things away.

Let us see the position of the small store in the retailing field. I am quoting from the article of Mr. Kaylin appearing in the Feb. 20 issue of Retailing. "In the year 1929, a banner twelve months in the Nation's history, only 2,059 stores showed sales greater than one million. Of these 2,059 stores with sales over \$1,000,000; 580 stores were department stores. But even here, in a type of establishment where volume must of necessity be high, the conspicuous fact is that the typical store does not show sales anywhere near \$1,000,000. Ignoring the records of those department stores which sell food (460 in 1929), and taking into account only those which sell the regular line of goods (3,693), the report shows this classification: forty-five with a volume between \$50,000 and \$100,000; 1,571 with a volume between \$100,000 and \$200,000; 721 with a volume between \$200,000 and \$300,000; 551 between \$300,000 and \$500,000; 440 between \$500,000 and \$1,000,000, and 448 over \$1,000,000."

Mr. Kaylin goes somewhat further in his analysis and says: "If a 40 per cent. sales reduction is taken for the three years since 1929, it becomes evident that in the year 1932 there were less than 275 department stores in the United States which showed sales greater than \$1,000,000." He winds up his interesting analysis of the Government's figures with this very pertinent comment: "Leaders in the field must forget the big store and give greater attention and more forceful thinking to the problems of the small store. For the small store is the typical store in the United States, and the over a million dollar store the exception."

Other reports of the U. S. Department of Commerce indicate that almost 50 per cent. of the Nation's retailers have their establishments in cities of

10,000 population or under. These communities and the countries adjacent contain 65,000,000 people. The retailers above mentioned do a volume of \$15,000,000,000 which is approximately 30 per cent. of the Nation's volume.

These statistics, boring though they may be, are necessary to indicate the fact, if it must be proven, that the small store is an essential factor in distribution and must continue to thrive as all things thrive which are necessary.

So with your permission I will leave the matter of the outlook for the small store for the time being. We can accept as a fact, I believe, the premise that the small store will continue to exist and fulfill a place in our social scheme, because it is necessary, and anything that is necessary will be retained. Let us dwell a bit on the subject of how you, Mr. Small Store Owner, can improve your job. By improving your job we mean making a profit, or if you are one of these rare individuals who are making a profit, how you can make a larger profit.

Permit me to let you in on a secret. When I came to consider this part of my address, I went to my files in search of something unusual and perhaps startling, to bring before this convention. After digging through an accumulation of data gathered over a large number of years of experience, I came to one startling conviction, which is, there is nothing new or unique in retailing problems to-day. The only startling thing about it is that the retailer solves his problem, goes into an era of complacency and then starts solving the same problem all over again. Many of you can remember way back in the old days how startling was the advent of the first department store. How all kinds of plans and laws were attempted to keep the department store out. You did not succeed. The days of 1927-28-29 were spent in trying to keep the chain store out of the field. Again no success. The department store did not eliminate the small store owner. Neither did the chain store idea. Neither will any other idea which may spring up, provided you, Mr. Small Store Owner, are doing a good job in your own community.

What constitutes a good job? The first essential is good management. Management does not consist of the title Manager under your own name on a door leading into a grand office. Management consists of hard, intensive work, the use of grey matter under your own hats. Too often retailing management has taken the success magazines too literally and has delegated the job of thinking to hired help. I am not opposed to the delegation of details to others, but constructive thinking which built your store up to a place where you can engage executives cannot be delegated. You must get back to the job of thinking and solving your problems yourself. And by thinking I don't mean useless, nerve destroying worry.

Get rid of the idea that the big time executives know it all. You've got

*Paper read at the Michigan Retail Dry Goods Association convention at Lansing, March 22, by Arthur S. Purdy.

just as much grey matter as the so-called "big shots". Our so-called "master minds have proven that it takes more than a gardenia in a buttonhole to entitle them to a lasting place in history. Some of our 1929 retailing geniuses will go the way of our 1929 banking geniuses, if they don't stop thinking of themselves alone and start building with an eye to the whole retailing system.

A retail store is only as good as the person managing it. All of the ideas, advertising plans, beautiful store fronts, fixtures and interiors, are of no use if management is not strong enough to co-ordinate them and keep things running smoothly and sanely.

I recently completed a survey of the operating statistics of a number of small store clients. I found that where the management was hard-working and industrious the results were satisfactory, even in 1932. Where the figures were red, in spite of capable management, I found they were red because of incapable management in the past. After I eliminated those expense charges in 1932, which really were an outgrowth of 1929, such as depreciation on excessive plant expansion, salaries of executives who were useless but whom the management would not release, relatives on the payroll who were nothing more than parasites, I found that capable management was still producing. But red figures are discouraging, even though you know they are costs of past follies. If I had my way about it, all stores would have on their books an account called "Amortization of Follies and Hobbies". I would charge the aforementioned items to this account, and I would show profit from sane operations first. Then I would deduct from the profits from sane operations, this amortization cost, so that the store owner would have a constant reminder before him of what his foolishness costs.

We are beginning to realize that things we felt were essential are not so essential, since we have been deprived of them. Purchase by noon and delivery before dinner has given way to one delivery a day without much fuss from the customer. Executives work nine to ten hours a day and feel just as well as they did when they thought they had to have a month's vacation in the winter and Friday to Tuesday week-ends off all during the summer.

Let me inject a word at this time about competition. The best way to outwit your competitor is not to do something smart and spectacular, which only results in a net loss to you and him, but to let him ruin himself by butting his head against the brick wall of losses. Do a good job yourself. Think your own problems through. Your competitor is no better off than you, unless you are asleep at the switch. Imagination is a wonderful thing if you put it to the task of concentrating on your own problems, instead of letting it have full sway contemplating the bugaboo of competition.

Don't copy the ideas of the large stores blindly. Study your own prob-

lems first. Too many small stores are established on policies which have not changed in years, when all around them the communities have changed. The character of the homes and customers have changed. I know of many a Michigan town which has changed from a rough and ready lumber center to a summer resort, where the stores will stock a mammoth work clothes department which has a turn-over of about once in a blue moon. And I know of many a store which has gone modern to the "nth" degree—chromium plated store-fronts—walnut furniture, etc., in an attempt to stem the tide of losing volume because the town itself is ready to fold-up.

If you only knew how many of the large stores' big ideas fall flat woefully and pathetically you would realize that big stores don't have a monopoly on brains. The so-called big man has proven to be not so much better than the average intelligent individual. The big store had in the big man only one thing which the small store does not have and that is a over-blown balloon-like salary; and how those balloons have burst lately. Many things are done by a large store out of necessity. The small store has greater freedom of action and choice of procedure.

The small store has a loyalty inherent in its type of organization. The big store attempts to buy loyalty by various schemes with only mediocre success. A year or so ago one of the largest stores lost to its competitor its whole advertising staff, and now they are engaged in a ruinous battle for prestige. Loyalty—it doesn't exist in large stores to any appreciable extent.

In the teeming twenties I heard many a small store owner complain that the good roads and the automobile were all contributing to run him out of business. The small city store has an opportunity, if that was so, to retrieve any lost prestige. Sit down and think (don't worry) of how many customers you lost to the big city in the olden days. If there actually are enough of them, then go after them in a big way now. Give them something akin to what they want. Don't say to yourself "Mrs. Smith must shop here now. She cannot afford to go to town for her spring outfit this year." Go after the Mrs. Smith's with a determination to get her and hold her because she can do as well in your store as she can in town.

Now is your time to convince the grandees of your neighborhood vicinity that your store is O. K. The shopping trips to towns, 100 miles away, are almost taboo. It costs too much in time and gasoline. But study your old customers and give them what they want—if you can do it profitably.

Price alone is not the entire appeal. It must have desire connected with it. When you plan a promotion ask yourself why should it succeed. In many cases you will find that the only reason for the promotion is that you want to sell more merchandise. That is true, but does your community want the merchandise? A special sale of boys' sleds in March when there is no

snow on the ground won't sell sleds.

Too many stores have large overstocked yard goods departments and regularly they run sales of yard goods. How many of you know the number of sewing machines in your community? How many of you ever made a point of ascertaining when a sewing machine was sold so that the sewing machine customer could be persuaded to make a purchase of yard goods when she is enthusiastic about the new machine?

Set yourself a goal. Plan your procedure and then watch your attainment of that goal. Then you will get a glow which comes only from achievement—a glow that will goad you on to still greater achievement and attainment. But get the goal—know what you have accomplished. Why are jig-saw puzzles such a popular fad? Because they set a goal possible of attainment—that gives you an indescribable satisfaction upon completion, that drives you out for another and more difficult jig-saw puzzle.

Impress on your clerks that these strenuous times have levelled us all and that we are all dependent on each other. Wage cuts were necessities to insure the existence of the institution so that at least smaller wages were available. Give them your confidence and they will give you their loyalty. Get into the ranks with them and help them put their shoulders to the wheel. Don't cut their salaries to the bone and take a trip to Florida the day after announcing the cut.

Tell your customers that you are still alive and are doing business at the old stand. Tell them by a new coat of paint if necessary—by wide-awake display. Get back on the floor and let them see you. Let your salespeople see a smile of confidence on your face. Give them courage. You certainly have taken away a good part of their salary—they are entitled to a word of cheerfulness from you.

Let us forget 1929 or yesterday's figures. Let us not waste any more time in foolish longing for the days which have gone, I hope never to return. They haven't brought us any more than a good party brings us—a grand time while it lasts—but a headache the next morning that overshadows all the pleasure of the previous evening. Let's forget the jag of yesterday—we've about recovered from our headache that followed—now let's get going again and keep away from from any more parties.

Retailing is not out of the woods by a long shot. If retailing could only have a dictator who would keep out the incompetent under-capitalized store, if we could have laws like many European countries have which make a person prove the necessity for a contemplated establishment, retailing would not be wondering what its future is to be. Frankly I don't like the wording of my subject this afternoon. The phrase "Outlook for the Small Store" does not bring a flash of joy to our minds, it does not bring the spirit of buoyant enthusiasm, but rather implies a future full of dreadful possibilities, a future that does not indicate a

glimpse of the sun that surely is shining beyond the clouds. I would rather see the subject of my speech couched in such a phrase as "The Bright Outlook for the Small Store," "The Possibilities of the Small Store", or something suggestive in some small way of the tremendous amount of good the small store can do in our social order, the tremendously important and necessary part it plays in the system of distribution. I would rather the subject implied a possibility of achievement and accomplishment, expressing in some small manner the idea which is uppermost in my mind, and that idea is a growing conviction that the small store is the store to solve our problem of distribution. The small store is the distributing medium that will prevent such a depression as we now are emerging from, that will make it possible to avoid a situation where food and clothing and fuel are kept from millions of people in a country where food and clothing and fuel are filling our storehouses to overflowing.

Our new administration has as one of its objects the return of the excess city population to the small towns. If that is accomplished our country will need you more than ever. But if you don't make a profit for yourself, our Nation won't tolerate you. By the same token, therefore, it is your plain patriotic duty to conduct your enterprises sanely and profitably.

Is For the Corner Grocer.

1. If a customer orders a cake of yeast and wants to ride home with the delivery man, let her. She may want a barrel of flour the next time.
2. If a customer owes you twenty dollars and only pays ten dollars on account, thank your lucky stars. You might have received only five.
3. If you have a few crabbed, hard-to-please customers, do your best to please them and you will find it easier to please the remainder of your trade.
4. If your golf score and blood pressure went high on Sunday, try at least to be pleasant to customers and salesmen on Monday.
5. If your bank account is low, you can still carry on if your good will account is high.
6. If you keep an eye on your credits, your creditors will not have to keep an eye on you.
7. If you are careless and always out of this or that item, you will soon be out of customers and out of business.
8. If you cut prices, you cut profits and if you cut out quality to make cut prices, your customers will soon cut out trading with you.
9. If a newcomer finds you neat, courteous, willing and friendly, ten chances to one you will find a new customer.
10. If by any chance you have to pay an income tax, smile when you do it. There are thirteen millions who wish they had to. Sam Sugarsax.

One trouble of the country is that every man with a loud mouth has a plan for saving not only this country, but the whole world.

MOVEMENTS OF MERCHANTS.

Kalamazoo—The Sutherland Paper Co. has decreased its capital stock from \$5,000,000 to \$4,870,000.

Constantine—Peter Miller succeeds Fred W. Gentzler as manager of the Co-operative Buying & Selling Association.

Grand Rapids—The Martin Chain Stores, Inc., 300 Monroe street, has changed its name to the Martin Stores, Inc.

Kalamazoo—The Kalamazoo Regalia Co., 338 West Michigan avenue, has changed its name to the Henderson-Ames Co.

Detroit—The Detroit Gray Iron Foundry Co., 6403 Wight street, has increased its capital stock from 100,000 shares to \$500,000.

Detroit—The D. E. Kellogg Co., 229 Gratiot avenue, wholesale millinery, has decreased its capital stock from \$50,000 to \$25,000.

Grand Rapids—The Parisian Cleaners & Dyers, Inc., 1401 Madison avenue, has changed its name to the Quality Renovators, Inc.

Decatur—E. L. Lawrence has sold his dairy business to the Maple City Dairy, of Paw Paw, which also covers the villages of Lawrence and Decatur.

Detroit—The St. John-Mulvany Co., 16233 Indiana avenue, plumbing and heating, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Grand Rapids—The Hosiery Mills Sales Co., 343 Michigan Trust building, has been organized with a capital stock of 500 shares at \$100 a share, \$1,000 being subscribed and paid in.

Detroit—The Lake Shore Sugar Co., 8047 Hamilton street, has been organized to refine, prepare and deal in sugar, with a capital stock of \$5,000, \$1,000 of which has been subscribed and paid in.

Detroit—The National "High-Ball" Distributors, Inc., 425 Dime Bank building, batteries, radios and accessories, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Marion—James H. Conklin, druggist, died at his home, March 15, following a short illness of streptococcus sore throat, aged 41 years. Mr. Conklin conducted a drug store here for nearly twenty years.

Detroit—The Baumgartner Clothing Co., 233 West Grand River avenue, has been incorporated to deal in clothing for men at retail with a capital stock of \$35,000, all of which has been subscribed and \$15,000 paid in.

Grand Rapids—Ben D. Burkhead and Ed Collin, proprietor of the Rexall Drug Store at 1160 Chicago Drive, have opened another Rexall drug store at 350 Monroe avenue, under the style of the Burkhead & Collins Drug Co.

Grand Rapids—The Republic Supply Corporation, 53 Division avenue, North, dealer in radios, equipment and electric refrigerators, has merged its business into a stock company under the style of the Republic Distributing Co., with a capital stock of \$25,000, \$4,000 being subscribed and \$3,000 paid in.

Detroit—George & Henry, Inc., 235 Michigan avenue, wholesale and retail dealer in furnishings and clothing for men, have merged the business into a stock company under the style of the George & Henry Clothing Co., with a capital stock of \$20,000 preferred and fifty shares at \$20 a share, \$1,000 being subscribed and paid in.

Saginaw—Edgar D. Church, 72 years old, veteran industrial leader here, died at his home Sunday morning following a short illness. Born in Flint Sept. 9, 1860, Mr. Church came to Saginaw in 1878 and had figured prominently in the industrial in the industrial and civic growth of the city. He was treasurer and general manager of the Jackson & Church Co.; an executive of the Saginaw Brick Co.; a Bank of Saginaw director; a life member of the University of Michigan Union, and active in Masonic and Shrine circles. He formerly was a director and vice-president of the Saginaw Board of Trade; had served as a member of the Police Board and of the West Side Board of Education, and was active in many other civic and business affairs.

Manufacturing Matters.

Detroit—The Bi-Cin Corporation, 10906 Gratiot avenue, manufacturer of toothpaste, headache medicine, dental supplies, etc., has been incorporated with a capital stock of \$10,000, \$7,500 of which has been subscribed and paid in.

Kalamazoo—The A. F. D. Manufacturing Co. has been organized to manufacture and deal in merchandise with a capital stock of \$25,000, \$19,100 of which has been subscribed and \$19,000 paid in.

Lansing—Frank Preuss, Jr., manager of the Star Market, East Grand River avenue, is completing the overhauling and repairs of all machinery used in the manufacture of link meats and is making changes in the manufacturing and wholesale department.

Newaygo—The Newaygo Machinery Co. has been organized to manufacture and sell machinery with a capital stock of \$50,000, \$1,000 of which has been subscribed and paid in.

Novi—The Universal Manufacturing Co., P. O. Box 172, manufacturer of stamping and steel flooring, has decreased its capital stock from \$45,000 to \$12,000.

Detroit—The P. F. Pfeister Co., Inc., 2411 Fourteenth street, has been organized to manufacture and deal in wood products with a capital stock of \$10,000, \$2,000 of which has been subscribed and paid in.

Superintendent of Public Instruction
Pearce Pioneer in Saving Taxes.

Webster H. Pearce, Superintendent of Public Instruction and candidate on the Republican ticket for re-election to office at the spring election on April 3, saw the need of cutting expenses in his department long before others regarded the situation as one necessitating drastic action.

Last year when the Governor was urging a 10 and 15 per cent. cut, Mr. Pearce had already slashed his depart-

ment costs, and for the current year the total costs of the department are 30 per cent. below that of 1930.

Not only has he demonstrated his ability to conduct the affairs of his department in a businesslike way under a greatly reduced income, but he has maintained the excellent work of his department.

Mr. Pearce, a native of Michigan, grew up in a rural community, was educated in the public schools and has given successful services in all branches of our public school system.

Whitmore Lake in Washtenaw county was his birthplace. The family subsequently removed to Lenawee county and Webster attended the same rural school and sat at the same desk at which Michigan's poet, Will Carlton, had sat some years before, and later graduated from the Clayton high school. He earned his college training at Ypsilanti, Albion and the University of Michigan.

He taught a rural school, was superintendent of schools at Springport, principal of high schools at Albion and Adrian, associate professor of mathematics at Ypsilanti and professor of mathematics at Mt. Pleasant. All of his training was taken in Michigan and all of his teaching experience was gained in Michigan public schools.

He knows by actual experience the problems and possibilities of rural and graded schools and with nearly six years' experience as State Superintendent he can grasp the situation as a whole, and with wisdom and sympathy can help work out and solve the problem of Michigan's educational system. Never before has it been more necessary for a man of poise and keen judgment, backed by experience to occupy the position of Superintendent of Public Instruction.

No one individual has contributed more sympathetically to an intelligent solution of the state's school problem at the present time than Webster H. Pearce.

He has constantly and consistently worked to equalize the school load in order to give adequate educational opportunity to all boys and girls in the state at as low a cost as possible.

To bring about the equalization of costs in poorer school districts, he pioneered a movement which culminated in the development of a plan whereby \$2,000,000 were made available to such districts through provisions of the Turner Law enacted by the Legislature.

This brought relief to approximately 1,750 school districts.

The tax levy on property for school purposes in 1929-30 was \$81,000,000 for the whole state of Michigan. This tax levy dropped to \$61,000,000 for 1932-33 or a decrease of about 25 per cent.

Statistics of November, 1932, indicate average reductions in costs of rural schools at about 33 per cent., while reductions in cities in the same period were 26 per cent.

Every dollar received from the primary fund relieves the local taxpayer of just that amount. Its sources

are specific taxes on certain utilities, and inheritance and franchise fees.

This fund totaled approximately \$24,000,000 in 1931 which when distributed to the school districts, provided \$17.70 per child on census rolls for that year. H. S. Babcock.

Evidently Doomed To Utter Defeat.

Some months ago the United States Circuit Court of Appeals sustained the action of the Commissioner of Patents in refusing to register a trade mark on Quaker Maid food products because it was an infringement of the Quaker label owned by Lee & Cady. This decision, which is final, was so sweeping that it left the A. & P. Co. without ground on which to stand, so far as the continued use of Quaker Maid labels on food products is concerned, but the A. & P. Co. has defied the mandate of the court of last resort and continued to handle goods with the Quaker Maid label thereon. This placed Lee & Cady in a position to prosecute a suit for damages against the chain store outlaw in the United States Court at Detroit. A branch of the court was held here last Friday and Saturday to take the depositions of about thirty witnesses in behalf of Lee & Cady. Kalamazoo and Battle Creek grocers testified that they had discontinued handling Quaker goods because they could not compete with the cheap grades of goods put up by A. & P. Co. under the label of Quaker Maid. Four girls testified that they called on A. & P. Co. stores and asked for Quaker goods and were handed out Quaker Maid goods without any explanatory remarks. Files of the Michigan Tradesman were introduced in evidence, showing that the Worden Grocer Co. used the name Quaker in its advertising in that paper for nearly thirty years, starting with 1897. What the A. & P. Co. expects to accomplish in the face of such conclusive evidence and the decision of the Court of Appeals cannot be foreseen. The desperate plight it finds itself in is plainly shown by the presence of four attorneys at the hearing held here last week.

Essay On the Banana.

The following is the result of a short thesis on the banana, written by a Japanese boy, who was learning English:

"The banana are great remarkable fruit. He are constructed in the same architectural style as sausage, difference being skin of sausage are habitually consumed, while it is not advisable to eat wrapping of banana.

"The banana are held aloft while consuming; sausage are usually left in reclining position. Sausage depend for creation on human being or stuffing machine, while banana are Pristine Product of honorable mother nature. In case of sausage both conclusions are attached to other sausage; banana, on other hand, are attached on one end to stem and opposite termination entirely loose. Finally, banana are strictly of vegetable kingdom while affiliation of sausage often undecided."

Popularity might these days be spelled "pleasantness."

Essential Features of the Grocery Staples.

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

Tea—The bank holiday interfered somewhat with first hands tea business on account of the difficulty of paying bills, but in spite of this the general business is fair. First hands markets have shown some fluctuations in Indias and Ceylons, but in this country prices have shown no special change for the week.

Coffee—During the week the first hands demand for Rio and Santos spot coffee suffered somewhat on account of the bank holiday. Prices, however, green and in a large way, remain substantially about the same. After the banks opened business came back again without any substantial change. The undertone of Rio and Santos, however, is not especially firm. Mild coffees showed a slight weakness during the week, but later this was practically made up. The jobbing market on roasted coffee is about unchanged since the last report. Consumptive demand for coffee was temporarily interfered with to some extent by the financial situation, but is fundamentally unchanged.

Canned Vegetables—The market remains steady to somewhat higher and there is somewhat more enquiry for goods, and a testing out of price levels. The major vegetables are doing better, and California at least seems to be taking heart, as Maryland tomatoes are being well maintained at higher prices. There is a tendency to advance standard tomatoes on the Coast, too, and some of the low price sellers are marking their goods up 2½c per dozen. Standard peas are pretty well exhausted, but extra standards are coming into more attention, although prices on them have not materially firmed up.

Canned Fish—Alaska salmon has not done much of late, but in sections of the country where cheaper grades, like pinks and chums move best, the demand at low prices has been heavy, and the statistical position of pinks and chums now is very strong. Even reds, which were packed to some abundance last season, have worked into a position closely approximating their position at the same time a year ago. Liquidation, forced selling and other weakening influences have pretty well run their course, and goods in general have worked into stronger hands.

Dried Fruits—The dried fruit market here was steady last week and a good steady volume of business was reported. Retail outlets are not buying very far ahead, and there is a pretty steady demand for replacement as a result. Stocks here are in light supply, and consignments are understood to be pretty well cleaned up. Jobbers report that the movement of fruits is not confined to any particular item, but is pretty well spread over the list. Packaged goods are moving well, particularly prunes, apricots and figs. The Coast market is in good shape. There has not been as much activity in the past few days, but stocks are being kept down on the spot, and shipping instructions on contracts are held to more or less replacement volume.

This has the effect of bolstering up the spot market to some degree as there is not the accumulation of fruits here which tends to make for more aggressive selling and price shading. As it is the spot market has not consistently followed up price advances in California.

Beans and Peas—Financial situation curtailed the business in dried beans which had just started to be pretty good. Supplies generally speaking are short and prices are firm, but buyers are unwilling to pay any advance and this has quieted the upward tendency considerably. In fact, pea beans and red kidneys are a little easier. Dried peas show no particular change for the week.

Cheese—Demand for cheese has been poor during the week, but prices have been about steady.

Macaroni—Because of the sharp advance of raw material costs the undertone of the macaroni market has become strong. Higher prices are considered not at all unlikely. The demand has been seasonally good. Most manufacturers are unwilling to sell forward until raw material costs were easier to figure.

Nuts—The nut market is a little more active now, as there has been a pickup in the demand for unshelled varieties in anticipation of Jewish holiday demand. New crop Brazils have arrived, which also will be a stimulation to trade interest. There was on the whole more buoyancy to the market, but caution still prevails, as it is uncertain just how much consumer demand will develop. Prices, however, are being fairly well maintained, and a shortage is seen, at least in certain types of Schey pecans. The shelled nut market is a trifle easier in France and Levant filberts, also are off a little abroad. Other nuts remain firm.

Olives—The tone of the olive market is decidedly firm. Old crop olives are in short supply abroad, and since they are of much better quality than the new command a premium for shipment. Stuffed queens are firm, with certain sizes scarce. The demand has picked up and consumers are showing interest both in spot and shipment goods.

Pickles—The pickle market remains dull. There has been no consistent demand. Because of the lack of consumer interest sellers appear willing to shade if business appeared possible. Quotably the list is unchanged, however.

Rice—The rice market increased strength in the past week. Prices were higher both on rough and clean rice, and clean rice as currently quoted is reported to be below replacement costs now, owing to the firmer price ideas on rough. There has been good buying in many markets, but it may show some falling off, according to some views in the trade, as things settle down.

Salt Fish—The banking situation did not affect the situation in mackerel and other salt fish to any extent, except to make it somewhat slower. Demand generally speaking continues good at unchanged prices.

Syrup and Molasses—Demand for sugar syrup has been fair during the

week, business being done every day on a steady basis. Prices are firm. Compound syrup is unchanged but in pretty good demand. Some large buyers anticipating their wants for the first time in a long while. Demand for fancy grades of molasses is quiet at unchanged prices.

Vinegar—New developments are lacking in vinegar. Little improvement has marked the demand, but a seasonal increase should show shortly, with the advent of warmer weather.

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 has had fluctuations both ways since the last report, most of them being downward. The demand at this writing is rather poor. 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—\$1.85 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, \$1.20 per doz.

Dried Beans—The price has advanced greatly since last week. Michigan jobbers pay as follows for hand picked at shipping station:

C. H. Pea from elevator	-----	\$1.60
Pea from farmer	-----	1.40
Light Red Kidney from farmer	---	1.75
Dark Red Kidney from farmer	---	1.50

Eggs—The market has been rather nervous since the last report, but the general tendency is weak. 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	-----	.50

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

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, 45c per bu. on the local market; Idaho bakers, 26c for 15 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	12c
Light fowls	-----	10c
Ducks	-----	8c
Turkeys	-----	11c
Geese	-----	7c

Radishes—35c 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, \$1.15; 5 lb. box, 65c.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	6@7½c
Good	-----	5@6c

Food For Children.

As the Child Health Association remarks, the less money a family or a community has to spend the more necessary it is to spend that money to the best advantage. This principle applies with particular force to the buying of food and with double force to the buying of food for children. Poor nourishment now will mean the danger of serious adverse effects a few years from now. The mass of people will be looking back upon the depression as a thing of the past, but for children who incur these effects it will not be over. In order to help families provide the right kind of food, the association is publishing a handy guide to the wise and economical selection of eatables. The guide is in the form of a leaflet entitled "Good Food for Little Money" and written by Lucy H. Gillett. No publication could be more timely.

Where He Belongs.

Judge: And what did you do when you heard the accused using such awful language?

Policeman: I told him he wasn't fit to be among decent people, and brought him here.

A prediction: The dollar will shortly be the most prized currency in the world.

MUTUAL FIRE INSURANCE

Ten Rules For Chimney Construction.

1. Build all chimneys from the ground up. None of the weight should be carried by anything except their proper foundations. Foundations should be properly proportioned to carry the weight of the chimney without settling or cracking of the chimney. The footing should be well below the frost line.

2. Build all chimneys to a point at least three feet above flat roofs, and two feet above the ridge of peak roofs.

3. Chimney walls must be at least four inches thick (thicker if of hollow tile or stone). Chimney walls eight inches thick (two courses of brick) are preferable as they give greater stability and minimize the possibility of cracks that might cause fire. Cement (or cement-line) mortar only should be used. (Where chimneys are at least eight inches thick, and a refractory clay brick is used, the flue lining may be omitted.)

4. The walls of brick buildings may form part of chimney if the walls of the chimney are securely bonded to the walls of the building and the flue is lined the same as for an independent chimney. Flues in party walls should not extend beyond the center of said walls, and their presence should be permanently indicated on both sides of walls.

5. Every stove, heater or furnace should be connected to a chimney flue. More than one opening to a flue may be permitted but care must be taken that unused openings are safely bricked up or closed with non-combustible materials. A standard fire-clay flue lining should be used. Linings prevent disintegration of mortar and brick and make a smooth flue which improves the draft.

6. Do not run floor joists or other woodwork into chimneys or flues, nor allow wood casing, lathing or furring within two inches of chimney breasts.

7. All floor timbers should be "trimmed" clear of the hearths and brickwork of the chimney, so as not to be in contact with it at any point.

8. Line fireplaces with fire brick or cast iron. If ash pits are provided, do not pile wood or rubbish against their doors in basement. Keep free space around them so that ashes can be readily removed and also that coals cannot possibly come in contact with combustible material.

9. Be careful of joints between stovepipes and flues, and use thimbles and connections in accordance with specifications and ordinances. If a stovepipe is taken down to be cleaned, be sure that it is replaced and safely plastered in position.

10. After removing a stovepipe from a chimney, close the opening with a metal flue stop; if the flue connection is left open fire may communicate, and if it is closed by being stuffed full of rags or paper the chances are that it will communicate.

A Fable For Builders.

Last summer a good citizen of a certain town not over a hundred miles from almost everywhere, built a wooden house for a woman and her children. He built the chimney of brick because he had to. The chimney was

able to stand alone, so did not have to prop it with wood. But the floors of the house would not stay up without props. The good citizen saved a dollar by using the chimney as a support to the floors. He nestled the ends of the floor joists nicely in the brick of the chimney. He covered up the job and got his money.

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

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

He is making his living by it.



Lines of Interest To Grand Rapids Council.

A new tempo of activity is noticeable since the re-opening of the many banks throughout the country. Apparently the people were awaiting some momentous event before they would give way to that desire to participate in the reconstruction of confidence. The wavering flags of radicalism, fear, jealousy and malicious propaganda have been hauled down and in their stead a brilliant banner of Americanism snaps in the breeze of confidence and patriotism. It was necessary for our President to toss the public and a mulish Congress into the wagon of progression and take his place in the thills so that the procession might be started toward the goal of prosperity. There is a possibility that Franklin Roosevelt will make some mistakes in his zeal to bring order out of chaos, but mark well, my friends, the man who never makes a mistake is the man who never does anything. We are willing to overlook and help rectify, if necessary, any mistakes which may be made in the great reconstruction of trade recovery. We may assure ourselves that no greater task has confronted any man than the stupendous, heart breaking job which confronts the new Executive. If his will, his brains and his brawn, if you please, give back to the American people that which has been lost to them, Mr. Roosevelt will be the idol of all home loving people, whether they be Republicans or adherent of other parties. It is said that a little mouse will stamper a herd of elephants and that the hard heels of a donkey are to be feared; but don't let us be indigent members of the piscatorial group and listen to the bla of political crow-pickers, but present a united front and an endeavor to keep time with the new tempo and roll away those lowry clouds and replace the gloom with golden sunshine. Thomas Dempster, member of Grand Rapids Council and of West-Dempster

Co., has caught the spirit of trade enough to start this week for an extended business trip through the Southern states. Tom believes the time is here for progressive firms to start the ball rolling faster by getting out after business like they really meant business. A hustler's enthusiasm will inoculate more doubtfulness than most any other type of propaganda. One likes to imitate those who are going ahead and enough of those hustling ambassadors of business will start us back to prosperity with a bang.

The prize optimist these days is the pickpocket.

What this country needs is a Senate that will become as irate at a deficit as it does at a sergeant-of-arms.

Many of the old timers will recall a two fisted, business hunting, hard working traveler with a cheerful smile and a hard gripping handshake in the person of Howard Ives. Howard has been off the road for several years enjoying a well earned rest. When he was on the firing line he represented the C. W. Mills Paper Co. in the territory North and West of Grand Rapids extending up to Mackinaw City. Through his success he acquired a liberal amount of stock in his company and was on the board of directors. As this is written it comes to us that Howard is in poor health as the direct result of an accident suffered several years ago. It is with regret that we Mrs. Ghysels second prize and Mrs. Groom the consolation prize. The

learn of Howard's ill health and no greater tribute could be paid an old comrade of the road than calling on him and join in reminiscing of old times when livery barns and suspenders were in style. Howard lives at 123 Fuller avenue and will be greatly pleased to greet any of the boys who might call.

Some of the boys the past week said they experienced either an echo of the Los Angeles quake or else a slight tremor in this vicinity. We were prone to believe the several stories when news reached us that made clear the reason and whyfore of the tremor. We learned that Joe Major, in a spirit of co-operation with the new President, started a clean-up campaign. His first and last attack was staged in his basement at 506 Lyon street. Joe in his zeal for cleanliness forgot his stature and when he straightened up to rest his aching back he—well, there has been no lucid explanation from Joe as to whether his head hit a beam of the ceiling or whether the beam hit his head. Whatever the cause, Joe acquired a bump on his head which prevented the comfortable wearing of a hat. We are glad to announce that Joe was a traveling man too long for a little mishap like the one experienced to put him out entirely.

When you run out of jig-saw puzzles you might take all the things out of the bathroom medicine chest and while away a few minutes wondering what the heck about three-fourths of them are doing in there.

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

Ray Bentley is again dragging his bungalow trailer with him on his territory. His business is on the upgrade and it is necessary that he carry much more stock with him than in the past. He reports conditions look much better and business is really improving.

Nothing is being produced on a quantity basis in America any more, except schemes to end the depression. We think our President will soon stop production of those by dumping depression over into the dump lot.

The Elk's gave their annual St. Patrick's day party Friday evening in their temple on Ottawa avenue. There were about eight hundred of the antlered brothers present and the program was under the direction of Exalted Ruler Edw. Donahue, a genuine representative of Erin's patron saint. Ed's ready wit and flow of humor added to the program, which consisted of speaking, singing, monologues, instrumental music and specialties. Mr. Donahue is a very capable and efficient presiding officer and the lodge is prospering under his regime. Ed is a member of Grand Rapids Council, as well as many more of the prominent members of Elksdom. Some of those who were present and are leaders in the Council were R. W. Radcliffe, Glibert H. Moore, Oscar Levy, Selby Miller, R. W. Bentley and B. C. Saxton.

This country needs the courage to spend its cash, states one of these here business economists. All right, mister—if you'll put up the cash we'll put up the courage.

Mrs. Sarah L. Powers, 89, widow of William H. Powers, who for many years was president of Powers & Walker Casket Co., died at the home of her daughter, Mrs. Royal F. Lynch, of Wilmette, Ill. Funeral services were held last week at the home of another daughter, Mrs. Stanley A. Emery, 1213 Bates street. Besides her daughters, she leaves two sons, Frank C. Powers and Frederick W. Powers, both of Grand Rapids; a brother, Clarence L. Bradford, of Miles City, Mont.; a twin sister, Mrs. Susan B. Young, of Grand Rapids; four grandchildren and two great-grandchildren. Mrs. Powers was a pioneer resident of this vicinity. She was born in Bristol, R. I., and when 12 years of age came to Michigan with her parents. Mrs. Powers family was descended from Gov. William Bradford, of the Massachusetts Bay colony. Frank Powers is a member of Grand Rapids Council and the members extend their sympathy in the loss of his mother.

There are those who might profit by the Miami tragedy. Mr. Roosevelt's life was saved because he made a short speech and sat down.

During the excitement existing and the tragedy being enacted at Los Angeles a few days ago, one of the citizens decided to shake the place and migrate to a safer place of residence. One of his friends received a letter from him posted at Nashville, Tenn., and he stated that he got into Tennessee just in time to be in the recent cyclone. The letter stated he was on

his way back to California to take his chances with a shaky earth.

The Team Work in Business group, under the direction of Council Leader, H. F. DeGraff, held a meeting in a private room at the Elk's cafeteria Saturday noon. About forty were in attendance. Otto Hess, Kent county engineer, was the principle speaker. He gave information regarding the raising of funds for road work and how the money was spent. Much information was gained from his talk. Another meeting will be held Saturday, March 25, at the same location and at the same hour. Every one who is interested in any business program is cordially invited. Remember Saturday, March 25, at 12:15.

L. L. Lozier reports that business is on the up and up in the Southwestern part of the state and that the general feeling is toward better business and better times.

Some of the boys report that the auto license division of the office of Secretary of State is to be congratulated for the efficiency of service and commended for the courtesy extended to those who apply for titles, plates, etc. The extreme courtesy is to be commended when one considers that all kinds and types of people call at this office for service. Some have a clear understanding of the workings of this bureau, while others are entirely ignorant as to the complications arising in distributing the permits. That division is showing extreme patience and courtesy in handling the crowds that pour into the office daily.

We aren't demanding the peak of prosperity any more. Just a little peek at it would seem a whole lot now.

The Grand Rapids Salesmen's Association held a food show at the John Shoemaker grocery store in Ionia last week. They report a big attendance and a good business.

D. F. Keyes is reported improving, but still confined to his bed. We are glad to hear of his improvement and sincerely hope he will be able to attend our meetings in the near future.

Mr. and Mrs. W. E. Lypps spent the week end in Detroit with Mr. and Mrs. Fox. Mrs. Fox was formerly Marion Lypps, the only daughter of Mr. and Mrs. Lypps.

Commercial travelers of to-day are ever alert to find short cuts in business and travel. One of the hustling young salesmen has informed us that much time may be saved in traveling the route from Rockford to Grand Rapids. The short cut is especially beneficial to those who reside in the South, if one keeps straight ahead on the new pavement, M 114, he will miss all the curves and traffic which one encounters on M 131. The new highway intersects Knapp road about two miles East of Fuller avenue. By following Fuller Southward one misses all the downtown traffic. This appears to be desirable route to follow if one desires to miss the downtown congestion.

There are about forty of the boys who haven't paid assessment No. 211. These members cannot collect insur-

ance in case of injury or death and can only avoid suspension from the order by paying this assessment before March 31. Flowers and sympathy will not buy food, shelter and clothing.

John H. Rietberg, of 25 Kirtland, slipped on hte ice last week and suffered two injured ribs. He is encased in adhesive bandages and suffers quite a lot of pain. He will be laid up for some time as he sells several furniture lines and will be unable to carry his heavy grips.

As we get it, they can't do anything with you for holding a mortgage unless you try to collect on it. When that occurs, most anything may happen to the holder.

The Ladies Auxiliary held a pot luck luncheon and bridge party at the home of Mrs. W. D. Dunbar, 1120 Jefferson avenue, March 14. About twenty-five ladies were present and they report a very successful party. Mrs. Colgrove secured first prize at bridge, proceeds of the party will go to the Widows and Orphans fund.

Harry Nash reports a fine business the past week. He was in the oil district around Alma. While at Hildy's Inn, Harry was asked to convey the proprietor's best wishes to the boys.

The following information has been secured pertaining to the April meeting of Grand Rapids Council. Directly after the business meeting of the Council, the team work group will present their program. One of the features of the meeting will be a reel of moving pictures showing modern road construction. This film will be shown through the courtesy of Selby Miller, chairman of the entertainment committee. The ladies are invited to attend this meeting as well as the men. A luncheon will be served by the Auxiliary. Every member should attend this meeting as much good may be derived from the team work program.

The merchants problem to-day is to keep the stall out of installment.

Phil Crowley's son, who suffered a fractured leg in an automobile accident some time ago, underwent a second operation to reduce the fracture last week. It is reported that this operation will prove successful and that the patient will soon be on the road to complete recovery.

Senior Counselor Wagner has completed most of the details of the work schedule for the Council year. He has appointed thirty broadcasting chairmen whose duties will be to contact ten members and get them out to the meetings. These chairmen will be notified as to the program that will be presented at the meetings and they will, in turn, broadcast this information to the members they are responsible for. This appears to be a good plan to get the membership interested and there is little doubt but what the plan will be successful. Senior Counselor Wagner also reports that cards bearing the entire year's schedule will be mailed out to every member within ten days. This card will give every mem-

ber a lineup of the work for 1933 and up to March 1, 1934.

Gerald J. Wagner attended a meeting of the National Committee of Engineers for trade recovery held in Detroit last week. Mr. Wagner is chairman of zone 3, Michigan committee. He reports that A. G. Guimond, state director of team work groups, has closely allied himself with the movement sponsored by the engineers. Their aims and purposes are contingent upon the co-operation of everyone interested in trade recovery.

Buy American made merchandise from your independent dealer and help American trade recovery. Be American. Scribe.

A Business Man's Philosophy.

Many have been puzzled by mankind's tolerance of unnecessary noise. In England the anti-noise laws are strict. A man would be arrested who drove through the streets in an automobile mounted on tireless rims. The proprietor of a radio shop who annoyed the public's ears with a loud speaker from which belched a mammy song would be jailed within a half hour. It is an offense for an automobile driver to sound a screeching horn.

Many offices are cursed with noise that should be suppressed. Loud talk, loud laughter, and even whistling, are too commonly indulged.

Disregard of the ears of neighbors is a frequent offense. Beautiful summer evenings are often ruined by blatant radios or phonographs.

Probably half of urban noise is unnecessary, and could be eliminated at no expense if proper penalties were provided for those who abuse the rights of those who desire quiet.

Good work is rarely done amid noise. It frays the nerves, interrupts the mind, and upsets the stomach.

A century ago Arthur Schopenhauer wrote: "With all due respect for the most holy doctrine of utility, I really cannot see why a fellow who is taking away a wagon-load of gravel or dung should thereby obtain the right to kill in the bud the thoughts which may happen to be springing up in ten thousand heads—the number he will disturb one after another in half an hour's drive through the town."

William Feather.

Kalamazoo Grocer Chronicles His Conclusions.

Kalamazoo, March 21—I thank you for your recent letter. As you know, I am not a farmer but have mixed with farmers many years listening to their troubles. Most farmers claim farm produce is too plentiful. A large amount of it is of very poor quality. The large buyers use the poor grades as a club to beat down the price of the better grades. An allotment or leasing plan will not remedy that phase of the matter. The plums will fall into hands which never worked on a farm. It seems to me that the way out of our trouble is a gradual elimination of the unprofitable or poor soil farms by the Government for a fair price for other purposes, such as tree planting of the most useful varieties for Government use. We send you best wishes and bespeak happier times, hoping this is not merely a reaction to our recent Congressional antics. M. Calder.

Hard work is a business tonic. Why not try it?

THE COAL DECISION.

The case of the bituminous coal industry, which obtained a decision in favor of its selling pool last week from the Supreme Court of the United States, may prove to be one of "all dressed up and no place to go." The court, as a concession perhaps to present business difficulties, has furnished new garments in the shape of permission to consolidate the selling activities of companies representing 73 per cent. of the output in Appalachian territory, but it has also kept jurisdiction of the case to see that nothing illegal happens in the way of stifling competition or restraining trade.

The decision will doubtless be hailed as another forward step in moderating the anti-trust laws just as the "rule of reason" was similarly received. In the circumstances, however, it would be just as well to watch results before letting enthusiasm go too far. The Supreme Court has approved the set-up of the coal selling agency, approving plans which were previously considered unlawful or decidedly on the borderline, but it withholds judgment on operations because they have not yet started.

The question is, of course, how these operations can be conducted to meet the desires of the industry and at the same time keep clear of the law. Selling combinations are not new. In the cotton goods field, for instance, there are several commission houses which represent large percentages of the output and yet complaints of price-cutting and unprofitable selling are louder there than in other lines not so well integrated. The same complaints are heard from the steel industry, which is dominated by a huge corporation.

If 27 per cent. of the Appalachian coal is outside the pool, then pool prices are likely to become the target for this unorganized minority. Besides this competition, there are quota difficulties to deal with and many other problems. However, those who believe there should be stricter rather than still more moderate enforcement of the Sherman law rather welcome this experiment, since it gives the modificationists an opportunity to see a practical working out of their ideas.

THE STORE OF THE FUTURE.

Over the years Mr. Edward A. Filene, the Boston merchant, has not changed his ideas much on what the store of the future will be. In a recent resume of what is happening to retailing, he still holds, and offers good reasons for believing, that the future store must be small to ensure efficient supervision and at the same time large so that overhead may be low and other advantages of big scale operations obtained.

To effect this combination he would have a chain of department stores, each department of which would be a unit in a chain of similar departments. Mr. Filene does not conceal his admiration for the efficiency of the chains. Particularly, he likes their buying to a retail price—the price minus as con-

trasted with the "cost plus" system used by the older forms of distribution. In line with this thought, he suggests that "sellers" be substituted for "buyers," because what the consumer wants and the price the consumer is most ready to pay far outweigh what the buyer likes and the prices he thinks the consumer should pay. But high-pressure salesmanship gets no praise from him, because he thinks it merely perpetuates buying errors and leads the buyer to re-order what was hard to sell.

What are the prospects, then, for a "chain of chains"? The plan was ignored in the department-store mergers of the boom period, although some approach to it was made in the enlarged central-buying organizations set up by some groups. Since then the trend has set in the other direction. Central offices have been reduced and more responsibility returned to the individual buyers. Style elements enter largely into the question. Staple and semi-staple lines might be handed quite efficiently by Mr. Filene's progress.

BUSINESS RECOVERY SEEN.

The early rise in security and commodity markets during the past week could be interpreted in two ways. One would ascribe it to inflationary influences and the other would take account of high popular approval of the remarkable work done at Washington and the rising belief that business improvement is in sight. The latter seems to be the more plausible view, but doubtless there is a mixture of the two reasons.

For two years, at least, there was a steady waning in public confidence as one emergency after another developed and what passed for leadership grew less and less able to cope with the situation. The contrast of what the country enjoys now with what it had before tells its story and explains the electrically changed state of public sentiment. A basic readjustment has been wrought.

Soon the figures on trade and industry should begin to record the results of this change. For the time being they are merely representing the reaction caused by the Nation-wide interruption of banking facilities. Thus, the weekly business index for the holiday week registers a new low for the depression, only the cotton-cloth series showing a rise.—That this index has fallen only slightly below half the normal mark in such extraordinary circumstances seems cause for congratulation.

Eyes are still on Washington for the remainder of the relief program. The further decline in the exchange value of agricultural for industrial products to 47, as reported by the Department of Agriculture last week, emphasizes the need of action.

IN THE HOUR OF TRIAL.

There is a startling difference between the mood in which a nation enjoys prosperity and that with which it meets emergency. It has been learned too late that the easy living of other days encouraged grave abuses,

the products of greed, selfishness and inconsideration for the common good. But it has been learned already that times of adversity bear a better fruit. Courage and good cheer, neighborliness and mutual aid are everywhere evident as this country realizes how close it came to disaster and begins the long journey back to peace and plenty and security.

The character of a nation or a man may best be judged in time of crisis. Danger discovers courage, trouble is a challenge to the cheerful spirit, adversity develops the will to survive and succeed. And it is good to know, in these dark and doubtful days, that this nation did not lose by easy living the ability to endure and the willingness to work when the hour of trial came.

As it was in the days of war, this emergency has revealed the real unity of the people of the United States. It is not unity of opinion, for there is conflict of counsel concerning all our problems. It is not an agreement of self-interest, for many sacrifices must be made for the general good, and selfishness has become the worst of all offenses. It is not a fraternity of fear, for fear is a solitary evil which knows no spirit of fellowship.

The Nation calls to-day on its resources of citizenship, the courage, optimism and good faith of the vast majority of its men and women. These are elemental, universal virtues, the same for all sorts and conditions of men in every level of society. They are uniting America against a common enemy and beneath the standard of a single purpose. They will win this fight, as they have triumphed before.

DRY GOODS CONDITIONS.

Although retail trade was affected by unfavorable weather early in the week, sales advanced later on, particularly as restrictions imposed by the bank holiday were lifted. Toward the close of the week it was reported that store volume was running well up to the pre-moratorium level and, in some cases where sales were being held, approaching last year's figures. Demand was quite general.

According to early estimates, the first half of the month for the stores in New York probably saw a reduction of around 32 per cent. under the corresponding period of last year. This would mean that the cataclysm in banking affairs produced an additional loss of about 10 per cent., which is regarded as very small, considering circumstances.

Clearing up of financial difficulties means that the stores will launch a very vigorous promotion of Easter offerings. Heavy advertising appears today and will be continued in order to take advantage of the sharp improvement in public sentiment that has developed as a result of the brilliant handling of the banking emergency, passage of the economy and beer bills and rising security and commodity markets. The public's purse-strings are loosening up and at the very opportune time of just before Easter.

A real spurt in wholesale market operations is expected this week. Buy-

ing offices report that many retail representatives will be in New York City to complete orders for Easter merchandise. Some shortages may develop because producers have operated close to actual demands.

OPTIMISM RESTRAINED.

A commendable spirit of caution has characterized most business lines in the face of inflationary aspects and prospects, it must be admitted. Speculative markets may rise, but it is the considered intention of manufacturers and distributors to go slow in stocking up with either raw materials or merchandise until demand points to certainty rather than to merely the possibility of expanded sales.

At various points in the depression there have been both official and unofficial declarations to the effect that "the worst is over" and that large-scale commitments were in order. Each time this cheerful counsel failed to square with developments, and those who followed it had cause for regret.

There are much stronger reasons to believe that similar pronouncements now have more chance of fulfillment, since the realities of liquidation and adjustment have been courageously faced and are being dealt with along soundly constructive lines. Nevertheless, the size of this job is only dimly perceived and it would be rash indeed to look for an immediate and sharp upturn.

These are the considerations which have determined capable business executives to put a curb on too much optimism for the present. They have taken off the brakes, but they want to see the road ahead more clearly before they press down on the accelerator.

FARMERS' DEMANDS.

The militant members of the National Farmers Holiday Association, meeting at Des Moines, threaten another farm strike unless Congress approves their legislative demands by May 3. These demands include a National moratorium on foreclosures, enactment of the Frazier bill to re-finance farm loans at a low interest rate, enactment of the Swank-Thomas bill to ensure cost of production for the farmer's products and Federal operation of banks as public utilities. Conferences at Washington have forecast early action on emergency farm relief, but it is most unlikely that Congress will grant all the demands from Iowa. Strong opposition to any form of price-fixing has been registered by packers and millers, while agricultural interests have indicated disapproval of production control. These and other differences of opinion complicate the task of meeting the agricultural emergency. The farmers will be helped, but they should not expect to be favored more than any other class.

Never seem wiser or more learned than the company you are with. Treat your learning like a watch and keep it hidden. Do not pull it out to count the hours, but give the time when you are asked.

OUT AROUND.

Things Seen and Heard on a Week End. Trip.

Another mile post has come and gone, leaving me a little richer in experience and, I hope, leaving my friends and the readers of the Tradesman with added confidence in my ability and disposition to serve them well and faithfully. On Tuesday evening we assisted Mr. and Mrs. Charles Garfield to celebrate the 85th anniversary of his birth. Two days later the Garfields and Mr. Wm. H. Anderson assisted my family in giving me a good start on my 75th year, which I enter upon with hope and vigor, strong in the belief that I shall function more effectively during the coming twelve months than any previous year of my existence.

Before the end of the present calendar year—if I live that long, which I hope I will—I expect to take part in the completion of fifty years of conscientious and continuous effort to make the Tradesman a worthwhile publication. I have already many special articles in readiness for our anniversary edition, which I hope to expand to 150 pages, if possible.

When I was elected a director of the State Bank of Michigan I transferred my personal account from the Kent County Savings Bank to the first named institution, but continued to make any loans I required at the Fourth National Bank, because I cherished the idea that Mr. Anderson, the President, believed in me and understood my peculiarities better than any other banker in the city. I was soon taken to task by Daniel McCoy, President of the State Bank of Michigan, who asked me why I did not borrow the money I required at his bank. I told him that I might be mistaken, but I did not think a customer should borrow money of a bank in which he was a director.

"If all the directors pursued that policy," said Mr. McCoy, "the banks of this country would have mighty slim picking."

Not wishing to go contrary to the best traditions of the banking business, I presented the matter to William Widdicomb, who was then manager of the Grand Rapids National Bank, and asked for an expression from him.

"You are right and Mr. McCoy is wrong," said Mr. Widdicomb. "During the time I have been connected with this bank in an official capacity, no one has ever seen my name on the front side of a note and no one ever will. I sometimes endorse a note for a friend, as I did for you when you started the Tradesman, but I never borrow for myself from the bank I manage."

I brought this matter up on the occasion of my birthday celebration last Thursday, stating that I believed that President Roosevelt's draft of his new banking law, when it is finally handed to Congress, will contain a provision in accordance with my long-cherished theory.

"I think you are mistaken in that idea," Mr. Anderson replied. "Banks nowadays are making loans on character, rather than agency reports and personal statements which may be made up out of the applicant's head instead of from his books. During the thirty-seven years I served as credit man of the Fourth National Bank I made few mistakes, because I based my conclusions on my knowledge of men, their characters and business methods. If the man who requests a loan within the limitations of the bank to accord him has character and the right kind of background or offers sufficient collateral to cover his requirements, his request should receive consideration, whether he is a director or not. It all goes back to the credit man of the bank. If he is not worthy of the trust reposed in him, the bank must necessarily suffer."

In apparent contradiction to Mr. Anderson's statement, the head of the largest bank in America, Winthrop W. Aldrich, recently asserted that no loans should be made to any concern in which a director of the bank is also a director of the applicant for a loan or line of credit. This is going further than I have ever gone. He has also amazed the financial world by declaring:

"No officer or director or any member of any partnership dealing in securities should be permitted to be an officer or director of any commercial bank."

Mr. Aldrich is a brother-in-law of John D. Rockefeller, Jr., who is the largest stockholder in the Chase National Bank of New York.

Since Mr. Anderson put the kibo on my pet theory I note that a director of the First National Bank of Detroit was loaned \$715,000 the last day the bank was open to the public before it was closed by the banking holiday declared by Governor Comstock Feb. 14.

Referring again to Mr. Anderson and his successful career as the main spoke in the organization of the Fourth National Bank, I wish to improve this opportunity to say a word concerning his policy in making loans. How he reached his conclusions, I do not know, but I do know that he never made a mistake except in the case of two employees who betrayed the trust he reposed in them. No poor account of any consequence ever had to be charged off to profit and loss, because he had a way of quietly working such a customer out of the bank before the crisis was reached. At first I had an uncanny feeling in dealing with him, because I felt as though I stood in the presence of a superman, who knew more about me than I knew myself. This impression gradually gave way to a feeling of mutual confidence and helpfulness, which continued without a single interruption for thirty-seven long and pleasant years. I never again expect to know a man who understands me and is able to guide me in my financial transactions as well and faithfully as Mr. Anderson did.

I am pleased to note that the office of the Secretary of State is taking care

to see that the weak spot in the malt tax law is being repaired by the present Legislature, judging by the following carefully worded letter received last week from the legal department of the office:

Lansing, March 16—Your letter of March 14, addressed to the Hon. Frank D. Fitzgerald, has been turned over to me for reply. I am enclosing another copy of the Secretary of State's report on the operation and enforcement of the Malt Tax Law as requested.

The present malt tax law has not been held unconstitutional by any court. While the writer was a member of the Attorney General's staff, a case was brought by Standard Brands, Inc., to test the constitutionality of the 1931 malt tax law, being Act 100 of the Public Acts of 1931. This matter was held constitutional in every respect. You probably refer to the 1929 malt tax law which was held unconstitutional by the Circuit Court for the county of Wayne the latter part of 1930. This case was not appealed, as a new law was enacted in the 1931 session repealing the old law and giving the new law immediate effect. The recent decision of the Supreme Court of the State of Michigan did not involve the constitutionality of the malt tax law, but merely construed the language of section one regarding the necessity of every place of business having a certificate of registration in case malt products were sold in such places of business. The Supreme Court held that inasmuch as the law licensed the person and not the place of business that any person could operate as many places of business as he desired on the payment of one registration fee.

Several amendments to the present law have been introduced in the legislature and have been referred to the committee on sanitariums. This committee in turn requested me to draft an entire new law including the amendments already proposed and also the recommendations of the Secretary of State included in his report on the operation and enforcement of the malt tax law, dated Dec. 31, 1932. I am just completing the draft of this proposed law and I am turning it over to the Sanitarium Committee of the Senate. As soon as it is introduced and copies are printed, I will send you a copy.

Hugh E. Lillie,
Chief Enforcement Officer.

I was greatly pleased to receive the following letter last week from the widow of the late William Judson:

Kalamazoo, March 13—In the March 8 issue of the Michigan Tradesman you ask for the name of the author who wrote these lines, "Were a star quenched on high," etc.

These stanzas are the last two in the poem Charles Sumner, written by Henry Wadsworth Longfellow in 1874. The first line reads "Garlands upon his grave."

I read the poem a few days ago and was much impressed with the last two stanzas.

(Mrs. Wm.) Mary Cobb Judson.
Mrs. J. E. Swisher, of Ann Arbor, also sent me the same information.

I was greatly pleased to note the thoroughness with which Hon. Chase S. Osborn "cleaned up" on Geo. Welsh at the recent Republican State convention. In undertaking to ride two political horses at the same time, Welsh discloses his true character—or lack of character. Like other men who have no adequate conception of political sincerity, honesty and loyalty, Welsh was relegated to obscurity by the voters in the primary election last fall. Governor Osborn simply sounded taps as the funeral service was com-

pleted. In a personal letter, dated March 13, the genial philosopher wrote as follows:

"I enclose a suggestion for money. Please tell me what, if anything, is wrong with it. Some of these days we have got to have real value behind our money. Perhaps always indirectly we have had that, but never directly. If a man had all the gold in the world he really would not have anything."

I am glad to present Mr. Osborn's ideas without the change of a word and shall be glad to receive the opinions of my readers on this subject.

Two weeks ago Dr. Preston Bradley, of Chicago, stated in a sermon that Hitler would not last three months. I thought then that the great liberal preacher had not given the man the tenure of office he would probably maintain, but when I note how vigorously and wickedly he is persecuting the Jews and the Catholics, I doubt if he lasts three months. No man can make a permanent place for himself by resorting to race hatred and religious prejudice. Germany is certainly to be pitied for following the leadership of such a wretched specimen of humanity as Hitler is proving himself to be.

Since expressing doubt about the formation of a Voluntary Hardware Chain on a National basis, several readers advise that F. Grimes, founder of the Independent Grocers' Alliance (I. G. A. stores), Chicago, is about to launch such a project. He will call it the Independent Hardware Alliance and endeavor to popularize the name as I. H. A. Mr. Grimes has been invited to tell his complete story, but as yet has not responded to my letter. In the grocery field his plan has certainly enjoyed undisputed success and has saved the day for a great many retail grocers.

The Associated Press tells this story from London, England: "Purchasing agents for China and Japan met the other day in the reception room of one of the big munitions companies. They fell to talking as friends and finally compared the prices they were paying. The result was that they went in to see the munitions maker together, put up a united front and went away with a 40 per cent. cut in prices."

I was greatly pleased to re-locate Rev. Kerr B. Tupper in Harry M. Royal's Florida letter this week. Dr. Tupper was pastor of the Fountain street Baptist church from 1884 to 1891. He is now located in Philadelphia, where he preaches about eight months in the year, taking two months vacation in summer and the same respite in winter. Dr. Tupper's predecessor was the late Samuel Graves, who succeeded C. B. Smith as pastor. The latter suffered the agonies of the damned with rheumatism, but undertook to fill the editorial columns of the Grand Rapids Democrat each morning with the same type of vitriolic utterances he had previously made in the Fountain street pulpit. I was reporter on the Democrat in those days

(Continued on page 23)

FINANCIAL

Banking Regeneration Encouraging.

The re-opening of the markets Wednesday brought a characteristically speculative psychology in practically all groups of the market. The spontaneous reaction to constructive measures, taken by the National Government, resulted in stronger security and commodity markets, a natural following.

Reduction of Government expenses appears certain to some degree. The banking crisis has an effect of causing people to accept the fact that some loss will have to be taken. The talk of inflation probably accounted for the initial rally in the various markets. Inflation, however, seems hardly probable in view of the strength in high grade bond prices and in the strength of our dollar the world over. In many countries the new legislation was interpreted as being the opposite of inflation. However, hopes for the future are considerably better if the mopping up process, now started by the banking crisis, is allowed to proceed on a constructive basis. A sudden recovery from existing conditions hardly seems logical or likely. The process of liquidating the burden of indebtedness is now under way. These adjustments take time. There are many unsolved problems—heavy tax loads, the spread between agricultural and manufactured goods prices, the uncertainty surrounding some of the insurance companies and mortgage concerns and the railroad and unemployment problems. Only a gradual clearing up of them is logically expected.

The 1933 crisis was brought to a head by the National banking suspension. A sounder recovery is being made by the rehabilitation of Government credit. Credits will be released, hoarded and idle funds will go into the market and the processes of reconstruction of earning power are in the making, even though they may be slow. The fact that these have been started is extremely encouraging.

Jay H. Petter.

Necessity of Keeping Our Dollar Steady.

Appointment of a dictator for the foreign exchange market, like so many things that have been proposed in the last two weeks, has been accepted as a brilliant move merely because it has been done in the past. There was, of course, a very real reason for exerting supervision over the foreign exchanges during settlement of the banking crisis. At the same time it should be recognized that it takes more than the mere appointment of a czar to solve this aspect of the financial problem.

In this connection it is important to realize that the task of regulating exchanges to-day is very different from what it was in 1917. At that time the United States was on top of the heap in so far as the financial strength of nations was concerned. Fundamentally we still occupy that position. As a result of our banking and financial crisis, however, the dollar has become relatively less attractive and many of the principles of 1917 no longer are applicable.

Specifically, the problem facing us to-day in connection with foreign exchanges is whether we are going to work back to the gold standard as quickly as possible. If we are, the foreign exchanges in a very short time will be able to get along without the benefit of a czar. The United States still has a favorable trade balance and, consequently, the American dollar, with sound policies in this country, should not need artificial support in the foreign exchange market.

The answer to this question rests upon what we propose to domestically. If a genuine cleanup of the banking system is forced through and if the Federal budget is brought into an honest balance, the domestic value of the dollar will be protected. On the other hand, if the banking cleanup is handled in a slovenly manner and if a wide-open end is left in the budget a domestic financial situation will develop which again will undermine confidence abroad in our stability.

The doubt as to just which of these courses will be followed has been clearly reflected in the foreign exchange market this week in spite of the presence of the czar. On Monday, when the banks opened, there was widespread belief that vigorous policies would be followed in this country with a view of returning to a full gold standard as quickly as possible. As a result, the dollar was strong in the foreign exchange market, sterling dropping substantially below where it had closed at the time of the bank moratorium.

On Tuesday there began to be questioning about the vigor with which a cleanup of our financial system would be pursued and consequently American dollars were weak. On Wednesday fluctuations were wide with the dollar going down during the first part of the day and then strengthening materially later. In view of our having a foreign exchange czar these fluctuations have been disturbing. It is to be hoped, accordingly, that such variations can be prevented in the future. It will be possible to do this, however, only if there is a clarification of our domestic policies.

Ralph West Robey.

[Copyrighted, 1933.]

Barter is growing. It's growing in certain sections at a rate that may carry serious import for retailers and others in the distribution picture. Exchanges where farm produce, miscellaneous goods, professional services or

what have you can be swapped have been set up in Los Angeles, San Francisco, Salt Lake City, Oklahoma City and many smaller towns. "Swap days" are held monthly in Henderson, Abilene, and Corpus Christi, Texas. Pained retailers realize that every direct swap between producer and consumer constitutes a short circuit which leaves them utterly out.

No cock would crow long if he stopped scratching.

The worst bankrupt in the world is the man who has lost his enthusiasm. Let a man lose everything else in the world but his enthusiasm and he will come through again to success.

A. E. KUSTERER & CO.

The Oldest Investment Banking House in Western Michigan.


543 Michigan Trust Bldg.
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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 . . .

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12 Community Offices

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

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

BUSINESS INSURANCE

The best insurance for your business is a connection with a strong bank which is ready with its support in emergency, and its co-operation in the hour of opportunity.

The GRAND RAPIDS SAVINGS BANK,
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CHASE OSBORN'S PLAN.

Proposes Food Dollar Based on Wheat.

I desire to propose a new currency, the base of which would be a Food Dollar, and to ask consideration for it.

The minimum unit of issue would be One Food Dollar. There could be bills in the amounts of Five Food Dollars, Ten Food Dollars, Twenty Food Dollars, Fifty Food Dollars, One Hundred Food Dollars. This food currency would bear the stamp of the Government of the United States: "Good for One Bushel of Wheat or its Equivalent."

This money could be printed in any volume deemed wise and practical. The first use of it would be to exchange it, with all state and National banks, for the frozen assets that might be regarded as eventually worth par. It might also be used to guarantee bank deposits in whatever degree is necessary.

This food currency would have at once both a material and a psychological value. Its greatest purpose would be to translate life and its nourishment into terms of money.

A standard bushel of wheat of good quality has the same number and volume of invariable calories of nourishment.

The life-nourishing value of a bushel of wheat bears a definite practical and scientific relation to everything else that enters into the nourishment of life.

Human life is the one thing of basic value upon the earth. All things that tend to nourish it have a relative value.

Everything needed for the enjoyment of life, for its welfare and happiness and its material well-being in all directions may be measured in terms of nourishment. It takes a certain known quantity of nourishment to sustain life for one hour and one day. Food values can be determined quite nearly enough by calorie measurement. The value of indirect necessities may be arrived at by computing the quantity of life-nourishment time required for their production.

Thus the material, physical values of a food currency are indisputably apparent.

The psychological value of it is almost as clear. Some time, somewhere, in some age, all humanity has been the victim of starvation. Lack of food may have been caused by tribal wars or by famine or by epidemics or by absence of transportation or some other physical agency. Consequently man has a congenital, conscious and unconscious fear of starvation. He does not always realize it is starvation he is afraid of but that is really what it is. If he could have in his pocket or at call a dollar which could be translated into food which would sustain his life, he would at once feel at ease in mind and body.

Our present currency has gold for its redeemable base. Gold cannot sustain life. It has no real value. Hence it is a fiction. I realize that it is perhaps only a unit of measurement such as a yardstick, but that does not cure the element of fear attached to it.

The world is confronted by the fact that the so-called gold standard is obsolete. There are only two major countries in the world to-day on the gold standard. France is on a 20 per cent. basis. The United States is on a 40 per cent. basis. The balance of the world is practically on no basis at all. Hence the gold standard so-called has long outlived its purpose and has become completely a myth.

There has been no change whatsoever in the capacity of the earth to nourish mankind, except that, with the use of better methods, it has been increased. All civilizations of history have developed in regions where human life could be fed. For instance, the United States occupies the greatest human-nourishment zone upon the earth.

The question may be asked at once, what effect would this food dollar have on a gold dollar? The answer may be that it shall have no effect whatsoever except perhaps to sustain and support our present wobbly currency system.

It may be asked whether a dollar good for a bushel of wheat or its equivalent would stimulate too much the production of wheat. That is where the phrase, "or the equivalent," comes in. Wheat would be used simply as a unit of measuring real value.

The question might be asked, where is the wheat or its equivalent. The answer is, in the soil, to be won by the industry and applied intelligence of all the people of the earth and in this instance particularly of America.

In order to adopt food currency, there would be no necessity for any change in the banking system of the United States and other than such as has already shown itself desirable. The issuance of this currency would not be fiat. It would have a more permanent base than anything else in the world. There would be no inflation because, if it should happen that the frozen assets which are to be transformed into liquid money by this new currency became liquid and were paid, the food dollars or other currency could be retired automatically.

Our present deflation has been caused by an endeavor to compress the circulation and volume of money in the United States to a safe relationship to the supply of mythical gold. When it became apparent that deposits and trust money were being used for speculation and that even the United States could not pay 40 cents on the dollar in gold, a great fear seized the masses. It is estimated that the withdrawals of deposits

in the United States because of this fear amounted to \$6,000,000,000 in less than a year.

It is not necessary to proceed with more evidence to prove the wisdom of issuing food dollars. They are not to be a dole or a gift, but to be earned in the same manner as any money. They would not partake of the nature of the greenback dollar nor of the erg dollar, nor of the commodity dollar, because food dollars would have a complete and unvarying, measurable value. The scientific world has long sensed that the gold standard is obsolete. The masses know there is something wrong with it.

I do not claim that this or any new currency will cure the dishonesty of mankind, nor is it offered as a prophylactic for methods of life and business that are poor and worse.

The United States alone can nourish two billions of people and some day shall do so. That is the number now living upon the earth.

Chase S. Osborn.

Polan, Worth County, Georgia.

Chase S. Osborn is a well known American. He is in his seventy-fourth year. As Governor of Michigan, Mr. Osborn paid all the debts of the state, cut the tax rate nearly in half, and left several millions in the treasury, a record that has not been equalled in the history of America. He gave Michigan the workman's compensation law, submitted woman suffrage, abolished the brewery-owned saloon, etc. He is a writer and a student. His travels and investigations and explorations have covered the entire earth. Mr. Osborn often is referred to as one of America's most hopeful philosophers. He is a member of many scientific, art, social, and fraternal organizations. Born in Indiana, he lives in Michigan in the summer and in Georgia in the winter.

Regulate, not abolish, bank affiliates.

Prediction: Hitler won't long make a hit.

A Business Man's Philosophy.

In the Sunday newspapers one section is usually devoted to theater, movies, radio, books and music. Next Sunday when you are ready your newspaper, pick up this section and note the range of first-class entertainment that is available for the people, even for those in humble circumstances. Then, if you are over thirty years old, recall how different to-day is from fifteen years ago.

To-day the best that is offered in the arts may be enjoyed by every one. The finest jazz and classical music comes over the radio; the foremost actors and comedians are to be seen and heard in the talkies; public or circulating libraries supply books, and museums exhibit the best examples in pictures and sculpture.

Was Beethoven a greater man than the inventor of the radio, or than the business man who pays the bill for the broadcasting of a Beethoven number? Is Ed Wynn, with his ability to entertain millions, a greater man than the inventor of the talking machine? They are silly questions, of course.

The sunset on a beautiful summer's day would be just as lovely if every one in the world were blind. But, through magic, we were suddenly given the gift of sight, which would we thank more—the power that created the sunset or the power that gave us sight. Who will say?

The world is an interesting place now, and it is becoming more interesting. Millions have had eyes and ears all their lives, but only within recent years have they been able to enjoy the use of these senses to the fullest extent.

William Feather.

Gift Sale.

A merchant in Ohio used the samples given him by various manufacturers for a sale that was reported to have been more than commonly successful. The samples were put up in baskets, and an advertisement run in the local newspaper announcing that, with each purchase of \$1 or more of goods on a certain day, one of these baskets of samples would be presented as a gift. It is claimed that, in addition to materially increasing sales on the day of the event, the plan was highly effective in obtaining distribution of samples under conditions which gave the samples added value in the eyes of the customer.

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RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

Awakening of Commerce To Some Stark Realities.

Virtually all branches of the food industry met at the January convention of wholesale grocers in Chicago. There was much talk, much of it sufficiently meaningless, but here and there glimmered a bit of light to indicate, maybe, that commerce is rubbing its eyes, having just been rather sternly awakened to some consequences of government tinkering with commercial and economic fundamentals.

One speaker referred to a school of opinion which he calls ultra-conservative. That is that our wisest course is to "allow natural processes of deflation to run their course unhindered" and that "any attempt to inject artificially or to obstruct this evolution is to delay the eventual arrival on a firm basis."

He went on: "I think all of you can agree with the soundness of this reasoning, but the obstruction to embracing this principle is that if we all subscribe to it there is doubt if any of us will live long enough to draw another easy breath."

Thus because we have not the calm courage to abide by our sound judgment we abandon logic and chase after false economic gods, and the result is to hamper recovery still further. For it is a fact that artificial regulation of economic processes never helps them onward—something so difficult that no man ever has found a way to do it; but experience amply shows how easy it is for virtually any scheme of planned operation or what have you can retard economic progress.

"If we all subscribe," says the speaker. Having just acknowledged that economic processes work out best when let alone, he hedges with the statement that if let alone we shall not live to see return of good times. Therefore, let us interfere with the orderly outworking of those processes.

It is precisely such muddy reasoning, want of clear logic, ill considered efforts to regulate that have slowed up recovery not only during the last three years but in every other economic disturbance through which we have passed hitherto. Wonderful would it be if we could learn, once for all, that to go on an economic spree brings headache; that to take another nip the morning after to taper off only postpones our pain and makes it worse; that there is just no other way—one trouble with having a run for our money is that it is a long walk back.

Here, now, for example, is the canning industry. The new association president summarizes the industry's troubles, thus: Excess capacity; under-financing; uninformed planning; lack of industry viewpoint.

That might all be translated into any other industry's difficulties. Let us

work it into the grocery business. Excess capacity—far too many grocers for the food industry to support; under financing—grocers everywhere not only operating on a shoe string but knowing little or nothing about how to tie that string; uninformed planning—opening stores not needed in poor locations, with no background of grocery business knowledge; lack of industry viewpoint—complete ignorance of the economics of grocery distribution.

Now, whether it be canners or grocers, when too many crowd the industry, what possible way out is there except the elimination of the surplus—and who will be eliminated except weak canners and weak grocers? To try to avoid that process by associated efforts to help weak canners or grocers to stay in business, or otherwise, is simply to delay recovery, readjustment to a sound economic basis.

Nor is this something new. More than twenty-five years ago I saw in Kinsale, Virginia, the plant of a canner of tomatoes, operated on a shoe-string. It was owned by an inexperienced young man who had been attracted by a previous good canning season. He had a good stock on hand when I saw him and the market was in fair condition, but his plant was not. The machinery was housed in a shed the like of which was below even what was then commonly seen in rural Virginia. It had not been cleaned up. It had been rained on. It might, perhaps, be restored to a sanitary condition fit to use; but anybody could know that the man would crumple up and blow away with the first whiff of adverse conditions of market or otherwise, which is just what he did.

To-day the woods are so filled with weak grocers that to my mind the only hope for any numbers of associations is to raise the requirements for membership until they embrace only real merchants, else they will fail under their load of misfits.

The day of reckoning cometh regardless, believe me. Any attempt to stem the tide in its course can but pile up further disaster.

"During the last few years," continued the new canning president, "there has been injected into the industry the financial power of the United States Government with its unlimited resources, aiding some canners by loans in unfair competition to others who were not so aided. This has developed to a point where not only is the Government in the position of the banker for some canners, but in order to protect its loans finds itself in the canning business, selling and manufacturing goods in competition with privately owned canneries. We foresee the dangerous possibilities of the future."

You just better believe we do, Mr. President, and we ain't seen nuthin' yet—except, maybe, that the unlimited resources above referred to are not so unlimited as we formerly thought they were. Fact is, our country's resources are prodigally ample for every legitimate governmental activity, but all the wealth on earth will never suffice for the orgy of reckless spending and incurment of obligations for the future which has been increasingly pursued

by our city, state and National governments during the last thirty years.

Special taxes, designed to hit chain stores only, were inaugurated in Indiana. At the time it seemed clear to me that grocers everywhere would live to regret that move. Now, on Jan. 23, a meeting occurred in Indianapolis reported thus:

"Advancing the reason that a state sales tax is not necessary at this time to raise sufficient revenue to operate the government, more than 500 grocers and representatives of food distributors and manufacturers joined in protest. Delegations throughout the state were included. The group went on record as vigorously opposed."

We sow the wind and we reap the whirlwind. Indiana's chain tax has not worked out as planned, either in its incidence or its net revenue. So precisely what was clearly foreseen has come about: Indiana politicians have scented new tax blood, which they like far better than retrenchment, and the outcome is apt to be radically different from what was expected. Those Government fellows are not good at figuring how needless services and employees can be cut from the payroll—not much of that. When given a new hint, they take it—whole. Let us beware of sowing the wind.

Paul Findlay.

Under-dogs have behaved better than upper-dogs.

A Business Man's Philosophy.

I wonder if other people are as weary of organized money raising as I am. I dislike service on such committees, and I dislike the visits of committeemen.

To the credit of the depression it must be acknowledged that it has eliminated many nuisances, among them some of the money raising rackets. Those organizations that have survived the withering blight of hard times are probably doing noble work, but I wish they could find some way of financing themselves without crowding all the news out of the papers and without tormenting me.

I am not a stingy man, as people go, but I am tired of paying out money to meet bureaucratic pay rolls.

William Feather.

Combination Sales.

Many stores report good results from combination sales. In these sales two or more items are offered together at a special price. If the articles are bought separately, the full price is asked. A store in Los Angeles sold a combination of electric toasters and jars of preserves. Another store put on a sale of nuts and glassware. A variation of this type of sale is the "one-cent sale." Articles are sold in pairs—the full price being charged for one, and one cent for the second article in the combination.

CANDY FOR EASTER APRIL 16



Announcing....

The removal of our general offices from Grand Rapids, to Portland, Michigan, where all future official mill business will be transacted. Also announcing the removal of our Grand Rapids Warehouse from Ottawa & Weston to the Pere Marquette Freight House where your every need will be promptly serviced.

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MEAT DEALER

Milwaukee Meat School Is Success.

Describing activities of the Meat Classes conducted at the Milwaukee Vocational School, Milwaukee, Wis., and which are sponsored by the Wisconsin Retail Market Men's Association, Willard Boldt, the instructor, told the members at a recent meeting that the enrollment is the largest since the course was started at the instigation of Joseph F. Seng in 1923. The night classes especially are filled to capacity.

Meat marketing and management are taught in the day classes, which consist of three groups, viz.: apprentices, young men having contracts with their employers to serve a period of apprenticeship with the understanding that the employe is to receive a certain salary and that the employer is to teach him the trade; seniors, students from 16 to 18 years of age who, according to the state law, must attend the vocational school one day of eight hours a week; and specials, those students who come to the school on a voluntary basis, or more often than the law requires. Many of the special students are high school graduates and unemployed people and most of them are over twenty years of age.

"My day classes," Mr. Boldt said, "are larger this year than any year since the organization of the class in 1923. At present over ninety students attend my classes one or more days a week. In former years the average was about sixty students per week.

"The depression has affected my day classes to the extent that it is almost impossible to give meat cutting. This is due to the lack of patrons in the school cafeteria.

"Securing employment for these young men is almost impossible. At present 40 per cent. of the students are employed. This is unusually high.

"I attempt to give the students enrolled in the Meat Marketing and Management classes information and training on subjects that they cannot receive when working in a market. In meat markets it is usually production, while in school it is education.

"The night school cutting classes are filled to capacity. This year there is an unusual demand for meat cutting. In order to accommodate as many as possible, the course has been cut down to one night a week for eighteen weeks. In other words, I have four groups a year which meet on Monday and Wednesday nights.

"The market management night class was not offered this year because of lack of interest and members, and a general reduction in funds available for night school work. This is the first year the course has not been offered.

"The vocational school during the last year has made a special appeal to unemployed people of Milwaukee to continue with their general education and trade training. At present we have over 1,800 students taking advantage of this opportunity. A student may come as often as he desires and take as many courses as he desires.

"Allow me to make this suggestion to you meat dealers who have men working only part time. Why not en-

courage them to take advantage of this unusual service offered by the school. Of course, I would suggest the Meat Marketing classes.

"I have worked with Mr. Henry Turck, the former educational director, for eight years. Time does not permit me to enumerate all the things Mr. Turck has accomplished. I want to thank Mr. Turck for his splendid co-operation in promoting educational projects for meat workers. The meat industry is proud of you, Brother Henry Turck. The new educational director appointed to take Mr. Turck's place is equally qualified. I have worked with him for some time and I realize and appreciate the good judgment shown in appointing him.

"We are all aware of the conditions existing in the meat industry. One of the major problems facing the independent retailer to-day is to educate the people to changing methods of retailing. To do this the meat dealer himself must understand and adopt the newer methods.

"Your association has always been very active in promoting and sponsoring projects which benefit both the retailer and consumer. The Milwaukee Association has always been the leading meat organization in the United States for educating meat workers. In this day of low prices, chain store competition, depression and municipal difficulties, the meat dealer, I believe, must take on another responsibility. That is, to help your brother meat dealer so he can help himself in keeping up with the present changes, problems and conditions.

"Figures show that the number of meat dealers failing is very high. Many of these failures could be prevented. If there ever was a time the meat dealers might render a great service to the meat industry, it is now.

"What the outcome will be for 1933 is hard to predict. I do know there are dealers belonging to your association who would welcome you with open arms if you would come to their assistance and help them solve some of their problems and difficulties. It is our duty to help the brothers who are in distress.

"Let our first aim be to serve. The least I can do is to volunteer my service to help meat dealers who are in need of help. I want this association to feel free to call upon me for help. If I can contribute anything to your meetings which you think will be helpful to members, please do so. Your competitors, the chain stores, hold meetings in which they train their managers and clerks.

"This is the time to educate the meat dealer. He must know costs, cutting tests, overhead, inventory margin, have proper book-keeping records, and understand the essentials of good management. Meat dealers must apply principles of salesmanship. It does not require salesmanship to sell T-bone steaks, but it does to dispose of the slower moving cuts. Show him by demonstration how to sell merchandise and handle various types of customers; how to find out the customers' likes and dislikes, and to listen to their suggestions, criticisms and comments. Why not install a suggestion box?"

Should Watch His Chance To Render Service.

When clerking in one of three large grocery stores under one management in Los Angeles in 1920, a lady enquired for a certain article. Our store happened to be out of this article at that time and I directed the lady to the company's other store nearby, saying she could most likely get it there. She departed and I thought no more about it until later in the day I was asked to come to the manager's office. He asked me if a lady had asked for this particular article and I told him just what had happened. As near as I can remember he then said, "You thought you were doing the best thing, but we always make it a practice when out of an article to telephone to our other store and if they have it send a messenger to get it for the customer. These people come here to buy and it is our business to have what they want right here. If there is any running around to be done we will do it and keep the customer in our store."

I will never forget that incident. Here was a big business, three large busy stores, built not on price but on service.

Service, cheerfully given, is one of the greatest weapons for gaining trade in the hands of the independent grocer to-day. Many people look at cut prices only as an indication of low quality, but few people completely forget service rendered. The cost in effort is small compared to the returns in good will created.

The chains are bound by rules by which the local manager must abide. The independent grocer is bound only by his own desire to please and serve his customers. He can make it pleasant for patrons to trade at his store. He must be on the alert to render impartially such added services as he can.

One grocer told me recently of a customer for whom he obtained and sent out money orders. "This lady," he said, "had no way of going to town during postoffice hours. She left her money and letters with us. Our delivery man obtained the money order, placed it in the letter, sealed and mailed it. The next time she came into the store she took the stub and any change that was coming to her. Doing this for her cost us only a little time, but this lady trades from fifty to sixty dollars a month with us."

Possibly these are exceptional instances, but they only go to show that there are hundreds of ways of giving added service which cost us only our time and trouble, but which give us a

return far beyond what we may expect at the time.

It is the independent grocer's good fortune to be able to render such services and he should be on the lookout for just such opportunities. He should welcome them and make the most of them, for they pave the way to a sure source of profit in the days to come.

Sam Sugarsax.

Something New in Cutters.

A machine which attracts a lot of attention will cut delicate glass tubing or heavy glass rods, synthetic resins, tough alloy steels, or even silicon carbide or diamonds—and cut them as clean as a whistle. It is even claimed that it will cut the hardest of all cutters, tantalum carbide.

I saw one bar of tooled steel which at one end had been cut at high speed in the usual way. This end was discolored from the heat of cutting, and was burred at the edge. The other end had been cut by the new machine, and was smooth as a mirror. A cross section of a nickel tube that had been cut looked as if it had gone through a polishing operation afterward. But it hadn't.


The secret of the new machine is that cutting is done under water and at slower speeds than are usually applied to such difficult substances. Incidentally, the cutting wheels have to be replaced less often than in dry cutting.

Chapin Hoskins.

The first man to quit work is usually the last one to be promoted.

Men are known by the way they walk, talk and balk.

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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.

Getting Into Personal Touch With the Customer.

In times like these, it is more than ever important for the hardware dealer to establish and maintain personal contacts with his customers.

Not merely is the contact of the merchant himself with the customer important; but the merchant's helpers can likewise establish contacts which will help business.

With this fact in view, one wide-awake merchant in March—before he launches the spring selling campaign—goes over his prospect lists with the members of his staff. He discusses with his salespeople the individual stove, paint, builders hardware and other prospects. He finds out which member of his staff is in the best position to establish a contact with this or that individual on the list. "See him the first chance you get, and sound him out," says the dealer.

It is quite frequently the case that some prospect who is only slightly known to the dealer himself is a warm personal friend of some member of his staff. Obviously, the personal friend is the one best qualified to approach him. And while no salesman should urge buying on purely personal grounds, it is quite legitimate to ask a friend to come in and see for himself just what you have to offer.

There may have been a time when a hardware salesman took the stand that his duties ended when he left the store for the day. But the vast majority of hardware salesmen right now realize quite clearly the importance of drumming up business for the store whenever and wherever they can. Moreover, it is when he is off duty that the salesman is apt to run into the most promising prospects. It is an easy thing to interject into ordinary conversation the casual suggestion, or even the more earnest personal invitation which will induce the prospect to come into the store and see what you have.

If you have never made a practice of this kind of outside work, now is a good time to start.

Quite apart from what may be done in chance contacts, business can be stimulated by outside salesmanship. In the early stages of the spring selling campaign it may be found worth while to have your salespeople call on builders, architects, leading members of athletic associations, farmers and prospects in various lines.

Getting into touch with farm customers depends largely on the state of the roads. If the roads are good enough, it may be worth while to drive out once or twice a week. The average farmer right now is not eager to buy, but he will be quite willing to talk; and it will usually be found worth while to "visit" a little and take time to work around to the subject of business. If you can't get out yourself, send one of your best salesmen. An inexperienced salesman is apt to

do more harm than good. The country canvass, if you undertake one, should be mapped out systematically. Plan the salesman's route so that his time between stops will be as short as possible, in order that he may find more time for chatting with his farm prospects. Before the salesman goes out, talk over with him the individuals on whom he is to call and their probable requirements.

If a personal canvass of farm prospects is impossible, you can get in touch with them in two ways. If your community has, say, a Saturday or Wednesday market, go out on the market and meet them. Go in the morning, before business in the store gets too heavy. Many farmers can be reached also by the rural telephone. Don't make your talk a purely business one; show a personal interest in the farmer. If a member of his family is ill, ask about him; ask about the girls and boys. Sympathetic interest carries quite a bit of weight with the farmer, as it does with everybody.

Merchants do not always give as much attention as they should to new arrivals in the community. The hardware dealer is apt to say to himself: "This newcomer has to buy somewhere. I sell hardware; and between good window trims and aggressive advertising, I ought to get my share of his trade."

That is well enough if all the hardware dealers follow the same conservative method. But if among half a dozen dealers, one takes the time to make a personal call on every newcomer, to introduce himself and his business and to welcome the stranger to the community—then the situation is decidedly altered.

The newcomer, then, is pretty sure to give the bulk of his trade to the hardware dealer who has shown a friendly interest in him. So, even from the crude dollars and cents standpoint, it pays to take a friendly interest in the newcomer.

In the long run, the personal work you do in the weeks preceding the spring selling campaign will pay well. The results may not show in immediate sales; but the missionary work done in March and early April will lay the foundations for a good trade from April to June.

Then, making it a regular practice to establish contacts with individuals will give you numerous additions to your prospect lists, and ultimately to your list of steady customers.

Don't make such a canvass perfunctory; or limit your interest in what you are doing to the dollars-and-cents aspect. Cultivate a friendly interest, a real interest, in people. Friendliness makes a lot of difference in selling. And the habit of friendliness can be cultivated. Sympathetic interest in the individual, and the knack of discovering and remembering what interests him, will prove immensely helpful to the salesman. And at the same time the salesman, by such contacts, will broaden his outlook and increase his understanding of human nature.

In outside work of any sort, it is important to know your goods. That is essential if you are to give people the sort of service that will win and hold their trade.

Take time to talk over the subject of outside selling with your salespeople. A staff conference may be very much worth while. You can not merely impart but you can secure a lot of helpful information about people; and the information you get will enable you to deal with them more intelligently. Incidentally, staff conferences of this sort will give your salespeople an even clearer understanding and appreciation of the fact that the success of the business is vitally important to them. Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 7.—On this date final meeting of creditors was held in the matter of Ray Waters, individually and as the surviving copartner in the copartnership of Thomas E. Waters & Son, Bankrupt No. 4950. Trustee present; bankrupt present and represented by Kim Sigler, attorney. Creditors represented by G. R. Credit Men's Association. Bidders present on sale of accounts. Claims proved and allowed. Trustee's amended final report and account approved and allowed. Bill of attorney for trustee approved and allowed. Balance of accounts receivable and trustee's right to certain real estate sold at auction. Order made for payment of administration expenses, preferred claims, supplemental first dividend 10 per cent, and final dividend of 8.5 per cent, to creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to district court in due course.

In the matter of Edward A. Smaglinski, doing business as the West Side Clothes Shop, Bankrupt No. 5154. The first meeting of creditors has been called for March 23.

March 7. On this day final meeting of creditors was held in the matter of Richard George Humphrey, Bankrupt No. 4947. Trustee, bankrupt and certain creditors present in person. Creditors represented by G. R. Credit Men's Association. Trustee's final report and account approved and allowed. Order made for payment of administration expenses and balance funds to apply on account of preferred labor claim; no dividend for general 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 appointment of receiver in the matter of General Freezer Corporation, Bankrupt No. 5140. This concern is located in Grand Rapids. This is an involuntary matter and the schedules have been ordered filed, upon receipt of same list of creditors, liabilities and assets will be made herein.

March 13. We have to-day received the schedules, reference and adjudication in the matter of Lloyd L. Lake, Bankrupt No. 5160. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedule shows assets of \$12,500 (debts due on Open Accounts) with liabilities of \$2,798.75. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

March 13. We have to-day received the schedules, reference and adjudication in the matter of Valley City Oil Co., a Michigan corporation, Bankrupt No. 5149. The concern is located at Grand Rapids. The schedules show assets of \$73,585.04, with liabilities of \$66,518.51. The first meeting of creditors will be called and note of same made herein. The list of creditors is as follows: DeBoer Bros., Grand Rapids ---\$13,674.59 Cosden Oil Co., Fort Worth, Tex. 33,676.65 Imperial Ref. Co., Clayton, Mo. 5,148.53 Barclay, Ayers & Bertsch, G. R. 137.38 B. L. Blinstrub, Detroit 24.55 City of Grand Rapids, Grand Rap. 721.34 Cosden Oil Co., Ft. Worth, Tex. 1,287.48 Elec. Clock Corp., Chicago, Ill. 75.00 W. H. Kessler Co., Grand Rapids 26.35 Lackawana Trust, Toledo 94.69 Lynch-Clarisey Co., Chicago 942.87 J. T. & T. F. McAllister, G. R. 467.45 William McGinley, Ft. Worth 1,157.60 Mfgs. Appraisal Co., Philadelphia 100.00 Martin & Schwartz, Buffalo, N. Y. 13.84 Rose Engraving Co., Grand Rapids 40.00 Rossville Com. Alco Co., Lawrenceburg, Ind. 782.40 Seidman & Seidman, Grand Rapids 80.00 Ver Wux & Co., Grand Rapids 4.38 Wyoming Township, Grand Rapids 410.91 G. R. Savings Bank, Grand Rapids 2,800.00 St. Louis Can Co., St. Louis, Mo. 1,178.41 Amer. Nat'l. Bank, Grand Rapids 1,600.00 Lynch-Clarisey Co., Chicago 1,250.00 Naph-Sol Ref. Co., Muskegon 250.00 Kennedy-Morris-Ames Co., G. R. 100.00 C. G. Kuennen, Grand Rapids 50.00

Capitol City Oil Co., Lansing --- 429.09

In the matter of Ralph L. Jones, Bankrupt No. 4794, final meeting of creditors was held under date of March 7. M. N. Kennedy, trustee, was present and represented by Jackson, Fitzgerald & Dalm, attorneys. No creditors were present or represented. Trustee's final report and account as corrected was approved and allowed. Order directing trustee to abandon all the bankrupt's right, title and interest in and to the estates of Charles A. Jones, deceased, and Minnie Jones, deceased. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 100 per cent, as well as for payment of balance of funds on hand to the assignee of the bankrupt. No objection to discharge. Files will be returned to U. S. District Court.

In the matter of John Timmer and Henry J. Tepper, individually and as copartners as Timmer & Tepper, Bankrupt No. 4932, final meeting of creditors was held Feb. 4. Trustee present; bankrupts present by Seth R. Bidwell, attorney; certain creditors present in person and represented by Steketee & Steketee, and Robert S. Tubbs, attorneys. Bidders on accounts present. Trustee's final report and account approved and allowed. Claims proved and allowed. Bill of attorney for bankrupt approved and allowed. Balance of accounts receivable sold to highest bidder. Order made for payment of administration expenses, preferred claims and first and final dividend of 6.18 per cent. No objections to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

March 15. We have to-day received the schedules, reference and adjudication in the matter of Norman Fremont Miller, Bankrupt No. 5161. The bankrupt is a resident of Kalamazoo, and his occupation is that of a painter. The schedule shows assets of \$120 of which the full amount is claimed as exempt, with liabilities of \$994.10. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

In the matter of John A. Vander Kolk, Bankrupt No. 4935, final meeting of creditors was held Feb. 23. Trustee present; certain creditors and bidders present in person. Trustee's final report and account approved and allowed. Balance of accounts receivable sold at auction. Bills of attorneys for trustee and for bankrupt approved and allowed. Made order for payment of administration expenses and preferred claims as far as funds would permit (93 per cent dividend on preferred labor claims). No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

March 17. We have to-day received the schedules, reference and adjudication in the matter of Elizabeth Milne, individually and doing business as Elizabeth Milne Shop, Bankrupt No. 5163. The bankrupt is a resident of Grand Rapids, and her occupation is that of a buyer and saleslady. The schedule shows assets of \$150 of which the full amount is claimed as exempt, with liabilities of \$3,016.42. 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.

March 17. We have to-day received the schedules, reference and adjudication in the matter of William S. Moon, Bankrupt No. 5164. The bankrupt is a resident of Cadillac, and his occupation is that of a locomotive engineer. The schedule shows assets of \$690.28 of which \$500 is claimed as exempt, with liabilities of \$3,890.36. 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.

March 16. We have to-day received the schedules, reference and adjudication in the matter of Claud A. Struble, Bankrupt No. 5162. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$3,250, of which \$250 is claimed as exempt, with liabilities of \$2,897.66. 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.

March 17. We have to-day received the schedules, reference and adjudication in the matter of Frank Reddy, Bankrupt No. 5166. The bankrupt is a resident of R. F. D. Kalamazoo, and his occupation is that of a farmer. The schedule shows assets of \$4,872.50 of which \$1,427.50 is claimed as exempt, with liabilities of \$9,470.50. The first meeting of creditors will be called and note of same made herein.

March 17. We have to-day received the schedules, reference and adjudication in the matter of Elton H. Simpson and George W. Liesveld, copartners doing business as Muskegon Heights Memorial Works, Bankrupt No. 5165. The bankrupt concern is located at Muskegon Heights. The schedule shows assets of \$26,904.44 with liabilities of \$12,044.43. The first

(Continued on page 15)

DRY GOODS

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

Re-orders For Curtains Limited.

Retail stores are reordering sparingly on Spring curtains, taking goods in the extreme low end ranges and small quantities of medium and better grade merchandise. Producers contend that the comparatively slow demand for merchandise is due to unfavorable weather conditions more than any other factor. They predict that a sharp improvement in demand will develop before the close of the month. Some manufacturers, preparing for such an increase in sales, approached curtain cloth converters this week with orders for material for delivery over the next thirty to ninety days. The majority of buyers held up their orders, however, when the suppliers asked $\frac{1}{4}$ to $\frac{1}{2}$ cent above the market for future deliveries.

Wall Paper Volume Shows Rise.

A substantial increase in the volume of wallpaper sold this season is looked for by manufacturers, who report that sales so far this year had exceeded by 5 to 7 per cent. the volume of the corresponding period last year. Most of the rollage moved, however, has been in the extreme low-price ranges and, as a result, dollar volume is lower than in 1932. Retailers are re-ordering freely on papers priced up to 50 cents per roll, but are taking only limited quantities of goods in the ranges above that level. At the present time, producers are working on new lines which will be shown to the trade early this Summer.

Staple Hosiery Sells Best.

With the sharp decline in favor for mesh and lace full-fashioned hosiery, staple styles selling below \$1 will furnish the trade with the bulk of the Spring and Summer volume. Because of its high price and the fact that it is something of a mesh style, the non-run number is not expected to make any appreciable strides during the coming season. Although a few stores have done good promotional work on the non-run style, most retailers have pushed it in a perfunctory manner, with the result that the volume originally expected has not been attained.

House Ware Orders Decline.

Orders for housewares are less numerous this week than last. Stores reported themselves well stocked with goods for immediate sale, although some re-orders for cutlery and other kitchen tools were placed Monday and Tuesday. Small electrical appliances for kitchen use are wanted in limited quantities for immediate delivery by stores holding special promotions.

Note Increases on Finished Goods.

In some instances price advances are being put into effect on finished merchandise. The advances are small, and in most cases are on low-end lines made of staple cottons. Slips and house dresses were said to have been ad-

vanced from 25 to 50 cents per dozen above prices quoted before the moratorium. In one instance an increase of 30 cents was noted on shoes. Buying executives said, however, that the need of manufacturers for cash and the keen competition among retailers for volume will tend to restrict marked price advances at this time.

Dinner Ware Buying Shows Gain.

Re-orders for moderately priced domestic-made dinner ware increased sharply this week as stores began replacing goods sold in special promotions of the last ten days. The demand for merchandise is confined to the smaller sets available around \$5. Japanese dinner ware has been declining in sales volume for the last two months, retailers report and the American-made goods, in the popular price ranges, have benefited by the development. An increasing call for imported ware of European make and of high quality is noted by the stores.

Await Easter Millinery Spurt.

Indications point to a brisk call for pre-Easter millinery in the period directly ahead. The bank holiday set back retailers' normal buying covering Easter merchandise from ten days to two weeks and the expectation is that the time lost will be made up in a spurt of active purchasing. While straw millinery is popular owing to the vogue for suits, considerable attention is being given fabric hats. The head-dress type of millinery, taking its inspiration from the headgear of African natives, is being stressed in better lines.

Gain in Collections Due Soon.

No marked improvement as yet has developed in collections on outstanding accounts by the garment trade. It is expected, however, that new checks covering March 15 payments and those received during the bank holiday will flow through re-opened banking channels rapidly, and that before the end of the week the situation will have improved substantially. A corresponding improvement will result, it was added, in payments to mills and textile factors which were halted by the moratorium.

Novel Jewelry Orders Gain.

Activity in novel jewelry increased during the week, with both local and out-of-town stores filling in stocks for current selling. Comparatively little buying as yet has been done for pre-Easter retailing. Interest has centered largely in pins, clips and bracelets, with orders for necklaces showing a decline. Both tailored and sports merchandise is in demand. Items set with colored stones are coming into greater prominence, particularly in goods to retail at \$1. Blue, white and coral lead in color preference.

Low-End Corduroys Advance.

Prices on low-end corduroys have shown a firming tendency in the last ten days and in some cases are 1 to 2 cents per yard higher. The very cheap grades which go into the manufacture of boys' pants are reported to have moved from 30 up to 32 cents per yard. The slightly better ranges, quoted previously at 34 cents, are now being held around 35 cents. A small

but steady amount of business has been coming into mills, with an improvement in volume expected shortly.

Expect Higher Blanket Prices.

Blanket prices, when they are officially named, which in most cases will be before the end of the month, will be substantially higher than forecasts made a few weeks ago. The low close-out quotations prevailing on many numbers were withdrawn last week, indicating a firmer market. In some quarters the opinion was expressed that new season prices would be 5 to 10 per cent. higher than those previously predicted, bringing the all-wool styles up to 80 to 82½ cents per pound possibly. Retailers were in the markets seeking some goods for immediate sales.

To Price Blankets This Week.

Leading lines of wool and part-wool blankets will be opened to the trade this week, according to the plans of important mills. While predictions are made in some quarters that quotations will be almost on a par with these of last year, other opinions incline to the belief that some reductions, while not as sharp as estimated a few weeks ago, will have to be put into effect. All-wool styles will probably range in prices from 80 to 85 cents per pound.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 14)
meeting of creditors will be called and note of same made herein. The list of creditors is as follows:
County of Muskegon ----- \$ 284.27
First State Bank for Savings, Muskegon Heights ----- 1,150.00
Osborne Co., Newark, N. J. ----- 79.21
Chaddock, Winter, Mulder & Alberts, Muskegon ----- 100.00
Fulton Street Cemetery, Grand R. ----- 6.68
Oakhill Cemetery, Grand Rapids ----- 18.40
Woodlawn Cemetery, Grand Rapids ----- 10.00
Vermont Marble Co., Cleveland ----- 118.00
W. C. Townsend, Zanesville, Ohio ----- 29.98
Rock of Ages Corp., Barre, Vt. ----- 1,463.00
Garfield Park Cemetery, Grand R. ----- 3.00
Greenwood Cemetery, G. R. ----- 10.00
Quincy Ave. Granite Co., Quincy, Mass. ----- 15.10
Paris Township Cemetery, G. R. ----- 17.00
Milrose Granite Co., St. Cloud, Minn. ----- 146.50
Muskegon Bldg. Materials Co., Muskegon ----- 10.00
Brunner & Lawy, Chicago ----- 17.35
Ruemelin Mfg. Co., Milwaukee ----- 11.45
Columbia Granite Co., Westerley, R. I. ----- 10.00
Washington Park Cemetery, G.R. ----- 3.47
St. Cloud Granite Works, St. Cloud, Minn. ----- 26.50
O. F. Ainsworth Co., Hardwick, Vt. ----- 7.50
Columbia Marble Co., Knoxville, Tenn. ----- 6.75
Herbert & Ladrie, Barre, Vt. ----- 152.00
Holland Cemetery, Holland ----- 1.25
Muskegon Hdwe. Co., Muskegon ----- 1.64
Anderson Bros. & Johnson Co., Warsaw, Wis. ----- 43.20
Granite City Granite Co., St. Cloud, Minn. ----- 347.00
E. J. Barchelder Co., Barre, Vt. ----- 265.00

E. N. Rock & Son, Barre, Vt. ----- 10.00
Zeeland Cemetery, Zeeland ----- 9.00
Godart Rengle Co., St. Louis, Minn. ----- 3.74
Letter Granite Co., Barre, Vt. ----- 12.00
Pyramid Granite Works, St. Cloud, Minn. ----- 315.80
A. M. Simmers, St. Cloud, Minn. ----- 166.82
Fairplanes Cemetery, Grand Rap. ----- 18.94
Republic Granite Co., Barre, Vt. ----- 178.00
Mich. State Industries, Jackson ----- 13.00
Pyke River Granite Co., Marinette, Wis. ----- 12.50
Dakota Granite Works, Mills Banks, S. D. ----- 63.00
Grand Haven Cemetery, Grand H. ----- 3.50
Mrs. Esther Liesvelt Simpson, unknown ----- 1,000.00
Muskegon Heights Lumber Co., Muskegon Heights ----- 16.88
Excelsior Granite Co., Barre, Vt. ----- 179.00
Anderson Friberg Co., Barre, Vt. ----- 3,100.00
Rock of Ages Corp., Barre, Vt. ----- 125.00
North Barre Granite Co., Barre, Vt. ----- 700.00
Marathon Granite Co., Wausau, Wis. ----- 100.00
E. G. Ladwich Co., Mansfield, Ohio ----- 150.00
Waldron Sheldt & Co., Barre, Vt. ----- 600.00
Pyke River Granite Co., Marinette, Wis. ----- 250.00
Robert Hunter Granite Co., Mills Banks, S. D. ----- 300.00
G. Jaschek, Muskegon Heights ----- 150.00
H. Wren, Muskegon Heights ----- 205.00
March 16. In the matter of Otsego Waxed Paper Co., a corporation, Bankrupt No. 5146, first meeting of creditors was held to-day. Bankrupt present by officers of corporation and represented by Wilkes & Stone, attorneys. Certain creditors present in person and represented by Howard & Howard, and Hoffman & Hoffman, attorneys. Claims proved and allowed, or objected to. Fred G. Timmer, Grand Rapids, trustee; bond \$10,000. C. E. Nelson, President; L. R. Wegner, auditor; L. W. Dickinson, Treasurer; and M. A. Hart, Secretary, of bankrupt corporation, each sworn and examined before reporter. Trustee granted authority to have audit made if he considers it necessary. Meeting adjourned to April 6.

March 18. We have to-day received the schedules, reference and adjudication in the matter of Frank A. Nash, Bankrupt No. 5167. The bankrupt is a resident of Sheridan township, Newaygo county, and his occupation is that of a farmer. The schedule shows assets of \$1,595 of which the full amount is claimed as exempt, with liabilities of \$1,722.20. 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.

March 20. We have to-day received the schedules in the matter of General Freezer Corporation, Bankrupt No. 5140. This is an involuntary case and the scheduled assets are \$850 with liabilities of \$1,107.87. The first meeting of creditors will be called and note of same made herein. The list of creditors is as follows:

John H. Schouten, Grand Rapids ----- \$425.00
Hazeline & Perkins Drug Co., Grand Rapids ----- 20.50
Federal Asbestos & Cork Insulator Co., Milwaukee ----- 306.90
Bixby Office Supply Co., Grand R. ----- 7.69
Tony Battenberg, Grand Rapids ----- 9.20
Central Michigan Paper Co., G. R. ----- 18.80
Crane Co., Grand Rapids ----- 16.79
Foote & Jenks, Jackson ----- 73.46
Graybar Elec. Co., Chicago ----- 54.97
Merchants Storage & Transfer Co., Grand Rapids ----- 85.70
Taylor Instrument Co., Rochester, N. Y. ----- 4.61
Ter Molen & Hart, Grand Rapids ----- 9.00
White Star Refining Co., Detroit ----- 63.00

Walter S. Lawton of Grand Rapids, writes as follows: "The Tradesman is a welcome visitor. Only good words are spoken for your journal all over Michigan, which the writer has covered for more than thirty-five years."

VAN LEEUWEN DRY GOODS CO.

237-241 Fulton St., W., by the Bridge
DISTRIBUTORS OF

Bear Brand
Buster Brown
Manikin Full Fashion
Complete Line of Notions

Hosiery

GRAND RAPIDS PAPER BOX CO.

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

G R A N D R A P I D S M I C H I G A N

HOTEL DEPARTMENT

Earthquakes • Do Not Appeal To Mr. Verbeck.

Los Angeles, March 18—Talking about earthquakes, a sort of modified dice shaking, I cannot say that they appeal to me, for the reason that like Eddie Cantor's song, "All about my operation," they give unbridled conversationalists an unending topic so far removed from "sunshine and roses" one feels they are out of line with California requirements, besides giving a lot of front page advertising in positive discord with the idealisms of real estate sharks. However it is all over with. The mortality may keep apace with a few day's traffic casualties, but no more are predicted for half a century at least. So Californians are willing to drop the subject.

Every morning I pick up a Los Angeles newspaper and staring me in the face from the classified advertising pages are scores of offerings of cafes, restaurants and lunch counters on the bargain counter. Already established, or really "hanging on," are hundreds of these institutions which must ultimately give up the ghost. Caterers, prospective and otherwise, do not seem to realize that individuals of the present day do not consume as much food as they did a few years ago, and when they do eat anything, especially down town, they are in a great hurry to get the matter off their minds, hence they demand simple and instant service. Most of us remember when the mid-day meal was a dinner and some function at that, where men especially would sit down to a well-laden table and discuss business affairs by the hour, but to-day the same captains of industry, if they have time to spare, proceed to their conveniently located clubs and the restaurant operator waits for them in vain. Then, again, the checks are much smaller in value. Even at the prescribed dinner hour few take advantage of the table d'hôte dinners. An entree, salad, dessert and beverage are to the average individual what used to be designated as a "square meal." At banquets alone, and at a few restaurants of foreign accent and hidden from public view, can you find any more of the eight and ten course dinners. Nobody seems to want to eat them. The rules of dieticians, health lecturers and physical culture magazines are too strict. Dinner, instead of being a place where wit, humor and geniality meet and wrestle with each other, now is a mere halt between the office and the movies. Even the custom of dining out is disappearing. Instead of boasting how much you can eat, you brag about your limitations in that direction. Even the breakfasts have been curtailed. The restaurant man, instead of loudly proclaiming his specialty of ham and, now comes forward and unobtrusively suggests dehydrated sawdust. But the conventional luncheon has now taken the place of the "regular" dinner, and its composition is getting to be a sandwich and a cup of coffee at some convenient drug store, where stenographers perch uneasily on stools before the marble counters of soda fountains, guzzle root beer and malted milk while munching leaf-thin sandwiches of chopped egg and peanut butter, pimento cheese and chicken salad. Thousands more of able bodied workers, standing with one foot upon a brass rail, absorb denatured beer combined with spare ribs and sauerkraut. The key to the whole situation is that everybody is in a hurry. Habit formed gastronomic activities are abbreviated and the man who thinks he can keep up with the mad rush with his offerings of liver and onions has a rocky road to travel. Eating is no longer a treat, but a necessity quickly glossed over. Hence the "for sale" signs in cafe windows. It is interest-

ing to speculate on what will be substance and length of meals, twenty, fifty or 100 years from now, when the world has proceeded further along toward its unknown goal, which now seems to be speed. In 1927 I prepared an article which was published in the Saturday Evening Post, on the food problems of the future, in which I suggested that the food tablet, based on vitamins and calories, would take the place of dining rooms, dishes and the washing thereof. Even a serum of some kind may be suggested, when the food destroyer would walk up to the rail and have a tablet dropped on his tongue from sugar tongs, or a "shot" of serum from a hypodermic engine. Now I see advertised in the health journals prepared on this plan food which will cost you \$3.50 for a month's supply, based on your particular type of requirement. It is proper to state that this is the idea of some Hollywood housewife, reminding me of the days when alfalfa, shingle shavings, carrots and such were served in feed stables, as we used to know them, in my boyish days. Now, does this antedate the day when people will stop eating entirely? Will restaurants and hotel dining rooms close their doors because nobody eats any more, except a few bewhiskered "hill billies," still clinging to the ideas of the Pilgrim fathers? It would seem that one of these contingencies must become a fact, judging from the gradual diminishing of the hours and the amounts that the average person consumes in his eating now, compared with those absorbed by his ancestors.

Mr. and Mrs. Joe Oberlin, Traverse City, rushed me over to a section of the Arroyo Seco Canyon, where they introduced me to the Switzer-land of California, and, incidentally, America. It starts in a few miles from Pasadena, is reached by a thirty foot scenic highway, affording the most inspiring views of San Gabriel Mountain peaks, deep gorges below, and distant cities spreading across the valleys to the sea. Just off the main highway in the upper canyon the U. S. Forest Service has opened a series of shaded public camps. They are popular. Here under the canyon oaks and alders we find coffee shops and auto parks, and if you want to "hoof it" for a few miles—meaning four—you will have a suggestion of the Alps. Or, for the measly sum of two simoleons, you can charter a burro and struggle with him down the pathway. It seems one Commodore Switzer (probably known in story and song, though I am shy on data) built the first log cabin in 1884 on the brink of a high waterfall in the upper Arroyo Seco, in a region which has been known as one of the wildest, most rugged gorges in the entire Sierra Madre range. Now it has been discovered and there is even a "gold rush" in that direction. Would like to write more about it, but my gas-burning friend operated so expeditiously that telephone poles were akin to a picket fence. If, however, my Michigan friends visiting California wish to view it, I am at their service as unofficial guide and trapper.

There is an old saying that "hope deferred maketh the heart sick," and Will Rogers announces that he "serves his country best" who dies first and gives the jackals in the revenue department a chance to fuss over his belongings. Sometimes I think I may be getting into the crustacean class, especially when I read some of the modern day Aesop's Fables, which prior to the Roosevelt inauguration were promulgated by certain high lights in the late administration. One of the last gasps was that Santa Claus story to the effect that countless billions were being taken out of the old tea cannister, and that millions of tourists were floating around the country and disbursing \$19.34 per capita

for sustenance, not taking into account the vast number who came out here to wax fat off their relatives. Col. Robinson, a big man among the financial statisticians, attempted to explain that there was a visible dropping off in the number of this class of victims, due, no doubt, to the change of administration the week before. They used to tell us about a certain type of prosperity being "just around the corner," but just now some pessimism prevails, due largely, I presume to the recent Long Beach unpleasantness, but I am willing to predict that the Nation, or at least that portion of it located in California, will endure for a time, without even, the influence of Federal commissions and such. Now, that the bank holidays are apparently over with we are mostly easing off on the dried apple and water diet and educating ourselves to face prosperity and the Roosevelt ideas with a smile.

Sufficient progress has been made in the various ramifications of the insurance committee of the American Hotel Association to warrant the prediction that through amended classifications the hotel owners of the Nation will be saved many millions in insurance premiums annually. No longer will the creditably operated hotel be subjected to the penalties of extra-hazardous rates which were never, at any stage of the profession, justifiable.

Southern California has had, up to the present, nearly nine inches of rainfall for the season, and considerably above normal. It has been the loveliest winter I have ever seen here. It has crowned and covered with snow all the bigger mountains and you can see them from every direction. Even the bathers in the Pacific surf can gaze upon them while basking in the sunshine. The lawns are all green, the foothills are one mass of emerald, just like sunny June in Michigan.

Dog fanciers are making an effort to get the California legislature to repeal the law making it a misdemeanor to harbor canines in hotels, apartment houses and all institutions having to do with the serving of food. A leading veterinarian here refused to intervene for the reason, as he stated, that it was an outrage on the canine species to house them in close quarters such as are provided in hotels.

M. H. Turner, operator of the Highland Pines, announces his appointment as general manager of the Inn, at Charlevoix, for the coming season. This hotel is owned by the Pere Marquette Railroad, and was managed for a long period of years by the late A.

**Hotel and Restaurant
Equipment**
H. Leonard & Sons
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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

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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 headquarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

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Traverse City

Rates Reasonable—Service Superb
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GEO. ANDERSON, Mgr.
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New Hotel Elliott

STURGIS, MICH.

50 Baths 50 Running Water
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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

I. Creamer. It will be rehabilitated and ready for opening this coming season. Mr. Turner was associated with Mr. Creamer in the operation of a winter resort at Southern Pines, N. C. With Mr. Turner will be associated William E. Flynn, Dan. C. Walsh, Lee MacDonald, Leon M. York and James T. Flynn, who were at the Inn last season.

It is reported that the old Peninsular Tavern, at Tecumseh, will be rejuvenated and opened for business in a short time. This institution was erected in 1827 by General Joseph W. Brown and was conducted as a hotel until 1909, when it was razed. The huge black walnut front door, the old lock and other relics of the former establishment will be utilized in the rehabilitation of the Tavern.

The life of the hotel operator in many instances is not particularly a bed of roses. Down in Texas a bellhop of a leading hotel undertook to transport a guest's auto to a neighboring garage. Somehow the car got lost in the shuffle and a flinty-hearted judge decreed that the hotel should finance the loss, which, on the surface, looks unreasonable.

Now that it looks as though good old beer is to be dug out of the trenches, the question naturally arises: How is it to be distributed among the thirst victims? Someone has read in ancient history that the groceryman used to be the official dispenser of the amber beverage, but one naturally wonders if he can stand the gaff of the heavy license charge which will follow any action which may be taken in this direction.

While hotel earnings were undoubtedly much affected by the recent bank holiday, quite a number of hotels here are beginning to feel encouraged over a visibly increased business since the gate was removed from the treasure vaults. Now all that remains to be accomplished will be the stabilization of all bank operations and there will be no danger of so-called "runs."

Howard A. Smith, former night manager of Hotel Norton, Detroit, has been appointed night manager of the Hotel Tuller, under resident manager Robert Hensley. Prior to his association with the Nortons, Mr. Smith was manager of Highland Towers, Highland Park.

Chef Pierre Berard, of Andy Weisberg's Merchandise Mart restaurants, Chicago, was the fortunate winner of the "Free French line trip to Paris recipe contest." Every item supplied therein was produced to formula and carefully checked up as to its availability. A good trip is ahead for Pierre and other restaurateurs will look forward to a publication of the formulas.

Leonard Hicks, whom we all know as general manager of Hotel Morrison, Chicago, recently underwent a serious operation, but is now reported on the road to recovery.

Samuel Plotkin, owner of the Plotkin chain of hotels in Detroit and Pontiac, has filed suit for \$2,500,000 damages against the Union Guardian Trust Co. in the Federal Court. According to Mr. Plotkin's statement, an agreement between him and the trust company was made in 1927 whereby they were to receive 2½ per cent. of several of his hotels, in lieu of other payments, but the agreement was disregarded.

The women's auxiliary of Detroit Charter of Greeters, No. 29, are engaged in conjunction with the Michigan Hotel Association, in furthering

the work of final repeal of the eighteenth amendment.

Speaking of the eighteenth amendment, the Literary Digest, which covered itself with glory over its predictions of the results of the late presidential election, now prognosticates that the repeal of said amendment will be carried beyond a doubt. Only two states out of the entire forty-eight—Kansas and North Carolina—are expected to vote against it.

Mr. and Mrs. Joseph Oberlin, who have been spending the winter in Los Angeles, have trekked back to Michigan, certain business matters there demanding Mr. Oberlin's attention. Their determination, when they left here, was to spend the summer at their comfortable cottage near Traverse City.

In Southern California there are almost as many divergent roads to health as there are to heaven. No matter how you want to be cured you easily can find someone who will assure you that you can be cured in some particular way. There are not only dietitians—there are folks who will prescribe a fig cure or an orange cure or a date cure or a raw cabbage, carrot or tomato cure, or what have you to sell? There are those who, if you prefer, will cure you by the laying on of hands—on your pocketbook. You are assured that mind is everything and matter doesn't matter, but they all make a material charge. We have them at every turn—Chinese herb doctors, Hindu teachers, clairvoyants and others too numerous to mention. It is surprising the number of people who claim to be ailing, and yet everything and almost everybody depends on the California weather as the greatest panacea of them all. Notwithstanding all this, very few undertakers are seen in the bread lines.

In Michigan one's promotion efforts are exerted in the direction of getting people to come there during the summer and no thought is given to securing winter patronage. Out here they endeavor to stampede folks by offering the inducement of frozen snowballs for breakfast in July. The hotels mostly advertise "snow" as an added attraction. You auto up and down the valley highways with the thermometer at 90, and have spread before you continuous snowbanks a few miles away. A lot of people, for instance, go to Mount Baldy, forty miles afield, to spend their Fourth of July period, where their hands get cold and they propagate chilblains, and call it heaps of fun. Even now, with the snow eighteen feet deep in the Owens River country, a hundred miles distant, the hotels are doing a very good business. But I also make note of the fact that when they get back down where the sunshine makes overcoats superfluous, and roses are blooming, and lawns are lovely and orange blossoms scent the breeze they heave sighs of satisfaction from the depths of their hearts. And there is just a perpetual contrast, and again those thousands of automobiles entering the down-town district.

Someone asks me about Mr. and Mrs. Ernie McLean, formerly operators of Hotel Park-American, at Kalamazoo. They are still out here in Los Angeles as snug as a bug in a rug. I see them frequently and they are both enjoying the best of health.

Without regard to politics the hotel men of Washington seemed to have enjoyed President Roosevelt's inauguration. Wonder how they will feel if the presidential term is extended to six years? Frank S. Verbeck.

Not more laws but fewer and better laws is what the country needs.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Marquette, March 10—Would like to know if you can give me any information in regard to two fakers. One goes by the name of N. Demornink, of Campau Lake. The other, J. R. Derteen, has a Plymouth car No. 1071-127. The pair swindled the town with coupon books, but they obtained real goods from me under false pretenses. C. R. Nelson.

Mr. Nelson was informed that these crooks are the ones who swindled hundreds of Southern Michigan merchants with the alleged coupon book scheme which has been repeatedly exposed by the Tradesman. A day or two later we received the following additional information:

Marquette, March 15—Your letter of March 13 at hand.

Will state that J. R. Derteen drove a Plymouth car No. 1071-127 license. H. Demornink drove a Studebaker.

They obtained merchandise from me under false pretenses, giving fake addresses and lying about everything.

I have learned since that J. R. Derteen was recently arrested at the Soo for crooked work. They sold alleged coupon books to merchants which proved to be a fake.

They had a swell looking dame with them, driving a Pontiac coupe.

I am enclosing note and coupon book. Look them over and then you may return or turn over to the state police. C. R. Nelson.

The State Constabulary has already been given information concerning these men, who will some of these days find themselves playing checkers with their noses in Marquette or Jackson prison.

Bad check workers are tending to shift their activities to the smaller towns of the state as a result of the determined campaign against them waged by the Tradesman. At the same time a long list of warnings received within the last two weeks indicate that, whatever their field, they are hard at work, and that they are not entirely neglecting the larger cities by any means. Merchants should remember that it always is dangerous to cash checks for strangers and they should consistently refuse to do so.

The scheme jewelry men are again very much in evidence. They hail from Cleveland, Detroit and other markets. They offer various assortments of junk at prices varying from \$50 to \$500. They usually throw in a show case. They are very prolific in promises, but the contracts they present for signatures expressly state that no verbal agreements are of any effect. They usually promise to sell no other man in the same town and then immediately sell every merchant they can induce to put in a line of their junk. Any merchant who will read the contract carefully will never sign it unless he is hypnotized by the florid talk of the agent. In one case recently a merchant was told by his attorney that he had put his head in the lion's mouth by signing such a contract. He looked the agent up at the hotel and asked him to cancel the contract. The agent promised to do so, but the goods came along just the same. The merchant refused the shipment and returned unopened the threatening letters sent him

by the alleged attorneys of the wholesale house. The matter dragged along for several weeks, when the shipper ordered the goods returned. Even if the business is legal—which is a matter of very grave doubt—the tactics pursued by the unscrupulous agents who sell the junk are so objectionable as to bring the entire proposition under suspicion and cause all reputable merchants to avoid handling the stuff.

Grand Rapids, March 20—We note in your paper a few issues back a complaint as to the manner in which the Tropical Paint & Oil Co., of Cleveland, does business, and we enclose herewith a postal card we received from them this morning.

Will say that we had some difficulty with this outfit a few years ago. We bought some paint from them to paint our steel clad sheds and the paint is all peeling off. Their representative promised to give us new paint if we would agree to pay for the labor putting it on, but this isn't exactly satisfactory because the labor putting it on, scraping off the old paint, is going to represent a pretty large amount of money, so we have made up our minds that they are a bunch of unrelies.

Van Keulen & Winchester Lumber Co.

Armand Company, Inc., Des Moines, manufacturer of toilet articles and cosmetics, ordered to discontinue the policy of requiring purchasers of products for resale to agree to maintain resale prices fixed by respondent and to agree not to sell to price-cutting retail dealers.

T. H. Banfield, Berkeley, Calif., engaged in furnishing correspondence courses of instruction in secretarial duties and business administration and in selling rebuilt typewriters, ordered to discontinue the use of the word "University" in trade name or in any way as descriptive of the business conducted by respondent, to discontinue representing that a students' foundation co-operates with respondent's school or assists the pupils, when such is not the fact, and to discontinue representing the regular prices as special, reduced prices.

A massage cream which was advertised as having the power to build tissue, to abolish sunken cheeks, hollow shoulders, flat busts and remove wrinkles, was placed on the market by Tiffany Laboratories, Cleveland. The Federal Trade Commission has ordered this concern to cease representing that tissue can be built up by application of this massage cream and other similar representations, as well as to cease asserting that the company owns or operates a laboratory and that a person named Jean H. Tiffany is or ever has been connected with the company's business. The company had waived hearings on the charges and consented that an order against it be issued.

Class in Politics.

"Pa, what's the difference between a statesman and a politician?"

"A statesman, my son, wants to do something for his country; a politician wants his country to do something for him."

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.

Resolutions Adopted By Michigan Board of Pharmacy.

Moved by Clare Allan, supported by Earl Durham, that the Michigan Board of Pharmacy here resolves:

First, that it is the desire of this Board to offer to Blair Scott our thanks for the loyal services he has tendered us and the State during the past few years since his connection with this organization.

Second, that we desire here to record that it is with great regret that we were compelled to change Mr. Scott on this territory to facilitate economy.

Third, that we want it most emphatically understood that there was no dissatisfaction in any way with Mr. Scott's work. He was handicapped in the present plan of operation because of the fact he did not operate an automobile and in order to secure the economy demanded by the state administration, we felt it absolutely necessary that our inspectors should drive cars in order that more territory might be covered.

Fourth, we most heartily wish to commend to our fellow druggists the work of Mr. Scott and assure him he has the love and friendship of every member of the Board, and of every druggist in his territory.

J. W. Howard Hurd,
Duncan Weaver,
Earl E. Durham,
M. Norton Henry,
Clare F. Allan,
E. J. Parr, Director.

Report of recent pharmacy examination, Feb. 21.

First examination—passed:

William F. Andrews, Detroit.
Leonard Barbas, Detroit.
Kalman A. Bator, Detroit.
Frederic Philip Besancon, Detroit.
William Bukowitz, Detroit.
Alex Burnstein, Detroit.
Robert L. Fleischer, Detroit.
Harold James Gidley, East Jordan.
William Gnodtke, Ann Arbor.
Martin Andrew Gorman, Detroit.
Melbourne M. Hall, Grand Rapids.
Jack Heneken, Detroit.
David H. Horwitz, Detroit.
Erwin L. Johnson, Jackson.
Samuel J. Levin, Detroit.
Joseph H. McCabe, Detroit.
Morton Miller, Detroit.
Orlso S. Nelson, Manistee.
Walter Papuga, Detroit.
Isadore H. Pelavin, Detroit.
Douglas Barker Robinson, Highland Park.
Henry Z. Sempowski, Muskegon.

Milton Singer, Detroit.

Gerald M. Smith, Mt. Pleasant.

John B. Sochocki, Detroit.

Edward Swickle, Dearborn.

Katherine Wilcox Thompson, Ann Arbor.

Leo Turner, Detroit.

Clarence W. VanBrocklin, Owosso.

Robert W. VanPutten, Grand Rapids

William W. Venable, Detroit.

Louis A. Williams, Evart.

Second examination—passed:

James Gordon Adams, Detroit.

Morris M. Becker, Detroit.

Frederick W. Gaul, Saginaw.

Michael F. Gleason, Detroit.

Samuel Ivan Gluskin, Lansing.

Paul S. Henderson, Saginaw.

Thomas E. Irvin, Detroit.

Earl A. LaMere, Flint.

Meyer E. Millman, Detroit.

Marquerite Ros, Detroit.

Frank H. Scarf, Chicago.

Hagop Toroyan, Detroit.

Virgil Grandt Weier, Utica.

Arno Thor Wheeler, Muskegon.

E. J. Parr, Director.

A Business Man's Philosophy.

Much thinking these days is being directed to methods by which distress and unemployment can be cared for in the future.

This is commendable, but I wonder if our best thinking should not be directed to the mastery of the business cycle. Is the cycle inevitable? Are the violent expansion and contraction of credit inescapable? Cannot gold and currency be controlled? Cannot banks be made safe? Cannot some group like the Federal Reserve Board be endowed with authority and respect comparable to what is enjoyed by the Supreme Court? If the members of such a board were appointed for life, at salaries high enough to relieve them of all temptation to exploit their power, could they not act in accordance with known economic laws, and thus stabilize the purchasing power of money?

Some of the foremost students of economics believe that such an achievement is entirely possible.

The cruelty of the present system is barbaric. It makes a mockery of every decent human impulse. In the period of inflation creditors are bilked of their hard-earned savings, and in the period of deflation debtors are put on the rack.

I see no sense in accepting this situation as necessary. Once people died from malaria, but men discovered a way to circumvent that scourge. They did not do it by building hospitals for the care of the victims. They went to the origin of the trouble.

We will never need the dole in this country if we apply our intelligence to the stabilization of money.

William Feather.

Members of retailers' organizations in at least five cities are charging their customers interest on past-due accounts and finding that the plan encourages early payment. Organizations in a number of other cities are discussing adoption of the plan.

Nobody wants a sick man. The well man has troubles enough of his own. Therefore guard your health.

BIRD OR SNAKE?

Strange Animal Discovered By Harry Royal in Florida.

Sebring, Florida, March 18—Further exploration has been the occupation of our party during the past week. In this expedition we invaded the wilderness as far as Ft. Bassenger. We are advised by old timers that the environs thereabout have much of historic interest associated with the Seminole war, about which much is made in the legends and traditions of Florida, always to be seriously considered by Northern visitors.

With us it took about all of the stamina of our flivver, likewise of its passengers, to make a distance of eighty miles. On one stretch through the palmetto plains it required three and a half hours to accomplish a distance of twenty-nine miles. It was the first time that we had attempted a "back country" road of that length and we saw many things new to us, quite worth the effort.

Palmetto plains do not lend themselves readily to the construction of a highway. On the contrary, every palmetto plant presents a decided handicap to locomotion and these must first be removed from the prospective highway before any speed in progress is possible.

We turned off the Fla-8 highway at DeSoto City, going approximately East for four or five miles on a red clay road which had been fairly well made. Then we passed through a gate, taking us into the cattle country, where ended our clay and brought us to just the native soil, and the only road preparation having been grubbed out of the palmetto plants in the proposed roadway and the construction of a few flimsy bridges.

Tedious and trying as it was interesting things—because they were different to our previous experiences—were encountered all the way. The soil was soft and rutted rather deeply in the wheel tracks, yet there seemed to be a hard-pan beneath the top soil which impeded progress by its roughness, rather more than the soft sand seemed to do.

There were, however, various sorts of soil to be encountered. For the most part it was high and dry, although we

skirted the North shores of Lake Ish-tapoga, next to Lake Okeechobee, the largest in the state. We also crossed Arbuckle's Creek, where a considerable encampment of fishermen was located, and deep and wide enough for navigation by house boats, indicated by the presence of the same. Again we crossed the Kissimmee river, previously mentioned, which rises many miles North of this crossing, passes through a series of lakes and eventually enters Lake Okeechobee at a point on the North end of that lake, as also described in previous letters.

Along the streams we found the familiar tropical wood growth, but the trees showing many more flowering air plants than seen on any previous exploration. Probably, as Swift Lathers would say, "the trees of the tropics are ripe with red roses." Also some water fowl, new to us, were encountered. One particular heron-like specimen was especially indignant at our invasion of its territory and belligerent in its demonstration. Larger than any heron we had ever seen it first appeared on a tree stub near a water ditch alongside our road. From body to beak it had the appearance of a snake—colors and gestures included. It flew along from tree to tree, keeping pace with our car, then dropped into some bushes in the ditch and disappeared. We stopped the car and examined, finding the water in considerable agitation, rippling toward the center, but no sight of the fowl or fish, whichever it may have been. Our guess is that it was a war-like mother bird, with a nest under the bank or in a nearby tree. The significant thing, of course, is that these birds are now nesting and that for this region spring-time has definitely arrived.

A reader at Dorr, Michigan, having read the recent reference to a black-snake thrashing its head as high as the car lamps, writes us with almost a question as to the veracity of the statement. This one may be even more difficult, but "Believe it or not," I can furnish affidavits on both of these statements.

In one section of our drive we found a real sure enough high and dry prairie, such as I was familiar with on a much larger scale in Texas, some thirty years ago. It had a fair run of

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, Therma 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

cattle and a number of houses within view. For about fifteen miles in the midst of our drive—including this portion—we had as a passenger an interesting and intelligent young man of about twenty years. He was a modest companion, not given to volunteering information, but pleased and able to answer all of the questions about the country—except that he did not explain to our complete enlightenment about that snake-bird. Briefly it is called a "pojee" and "just naturally is an ugly sort of animal."

Another native of the region, the first with which we had come in contact this season, was a husky razor-back sow, apparently out hunting provender for a numerous young litter hidden somewhere in the vicinity. With its long legs and supple flat flanks, high back, slender ugly head, ferocious jaws and tusks I doubt if any police dog in the state would voluntarily attempt to arrest this highway prowler. Another incident was the sight of a young cow caught in the mire of a sluggish stream over which we crossed on a short bridge. Our passenger assured us that the range riders would most certainly be along before night-fall and rescue the animal. We arrived all too soon at the home of our casual companion.

His home was a good looking place along the road. Later I regretted not asking him about the historical facts or traditions of the place. All there is to it now is a wooden shack upon which is nailed a board with "Ft. Bassenger" painted on it. It is the center of a scattered neighborhood, including a school house. The nature of the location, even now, would lend itself to the Indian warfare.

Personally, I am not much taken with the romantic tales depicting the super-heroism of the Seminoles, which are commonly accepted in Florida, although within a few miles of Ft. Bassenger we saw two parties of these Indians, both men and women, and among them a man with one of the most splendid physiques I have ever seen. Although bare-footed the women of the party wore skirts sweeping the ground, which is their custom, and around their necks, to the lobes of their ears tightly row upon row of beads.

It was out in the open upon a modern hard-surfaced highway, which we had reached after hours of hard travel in the back country that we found these natives, taking traveling supplies at a gasoline station. We learned from a station attendant that a party of forty-five of them are permanently camped four or five miles in the opposite direction from which we had come.

At Highlands Hammock, in Highlands county, Florida, an unequalled botanic jungle, there has been held in a glade within it, during the past three winters since its dedication, a series of Sunday vesper services, at which leading preachers and religious leaders appear and address large assemblages. This program is promoted by the Highlands Hammock Committee in association with the proprietors of Harder Hall, a large hotel located near the entrance to the Hammock and catering to a select clientele largely from the cities of the North and East and is a veritable castle of quiet hospitality.

The "talent" for this winter has been equal to that of previous seasons. On Sunday, March 5, John R. Mott, head of the Young Men's Christian Association of America, was the speaker. Last Sunday the speaker was a man personally, or by reputation, known to many who will be readers of this article—Dr. Kerr Bruce Tupper, of Philadelphia, who has been spending a portion of the winter in Orlando. Next Sunday he will deliver the annual memorial address, in tribute to Mrs. Margaret S. Robeling, to whose foresight and generosity this unique as-

sociation of nature is to be for all time preserved.

From 1884 to 1891 there lived in Grand Rapids, as pastor of the Fountain street Baptist church, a young, virile preacher of the gospel. During 1884 to 1888 this writer also lived there, engaged as an employee of the Michigan Tradesman. Occasionally—almost frequently—during the time, the writer attended the evening services of the Fountain street church to enjoy the "something doing" sermons of the Rev. Kerr B. Tupper, who was but twenty-four years old in 1884, but already possessed of an appeal which has taken him high in his calling, with Doctor of Divinity added to his title and a National reputation for the sort of man he then gave promise.

For a period of forty-five years, up to last Sunday, I had nether heard nor seen Dr. Tupper, but as I sat in the glade, serving as the church of the hour, with the vaulted heavens as its roof, the surrounding tropical forests as its side walls, the native grasses its floor and heard again the dulcet voice of that favorite preacher of long ago, from the store of my memory was recovered the grace of posture and genture. The memory of my yesterdays fairly crowded out the unique setting of the hour, and I was again a callow youth with my companions seated in the gallery of Fountain street church in Grand Rapids.

When the services at the Hammock were over I sought out Dr. Tupper and renewed his acquaintance. The next day I had the pleasure of his company in a drive to Lake Placid, which he had not previously visited, but with the placid beauty of which he was delighted. Saturday he will accompany our party to the Singing Tower and Sanctuary at Mountain Lake and my estimate of Dr. Tupper is that he will carry the inspiration of its beauty and melody to the many places which he will annually visit. After Sunday he will return to Orlando, where he will speak every Sunday until Easter, then return to his home in Philadelphia.

Particularly have I enjoyed the intimacy of his conversation, interspersed with so many well-told anecdotes of his personal experience. As I listened to his sermon the thought came to me that while he was just as seriously orthodox as in the old days, he had transposed a bit of his old-time fervor for an equal amount of kindly humor. I have since told him of my reaction and he was not displeased. He will be happy for communications from any of his old-time friends addressed to Orlando.

Huckster just passing calls, "Strawberries, two quarts for 15c." His price is too high.

While Northern visitors in Florida have been more or less inconvenienced by the bank holiday they are usually cheered by the naive response of the native about like this, "Youalls will get used to that when you've had the 'perience weungs have done."

The reaction to optimism among Florida business interests is quite remarkable. I have witnessed nothing like it in previous years in this state. The banks of Florida are re-opening and unsuspected mouldy hoardings are flowing back into them.

Almost universally President Roosevelt is hailed as a "great restorer" through his apparent determination and the manner in which he takes the subject to the people in words they can understand. It is a popular practice to send community messages to the Congressional delegation endorsing the presidential program of economy. It would be "just too bad" for the Congressman who failed to hear and heed this demand.

Florida's new Governor has commanded state officials to refrain from legislative lobbying and has warned lobbyists to keep away from the capital.

Harry M. Royal.

WHOLESALE DRUG PRICE CURRENT

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

Acid	Gum	Hemlock, Pu., lb.
Acetic, No. 8, lb. 06 @ 10	Aloes, Barbadoes, so called, lb. gourds @ 60	Heml'k Com., lb. 1 00@1 25
Boric, Powd., or Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 3 00@3 20
Carbolic, Xtal, lb. 36 @ 43	Aloes, Socotrine, lb. 75 @ 75	Junip'r W'd, lb. 1 50@1 75
Citric, lb. 35 @ 45	Powd., lb. 80 @ 80	Lav. Flow., lb. 3 50@4 00
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 40 @ 40	Lav. Gard., lb. 1 25@1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. 30 @ 30	Lemon, lb. 2 25@2 80
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @ 1 50
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. 35 @ 35	Mustard, art., ozs. @ 35
Tartaric, lb. 35 @ 45	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 4 00@4 25
Alcohol	Asafoetida, lb. 47 @ 50	Origanum, art, lb. 1 00@1 20
Denatured, No. 5, Gal. 48 @ 60	Asafoetida, Po., lb. 75 @ 82	Pennyroyal, lb. 3 25@3 50
Gal. 48 @ 60	Guaiaac, lb. 60 @ 60	Peppermint, lb. 3 50@3 75
Grain, Gal. 4 00@5 00	Guaiaac, Powd., lb. 70 @ 70	Rose, dr. 25 @ 25
Wood, Gal. 60 @ 60	Kino, lb. 90 @ 90	Rose, Geran., ozs. 50 @ 95
Alum-Potash, USP	Kino, powd., lb. 1 00 @ 1 00	Rosemary
Lump, lb. 05 @ 13	Myrrh, lb. 60 @ 60	Flowers, lb. 1 00@1 50
Powd. or Gra., lb. 05 1/4 @ 13	Myrrh, Pow., lb. 75 @ 75	Sandalwood, E. I., lb. 8 00@8 60
Ammonia	Shellac, Orange, lb. 15 @ 25	W. I., lb. 4 50@4 75
Concentrated, lb. 06 @ 18	Ground, lb. 15 @ 25	Sassafras, true, lb. 1 60@2 20
4-F, lb. 05 1/2 @ 13	Shellac, white, (bone dr'd) lb. 30 @ 45	Syn., lb. 70 @ 70
3-F, lb. 05 1/2 @ 13	Tragacanth, No. 1, bbls. 1 60@2 00	Spearmint, lb. 2 00@2 40
Carbonate, lb. 20 @ 25	No. 2, lbs. 1 50@1 75	Tansy, lb. 3 50@4 00
Muriate, Lp., lb. 13 @ 30	Pow., lb. 1 25@1 50	Thyme, Red, lb. 11 15@1 70
Muriate, Gra., lb. 08 @ 18		Thyme, White, lb. 1 25@1 80
Muriate, Po., lb. 20 @ 30	Honey	Wintergreen
Arsenic	Pound 25 @ 40	Leaf, true, lb. 5 40@6 00
Balsams	Hops	Birch, lb. 2 75@3 20
Copaiba, lb. 50 @ 120	1/2 Loose, Pressed, lb. 75 @ 75	Syn. 75 @ 120
Fir, Cana., lb. 2 00@2 40	Hydrogen Peroxide	Wormseed, lb. 3 50@4 00
Fir, Oreg., lb. 50 @ 1 00	Pound, gross 25 00@27 00	Wormwood, lb. 4 75@5 20
Peru, lb. 1 70@2 20	1/2 Lb., gross 15 00@16 00	Oils Heavy
Tolu, lb. 1 50@1 80	1/4 Lb., gross 10 00@10 50	Castor, gal. 1 15@1 35
Barks	Indigo	Cocanut, lb. 2 25@3 35
Cassia, Ordinary, lb. 25 @ 30	Madras, lb. 2 00@2 25	Cod Liver, Norwegian, gal. 1 00@1 50
Ordin., Po., lb. 20 @ 25	Insect Powder	Cot. Seed Gals. 90 @ 1 10
Saigon, lb. 40 @ 40	Pure, lb. 25 @ 35	Lard, ex., gal. 1 55@1 65
Saigon, Po., lb. 50 @ 60	Lead Acetate	Lard, No. 1, gal. 1 25@1 40
Elm, lb. 40 @ 50	Xtal, lb. 17 @ 25	Linseed, raw, gal. 66 @ 81
Elm, Powd., lb. 38 @ 45	Powd. & Gran. 25 @ 35	Linseed, boil, gal. 69 @ 84
Elm, G'd, lb. 38 @ 45	Licorice	Neatsfoot, extra, gal. 80 @ 1 25
Sassafras (P'd lb. 45) @ 35	Extracts, sticks, per box 1 50 @ 2 00	Olive, Malaga, gal. 2 50@3 00
Soapree, cut, lb. 15 @ 25	Lozenges, lb. 40 @ 50	Pure, gal. 3 00@5 00
Soapree, Po., lb. 25 @ 30	Wafers, (24s) box 1 50 @ 1 50	Sperm, gal. 1 25@1 50
Berries	Leaves	Tanner, gal. 75 @ 90
Cubeb, lb. 75 @ 75	Buchu, lb., short @ 50	Tar, gal. 50 @ 65
Cubeb, Po., lb. 80 @ 80	Buchu, lb., long @ 60	Whale, gal. 2 00 @ 2 00
Juniper, lb. 10 @ 20	Buchu, P'd, lb. 30 @ 30	Opium
Blue Vitriol	Sage, bulk, lb. 25 @ 30	Gum, ozs., \$1.40; lb. 17 50@20 00
Pound 05 @ 15	Sage, loose, pressed, 1/2s, lb. 40 @ 40	Powder, ozs., \$1.40; lb. 17 50@20 00
Borax	Sage, ounces @ 85	Gran., ozs., \$1.40; lb. 17 50@20 00
P'd or Xtal, lb. 06 @ 13	Sage, P'd & Grd. @ 35	Paraffine
Brimstone	Senna, Alexandria, lb. 50 @ 60	Pound 06 1/2 @ 15
Pound 04 @ 10	Tinnevelia, lb. 20 @ 30	Papper
Camphor	Powd., lb. 25 @ 35	Black, grd., lb. 30 @ 40
Pound 50 @ 65	Uva Ursi, lb. 20 @ 25	Red, grd., lb. 42 @ 55
Cantharides	Uva Ursi, P'd, lb. 30 @ 30	White, grd., lb. 35 @ 45
Russian, Powd. @ 3 50	Lime	Pitch Burgundy
Chinese, Powd. @ 1 25	Chloride, med., dz. @ 85	Pound 20 @ 25
Chalk	Chloride, large, dz. @ 1 45	Petrolatum
Crayons, white, dozen @ 3 60	Lycopodium	Amber, Plain, lb. 12 @ 17
dustless, doz. @ 6 00	Pound 37 1/2 @ 60	Amber, Carb., lb. 14 @ 19
French Powder	Magnesia	Cream White, lb. 17 @ 22
Coml., lb. 03 1/2 @ 10	Carb., 1/2s, lb. 30 @ 30	Lily White, lb. 20 @ 25
Precipitated, lb. 12 @ 15	Carb., 1/16s, lb. 32 @ 32	Snow White, lb. 22 @ 27
Prepared, lb. 14 @ 16	Carb., P'd, lb. 15 @ 25	Plaster Paris Dental
White, lump, lb. 03 @ 10	Oxide, Hea., lb. 75 @ 75	Barrels 5 @ 50
Capsicum	Oxide, light, lb. 75 @ 75	Less, lb. 03 1/2 @ 08
Pods, lb. 60 @ 70	Menthol	Potassa
Powder, lb. 62 @ 65	Pound 5 12@5 60	Caustic, st'ks, lb. 55 @ 88
Cloves	Mercury	Liquor, lb. 40 @ 40
Whole, lb. 25 @ 35	Pound 1 25@1 35	Potassium
Powdered, lb. 30 @ 40	Morphine	Acetate, lb. 60 @ 96
Cocaine	Ounces @ 10 80	Bicarbonate, lb. 30 @ 35
Ounce 11 43@13 60	1/2s @ 12 96	Bichromate, lb. 15 @ 25
Copperas	Mustard	Bromide, lb. 51 @ 72
Xtal, lb. 03 1/4 @ 10	Bulk, Powd., select, lb. 45 @ 50	Carbonate, lb. 30 @ 35
Powdered, lb. 04 @ 15	No. 1, lb. 25 @ 35	Chlorate, Xtal, lb. 17 @ 23
Cream Tartar	Naphthalene	powd., lb. 17 @ 23
Pound 25 @ 40	Balls, lb. 06 1/2 @ 15	Gran., lb. 21 @ 28
Cuttlebone	Flake, lb. 05 1/2 @ 15	Iodide, lb. 3 64 @ 3 84
Pound 40 @ 50	Nutmeg	Pernanganate, lb. 22 1/2 @ 35
Dextrine	Pound 40 @ 40	Prussiate, Red, lb. 80 @ 90
Yellow Corn, lb. 06 1/2 @ 15	Powdered, lb. 50 @ 50	Yellow, lb. 50 @ 60
White Corn, lb. 07 @ 15	Nux Vomica	Quassia Chips
Extract	Pound 25 @ 25	Powd., lb. 35 @ 40
Witch Hazel, Yel. low Lab., gal. 99 @ 1 82	Oil Essential	Quinine
Licorice, P'd, lb. 50 @ 60	Almond, Bit., true, ozs. @ 50	5 oz. cans, ozs. @ 57
Flower	Bit., art., ozs. @ 30	Sal
Arnica, lb. 75 @ 80	Sweet, true, lb. 1 00@1 60	Epsom, lb. 03 1/4 @ 10
Chamomile, German, lb. 35 @ 45	Sw't, Art., lbs. 1 00@1 25	Glaubers, Lump, lb. 03 @ 10
Roman, lb. 90 @ 90	Amber, crude, lb. 75 @ 1 00	Gran., lb. 03 1/2 @ 10
Saffron, American, lb. 35 @ 40	Amber, rect., lb. 1 10@1 75	Nitre, Xtal or Powd. 10 @ 16
Spanish, ozs. @ 1 25	Anise, lb. 1 00@1 40	Gran., lb. 09 @ 16
Formaldehyde, Bulk	Bay, lb. 4 00@4 25	Rochelle, lb. 18 @ 30
Pound 09 @ 20	Bergamot, lb. 3 50@4 20	Soda, lb. 02 1/2 @ 08
Fuller's Earth	Cajeput, lb. 1 50@2 00	Soda
Powder, lb. 05 @ 10	Caraway S'd, lb. 2 65@3 20	Ash, lb. 03 @ 10
Gelatin	Cassia, USP, lb. 1 75@2 40	Bicarbonate, lb. 03 1/2 @ 10
Pound 55 @ 65	Cedar Leaf, lb. 1 50@2 00	Caustic, Co'l., lb. 08 @ 15
Glue	Ced. Leaf	Hyposulphite, lb. 05 @ 10
Brok., Bro., lb. 20 @ 30	Coml., lb. 1 00@1 25	Phosphate, lb. 23 @ 28
Gro'd, Dark, lb. 16 @ 22	Citronella, lb. 75 @ 120	Sulphite, Xtal, lb. 07 @ 12
Whl. Flake, lb. 27 1/2 @ 35	Cloves, lb. 1 75@2 25	Dry, Powd., lb. 12 1/2 @ 20
White G'd., lb. 25 @ 35	Croton, lbs. 8 00@8 25	Silicate, Sol., gal. 40 @ 50
White AXX light, lb. 40 @ 40	Cubeb, lb. 4 25@4 80	Turpentine
Ribbon 42 1/2 @ 50	Erigeron, lb. 2 70@3 35	Gallons 55 @ 70
Glycerine	Eucalyptus, lb. 75 @ 1 20	
Pound 14 1/2 @ 35	Fennel 2 00@2 60	

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

Flour
White H. P. Beans

DECLINED

Lard
Snider Catsup
Fairy Soap
No. 10 Lima Beans
No. 10 Cut Beans

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, 12-33 oz., doz. 2 00
Musselman, 12-33 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. 4 37
Royal, 2 1/2 lbs., doz. 13 75
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 3 00
Lizzie, 16 oz., 12s 2 15

BLUING

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

BEANS and PEAS

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

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 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

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUITS

Hart Brand

Apples
No. 10 4 75

Blackberries
Pride of Michigan 2 55

Cherries
Mich. red, No. 10 5 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, Minced, No. 1/2 2 40
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 35
Lobster, No. 1/4, Star 2 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., sil. 1 35
Beef, 4 oz. Qua., sil. 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, No. 2 2 25
Tips & Cuts, 8 oz. 1 35

Baked Beans

1 lb. Sauce, 36s, cs. 1 50
No. 2 1/2 Size, Doz. 1 90
No. 10 Sauce 3 60

Lima Beans

Little Quaker, No. 10 8 25
Baby, No. 2 1 70
Pride of Mich. No. 2 1 60
Marcellus, No. 10 6 60

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 8 00
Cut, No. 2 1 60
Pride of Michigan 1 35
Marcellus Cut, No. 10 5 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 5 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 25
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 90

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 90
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. 95
Sniders, 14 oz. 1 55

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 33
Baker, Pre., 6 lb. 3 oz. 2 22

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 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 Duede, 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 Pantallas 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 16
Malted Milk Lozenges 19

Hard Goods Pails

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

Cough Drops Bxs.

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 lb. boxes 42

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 1/2
Fancy 13
Ex. Fancy Moorpack 15 1/2

Citron

10 lb. box 24

Currents
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 blk. ----- 6 1/4
Thompson's seedless, 15 oz. ----- 7 1/4
Seeded, 15 oz. ----- 7 1/4

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

Hominy
Pearl, 100 lb. sacks ----- 3 50

Bulk Goods
Elbow Macaroni, 20 lb. 4 1/2
Egg Noodle, 10 lbs. ----- 12

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

Sage
East India ----- 10

Taploca
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
Jelsert, 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 1/2
Peanuts, Jumbo ----- 7 1/2
Pecans, 3, star ----- 25
Pecans, Jumbo ----- 40
Pecans, Mammoth ----- 50
Walnuts, Cal. ----- 13 @21
Hickory ----- 07

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

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

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

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

PARIS GREEN
1/2 s ----- 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
Trimnings ----- 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 ----- 5 1/2
60 lb. tubs ----- advance 1/4
50 lb. tubs ----- advance 1/4
20 lb. pails ----- advance 1/4
10 lb. pails ----- advance 1/4
5 lb. pails ----- advance 1
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
Ham, dried beef ----- @23
Knuckles ----- @09
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 ----- 13
Old Kent, 1 lb. Pure ----- 25

HERRING
Holland Herring
Mixed, Kegs -----
Mixed, half bbls. -----
Milkers, Kegs -----
Milkers, half bbls. -----
Milkers, bbls. -----

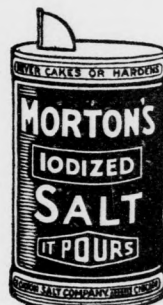
Lake Herring
1/2 Bbl., 100 lbs. -----
Mackerel
Tubs, 60 Count, fy, fat ----- 6 00
Pails, 10 lb. Fancy fat ----- 1 50

White Fish
Med. Fancy, 100 lb. ----- 13 00
Milkers, bbls. ----- 18 50
K K K 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
Climoline, 4 doz. ----- 3 60
Grandma, 100, 5c ----- 3 50
Grandma, 24 Large ----- 3 50
Snowboy, 12 Large ----- 2 55
Gold Dust, 12 Large ----- 2 05
Golden Rod, 24 ----- 4 25
La France Laun., 4 dz. ----- 3 65
Old Dutch Clean., 4 dz. ----- 3 40
Octagon, 96s ----- 3 90
Rinso, 40s ----- 3 20
Rinso, 24s ----- 5 25
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 ----- 3 35
Palm Olive, 144 box ----- 8 25
Iava, 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 ----- @50
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
Ponlety, 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
Tumerci, 1 1/2 oz. ----- 65

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

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

SYRUP
Corn
Blue Karo, No. 1 1/2 ----- 2 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 Yon, 3 oz., doz. ----- 2 00
A-1, large ----- 4 75
A-1 small ----- 2 85
Caper, 2 oz. ----- 3 30

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

Gunpowder
Choice ----- 40
Fancy ----- 47

Ceylon
Pekoe, medium ----- 41

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

Oolong
Medium ----- 39
Choice ----- 45
Fancy ----- 50

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

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

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

WOODENWARE
Baskets
Bushels, Wide Band, wood handles ----- 2 00
Market, drop handle ----- 90
Market, single handle ----- 95
Market, extra ----- 1 60
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, small ----- 6 50

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

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

Traps
Mouse, Wood, 4 holes ----- 60
Mouse, wood, 6 holes ----- 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 1/4
Kraft ----- 04
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.

Start Building Anew On Sound Lines.

Time for group thinking and group talking is over. The fact that "the industry" is in a bad way is no particular answer to the individual who wants to survive. Never forget, individuals fight for life. Theirs is the struggle for existence—it is the strongest of all appeals. No man goes out of his way to die for his industry, but he will work like the devil to live for himself.

At present the group thought of industry may be deadly dull, but also at present there may be individual possibilities for business concerns—encouraging and refreshing and invigorating. Live minds and bodies can initiate action and create business for individual concerns, even though the picture of the industry may be as black as the ace of spades.

To-day is as good as any to start building anew. Here are the advantages for the individual: He starts off from scratch. At the moment he knows as much as any man. In a way, he is just as clever, as skillful and as prepared. If the entire picture is a puzzle to industry, he—as an individual—can put one or two pieces together and add to it one or two more and before he knows it, he sees a picture for himself. It may not be a whole picture, but it is large enough for him and his organization to make a little money and maybe a little profit.

In the past the big operators were able to stage a better pretense and they looked so formidable in point of service and competition, that they were able to get into the big money in a big way. But in a showdown, their knowledge, after all, has led to no satisfactory outlet or solution. Some of the biggest organizations are topsy with confusions, for all standards of what they thought was important, have been turned upside down. As organizations, they are out of proportion to the job to be done.

At scratch, there is no measure of comparison. The individual who has energy and ambition and enthusiasm is amazed at his equality with all competitors lined up for the race. Never before in your lifetime or mine was there a better chance for a flying start.

That's the message that shows you how alert men, in an individual business can, with the right start, make it a better year by thinking and working on the up and up.

Things that were bought three years ago have begun to wear out. In the field of merchandise, the majority of people in '29 had a surplus of supplies. In three years they have made full use of what they had accumulated—suits and shirts and shoes have been used and re-used. It is obvious that there are a lot of things that must be replaced. Let us say that people are only buying what they absolutely have to buy. Those who work with their

hands and those who work with their brains, who are in a position to buy, are getting more for their money than they have in twenty years. There is a basis for individual progress — no matter what the chart of industry may show, the individual is again—the important unit upon which to build anew.—Boot and Shoe Recorder.

Organization of the Northwest Territory.

That tract North of the Ohio river and West of Pennsylvania was the location of a number of interesting theories after the Revolutionary war. The French-English settlements had run a thin line around the North and West. With the exception of the trip of LaSalle from what is now Niles to Peach mountain, South of Pincenkey, in Livingston county, of what is now Michigan, and thence down the Huron river, in the spring of 1680, no one had any idea of the interior, as stated in the last of these articles.

Jefferson drafted a plan to organize this vast territory into nine states. This plan was made, however, without any real knowledge of the interior and when surveyors started to run out the lines they found much difficulty and reported that physical conditions would make the Jefferson plan not at all practical. Then, too, there developed quite a little opposition for two or three reasons. Under the constitution of the new country each state was to have two U. S. Senators. There were only thirteen of the states. To add ten more at one time a great many people urged would give too much power to the new states. Then, too, the original grants when the colonies were formed covered quite a little of this territory and led to complications. After he had studied the whole question, Washington, who had quite heavy investments in parts of the new territory, advocated the organization of one state much after the boundaries of what is now Ohio; another of nearly what is now the Lower Peninsula of Michigan and leaving the rest unorganized for development before action. He thought such a plan would give less trouble to the General Government and would avoid serious Indian troubles which seemed to be developing if the plan for organizing the whole tract should be carried out.

In 1738 quite a large petition of Revolutionary soldiers was taken to Washington by Col. Israel Putnam. This petition asked that a tract South of Lake Erie, West of Pennsylvania and North of the Ohio river, be organized into some sort of a district colony, to become a state sometime. They also asked that Revolutionary soldiers be granted a homestead plan of settlement, so that the land should become theirs after some definite residence upon it. Colonel Putnam asked not only what the petition called for, but that provisions be made for protection of the settlements, trade with the Indians and general government.

In 1784 Virginia led the other colonies in ceding its rights in this territory to the General Government. The final act providing for the organization

of the whole tract into one preliminary government to be known as the Northwest Territory was passed July 13, 1787. The ordinance as the final act was called was based upon the principles of securing civil and religious liberty to all residents of the whole tract, the right of trial by jury and the benefit of the writ of habeas corpus. It declared that religion, morality and knowledge are necessary for good government and that schools should forever be encouraged. It provided that not less than three nor more than five states should be developed and organized from the territory, each to be admitted by the General Government as states, when they had not less than 60,000 free inhabitants. Section six of the ordinance, which provided that slavery except as punishment for crime, should forever be prohibited in the whole territory, was inserted while the ordinance was under debate in Congress. There has been no one time in the history of this country when the provisions which go to form a good constitutional government were more carefully studied than at the time the Northwest Territory was being formed. All the states except Connecticut and Rhode Island, formed new constitutions at that time. There is no question but that the agitation which was on along that line at that time had much to do with the excellent provisions of the ordinance which provided for the new territory. The ordinance provided that as rapidly as townships were laid out the central section in each township should be sold

for the aid of schools in that township. It also provided, when introduced, that the next township North of the center, should be sold for the support of ministers of the gospel, working in that township. This last provision was cut out while the ordinance was pending.

The first election was held Oct. 5, 1787. The officers elected were: Governor, Arthur St. Clair; Judges, James M. Varnum, Samuel H. Parsons and John Armstrong; Secretary, Winthrop Sargeant. Mr. Armstrong refused the appointment and his place was filled by John C. Symmes.

A. Riley Crittenden.

Howell, Mich., March 2.

He Left Security.

A country club housewife hired a darky to carry three tons of coal from the curb to the basement the other day. A little later the housewife discovered that she had no money except a \$5 bill. Calling the darky, who was about half through with the job, she asked him if he could change the bill so that he could get his pay.

"No'm," he replied, "I can't. But I c'n git it changed over at de grocery sto'e."

The woman hesitated, trying to decide whether to take a chance.

"Don't you worry, Missus," the darky assured her. "I'll come back wid de change. An' just to show you it's all right, I'll go after it right now, and leave this other ton of coal I ain't carried in yet out in the street as s'curity."

INTELLIGENT INSURANCE SERVICE

and

REAL INSURANCE SAVING

Originally

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now

For Merchants in All Lines

The same saving and the same service to all

We confine our operations to Michigan.
We select our risks carefully.
All profits belong to the policyholder.

**MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE CO.**

LANSING, MICHIGAN

Mutual Building

Phone 20741

OUT AROUND.

(Continued from page 9)

and happened to be in the office one day when Dr. Tupper called on his predecessor. The latter immediately remarked with much emphasis: "Tupper, if I were to re-write the Bible, I would improve the theology of it." Dr. Tupper pretended to be very much astounded over the assertion of his friend and enquired:

"How so?"

"I would take out hell and put in rheumatism," was the reply."

The last time I heard from Dr. Tupper, until this week, he was located at Denver, where I was told he had become the warm friend of Rev. Myron W. Reed, who was my pastor at Hudson, nearly seventy years ago, and who confidently expected to succeed Rev. Henry Ward Beecher in the Plymouth pulpit when Mr. Beecher died.

F. L. Longwood, general dealer at Grant, recently wrote me a letter calling attention to the difference between the price of butter crackers in 1914 and 1933. Nov. 16, 1914, he purchased butter crackers of the National Biscuit Co. for 6½ cents. Flour was then \$5.25 per barrel. Nov. 24, 1916, crackers were 9 cents and flour \$9.60. Now crackers are 11 cents and flour \$5.10. I sent Mr. Longwood's letter on to the National Biscuit Co., at New York, with the request that it be returned with reply. The letter was not returned, greatly to my regret, but the reply is as follows:

New York, March 17—Replying to your letter of March 10, it no doubt, is difficult to reconcile present day price of butter crackers with the 1914 price, as pointed out by Mr. Longwood if you consider present day price of flour cost alone. The cost of the flour is not a serious expense in the price of butter crackers, but present day costs of rents, salaries, wages, automobile delivery, taxes, discounts to the retail trade and freight rates, as compared with the 1914 costs of these expenses, is the answer to the difference in price of the crackers.

Freight rates, for instance, have increased between 75 and 100 per cent. between the two periods. Our discounts to the retail trade are nearly double between the two periods. Automobile delivery is expensive and, of course, salaries and wages are still higher than the 1914 schedule. Rents are also much higher. Our several hundred branch houses are usually rented on long term leases and many of these still carry rentals that are very high because they were made some years ago.

You, of course, are acquainted with the present situation of taxes, licenses and what not as compared with 1914.

Also Mr. Longwood is comparing the price of bulk crackers of 1914 with the price of a one pound package in 1933, which is not a fair comparison, because the one pound package costs much more to produce than plain bulk crackers.

I think you can assure Mr. Longwood that when he considers what has happened to the cost of doing business since 1914 he is buying butter crackers at a fair price to-day.

E. Crossmore,
Vice-President National Biscuit Co.

Not all wit and wisdom is confined to investors, for those with whom they deal are often as shrewd. A recent upstate incident illustrates this. An opulent farmer decided to move to

town and with his wife enjoy the fruits of their years of labor. They sold their farm to a neighbor, a few years ago, taking in part payment a mortgage upon the farm. As times grew worse and prices fell, the purchaser of the farm could not meet the interest and taxes. It looked as though he was to lose the farm and what he had paid toward it. Pondering the situation over carefully, a happy thought resulted. If he only could get back his investment, he would be willing to give up the farm. He made a trip to the city and there he unfolded his plan to a man who was anxious to make some money. This stranger was to visit the community where the farm was located, pretending he wanted to buy a farm and had the cash to pay for it. Several nearby farmers were called upon and asked if they cared to sell their farms. This was to create the scenery upon the stage of action. Then the city buyer called upon the farmer holding the mortgage upon this farm, and informed him he was from the city and wanted to buy a farm; that he had looked over several and found one that just suited, except it had a mortgage upon it, which he understood he held. He further said he would not buy a farm with any incumbrance against it and if he desired to cancel the mortgage he would take the farm and pay the cash just as soon as the mortgage was discharged. As the price offered was highly satisfactory, the offer was accepted and the city buyer paid down twenty dollars as evidence of good faith. He asked the owner of the mortgage to inform him as soon as the papers were ready and he would return with the balance of the money. The farmer having the mortgage called at once upon the farmer to whom he sold the farm and told him he had an opportunity to sell the farm and asked what he would take to deed the farm over to him and move off. A price was agreed upon and the amount paid. Now the retired farmer had the necessary papers prepared and is awaiting the arrival of the city man, who is several weeks overdue. He has now decided the whole deal was a put-up job by the farmer who became discouraged and was afraid of losing all. Now he has the old farm back, but farm prices are way down.

I have heard of taking a Dutch leave, but the following for a Dutch welcome is the most recent news:

A doorbell which rings only after a coin is inserted in the slot now is used throughout Holland to discourage canvassers and peddlers and to make them repay the housewife for her time and trouble. Coins used by friends, of course, are returned.

No clerk will ever be a real success as a salesman unless he knows his goods thoroughly and is honest enough to refrain from making false or extravagant statements about what he is trying to sell.

I note that John A. Lake, the Petoskey druggist, is one of the four applicants for the position of Representative in the Legislature, made vacant by the death of Dana H. Hink-

ley. I have known Mr. Lake for about thirty years and feel no hesitation in stating that he is one of the squarest men I have ever met. He is well educated and a constant reader of good books of an informative character. He has always taken an active interest in public affairs—city, county, state and National—and can be depended on to do the right thing at the right time. The Petoskey district will make no mistake if it decides to send such a sterling citizen and genial gentleman to represent it at Lansing.

The election of Louis A. Cornelius as chairman of the board of the Grand Rapids Savings Bank is a worthy honor, worthily bestowed. Mr. Cornelius is essentially a self made man who stands high in the community and who never shirks any duty he undertakes to carry into execution. Facing the present emergency in the banking business, the election of Mr. Cornelius is a happy circumstance for the bank and gives added assurance that the business of the bank will be conducted along lines which will meet the approval of the people.

Some years ago the Tradesman had a colored janitor named Burt. I cannot recall his other name. He was not over 30 years of age, but he was the most remarkable man I ever knew in many respects. There was nothing about the office he could not do in the line of electric wiring, steam fitting, plumbing, glazing or repair work of any kind. He could take a cloth and a feather duster and make my automobile shine like a new machine in five minutes. Everything he undertook to do he did well—and quickly. The front stairs at home needed a coat of varnish. Burt happened to overhear the matter discussed in the office and came to the house one evening with a can of varnish and a brush. In almost less than no time he performed a job equally as well as any painter could have done. A union man would have dawdled a day in doing what Burt did in an hour—and then the job would have been botchy, as all the handiwork of union workmen is sure to be. One day we had occasion to install a new machine and discussed whom we would get to construct the concrete foundation. Burt overheard us discussing the plans and said, "Leave it to me." In less than half a day he produced a result at a cost of \$7 which a contractor employing union men said could not be done for less than \$50. Burt did these things—and did them well—in connection with his regular work as janitor. The office was never more clean and inviting than it was under his supervision.

I have no idea where Burt learned how to do all the things he could do so well, but when I receive a call from a high school graduate who exhibits his diploma and offers to accept the position of editor of the Tradesman at twice the salary I am receiving, I think of Burt and wonder why our wonderful public school system could not turn out more Burts and fewer chaps who assume the world owes them a living

because they have pursued a school or college course and learned how to blow cigarette smoke in your face and put their feet on your desk.

Is Burt still with us? I am sorry to say he is not. His career with the Tradesman ended in a tragedy. Unfortunately, he became enamored with a yellow girl and married her on short notice. She was untrue to her vows and took to chasing white men. Burt, in turn, devoted most of his time to watching his wife. This ended his usefulness to us, to himself and the world. He took to drink, lost his job and became an outcast. I presume he has filled a drunkard's grave years ago, but I cannot help thinking of Burt and the success he might have achieved in the world because of his wonderful versatility and willingness to work if he had not crossed the path of the yellow girl and thus started on the road to his doom. E. A. Stowe.

Earthquake Swells Glass Call.

A heavy call for glass to replace that damaged in the California earthquake started stocks moving out of warehouses in widely separated sections of the country. The orders are particularly heavy for larger sizes of plate glass. Shipments to the Coast are largely above normal at present, with a slow market noted elsewhere. The demand for table glassware has been holding steady, with no curtailment of large proportions noted. Orders from the automotive field show no gain.

Hollow Ware Continues Inactive.

Orders for metal hollow ware, including pewter, sterling silver and silver plate, showed a slight increase last week, but selling agents contend that sales are still well below the normal level for this season. Most of the recent activity has centered on low price sterling. Medium and higher goods are being neglected in sterling as well as all other branches of the industry. Pewter producers hope to increase the interest in their better price lines through special sales efforts later this month.

A food chain is facilitating the giving of food to the needy—and incidentally insuring that the food will be supplied through its own outlets—by selling dollar food coupons, worth their face value in trade. Charitably inclined customers can purchase the coupons and give them to those in need.

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

Business Wants Department

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

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 21—The automobile sales on new cars may not be what it should be. In this ice-bound section where for the past two months the streets were covered with ice, accidents of most every description were daily events, keeping the garages busy repairing and new plate glass windows in the business district, that were cracked by autos hitting pieces of ice along the street, while others run into telephone poles before going through the windows. Never before have we had such a winter of dangerous driving.

The Perkins grocery, owned by Mrs. H. D. Perkins on Ann street, has moved to the Elliot block at 902 Young street. Mrs. Perkins having sold the business, to the Brawley Sisters last week, who will continue the business along the same lines. The new location is in one of the best residential districts in the city and the new owners have a bright future in the new location.

Grace M. Jones, of Chicago, will open a women's apparel business. It will be maintained separately from the boot shop, which is managed by Mrs. Geo. Bailey in the same building. The store will be remodeled and equipped with up-to-date furniture. Miss Jones left for New York last week to select her merchandise. The store will open for business April 1.

Anderson McClelland has added a new line of labor saving equipment to his music store. Mr. McClelland has taken the agency for washers, ironers and vacuum cleaners.

There are just two kinds of people in Michigan—those who play with jigsaw puzzles and a few who do not.

Fred Voss, President of the Grand Traverse Wholesale Grocer Co. and Adrian Ole, also of the same, attended the meeting of wholesale grocers here last Saturday. Ralph Brucker and Clarence Johnson, of Toledo, Ohio, also attended the meeting. The visitors were escorted around the city by Earl Saunderson, of the Soo Wholesale Grocer Co. Later the party visited the Canadian Sault as guests of Perry McDougald, manager of the Sault Grocer Co., where the visitors had dinner at the New Windsor. The parties were loud in their praises for the Sault, being the best place and the most prosperous of any city they had visited.

The Island Steel Co., of Chicago, began to remove iron ore from the Morris mine at North Lake in January. The Morris was recently taken over on a sub-lease from the Cleveland Cliffs Iron Co. About 150 men are employed and they are working eight or nine shifts a month.

The Karmel Korn shop has moved from 542 Ashmun street to 520, a few doors East in the building occupied by the Retail Wholesale Bakers branch. Mr. Aitkin, the proprietor, will take charge of the baked goods as well as the Karmel Korn, which will be continued at the new location.

Speaking of preparedness, the insects which gather honey are wise enough to mount a weapon aft to protect it.

The many friends of Fred F. Shaw were surprised to learn that he has resigned as manager of the Gamble-Robinson Co., at their Sault branch, after more than thirty years' service. Fred will now have more time to attend to his real estate business, being one of the largest property owners in the city, and has held most every office within the gift of the people of the Sault, being a past president of the Chamber of Commerce, director in one of our local banks, also on the Emma Nason Children's Home board, and on numerous committees for the upbuilding of the city. He is also a past president of our Rotary Club. He has a record that few men have enjoyed and for which he may be justly proud.

He will now be able to enjoy his summer home at Birch Point on the St. Maries river, which is one of the finest lodges on the river.

We have a new doctor in the person of Dr. Leland W. Spencer, osteopathic physician, who has opened an office in rooms 4 and 5 in the Gage block on Ashmun street. Dr. Spencer came here from Lawton. He was graduated in 1927 from the Still College of Osteopathy at Des Moines, Iowa.

There is this to say about a birthday—it's the only thing a man acquires these times without considerable effort.

A new shoe store will be opened about March 25 in the Everett block on Ashmun street by Walter E. Huntley. It will be known as the Huntley shoe store. Brown built shoes will be handled, including Buster Brown shoes for children, as well as a fine line of shoes for men and women. The store is being redecorated with fixtures in brown and buff. The front of the building will be changed. The store will not be a chain store. Mr. Huntley has been employed by the railroad for ten years. He managed a shoe store at Escanaba and was engaged as clerk in the J. C. Penny store shoe department.

H. C. Moorehouse, osteopath, who for the past three years has been practicing in Gladstone, has decided to set up his offices in the Sault. He was surveying available offices last week. Dr. Moorehouse was graduated from the Kansas City College of Osteopathy and Surgery. He also was enrolled for three years at the Kirksville College of Osteopathy. He will specialize in physio-therapy and X-ray throat work and electro surgery. Dr. Moorehouse was born in the Canadian Sault and is well known on both sides of the river.

The Canadian Chamber of Commerce held their annual meeting at the Windsor Hotel in the Canadian Sault last Wednesday. A large number of our members attended the meeting as guests, making the trip by a special train. The principal speaker was Major G. C. Ommanney, industrial inspector of the Canadian Pacific Railroad, with headquarters at Montreal. The Canadians are very optimistic with their great resources they are looking forward to a bright future.

Many a man cannot go forward because he always has his brakes on to keep from slipping backward.

William G. Tapert.

Conditions in Amerca Down To Date.

If we pause any time and look back at our position thirty days before it is like a glimpse of heaven.

The money has gone to the financial centers. A horse might withstand being bled a small amount every day, but there would come a day when he would be unable to get up again and if it was continued he would come at last to the valley of the shadow, but if the bleeding was stopped then, even with the best of care and attention, it would be a slow climb back to health. We are in the shadow now and without much being done to start us back, in fact in our debilitated, demonetized condition, a long series of deplorable things will continue to happen. Bobbie Burns expressed it when he wrote: "But, Och! I backward cast my e'e On prospects drear. An' forward, tho' I canna see, I guess an' fear."

If a greater number of our American legislators who are supposed to serve for patriotic and altruistic reasons would back up the little fellows, instead of spending so much time and

thought about holding inviolate the amounts of their legislative fees, we might see some rifts in the clouds.

However, how many of these legislators, both big and little, draw their sustenance from and consistently patronize places of business, whose fronts, to my notion, are decorated with the club colors of hades.

Science tells us that the world was ages old before man with his bag of tricks appeared. His initial ideas were necessarily based on jungle law and custom, but as his brain cavity increased and his brain convolutions deepened, he was able to luridly elaborate on these laws and customs, and this capacity is still very much in evidence. The silence of those pre-man days again threatens to oppress the earth.

Our little towns and great cities have been stripped of their profit dollars. I refer to the little towns first because the little town is the intimate home and natural location of the little fellow. The little fellow, however, taken in aggregate looms enormously in the picture and when he is broke, as a class, it is cataclysmic, and if that condition, now existing, isn't enough to bear, we read of one hundred and eighty "Barter Markets" established, in some of which we presume, a muskrat skin might be swapped for an imitation house dress or a couple of synthetically nourished and physically vitiated sunfish traded for a monkey wrench, made perhaps, from the first pouring of the ladle, in other words, slag.

What has come to us had been prophesied countless thousands of times in recent years. The god of gold cares naught for the bodies or souls of men.

Quoting from the Bible: And the Lord spake unto Moses, "Go to Pharaoh and say unto him, 'Thus saith the Lord, "Let my people go, that they may serve me."'"

How could people better serve the Lord than to maintain decent and comfortable homes and be able to give their families some of the luxuries and pleasures of life. The crown jewels of every little American home were vanished profit dollars which have gone, never to return.

Then consider those individuals among the American bankers who openly trade in chain stores, thereby working directly against the old home town merchants they have known for a lifetime and then expect in return, confidence.

Take the preachers and professional men of our land who trade in chain stores and by so doing endorse them or render their benediction, as the case may be, and thus help to destroy the very people who otherwise would be their logical and actual patrons and supporters. There is no neutral ground. It is the American home or the god of gold.

Last but not least, consider the committees sometimes in high circles which investigate the cause of the depression. They may gaze at the moon, look long and earnestly under the bed and go through various other acts mildly amusing, but as a crowning act of a comedy, we read that they sometimes go into a huddle with a group

of college professors while the cause of the depression screams to heaven from every main street of America. Greenville, March 6. C. L. Clark.

How To Keep From Growing Old.

Always drive fast out of alleys. You might hit a policeman. There's no telling.

Always race with locomotives to crossings. Engineers like it. It breaks the monotony of their jobs. It is always a good test for your car.

Always pass the car ahead on curves or turns. Don't use the horn because it might unnerve the other fellow and cause him to turn out too far.

Demand half the road—the middle half. Insist on your rights.

Always lock your brakes when skidding. It makes the job more artistic. Often you can turn clear around.

Always drive close to pedestrians in wet weather. Dry cleaners will erect a monument to your memory.

Always try to pass cars on a hill when it is possible. It shows your bus has more power, and you can turn somewhere surely if you meet another car at the top.

Never look around when you back up. There is never anything behind your automobile.

A few shots of booze will enable you to make your car do real stunts. For permanent results quaff long and deeply of the flowing bowl before taking the wheel.

Drive as fast as you can on wet pavements. There is always something to stop you if you lose control—often a heavy truck or a plate glass window.

New drivers should be shown how to drive fast in heavy traffic. It gives them the experience every motorist should have.

Always speed. It looks as though you are a man of pep even though an amateur driver.

Never stop, look or listen at railroad crossings. It consumes valuable time, and besides, nobody believes in signs.

In wet weather always drive in trolley tracks. It's smoother going.

Einstein Speaks Out.

Albert Einstein, "explorer of the cosmos and champion of humanity," recently struck a blow to justify the latter half of his title. He denounced "nationalism inimical to life." He said that he "does not intend to put foot on German soil so long as conditions in Germany are as at present." He took his stand of protest against the anti-Semitic outrages of the Hitler government, even though there is more than a little evidence that semi-official overtures were made to the great scientist to throw a gesture of moral support to the new regime in Berlin. Everyone must respect him for refusing. No nation can do to its Jewish citizens what Germany is now doing, and yet endure. The world is past the day of pogroms. If Hitler shall continue to base his cult of nationalism upon race prejudice, his cause will die as abruptly and as unmourned as that of the Ku Klux Klan in America.

To get in right, initiate.

MODERN CUTS OF PORK

This is the twenty-third of the 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 MAJOR CUTS OF SMOKED HAM

The three major cuts of smoked ham correspond to those of the fresh ham and are made quite generally. The suggestions contained in this and the next four articles of this series are offered as an aid in using each cut—butt, center cut, and shank.



Art. XXIII—Cut 1



Art. XXIII—Cut 2

THREE WAYS TO USE SMOKED HAM BUTTS

Regardless of the number of center slices obtained from the smoked ham, the butt and shank must be used. Three ways to use the smoked ham butt are suggested in this article and the one which appear in our next issue.

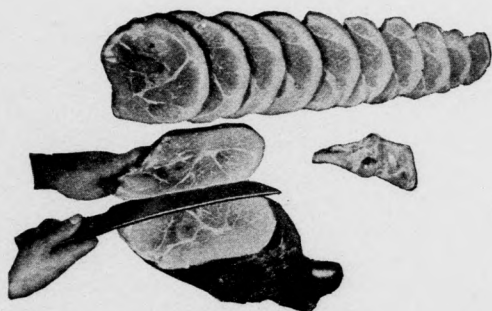
HAM BUTT SLICES

The ham butt, with aitch bone removed, may be cut into attractive slices which should meet with favor.

1. Remove the aitch (butt) bone while butt is attached to ham. This bone may be used for seasoning purposes.



Art. XXIII—Cut 3



Art. XXIII—Cut 4

2. Slice the ham butt until the center is reached.

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