



TO-DAY.

I've shut the door on yesterday—
Its sorrows and mistakes;
I've locked within its gloomy walls
Past failures and heartaches.
And now I throw the key away
To seek another room,
And furnish it with hopes and smiles
And every Springtime bloom.

No thought shall enter this abode
That has a hint of pain.
And Envy, Malice and Distrust
Shall never entrance gain.
I've shut the door on yesterday
And thrown the key away—
To-morrow holds no fears for me,
Since I have found to-day.

Vivian Yeiser Laramore.

Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service



THE BERRIES ARE COMING!
SELL 'EM WITH SHREDDED WHEAT

CRISP, golden Shredded Wheat... plump, juicy berries. *There's* a favorite combination that sells itself! Display them together, and watch them sell together.

You can sell berries to every Shredded Wheat customer. Shredded Wheat with berries and milk makes a hearty, wholesome meal—satisfying to your customers and *profitable* to you!

SHREDDED WHEAT

NATIONAL BISCUIT COMPANY



"Uneda Bakers"

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

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



A complete line of canned vegetables and fruits

A SOUND BUSINESS FOR 180 YEARS

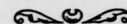
In 1752 the first mutual fire insurance company was founded—the first insurance company of any kind in America. This company operates actively to-day. Many other mutual fire companies are over 100 years old.

There is no other business, important in the commercial life of the Nation to-day, that has back of it so much of tradition; of obligations faithfully met; of actual public service—as mutual fire insurance.

The remarkable stability and vitality of mutual insurance is based on absolute adherence to one basic aim—the furnishing of sound insurance at the lowest possible cost to the insured.

Mutual fire insurance companies have paid losses promptly and fully—have led the way in fire prevention—have consistently returned annual savings to policyholders.

There is available to you through the mutual insurance companies authorized to do business in Michigan all the traditional advantages of the mutual plan of fire insurance—safety, service and savings. Make these a part of your insurance program. Get the facts. They speak for themselves.



AN UNPARALLELED RECORD

13 mutual fire insurance companies are over 100 years old.
75 are between 75 and 100 years old.
272 are between 50 and 75 years old.
698 are between 25 and 50 years old.

LOWEST PRICE ... in 12 Years

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



ROYAL BAKING POWDER

Products of
STANDARD BRANDS INCORPORATED

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, MARCH 29, 1933

Number 2584

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.

The Michigan Neckwear Co., manufacturer of men's neckwear and wholesale distributor of men's hosiery has opened for business at 122 East Jefferson avenue. The officers of the new company are S. R. Alper, president; H. S. Alper, vice-president, and Louis Alper, secretary and treasurer.

Twelve million dollars was deposited in the National Bank of Detroit on the opening day last Saturday of this new Detroit bank. The newly organized institution has been capitalized for \$25,000,000, in which the General Motors Corporation and the United States Government have an equal interest.

L. C. Humes of this city has been appointed general agent of the Ohio State Life Insurance Co., with headquarters at Midland. According to the announcement Humes will have charge of twelve counties.

Buyers for R. H. Macy & Co., Inc., in quest of merchandise suitable for department store sale, spent one day last week at the Hotel Book-Cadillac checking over local surplus stock quotations.

Hannon, Clothier, 6518 Woodward, is closing out his stock and will retire from business in Detroit, according to his advertisements in local papers.

Economical! Educational! Entertaining! Headlines an advertisement in the Detroit dailies. Not what you guessed, but a three-day grocery sale held by the Packers Outlet Co., 13945 East Jefferson, with stores in other parts of the city. Door prizes, souvenirs, groceries, sandwiches, coffee and chop suey were offered free at the Jefferson avenue store only.

Four hundred salesmen and dealers attended a convention of the Frigid-air Corporation at the Book-Cadillac Hotel, to discuss advertising and sales plans for the 1933 season. J. J. Nance, sales manager of the corporation, came to Detroit from the company's head-

quarters in Dayton to lead in the discussion and to address the men. Movies and talkies presented by E. G. Biechler, president and general manager, and H. W. Newell, vice-president, were among some of the features of the convention.

The entire stock of hardware and sporting goods of the J. M. Waterston Co., 427 Woodward avenue, was badly damaged by fire early Sunday.

Mabel Jane Tait died last week at the home of her sister, Mrs. Herbert L. Leister, 81 Lawrence avenue, following a long illness. Miss Tait was widely known in Detroit business circles, where she owned and managed a millinery store for fifteen years at 131 John R street.

The prosecutors office has moved to break up a racket which costs the linen supply dealers in Detroit thousands of dollars annually. One man was arrested by the authorities and was prosecuted by the St. Clair Linen Supply Co., 8108 St. Clair avenue. He pleaded guilty to having linen in his possession belonging to another company. This arrest is the beginning of a series to follow, was the statement made by a member of the Detroit Linen Supply Association.

The Detroit Edge Tool Works, 433 Mt. Elliott avenue, was one of the first industries in this city to feel the benefits of the enactment of beer legislation. W. F. Ebbing, president and treasurer of the company, states that big orders have been received for machine knives for the manufacture of barrel staves from mills in Arkansas.

Albert Hamburg, manager of the Ray Jewelry Co., 1226 Griswold street, was held up in front of his apartment Monday night and lost three diamond rings he was carrying, and eight dollars in money.

Sallan, Incorporated, jewelers, has leased the building now occupied by Traub Brothers & Co., at Woodward and Grand River avenues. The company will occupy the entire four floors of the building which will be vacated next month, after extensive alterations have been made. The Sallan store is located at Woodward and Gratiot avenues and has been in the retail jewelry business in Detroit for twenty-seven years. Traub Brothers & Co. will move to quarters at Washington boulevard and Clifford street.

One might easily excuse the typographical error of an "R" for a "B" in the caption, "Detroit Bank Conditions Aired."

J. W. Madill, manager of the Detroit Hotel, announced this week the appointment of Howard Smith as sales promotion and advertising manager. Smith was formerly connected with the Detroit-Leland Hotel in the same capacity.

Beginning this week and continuing until June, lectures on various phases

of gardening will be given on the tenth floor of the J. L. Hudson Co. store. Recognized authorities will be the speakers. L. W. Kriek, proprietor of Cottage Gardens at Lansing, expert on peonies, opens the lectures on Monday. Vegetable and flower gardening and lawns will be discussed as well as the protection of trees and vines by authorities in each field.

The Government after many years is still engaged in pushing the Lake Michigan diversion case against Illinois. And still it hasn't succeeded in making it back water.

There is always room at the top and the 1933 model appears to be a spinner.

"Take Your Hotel Along," says an advertisement in a magazine published in the interests of the traveling men. And the linen losses in Detroit alone are reported at \$50,000 yearly.

The paramount household issue: With breweries assuming the job of making the beer, will this mean less trouble brewing in the home?

Money talks but we have forgotten what the last words were.

A New Foundland Banks fisherman lassoed a whale by the tail. Some tale.

He just read that a tax of two cents per pound on sugar had been levied in Canada. "And," wailed Dingy Deeps, of Windsor, "my sugar weighs 190 pounds."

Now we are about to have a "National Dress Up Week." Make it "Press Up Week" then most of us can join.

American Life Insurance Co. stockholders have been advised by President Clarence L. Ayres of a special meeting called for April 14, at 10 a. m., at the company's office in Detroit. They will vote on the following matters: A proposed addition to capital stock of the company \$2,500,000; a proposed provision for six additional directors, making a total of twenty-one permissible and a proposal that the annual meeting of the company be held on the second Tuesday in May instead of the second Tuesday of February. Stockholders will also elect directors and a president.

An order for twenty-five freight carloads of packing cases for transporting beer has been received to-day by the Detroit Paper Products Corp., manufacturers of corrugated paper boxes. "The order calls for more than 500,000 cases for the packing of bottled beer," said Seymour Franklin, president. "The corrugated paper boxes are the modern successors of the wooden beer boxes." Production of the half million beer boxes will be started within a few days, Mr. Franklin said. The purchaser a large brewery prior to prohibition requested that its name be withheld.

Gabby Gleanings From Grand Rapids.

Abe Dembinsky, who recently purchased the stock, fixtures and book accounts of the Bertsch market for \$4,850, has sold the fixtures to F. L. Cornell, F. H. Cornell and Arthur Bills. The purchasers will continue the meat business under the same style and close out the grocery department and soda fountain.

Fred N. Rowe, President of the Valley City Milling Co., writes as follows concerning the removal of the headquarters of his organization to Portland: "Moving our general offices to our plant at Portland was a change which we have had in mind ever since we bought the Portland plant. The Grand Rapids branch, now located in the Pere Marquette freight building on Ottawa just South of Weston, will continue to function as usual in the distribution of our merchandise locally and to points adjacent to Grand Rapids. As a matter of efficiency in operation, speeding up shipments and service to the trade, elimination of duplicate reports and, in addition thereto, an appreciable amount of saving in overhead, we are convinced that the change is a good one. As you well know, Mr. Stowe, it is difficult to operate a plant efficiently forty miles or so from the main office where all matters of purchase, sale, traffic and other business are handled. We mailed a notice of the change to all our customers, but naturally shall be pleased to have you make mention in your news columns to the trade at large. We have very comfortable and the most efficient working office we have ever had. Plenty of room, light, heat and ventilation, and properly arranged for the most efficient work. While it makes a little hardship upon us who still have our homes and families in Grand Rapids, yet I am confident that the executives of the company and all the office force are well pleased with the change."

M. E. Shanteau, who was accused of unprofessional conduct by J. O. Reed, of Whitehall, in a letter found on his person after he had committed suicide, has been acquitted by the Attorney General's department. The testimony taken in the case disclosed the existence of a condition at Montague that should receive the attention of local officials or the state constabulary.

John Oxenham Wrote the Poem.

Baltimore, March 27—Thanks for the copies of the Michigan Tradesman which you sent me.

The poem which you printed on the front cover of your paper and which I quoted in my talk on the occasion of the funeral of Senator Walsh was written by John Oxenham, who is, I understand, an English Anglican minister.

The whole sermon was printed the following day in the Congressional Record. Every good wish.

Michael J. Curley,
Archbishop of Baltimore.



Lines of Interest To Grand Rapids Council.

In club rooms, lodge halls, ladies aides, old folks homes and on county poor farms you may hear smatterings of conversation dealing with conditions. Invariably it has to do with the wonderful progress that has been made the last fifty years. The comparison of yesterday with to-day is always superficial. Let us get down under the skin of the thing and see just what has really happened the last fifty years.

In 1883 women wore hoop skirts, bustles, petticoats, corsets, cotton stockings, high buttoned shoes, ruffled cotton drawers, flannel nightgowns, puffs in their hair, did their own cooking and baking, cleaning, washing, ironing, raised big families, went to church Sundays and were too busy to be sick.

Men wore whiskers, square hats, Ascot ties, red flannel underwear, big watches and chains, chopped wood for stoves, bathed once a week, if then, drank ten cent whisky and five cent beer, rode bicycles, buggies or sleighs, went in for politics, worked twelve hours a day and lived to a ripe old age.

Stores burned coal oil lamps, carried everything from a needle to a plow, trusted everybody, never took an inventory, placed orders for goods a year in advance, always made money.

1933 women wear silk stockings, short skirts, low shoes, no corsets, an ounce of underwear, smoke, paint and powder, drink cocktails, play bridge, visit for hours over a busy telephone line, drive cars, have pet dogs and go in for politics.

Men have high blood pressure, wear no hats, and some no hair, shave their whiskers, shoot golf, couldn't hit a squirrel, bathe twice a day, drink poison, play the stock market, ride in airplanes, never go to bed the same day they get up, are misunderstood at home, work five hours a day, play ten and die young.

Stores have electric lights, cash registers, elevators, never have what the customer wants, trust nobody, take inventory daily, never buy in advance, have overhead mark-up, mark-down quota, budget, advertising, stock control, annual and semi-annual, end-of-the-month-dollar day, founder's day, rummage, economy day sales and never make any money.

We wonder at times if life wouldn't be more heavenly if we could go back to those good old days of suspenders, leather boots, home-knit mittens, heated bricks for cold feet, corn bread and hominy. Back just beyond the era of streptococcus, staphylococcus, appendicitis, apoplexy and indigestion. Back when race-maddening pride was unknown; when every farm and hamlet had a clear toned dinner bell to call to neighbors when help was needed, and the neighbors came. Perhaps the last few years will have a tendency to level us off into a closer bonded

brotherhood and a more sincere regard for our neighbors.

If ice and closed banks continue, Grand Rapids Council will have to take in washing to take care of the boys who think themselves youthful enough to practice gymnastics on the ice-coated sidewalks and streets. Archie Vis, with all his avoidupois, came down on the slippery walk last week and injured an arm. Not many moons ago he had the misfortune to get some ribs cracked in an accident. We believe he has had his share of tough luck and recommend he come to anchor. The Council extends its sympathy and wishes him better skating next fall.

John Millar has filed final papers for an injury suffered about two weeks ago. John is one of the oldest members of the Council and has a very good record for ability to keep off the injured list.

An average man is one who enjoys most going places where a social error won't be recognized even if he commits it.

Now that we seem to be excited over the possibility of the advent of beer and, perhaps, an opportunity to become a stock-holder in some bank, let us calm our beer excitement by recalling the fact that beer was a national drink in Egypt 4,000 years ago and it still is. Moreover, it has a claim to divine origin. It is said to have been a gift to men by the god Osiris. Hence it was drunk by peasant and king alike, and those engaged in making it were held in high esteem. They held high places, not only as professional brewers, but as privileged members of the king's household. The king's brewmaster was of some consequence. His seal always appeared on the account books of the brewery. The brewmasters who will concoct the beer for the thirsty American may well look back through the ages with pride at their colleagues and speak of theirs as an ancient and venerable calling.

A cautious man buying yeast, raisins and sugar at the grocery store may have his embarrassment alleviated now by casually referring to the new 3.2 product.

Dee W. Carpenter, of 1313 Underwood, representing the Semet Solvay Coke Co., is confined to his home by illness. It is hoped he soon recovers and is able to resume his usual duties.

Delos N. White, of 559 Lyon, is on the sick list and confined to his domicile for the present. Give him a call, fellows. Cheery words will replace the doctor's prescriptions.

The headlines announcing the flood peril and suffering in the Ohio river valley have little significance to those of us who have never witnessed the muddy Ohio on a rampage. One has but to picture the immense watershed that drains into the Ohio through numerous streams to get an idea of the tremendous volume of water which flows down through the valley when heavy rains and melting snow contribute simultaneously to the normal volume. The watershed comprises the Allegheny plateau and the states of Ohio, Indiana and Kentucky. Pittsburgh, which lies at the confluence of the Allegheny and Monongahela, the source of the Ohio, is the highest point

of the basin. As the Ohio gradually widens and embraces such rivers as the Scioto, White, Great Kanawha, Big Sandy, Kentucky, Green, Cumberland, Tennessee and the Wabash, the volume of water rushing toward the Mississippi is a ravaging power of destruction unless confined within its banks. Immense levees have been constructed to restrain the powerful and mighty stream, but when nature arranges conditions properly the levees are of but little service. In 1913 the writer had the opportunity to witness one of the greatest floods in the history of the Ohio valley. A great death loss and inestimable property damage resulted from the high waters. Thousands of the dwellers in the lowlands, protected by levees, were driven to higher ground to witness the engulfing of their homes. Bridges and highways were destroyed and the settling of silt and mud carried down by the water ruined property which ran into the millions. After one sees the devastating powers of the raging, yellow flood, he wonders why people follow the receding waters back to their old home sites to re-establish a destroyed home. No doubt it is the richness of the flood plain and the hope that there will never be any more high water. Ohio, Indiana and Kentucky river towns are areas of desolation when a flood like 1913 and 1933 appears. The water rises almost over night and the rise is so rapid that flood stage is reached and passed almost before warning can be given to those who are likely to be affected. As the flood recedes in this section, Cairo, Illinois, is the final stage of high waters. She is located at the junction of the Ohio and Mississippi and is truly the Venice of America when the mighty waters descend upon her, as they have this year and in the past. We, who are able to sit by a warm fireside and read of this cataclysm, may thank our lucky stars that we are not out there perched upon a housetop or hay stack in the flood-ravaged Ohio river valley. Out there in the cold and darkness with dead cattle, fowl and debris to keep us company until a pale dawn reveals once again the ravages of nature's most potent element, rushing, roaring water.

In running the government it's not the overhead that costs, it's the underhand.

W. D. Bosman is back on the job again as salesman for Foster, Stevens & Co. He states that his eye trouble has been greatly reduced and that he has regained almost normal sight again after the operation which he underwent some time ago.

L. E. Wilson, of 509 Glenwood, and a member of Gem City Council, No. 3, Dayton, Ohio, is reported on the sick list. A visit from our local members will be a strengthening tie of fraternalism between sister council members.

Being told things for our own good never does us any good.

Saturday is April Fool's day. Let us all fool the new Senior Counselor and turn out the largest crowd the Council chamber has ever held. Let us get the spirit of the New Deal and declare a war on lethargy and indifference toward our brothers. Bring the missus and let her meet with the Ladies Auxiliary and play bridge and enjoy

her evening. After the Council meeting participate in the team work program. Tear yourself away from that old anchorage, the radio and easy chair, and get a new slant on things. The country hasn't gone to the dogs, neither has the Government ceased to function. We hear the sounds of perpetual calamity howlers day in day out, which subjects us to the grave danger of contracting an apathy toward progression. Indifference now may cause us to look back later upon a monument to our folly.

The next meeting will begin at 7:30 Saturday evening, April 1, in the Moose Temple at Cherry and Division. If you forget it, you are suffering from psychasthenia and should consult a specialist. If you just naturally don't give a darn, that is too bad, even for the community in which you live. If you are out among 'em with a hearty handshake and a smile on your face, you are a valuable asset to your God, your family, your country, your fraternity and your neighbor. Don't forget the movie reel that will be shown as an added attraction to the team work program.

We are wondering what became of that harbinger of spring, the robin, when the last cold weather appeared. Probably hid himself to the state senate chamber to keep warm in the hot air that has been so lavishly dispensed there the last few weeks.

Jimmy Malloy has contributed to the unemployment situation by purchasing a new Chevrolet. By his generosity he furnished seventy-one men work for one day.

The Grand Rapids Salesmen's Association held a food show at the Ole Peterson grocery in Muskegon last week. The boys report a good attendance and a worthwhile business.

W. E. Lypps reports that the Kerns Hotel, in Lansing, is now operating on the following rates: Rooms without bath, \$1 and \$1.25. Rooms with bath, \$1.50 and \$1.75. This hotel is to be commended for the effort to meet existing conditions.

Word has reached us of the death of Chas. J. Biek, vice-president, general manager and sales manager of the Rudy Furnace Co., of Dowagiac. Mr. Biek's death was very sudden and came as a great shock to the community, which knew him as a philanthropist and a loyal supporter to all civic movements. Charlie, as he was familiarly known, started with the old Round Oak Furnace Co. when a boy and worked his way up to a responsible position. He was one of the organizers of the Rudy Furnace Co., of which he was managing head. He was a prominent member of the Knights of Columbus and at the time of his death was district deputy. Mr. Biek was laid to rest Monday forenoon in the city which had been his home and pride throughout his lifetime.

Gilbert H. Moore, member of the sales division of the Rudy Furnace Co., attended the funeral Monday of Mr. Biek, managing head of that company.

A. Bosman left Monday for a business trip through Indiana. Abe says the business outlook is good and the spirit of governmental co-operation is permeating business circles.

Mrs. A. Fox, Jr., of Detroit, spent the week end with her parents, Mr. and Mrs. W. E. Lypps. She was accompanied on her visit by a friend, Mrs. Gregg, of Detroit.

Now that lumber prices are soaring, the lumber dealer will probably show a profit, not on the lumber he sells but on his inventory. We doubt whether an inventory profit will help pay overhead.

After witnessing the Boy Scout parade Saturday and carefully counting the bundles of old clothes they had collected, we straightaway hurried home to check up on our cherished "other suit" and extra pair of socks. This movement by the Scouts is a worthy one, but we are fearful of the result on those of us who have a second best hidden away in case of more depression.

Frank Holman has moved closer to the center of the city. He now resides at 906 Fairmount. We are wondering whether Frank is getting more room, so that he may more lavishly entertain after April 7.

Gilbert Ohlman, Junior Counselor and chairman of the relief committee, is doing good work among the sick and injured members of the Council. He is being assisted by Past Counselor R. E. Groom, who is a member of that committee.

Ed. Kraai is reported as well on the road to the recovery of his normal health. He expects to be on the old job again in a few weeks.

Business is good with Bob Groom, regardless of what he might say to the contrary. We were checking up on him recently and we found where he had secured a new telephone number.

The team work group, under the direction of H. F. DeGraff, held its second meeting Saturday noon in a private room at the Elk's cafeteria. The speaker was Donald Swanson, of the Grand Rapids Savings Bank. Mr. Swanson discussed the present banking situation and explained the routine of their bank in getting ready for re-opening. The team work group will meet again Saturday, April 1 at 12:15 in the Elk's temple. Everyone is invited to attend. There will be another speaker of note on this program.

Senior Counselor Wagner announces that the cards bearing the Council's working schedule have been mailed to every member. The cards can be folded and carried in an ordinary card case, so that the members may acquaint themselves at all times with just what the Council is planning. Instructions to the broadcasting chairmen have been mailed also.

We understand that the officials of the Council and the chairman of the entertainment committee are already planning a picnic for the members. The date has not been announced as yet, but we understand it will be during the first or second week of August. It has been intimated that there will be a very interesting program arranged.

We were told a story the other day that reminded us of the story of Damon and Pythias.

The little town of Galesburg, East of Kalamazoo, was the setting of this story of friendship and devotion.

Clarence Schroder, a retired merchant and Dan Hayes, active in the town's business life, are two devoted friends and have been for years. They are now on the shady side of life, but are still one for all and all for one. Dan's place of business is a rendezvous for the old timers and many a story has been spun and presidents elected at these gatherings. Not long ago the devotion of the two afore-mentioned men was made manifest by Clarence washing the windows of Dan's store. Clarence contended that it was necessary for him to have a clear vision of things before expressing any more opinions upon any subject, so he believed it necessary that he apply soap and water to Dan's front windows in order that clearness might be thereof. The incident is a joke among the cronies who gather there and it is used to twit Dan's good nature when the "boys" get together.

Buy American! Buy from your independent merchant and help American business.

Edward A. Souffrou, 151 Union avenue, a member of Grand Rapids Council, passed away Saturday evening at the general hospital, Kalamazoo. The funeral was held Tuesday afternoon at 2:30 at the Van Hof funeral parlors. Interment at Fair Plains cemetery. Members of Grand Rapids Council, No. 131, attended in a body. The Council extends the sympathy to Mrs. Souffrou and family.

Arthur Kirkpatrick, of the Grand Rapids School of Designing, will be the speaker at the noon day lunch club Saturday April 1, sponsored by the team work group of the United Commercial Travelers of America. All members and friends are invited to hear this wonderful talk. There is no charge except for what you desire to eat and food is served cafeteria style, so each person can regulate the cost of his own meal. Scribe.

When On Your Way, See Onaway.

Onaway, March 28—Not very presentable just now, we admit, but cheer up, the slush and mud will soon be forgotten (after election). Already the small boys have found the bare spots for their marbles and a goodly number of adults for spectators, probably one time experts themselves at the game.

Now that we have failed to reform the beer-minded child, let him have his own way; he has squalled his way to victory.

"We can hardly wait," so say the enquiries which are already coming to the Onaway Chamber of Commerce. "Tell us about the trout streams in the vicinity of Onaway." They promptly receive our folder and are seldom disappointed with their catch.

Many who are unable to pay their water tax will manage to scrape up the pennies for the beer tax.

West Branch is arranging for the opening of the trout season May 1 by sending out a lot of advertising for the event and offering prizes in their fly casting tournament; biggest trout, best creel of trout and the one coming the longest distance. What a feast the mosquitoes will have.

For years and years, as far back as we can remember, the curse of liquor has been fought by prohibition and temperance organizations, but the terrible scourge continued to reign because it was legally right—right as long as we continued to pay the license tax.

And ex-Governor Chase Osborn comes forward with a new food dollar

to replace the gold standard. He says "Wheat" is our salvation. Well, that is something we can eat anyway, and it can be prepared in so many ways. Shoo the grasshopper and the Hessian fly.

Wrecked homes over-lapped wrecked homes in consequence of liquor; it became intolerable, unbearable and finally the great majority declared "the time has arrived—put it down."

President Roosevelt has found a remedy. He says "Curtail production of farm products, it is worth trying." Funny we never thought of that before. Too many farmers have already deserted their farms and sit on the fence and sell hot-dogs and gasoline.

What a Nation are we and how hard to please. Why? Just because our eighteenth amendment was not absolutely a total success. Is any law absolute?

It is rumored that the Dean theater will re-open under new management which will be hailed with delight. Owing to the closing of several banks the theater has been closed since last fall. It is a fine playhouse, nicely equipped and excellent acoustics.

Now that we have let down the bars, Uncle Sam says, "Come unto me all ye that are thirsty and I will give you beer, swill down all that you can pay for; the first mug will make you only 3.2 per cent, drunk; the second double that; the third awful dizzy and the fourth, equaling two pints—soaked—soused—ready for bed, (quoted from authority).

Supervisor Warboys of Cheboygan has succeeded in having a resolution passed by the County Board of Supervisors whereby the unemployed may secure work by signing an agreement to assign a portion of their wages to the county clerk to be applied first on payment of taxes and the balance for welfare. A mighty good plan for any county to adopt.

Look back—picture the reeling drunken subjects that paraded our walks on pay nights a few years ago. Have you forgotten? Be fair. What percentage of this class do you see now? Do not quote the exceptions.

An unusual sight greeted us this week—a real load of big saw-logs from somewhere—going somewhere—just like old times; either just discovered and uncovered or a long time on the way.

The homes, the mothers and the children in rags suffered while the father drank and poured his weekly earnings into the saloon. Beer—the stepping-stone to something stronger. Can you control it? Will high license solve it? Give the calf more rope.

Suckers, the fish most detested by the sportsman on the trout waters, are quite popular just now, caught as they are in cold running water. The meat is firm and furnishes abundant food for a good many families.

Shame! Uncle Sam, when you get hard up and need money sell your soul. See the money it would bring in—that is one way to get out of the hole. Make beer and everybody load up.

US 23 is being widened, a good idea—good for this reason: the object is to provide a snow road on one side, while the other side will be plowed for wheels, a great convenience for farmers coming off side roads.

We have been complaining of real estate taxes and every other kind of taxes, but now we have found the light. Give us beer. It will lift the burden. Of course, that law will not be violated. That innocent looking dot between the 3 and the 2 will be easily overlooked and soon eliminated. What then? The makers of wine are already complaining their wine won't keep.

Al Weber, editor of the Cheboygan Observer and President of East Michigan Tourist Association, is making frequent visits to our city and county and spreading the gospel of tourist trade in the interest of the Associa-

tion which he represents. The right man in the right place.

Won't it be nice when the little children appear in school in the morning and compare notes; how much beer did you drink to-day Jimmy? "I only had two."

Will the beer replace the half pint of milk that the under-nourished child gets in school now? Why not, it is so stimulating and nourishing, you know. It is perfectly legal.

The Community Council held its regular meeting Monday night with a big attendance. Plans were outlined and committees appointed for the spring work. That should bring results.

And when the little children arrive in Sunday school dressed in their best, bright and smiling faces and their breaths smelling of legalized beer. Behold! a kindergarten drunk.

Steps are being taken to establish a standard high water level for Black Lake, that property owners may protect their rights and prevent damage to resort property, which has frequently occurred by the power dam on the lower Black River. This move is being undertaken by Presque Isle and Cheboygan counties.

Lack of enforcement evidently spells defeat in this country. Why not repeal all the laws that are not enforced? The remedy? Just repeal them and tack on a high license. That will smooth them over pro tem. Squire Signal.

Maybe we have now learned that money is of no use unless used.



YOU'VE BEEN WAITING FOR THIS

For those people who must provide additional protection with the minimum of current outlay the Mutual Benefit offers a new policy . . . Permanent protection at initial rates generally less than term . . . Participating ordinary life—cash values—paid up and extended insurance. Available ages 15 to 60, both men and women.

Full details of this new policy contract will be given you if you call our representative in your city. We have associate representatives in all principal cities in Michigan.

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MUTUAL BENEFIT LIFE INSURANCE CO.

RALEIGH R. STOTZ, General Agent
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Grand Rapids

Gentlemen: Without cost or obligation please send full details.

NAME.....

ADDRESS.....

My age is.....

MOVEMENTS OF MERCHANTS.

Traverse City—The Park Place Hotel Co. has decreased its capital stock from \$500,000 to \$50,000.

Detroit—The Detroit Beverage Co., 2536 Orleans street, has changed its name to the Detroit Brewing Co. of Detroit.

Ann Arbor — Killins Gravel Co., R.F.D. 3, West Liberty road, has decreased its capital stock from \$125,000 to \$75,000.

Grand Rapids — The Kline Drug Stores, 427 Ottawa avenue, has changed its name to the Peck Drug Stores, Inc.

Mt. Clemens—The J. S. Paganetti Co., dealer in lumber, planing mill, etc., has reduced its capitalization from \$50,000 to \$10,000.

Traverse City—The Hannah & Lay Co., dealer in fuel, builders supplies, etc., has decreased its capital stock from \$250,000 to \$70,000.

Detroit—Bernstein Brothers & Co., 3711 Third street, dealer in general merchandise, has decreased its capital stock from \$13,000 to \$3,500.

Kalamazoo—The National Storage Co., 309 East Water street, has opened a furniture store which occupies the entire second floor of its large plant.

Grand Rapids — Muller Bakeries, Inc., has decreased its capital stock from \$1,000,000 and 200,000 shares no par value to 210,000 shares no par value.

Detroit—The Keystone Distributing Co., 9421 Oakland avenue, general hardware, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—Andrews Bros. of Detroit, Inc., Detroit Union Produce Terminal, wholesaler of fruit and produce, has increased its capital stock from \$25,000 to \$100,000.

Detroit—The Berkey Shops, Inc., 2925 Woodward avenue, dealer in ready-to-wear apparel for women and dry goods, has decreased its capital stock from \$35,000 to \$5,000.

Detroit—The Rex Market, Inc., 4816 Michigan avenue, dealer in meats and groceries, has been incorporated with a capital stock of \$10,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Judd Co., 440 Brainard street, has been organized to erect also scrap machinery, etc., with a capital stock of 200 shares at \$10 a share, \$2,000 being subscribed and paid in.

Detroit—The L. M. Payne Co., 9311 Wildemere avenue, has been organized to deal in automotive materials, metal products, etc., with a capital stock of \$1,000, all subscribed and paid in.

Kalamazoo—The MacFee Equipment Co., 614 West Willard street, under the management of V. R. MacFee, has been incorporated under the style of the A. F. D. Manufacturing Co.

Lansing—The Kerns Hotel has established all night service in its coffee shop, opening in the cafeteria at 8 p.m. and closing at 5 a.m., the cafeteria opening at 5 a.m. and closing at 8 p.m. as before.

Detroit—The Chene-Hancock Furniture, Inc., 4770 Chene street, has been organized to deal in furniture at retail with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Hamtramck—The Lewis Plumbing Supply Co., Inc., 9318 Conant Road, has merged its business into a stock company under the same style with a capital stock of \$5,000, all subscribed and paid in.

Royal Oak—The Home Trade Shoe Stores, Inc., has merged its business into a stock company under the same style with a capital stock of \$15,000, all of which has been subscribed and \$12,000 paid in.

Kalamazoo—An order dissolving the Clark Boiler & Tank Co. and appointing Harry Folz as receiver was made by Judge George V. Weimer on petition filed by a majority of the directors of the company.

Detroit—The American Mill Supply Co., 2527 West Philadelphia avenue, has been organized to deal in waste and obsolete materials, with a capital stock of \$5,000, \$1,000 of which has been subscribed and paid in.

Detroit—Sam's Plumbing Supply & Hardware Co., Inc., 8569 Russell street, has been incorporated with a capital stock of \$2,750 common and \$2,750 preferred, of which \$5,500 has been subscribed and \$5,000 paid in.

Muskegon—The Liquidating Sales Co., 68 West Webster avenue, has merged its business into a stock company under the same style with a capital stock of 10,000 shares at \$1 a share, \$9,541 being subscribed and paid in.

Battle Creek — Seaman's, Inc., of Battle Creek, 44 West Michigan avenue, has been incorporated to deal in apparel for women and children with a capital stock of \$35,000 common and \$15,000 preferred, \$10,000 being subscribed and paid in.

Battle Creek — Doud M. Agnew, dealer in fuel, seeds, fertilizer, etc., has merged the business into a stock company under the style of the D. M. Agnew Co., with a capital stock of 200 shares at \$20 a share, \$4,000 being subscribed and paid in.

Stanton — Morris W. Stevenson, former Stanton mayor and prominent in Montcalm county politics, died March 24. Mr. Stevenson was owner of a dry goods store here. He was a member of the county road commission. He is survived by one son, George.

Detroit—Purse Brothers, Inc., Fort and Green streets, conducting a commission business in fruits and vegetables, has merged its business into a stock company under the same style with a capital stock of 10,000 shares at \$1 a share, \$2,500 being subscribed and paid in.

Ann Arbor—The Larmee Battery & Electric Service, Inc., 212 South Ashley street, has merged its batteries, auto accessories, etc., business into a stock company under the same style with a capital stock of \$15,000, \$10,125 of which has been subscribed and \$10,000 paid in.

Muskegon—Charles J. Cihak, photographer and dealer in pictures, has merged the business into a stock company under the style of the Radium Photo Service, Inc., 320 West Western avenue, with a capital stock of 10,000 shares at \$1 a share, \$6,696 being subscribed and paid in.

Battle Creek — The D. M. Agnew Co., coal and seeds, has purchased from David M. Agnew and Hattie L. Agnew, the assets, including the merchandise and fixtures used by David M. Agnew in his business at 33 West State and 137-39 South McCamly street for 198 shares of no par stock in the corporation. The stock has a fixed sale price of \$20 a share. The company is also assuming debts and obligations amounting to \$4,958.16.

Royal Oak—With the basement of St. John's Episcopal church, Eleven Mile road and Woodward avenue, converted into a cobbler's shop through the efforts of the pastor, Rev. Charles C. Jatho, Royal Oak Township's needy have found one of their problems solved. Since October, when Mr. Jatho started his enterprise, the shop has repaired, free of charge, 2,600 pairs of shoes. Of these, 850 pairs have been donated by Royal Oak people interested in the movement. These have been distributed to children and adults. The cobblers—some of them masters at their trade, some of them unemployed men—come to the church daily, to offer their services. In return, they are served with a hot dinner at noon, cooked by the sexton, Fred Bailey. The food is contributed by the women of the parish. That the enterprise is a worthy one is borne out by appreciation expressed by those who benefit from it. One family appealed for aid, but refused to take shoes unless they could reciprocate in some way. The matter was finally settled when the father tuned Mr. Jatho's piano. A boy about 14 years old stopped at the church and explained that he had been unable to attend school because his shoes were worn out. He was fitted with a sturdy pair of high-tops. The work has been made possible through money donations by city employees, members of the Kiwanis club and church members. Some of the necessary supplies have been given by Detroit belting factories. Mr. Jatho denies he is the "Good Samaritan," but the workmen insist that he has, many times, dug down into his own pocket in order that his "factory" could thrive. Mr. Jatho has sent out an appeal, asking that Royal Oak residents search their closets for old shoes, which his cobblers will gladly put into serviceable condition and distribute to the poor.

Manufacturing Matters.

Three Rivers—The Sunshine Dairy Co. has been organized to manufacture and sell dairy products, with a capital stock of \$10,000, \$6,000 of which has been subscribed and \$3,000 paid in.

Detroit—Meter Duplicators, Inc., 613 Abbott street, has been incorporated to manufacture mechanical devices, with a capital stock of \$10,000, of which

\$5,400 has been subscribed and \$1,500 paid in.

Detroit—Prescription Laboratories, Inc., 14400 Grand River avenue, has been organized to manufacture and sell remedies, with a capital stock of \$50,000, \$3,000 of which has been subscribed and paid in.

Hart—Circuit Judge Earl C. Pugsley has appointed Abe Dembinsky, auctioneer, to sell the assets of the Kunkel Mfg. Co. on Friday, March 31. The company manufactures heaters for Ford cars. Herbert S. Newton is receiver for the estate.

Detroit—The Vinco Tool Co., 7350 Central avenue, manufacturer of tools and precision gauges, has merged the business into a stock company under the same style with a capital stock of 2,500 shares at \$20 a share, \$15,000 being subscribed and paid in.

The Girl Scout Movement.

Twenty-one years ago an American woman, Mrs. Juliette Low, was paying her annual visit to England. Among her friends was Sir Robert Baden-Powell, the founder of the scout movement. Seeing what scouting was doing for English boys and girls and knowing what it was doing for American boys, Mrs. Low determined to introduce it to American girls. On her return to her native city of Savannah she invited several girls to tea and explained to them what scouting was. The immediate result was the formation of the first unit of an organization which now has about 300,000 members. It is interesting to note that its periods of greatest growth have been those of National emergency, such as the years of the war and those of the present depression. The list of proficiency badges includes fifty-two individual titles and six group titles, while individual projects range through the alphabet from A for "Archer" to W for "World knowledge." The Girl Scout Federation of New York, in connection with the National organization, is this week celebrating the twenty-first anniversary of the founding of the movement. Girl Scouts and their leaders have the right to be proud of the record of this notable activity.

Pay Envelope Special.

A store in a small city in the East regularly offers what it calls a "pay envelope special." This store has a printer make up pay envelopes with this message printed on the back: "This envelope is good for a 5 per cent. reduction on any purchase made at ———." The envelopes also are numbered, so that, when they are turned in, it will be known where they came from. These envelopes are given to any employer who will use them on pay day. The employee receiving the envelope is allowed the stated discount when the envelope is presented in connection with a purchase. Other stores report the use of a somewhat similar idea to draw out-of-town customers; a certain amount is allowed against the railroad fares or automobile mileage of such customers, depending upon the amount of goods bought.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 4.70c and beet granulated at 4.55c.

Tea—First hands demand for tea during the week has not been quite as good, therefore in this country some easiness has developed in the market. Holders of tea are predicting an improvement shortly. In primary markets, however, Indias have developed some strength and so have some grades of Ceylons. Consumptive demand for tea is about the same.

Coffee—The market for Rio and Santos coffee, green and in a large way and speaking of futures, has been very weak and declining during the past week. The Farm Board sold some more of the coffee that it had taken in trade for wheat at an additional decline from former sales. The undertone of the Rio and Santos market is quite soft. Actual Rio and Santos shows a small fractional decline for the past week. Mild coffees are about unchanged. The first hands demand for coffee is not large at the moment, but the consumptive demand is about as usual.

Canned Fruits—California peaches are also higher, standard halves being held firmly at 97½c and choice halves at \$1@1.05, depending on seller. Choice sliced peaches are unobtainable under \$1.05. No. 10s also have firmed up to \$3.25 for standards and \$3.50 for choice. Pears are unchanged and cherries and apricots are held around the old figures.

Canned Vegetables—The outstanding item so far seems to be Maryland tomatoes, which have advanced through all sizes, not only once, but several times. Corn shows more strength, also, both standard evergreen and Bantam being held for better prices in the Midwest. Partial lists of new prices on asparagus have reached town but the full list is expected to be along in about a week or so. There are going to be some new factors in the market this year, and the trade will follow a cautious policy.

Canned Fish—Shrimp is looking up and values are firm. Alaska salmon shows no special change for the week. There is still some shading in Alaska reds, but pinks are firm. Fancy salmon is still scarce and firm. Sardines and other tinned fish show no change for the week.

Dried Fruits—The dried fruit market is fairly active this week. Jobbers are considerably firmer in their price ideas, as there has been no accumulation of fruits on the spot to make for any special selling pressure. On the other hand, the trade shows no speculative interest in dried fruits, buyers being content to cover their immediate needs and let the future take care of itself. Distribution appears to be progressing in an orderly way, with California prunes, apricots, apples and peaches providing real strength. The recent advance in the prices on California prunes by the prune pool has been followed by higher price quotations by first hands, but there has not been much buying for shipment at these higher prices from this market. There are still some goods coming in on contract, and distributors here seem

content to hold the market at its present level rather than to sacrifice volume to larger profits. Dried apples are reported as well maintained on their recent advance in California and New York State is in a very firm position at the present time, with stocks almost completely exhausted.

Beans and Peas—The market on dried beans started the week by easing off somewhat, but later firmed up again, particularly on white kidneys. At present the market is fairly steady on everything and firm on some things. Dried peas are about unchanged. The demand for these products is not very large at present.

Cheese—The market has been quiet and steady during the past week with a small fractional advance since the last report on account of light offerings.

Nuts—Demand for shelled nuts here remained largely routine during the week. There was a little seasonal pickup in some of the items, but no more than sufficient to support the market here on its present basis. Quotations from abroad hold within a narrow range. This market is not sensitive to fluctuations abroad, however, as business is done on a hand-to-mouth basis. Demand for nuts in the shell showed a moderate pickup in the past week or so, stimulated a little by the coming Jewish holidays.

Olives—The situation on the olive market presents little change from week to week. Demand in the New York market is still confined to needs. Spot quotations very steady. A lack of oversupply and the knowledge that replacement costs were high held the quotations. Spanish shippers maintained a firm front, pointing to small and only fair quality new crop goods as a reason. There has been no extensive purchasing for forward shipment.

Olive Oil—The olive oil market showed a somewhat higher trend in Spain during the closing part of this week, but there was still some labor trouble confusing the situation. Italy remained quothably unchanged, although the undertone of the market was a little weaker. Stocks here are light and buying limited to a replacement volume.

Pickles—No increase in demand is shown in the pickle market. Dills have been selling in job lots. The same is true of glass goods. Thus there is some competition to get business. Prices, although unchanged on the surface, have had a soft undertone. Sweet pickles show more activity than the dill.

Rice—The rice market continues very firm in the South, with rough rice very strongly held by growers and millers showing a readiness to buy rough where offered. The movement of milled rice to domestic markets has fallen off somewhat in the past week or so, but a fairly good volume of business is still being done. Prices are now quite steady and retail outlets are doing a good business in it.

Salt Fish—The Lenten demand for mackerel and other salt fish has been so good that the prices of the whole line advanced somewhat during the week. This includes both domestic and imported mackerel. Stocks are get-

ting rather low with No. 2 American fat mackerel practically out of first hands.

Syrup and Molasses—The demand for sugar syrup during the week has been small but regular. Production is still light; prices steady. Compound syrup is unchanged; fair demand. There has been a routine business for grocery grades of molasses without change in price.

Vinegar—Vinegar is in normal demand for this time of the year. Shortly a more active movement is looked for.

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—4½@5c per lb.

Beets—75c per bu.

Butter—The market started the week with a small fractional decline owing to the poor demand, but later the situation improved a little and the market advanced about 1c per lb. It seems to be a day to day market with butter. Jobbers hold plain wrapped prints at 19c and tub butter at 18c.

Cabbage—65c per bu.; 75c for red. New from Texas, \$2.75 per 75 lb. crate.

Carrots—Home grown, 60c 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 demand for eggs during the week has been quite moderate. Nevertheless, about the middle of the week the market firmed up on account of comparatively light receipts. This was after a small fractional decline which left prices 1c per dozen lower than a week ago. The indications are that the production will be three times as large as a year ago. Jobbers pay 7c per lb. for receipts, holding candled fresh eggs at 12c per dozen for hen's eggs and 9c 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 ---- \$4.50

Imperial Valley, 4s and 5s, crate -- 4.50

Hot house, 10 lb. basket ----- .65

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 ----- 3.25

288 ----- 3.25

324 ----- 3.25

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, 28c 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; 5 lb. box, 60c.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 6@7½c

Good ----- 5@6c

To Seek Goods For Promotion.

Indications are that the stores will be in the market for large quantities of promotional goods during the period directly ahead. This merchandise will be sought to stimulate Easter shopping by consumers, which is reported as slow in getting started, and will also figure prominently in merchandising preparations for post-Easter selling. The goods will not represent distress stocks, but merchandise specially prepared for stores at selected price points. The goods range from undergarments to dresses and accessories.

Underwear Line Withdrawn.

One of the leading underwear mills has withdrawn from sales its low-end and middle ranges of men's heavy-weight cotton-ribbed union suits. The standard line, however, and shirts and drawers in all classes are continued on sale. The volume of business has been so heavy on the union suits that the company has decided to withdraw the lines in order to protect customers on fill-in business. Other mills enjoyed substantial orders last week, but so far have not withdrawn any ranges.

MUTUAL FIRE INSURANCE

Night Fires Most Costly.

When the wailing siren of fire apparatus gets you up in the dead of night and you look out of the window at a great glow in the sky, the chances are that the fire, then raging, may already be beyond the valiant efforts of the firemen to prevent heavy destruction of property. The cause is not difficult to understand, for here is what we would find if we took the trouble to investigate one of these night fires, many of which occur in factories.

Most likely we would find that the plant was deserted in the hours before the fire and that there was inadequate watchman service or none at all. Under such conditions, when a fire starts it often burns undiscovered for some time. If there was a watchman, he may have been asleep or in another part of the plant; finally, when the flames reached such proportions that they were discovered, the situation may have been beyond his control and he may not have known how to turn in an alarm, how to summon aid or how to combat the flames himself while waiting for the arrival of the firemen.

Such fires usually are beyond control when trained fire fighters reach the scene. As a result, there is great destruction of property, interruption of business far-reaching in its effect upon associated industries, and workmen are faced with unemployment and hardship perhaps for many months.

If a fire is discovered in its early stages and quickly called to the attention of employees or trained fire fighters, the consequent loss usually is small. A study of 95,000 fires revealed that 53 per cent. were relatively trivial in their nature, with a loss of less than \$100, and 83 per cent. resulted in a loss under \$1,000. As compared with this, there were fourteen fires with losses over \$100,000 and the individual fires which exceeded \$10,000 accounted for 58 per cent. of the total loss.

In New England, according to the New York Journal of Commerce, there were thirty-seven fires in January, 1932, with losses exceeding ten thousand dollars, or an aggregate of \$2,569,000; it should be noted that these January, 1932, large-fire losses exceeded corresponding months in 1931 and 1930, amounting to 129 per cent. and 152 per cent.

Detailed study of these larger fires, which account for 60 to 75 per cent. of the losses in individual cities, shows that a large number occur at night, sometimes hours after quitting time—also that some of these heavy losses are due to automatic sprinklers operating for a considerable length of time after they have extinguished the fire because no one is aware they have functioned. In Worcester, Massachusetts, the records show that twenty-two of a total of thirty fires resulting in individual losses exceeding \$15,000, were discovered at night, or between 6 p. m. and 6 a. m. In Salt Lake City, of sixty-five fires resulting in individual losses in excess of \$2,000, thirty-two occurred at night, with seventeen

between two and five in the early morning, when few people would be available to discover them. In Charlotte, N. C., the records show seven of the twenty-three fires causing \$10,000 damage were not discovered until after midnight.

During the depression, watchman service and other protective features in industrial and business buildings are apt to be neglected or discontinued in an effort to avoid expenditure of money. As indicated above, this often is costly and unwise economy.

Fires in factories can be detected during their first stages, even in the early morning hours, if a watchman in good physical health is employed, and required to report his movements at frequent intervals, to insure that he stays on the job and makes his rounds as instructed. He should be informed as to what he must do if he should discover a fire—the quickest way to summon trained fire fighters, no matter what part of the plant he is in when he sees the flames—and trained in the use of fire-fighting equipment maintained on the premises. Needless to say, this equipment must be kept in good condition. Supplementing such watchman service, a system for the automatic detection of fires should be installed in order that the flames may quickly be reported to a central office which releases the alarm to fire headquarters. It is even more important that the plant be equipped with automatic sprinklers to aid in holding a fire in check until the apparatus arrives, thereby minimizing the loss.

Memorial To Joseph W. Knapp By Dry Goods Merchants.

Since the last meeting of the Michigan Retail Dry Goods Association it has pleased Divine Providence to remove from this earthly sphere Mr. Joseph W. Knapp.

It was a real pleasure and a great privilege to have known Mr. Knapp intimately. He was one of the organizers and founders of this Association, its first Secretary, serving in that capacity for a period of two years, following this by being elected your President for a further period of two years.

During Mr. Knapp's activities as an officer of the Michigan Retail Dry Goods Association it had its greatest growth and was, as it is to-day, of great benefit not only to the dry goods trade but to retailing generally. Mr. Knapp's outstanding accomplishment from a national viewpoint was his ceaseless effort, which effort was finally crowned with success at great cost and expense to himself—the standardization of sizes in ready-to-wear garments, knit goods and other articles of wearing apparel.

He was also an author of note, creating several volumes on practical business problems accepted as standards by leading schools of business.

Mr. Knapp was a great merchant estimated by our standards. His every thought, move and act was calculated to improve the ideals and activities of the retailer.

Mr. Knapp's death is a distinct and irreparable loss to his family, his

friends, his city, this state association, and, in a larger way, the dry goods retailers of the Nation.

Therefore, be it resolved that this Association go on record as acknowledging its debt to Mr. Knapp and that this organization extend its sympathy to Mrs. Knapp and the family, assuring them of the warm recollection which will ever remain because of Mr. Knapp's ever helpful and friendly spirit. That a copy of these resolutions be sent to Mrs. Knapp and that they be spread on the records of this Association.

J. C. Toeller,
J. C. Grant,
L. D. Rosacrans,
Resolutions Committee.

The Tragedy of Death.

Lines written on the passing of Senator Walsh.
The tragedy of death
Is built of human plans
For who can witnesseth but God
He understands
Our going out, our coming in
Or who shall pass, or who begin
The tragedy of death.

The tragic comes
To man's environment alone;
When Spirit fashions
Who interpreteth its stone?
What waiteth there? What is to be?
The Great Artificer doth see—
Save tragedy of death.

'Twas ever thus
In man's ambitious potent hour
Achievement grows
And feeds upon its rising power.
Shall hope inspire
To still attain
More honored heights—
Yet—less gain
Than tragedy of death.

Charles A. Heath.

● WHY have policyholders saved?

The Federal Mutuals insure only the better type of property—you might say the "cream." This results in fewer losses. Operating costs are kept at the minimum. These two factors result in a much lesser portion of your premium dollar being used, which means larger profits. As there are no stockholders the policyholders receive the profits at the expiration of their policies. These companies operate for your benefit—why not investigate?

FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

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

Hardware Dealers Do Not Want Higher Taxes.

"The tax collector'll git you ef you don't watch out," as a modern poet might say. Little constructive effort is being done by the Legislature to effect economies in expense. Contrast this inaction with the accomplishments of the National Congress, working under the whip and spur of our President. Speaker Rainey, of the House, has just said, "The economy bills just presented to the Congress mean a balanced budget and this good will be accomplished without one cent of additional revenue." Now, what does the state administration say? "We must have a 3 per cent. sales tax to balance our budget." The state administration itself is spending almost as much as in the preceding year and there is apparently no effort on the part of the Legislature, where such action must be initiated, to change forms of local government permitting expense reduction. As the chief cost of government is in the local units, any considerable reduction in governmental expense must come through that source and the state government must provide the machinery and the mechanics to accomplish that purpose.

At the present writing it appears as though this inaction might make inevitable a sales tax, with its attendant evils. Pennsylvania had a sales tax on an experimental basis for six months. Governor Pinchot, one of the outstanding executives of this country, has declared that no sales tax will be continued in Pennsylvania if possible to prevent. President Roosevelt, months ago, stated his opposition to a sales tax.

What will happen to Michigan dealers if a 3 per cent. sales tax bill is passed? Let's look at the actual costs. The average hardware store paid personal property taxes last year of 1 1/4 per cent. of sales. The experience of Mississippi merchants, where they now have a sales tax, indicates that they absorb at least half of the tax and in some cases three-quarters. The retailer's tax bill will be doubled. How many can stand it? Taking an average store with \$40,000 sales, this means total taxes of over \$1,000, besides real estate taxes. Think that over. It is imperative that each member not only write his state senator or representative, but the chairman of the taxation committee in the Senate and the chairman of the general taxation committee in the House. Members of the Senate taxation committee are: Henry C. Glasner, chairman, Charlotte; Adolph F. Heidkamp, Lake Linden; F. A. Kulp, 710 Post building, Battle Creek; J. N. Lamoreaux, 4101 Lamoreaux Boulevard, Comstock Park; A. L. Moore, 602 Pontiac Bank building, Pontiac; William Palmer, 727 East Fifth street, Flint; C. Jay Town, North Adams. Members of the House general taxation committee are: F. E. Watkins, 130 Cass street, North Pontiac; Frek C. Holbeck, Long Lake; F. Dean Morley, New Troy; F. J. Calvert, 71 Avalon avenue, Highland Park; J. C. McInerney, 1227 Chestnut street, Wyandotte; Adrian C. Barr, Shepherd; J. S. Brzostowski, 4402 Sobieski avenue, Detroit; J. W. Helme,

112 West Maumee street, Adrian; Don VanderWerp, Fremont.

Legislative work is done in committee, therefore the necessity of writing them. Special bulletins will be sent you later on the Legislative situation.

The Business Battle convention was only the opening skirmish of the Battle of 1933. The fight must be continued throughout the year. E. B. Gallaher laid down a plan of action which must and will be continued. The work done by your Utility Committee under J. Charles Ross can only be productive if members will stock and merchandise electrical and gas appliances aggressively. Be certain that your Association will follow through on any infractions of the code adopted by the utilities. If, in your locality, the utilities are not following through according to the statement of merchandising principles, copy of which was sent you last month, give us specific information as to the infraction and they will be taken up, not with the branch manager, but with the general manager of the utility.

The work of the price competition committee is continuing. In April, every paid-up member of the Association will receive a copy of the report, together with prices commonly paid by hardware dealers and prices at which competition sells these specific items. Action is promised by your officers for 1933. What support will you give?

Thanks, Mr. Stowe. In the last four issues of the Michigan Tradesman, Mr. Stowe, the editor and Grand Old Man of Michigan trade journalism, has given from one to two pages to the hardware association and its activities. Mr. Stowe believes in giving full support to trade organizations working for the welfare of the independent dealer.

Regrets and Condolences. Friends of Scott Kendrick will be shocked to hear of his death on Tuesday, March 21, at the University hospital in Ann Arbor, due to the formation of a blood clot. Scott had been under hospital care for a short time, had improved greatly and was to leave for home the day of his death. Funeral was held in Flint, March 24. Scott will be sadly missed at state and National conventions, where he was always one of the popular figures. He was President in 1925, giving much of his time and talent to his craft. In the long journey he has taken, may peace be with him.

Don Dilger, 11645 Hamilton boulevard, Detroit, died this month. Don was a man among men, a tried and true friend. Among those attending the funeral were President William Dillon, Charles Taepke, Tom Burns and other hardware dealers.

Michigan dealers are determined to have their stores prepared for the business that is here and the better business that lies ahead. The following stores, using Association plans, have recently completed rearrangements or are now in process of modernizing: Big Rapids, Judson's Hardware; Detroit, Kaufman Hardware, Lipke Hardware Co.; Grand Rapids, Denison-Dykema & Co., A. Dreisens & Son, Hammer & Cortenhof; Hadley, Chas. Morton; Holland, Corner Hardware;

Jonesville, Godfrey & Sons; Owosso, Weisenberg & Co.; Port Huron, McDonald & Marczan, Sperry hardware department; St. Clair, Smith Hardware Co.; St. Johns, Fowler & Sons; Sturgis, R. S. Donaldson; Waltz, Kryszke Brothers.

It's a Mistake. Advertising expense in most hardware stores has been cut behind the ears. Perhaps dealers can't advertise in the same way they always have. Most of it was done in the laziest and easiest way possible, anyway. If newspaper advertising is not possible or practicable, there isn't a hardware dealer in the State of Michigan who can't use a duplicating machine. Some dealers are getting unusually good results. O. E. Wylie, of Rankin's Hardware, Shelby, uses, with good effect, a three-page letter with prices and descriptions of forty-one seasonal items, all priced to meet any competition. In fact, without saying so, it is directed at mail order competition. Margins, on costs, vary from 20 to 75 per cent., averaging about 50 per cent. or 33 1/3 per cent. on selling prices.

The Gilbert Hardware Co., of Oregon, Illinois, recently held a "Poultry and Egg Exchange" for two days, giving in trade eleven different items in a new line of high-grade, triple coated enamel ware. A sauce pan, covered kettle, or drip pan was given for four dozen eggs. A tea kettle, percolator, dishpan, six quart kettle, or double boiler for five dozen eggs, or one dressed chicken. A round dish pan, water pail, or ten quart preserve kettle were given for six dozen fresh eggs, or one dressed chicken weighing five pounds or more. A mimeographed letter was used to broadcast this plan.

L. M. Pletcher, of Delphi, Indiana, has been taking in corn for which he pays cash and sells it locally. He is able to give considerably more than the market price and has disposed of all he could get without loss. Read about the idea in Hardware Retailer.

Many hardware dealers print on letterheads, "Member of the Michigan Retail Hardware Association." More will do so if reminded. This stamps a merchant as one who has pride in his craft and as one who will work co-operatively with others. How many will do it?

The following is the schedule of group meetings together with the date, town, place and chairmen:

April 17. Kalamazoo, Rickman Hotel, E. J. Hoekstra.

April 18. Benton Harbor (place to be announced), G. L. Cassler.

April 19. Holland, Warm Friend Tavern, S. G. Verberg.

April 20. Shelby, Congregational church, O. E. Wylie.

April 21. Grand Rapids, Rowe Hotel, Jas. DeKruyter.

April 24. Jackson, St. Paul's Guild House, W. L. C. Reid.

April 25. Coldwater (place to be announced), Rollin Kerr.

April 26. Petersburg, M. E. church, C. C. Gradolph.

April 27. Ann Arbor, Masonic Temple, Fred R. Meyer.

April 28. East Lansing, Union building, State Collège, Earl Young.

May 1. Frankenmuth (to be announced) Waldo Bruske, Saginaw.

May 2. Bad Axe (to be announced), Ford Otis, Sandusky.

May 3. Port Huron, Harrington Hotel, Cliff Hutton, Yale.

May 4. Detroit, Fort Shelby Hotel, Chas. Halmes.

May 5. Flint, Masonic Temple, Chas. H. Miller.

Harold W. Bervig,
Sec'y Mich. Retail Hardware Ass'n.

Urges Service as Basis of Sales.

Sales managers themselves were to blame for many of the practices which led to the general business collapse of 1929, John G. Jones, vice-president and general sales manager of the Alexander Hamilton Institute, told members of the Sales Executive Club of New York at their weekly luncheon in the Hotel Roosevelt last week. As guest speaker at the meeting, Mr. Jones called for a return to more human relationships in sales activities. He blamed sales executives for permitting themselves to be misled into believing in 1929 that volume was the sole measure of success. Sales staffs in these days should be imbued with the belief that service to customers is the only keystone of real sales success.

To Advance Aluminum Wares.

Manufacturers of aluminum wares withdrew all prices until further notice. The action, according to those in touch with the trade, presages a general price advance which will carry quotations from 10 to 15 per cent. above previous levels. The move, dictated in part by prospective increases in raw material and higher production costs, is in line with a general upward movement of prices in the home wares field. Quotations on kitchen tools increased an average of 8 per cent. late last week and higher prices are looked for shortly on enamel ware.

Beer To Aid Musical Instruments.

The return of beer gardens is expected to prove a boon to the musical instrument trade. A material improvement in demand is foreseen, inasmuch as many of the gardens will use the services of small bands or orchestras. Wind instruments are cited as most likely to benefit from the new development. While general trade in musical instruments is affected by the recent banking difficulties, interest in guitars has been quite well maintained. Saxophones and tenor banjos have declined in favor.

New Refrigerator Lines Ready.

Radical changes in design and the pricing of small mechanical refrigerators at prices well below previous lows will mark the introduction of 1933 models of major companies this season. The large volume producers plan to bring out their new lines and models in the course of the coming two weeks. In most cases, according to trade reports, refinements of design and of mechanical features have made greater refrigeration efficiency possible at the lower prices.

Strong souls fight their own battles, solve their own problems, asking no aid other than God's. Light natures air their little troubles standing on street corners and calling aloud to the crowd to come and see them weep.

MUCH WRECKAGE REMAINS.

After the flaring up of renewed courage and confidence which followed the splendid handling of the banking emergency, a natural reaction set in last week. In this sobering process it became more generally appreciated how much wreckage remains to be cleaned up and how many adjustments must still be made. In addition, the farm relief proposals put forward and the highly disturbed foreign situation put their checks upon buoyant sentiment.

So far as the agricultural program is concerned, opinions seem to agree that not even "an experiment" should be tried out along the muddled lines indicated. It would be far better, it is suggested, to link up reduction in farm output with mortgage and tax relief on a quid pro quo basis and then strike at the core of the trouble by promoting world-wide tariff moderation.

Until banking difficulties are overcome in larger degree, business operations cannot show much recovery. The weekly index discloses another recession, with only the carloadings series higher. Automobile output was sharply curtailed, but probably lifted last week. Steel orders were reported from this industry. Construction operations were also hard hit by the moratorium, the award figures for the first half of the month showing a drop of 21 per cent. from the February daily average.

Commodity price movements have become irregular as inflation notions have faded. Dun's list during the week, however, showed another excess of advances, which were 40, over the declines, which totaled 19. The hide list was higher all around and textiles and foodstuffs moved up.

The return of almost a billion dollars in money to the banks in two weeks testifies to the great increase in public confidence and probably means a more adequate resumption of banking facilities within the near future.

BUSINESS ACTION NEEDED.

After a taste of what it means to have a renewed spirit of courage and optimism take hold of the country almost overnight, business interests are together in believing that every effort should be made to keep this newly awakened confidence and enterprise alive. Admitting that there are great difficulties still ahead, it is felt that business itself through important groups should now move into action and put additional power behind the Government's effort to push our economic system out of the depression rut. Two forces particularly are available for this peace-time draft. One is organized business of almost every description. Trade associations, chambers of commerce and other groups in the aggregate have not a great deal to be proud of for what they have accomplished so far in the emergency, but they might go a long way toward re-establishing themselves by getting together now for a united and supreme attack upon our economic troubles.

The second force which might be utilized in the emergency is the ad-

vertising profession, which also has a rather disappointing record for the most part. It might find ways of disproving a spreading impression even in its own ranks that it is merely a fair-weather sailor. The task of bringing about recovery has many angles, but among the most important is the problem of selling more goods to those who still have the means to buy but who are hesitant.

Banking statistics show the money panic is over, and leadership and legislation at Washington have brought the National budget close to a balance. The public is feeling much better and the opportunity to consolidate and improve on these gains is at hand. Action should not be confined to Washington.

SHORTER WORKING WEEK.

In urging an emergency Federal law for the thirty-hour week in industry, the Silk Association of America at its annual meeting during the week professed to see this as the best of many solutions offered for dealing with the depression, since it would restore the idle to work, raise the morale of those who have been obliged to accept relief, decrease the tax burden on industry and distribute money more evenly and thus restore confidence and increase purchasing power.

All of these benefits, in the event that wage rates were raised so that proper living standards might be maintained, would doubtless flow from such action if, at the same time, some means might be found to adjust farm incomes also. Higher prices might, for a time, become necessary until operating efficiency was attained under the shorter working week, but this would by no means be unwelcome in its effect on the present debt burden.

In linking up their plan with a further suggestion that the anti-trust law be amended so as to permit "concerted action and co-operation in production and distribution," however, the silk manufacturers appeared to weaken their case unless they can count upon a superior type of leadership which has yet to be uncovered. Such "co-operation" has always meant excessive profits which expose the group to outside competition and at the same time prevent the more even distribution of income that assures healthy purchasing power.

A shorter working week and a minimum wage on a National scale would remove most of the troubles of which manufacturers grievously complain at present. Price-fixing scarcely qualifies as a remedy if experience is any judge.

DRY GOODS CONDITIONS.

Retail trade in areas not unduly affected by banking difficulties made a fair showing for the week. Locally, sales picked up briskly after the first few days of unfavorable weather and held this improvement to the close. Reports from out-of-town stores were on the whole quite satisfactory. Easter trade, however, has been slow in starting up.

Figures for department store sales in the first half of the month were is-

sued by the Federal Reserve Banks and prove quite surprising. Instead of the heavier loss expected, the metropolitan area showed a decline of only 23.6 per cent. under the same period last year. Estimates put the decline almost 10 per cent. higher.

To explain this report, which covered the eight days of the banking holiday, it was brought out that the store figures disclosed considerable variation store by store. The decline was reduced by reason of the excellent results attained by one large organization and several other good showings. Quick encouragement of charge account business lifted this type of trade from a normal figure of about 50 per cent. of the total volume done to around 65 per cent.

Despite the exceptionally good showing made for the early part of the month, the factor of a much later Easter is bound to have its influence upon the final monthly figures. Last year the holiday fell on March 27. Store executives believe that the proper comparison basis this year would be to combine the sales of March and April.

More buyers and more mail orders quickened trade last week in the wholesale merchandise markets.

INSECT STOWAWAYS.

It is sometimes asserted that the speeding up of international communications and the development of modern transportation methods have brought us too close to our neighbors to be as comfortable as we were in former days. An unexpected argument in support of this view might be drawn from a recent talk before the Pan-American Medical Congress at Dallas by Dr. T. H. D. Griffiths of the Public Health Service. He revealed the fact that mosquitoes were stowing away on airplanes flying between North and South America with the resultant danger of their spreading yellow and dengue fever in the United States. These mosquitoes cannot ordinarily survive a trip between the two continents, but it has been found that they can live for the time requisite for a flight by air. Consequently it has now become necessary, in the opinion of Dr. Griffiths, to guard against these unwelcome stowaways and take special precautions at the airports in this country in order to be sure that they do not land. We imagine that the risk of their spreading disease can be averted and that there is no actual danger of the country's being overrun with yellow fever. But it is a curious development that just as plagues were brought from the Orient to the West by rats aboard the early trading vessels, so now mosquitoes traveling by plane threaten to bring us the fevers of South America.

RETAIL SELLING METHODS.

In a survey made by one of the large mail-order-chain companies inviting frank criticism from customers of their retail stores it developed that 40 per cent. of those who replied found that the sales clerks were either inattentive or too attentive. Apparently, the "happy mean" of retail salesmanship has yet to be reached.

The question posed by these and similar findings is whether sound principles of retail selling have yet been arrived at. The type employed by successful specialty shops is still the ideal of many retail establishments which cater to the general run of trade and have little of the "atmosphere" that contributes so much to the success of the specialty method.

Certain "self-service" stores, on the other hand, run up high sales totals by abstaining entirely from personal salesmanship. The head of the largest organization of this kind, for instance, invariably tells a customer, if he is asked for his opinion, that the hat or dress "looks awful."

A new impression is making headway among thoughtful retail executives that, as Mr. Filene puts it, high-pressure salesmanship leads not only to dissatisfied customers but to buying mistakes. No salesmanship at all might be preferable, with the salesperson merely equipped to answer all questions concerning the articles sold.

HOARDED GOLD.

It begins to appear that not even the authorities in Washington had anything like an accurate idea of how much gold was being hoarded in this country. Their figures indicated that between February 1 and March 4 approximately \$217,000,000 in gold disappeared from the usual channels of trade, presumably into hiding places. While there is a normal amount of small hoarding by cautious householders, the total outstanding was estimated at not much more than \$1,000,000 above that figure. But by the middle of last week the New York Federal Reserve Bank alone reported that it had received and turned back to the Government \$250,000,000 in hoarded gold and gold certificates. Estimates based on previous returns indicated that the total return from hoarding throughout the country has been about \$400,000,000 since March 4. Obviously, gold hidden away for many months and even years is now finding its way back into circulation.

ARMOR-PLATE GLASS.

Old proverbs become reversed. By the invention of armor-plate glass, with steel-like properties, the people of the old proverb will be enabled to throw stones in safety. Tests carried out in Lancaster, England, where the factories making this new glass are located, give amazing results. A steel ball which will break a piece of ordinary glass when dropped from a height of twenty inches has to be taken to a height of at least twelve feet before it will break a piece of armor-plate glass. Molten lead at a temperature of 620 degrees will not break it, and at five degrees of frost it has resisted a blow just as well as at ordinary temperatures. The new material, when it does break, shatters into tiny fragments which are too small to cause anything but superficial scratches. It will bend three or four times as far as ordinary glass before breaking.

Bank depositors haven't acted as exemplarily as the unemployed.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Word reached us recently that the A. & P. Co. had decided to install a drug store in every town in which it has a grocery store; that in the cities where it has many grocery stores it will establish an equal number of drug stores. I was inclined to take these statements with a grain of allowance at first, but I now have conclusive proof that the reports are based on fact and that the present plans of the A. & P. Co. call for the establishment of 50,000 drug stores during the coming twelve months. A letter from John A. Goode, President of the National Association of Retail Druggists, is as follows:

Within recent weeks a number of retail distributors in the grocery field have announced their intention of opening drug departments. At the same time, word is received that several old established manufacturing companies in the drug field have consented to supply these grocery outlets with drug store products.

This situation is a dangerous one from the standpoint of the public in general and the retail druggists in particular. Steps must be taken at once to correct it and every drug manufacturer made to understand that the retail drug industry looks with disfavor on the sale of drug products in grocery stores.

The National Association of Retail Druggists herewith goes on record as serving notice to all drug manufacturers that the Association regards as unfair and unwise the establishment of contacts with grocery stores for the sale of drug products. It is a matter seriously involving the public health in that the only interest the groceryman has in the sale of drug products is the immediate profit to be derived; whereas the druggist, because of his training, is qualified to detect instances which call for the services of a physician and is expected to render professional and intelligent advice.

In the interest of public health, further restrictive legislation on the sale of drug products should be encouraged when it is evident that manufacturers have no interest in public health when their profit is concerned.

Retail druggists who find nationally advertised drug products on sale in grocery stores are urged to communicate immediately either with the National office or the undersigned, naming specifically any such products as they may find.

I regret that Mr. Goode should not exhibit a more militant spirit in this matter, which involves the very existence of thousands of small drug stores all over the country. A great menace confronts Mr. Goode and his organization. Talking about it should be replaced by immediate action, before the A. & P. Co. makes long time contracts for supplies with the drug manufacturers.

Herbert R. Moyes, editor of the American Druggist, has this to say on the subject:

The sale of drug items in grocery stores will be continued, and will spread within twelve months to 50,000 retail grocery outlets, unless the trend is crushed immediately.

The trend can be crushed if enough retail druggists give expression to vehement protest. At once. This is not an occasion for dilly-dallying. Drug manufacturers want to know how drug retailers feel on the subject.

They can't be blamed for going after volume wherever they can get it if nobody cares where they get it.

On good authority we are advised that most drug manufacturers will abide by the sentiment which retail druggists voice in the next few weeks. Retail druggists, therefore, should be ready instantly to co-operate to the full with their National and local drug association officials.

Several drug manufacturers already have rejected large orders from grocery concerns. But the temptation is strong. They want help in keeping their minds made up. They're waiting for word from you. If you think the drug store is the place in which drugs should be sold, for heaven's sake say so now. Don't wait until the grocers have taken your business away and then expect miracles to be performed with legislation. And if you want to be honest with the industry of which you are a part, don't—regardless of your personal credit situation—don't begin to buy your drug items from a grocery wholesaler.

By letting drug manufacturers know what the sentiment of retail druggists is. By urging non-co operation with drug manufacturers whose products are sold in grocery stores. By urging definite co-operation with drug manufacturers whose products are not sold in grocery stores.

Vacant stores have already been leased at Saginaw and fixtures ordered installed at once. These stores will probably be opened during the next month. The extent to which drug manufacturers will bend the knee to these invaders of the field of legitimate drug exploitation will then be disclosed.

If I were asked for advice in the premises I would urge the National Wholesale Druggist Association and all National, state and local retail drug associations to call mass meetings within a week to adopt urgent protests against the sale of drugs to the chains by the drug manufacturers.

If the wholesale grocers of America had taken prompt and decisive action along this line when the grocery chains first put in an appearance, they could have nipped the evil in the bud, but they went to sleep at the switch and permitted the illegitimate competitor of the retail trade to gain a foothold and flourish like a green bay tree. I shall never forgive the wholesale grocers of this country for permitting their own business to be impaired and for their betrayal of the trust reposed in them by the retailers in this matter. If they had stood up like men and positively refused to handle any goods which were sold to the chains at discriminatory prices we would not be forced to see the things we see to-day. If the wholesale druggists of America prove to be equally cowardly in facing this situation I shall hold the same contempt for them I have for the wholesale grocers. This is not a time for consideration. It is a time for immediate action of the most drastic and decisive character.

The mail from Whitehall brings me the following letter from the owner of the White Lake grocery:

Whitehall, March 22—Three cheers for you and your fighting spirit! They call us cranks, but we can stand that sort of gaff.

I had been to Chicago for several weeks and, upon my return, found the amount of work you had done and the results. If we had more men fighting for honesty in government—fairness and uniform justice—what an environment we would be in? We should have no cause for complaint.

Common sense should govern our judiciary and our law-makers, who at times err, and if such a palpable error is made as in our malt tax law, then a Fitzgerald is a God send. He is a man who is sincere and worthy of the trust reposed in him. I take off my hat to men of his and your type. May our Creator preserve you for many more years.

Thanking you for the immediate action you gave this matter and the results you have already obtained.

C. C. Kern.

I certainly appreciate the good words Mr. Kern showers on me in such unstinted measure. I think they are deserved, but the battle is not yet won and intensive effort must be made by those who are disposed to render a helping hand to secure legislation which will place the chain stores on the same basis as the independent grocers, forcing every store to pay the license fee.

The following letter has been received from a long-time friend of the Tradesman:

Rosebush, March 23—Please find enclosed check for three dollars to renew my subscription to your valued paper. I have been in the store business nearly thirty-six years. I do not remember when I started to take the Tradesman. It has been a great many years. I consider it the best investment I have ever made, considering the small amount it costs. I do not see how any merchant can get along without it.

F. C. Mattison.

Thank you, Mr. Mattison.

The granting of a new trial to Tom Mooney, of San Francisco, will precipitate the usual trades union tactics. The trial judge, the witnesses for the prosecution and the jurymen will all be clandestinely informed that unless the culprit is acquitted, they will be made to suffer by the murder or maiming of themselves and families by the sluggers which are on the payrolls of the unions.

E. J. Parr, director of the Michigan Board of Pharmacy, is going over the pharmacy and drug laws of the state, with a view to bringing about a greater degree of harmony between the drug and grocery trades. Both lines of business have encroached on each other during the past few years. Mr. Parr thinks as I do that the druggists have been a little too greedy in securing class legislation in their own behalf. He proposes to avoid such abuse of power in the future and place both lines of trade on an equal footing. He is in close touch with many of the most representative grocers of the state and is working with them along lines which cannot fail to produce satisfactory results.

One of the best features Mr. Parr is undertaking to accomplish is the transference of food and drug peddlers to his department. They now deal with the Secretary of State and no attempt is made to inspect the products they handle. Under Mr. Parr's plan all peddlers coming under the above head-

ing will be subject to surveillance by his inspectors, who will promptly condemn the sale of any article which does not come up to the standard of strength and purity established by law. I am heartily in favor of this innovation and hope the Secretary of State will cheerfully relinquish this department of law enforcement to a bureau which has the necessary machinery and experience to prevent the sale of inferior goods by unworthy people.

Mr. Parr would even go so far as to prohibit the handling of sandwiches by druggists, but doubts whether his associates on the Board of Pharmacy would acquiesce in this provision. He thinks they would probably consent to a prohibition of the sale and preparation and sale of cooked meats and vegetables in drug stores. This, of course, would be accompanied by putting the kibosh on the sale by druggists of tea, coffee, flavoring extracts and spices, which he thinks should be confined to the stock in trade of the grocery stores.

I never expected to see a man in Mr. Parr's official position so fully pledged to the theory of live and let live as he is and so fully determined to bring the drug and grocery trades into harmonious relations, so that they may work together for their own protection and the health and happiness of the people they serve.

When my associates and myself sold the Boyne City Electric Co. water power and electric light plant some years ago to A. E. Fitkin, the purchaser deliberately cheated us out of \$5,000. We have undertaken ever since to get him into Michigan, so as to get service on him. Our quest will now have to be abandoned, judging by the following item in the last issue of Time:

Died, Abram Edward Fitkin, 54, Manhattan public utilities operator who sold out before the crash, bought back afterwards; of chronic myocarditis and interstitial neuritis; in Manhattan. Son of an English-born harness-maker, he gave up trying to be a Pentecostal minister, built up a huge chain of utilities. He sold his National Public Service Corp. to Day & Zimmerman, Inc., in 1926 for reputedly \$250,000,000 and Inland Power & Light Co. for \$30,000,000 to Samuel Insull in 1927, turned to security investments and hospital philanthropy. Last year he took over and became board chairman of American Gas & Power Co. (then in receivership).

If Lee M. Hutchins lives until May 1—and every indication leads me to believe he will round out a century of usefulness—he will have devoted sixty years to the drug business. He got all the schooling he ever attained at Ionia. When he was 18 years old, he entered the employ of Taylor & Cutler. The first step in his education was washing bottles. His next step was to learn the details and intricacies of a pharmacy career. He acquired so complete a knowledge of the profession by 1885 that he was handed a certificate as a registered pharmacist without examination. He has kept up his membership ever since, as is evidenced by the forty-nine annual cer-

(Continued on page 23)

FINANCIAL

The Banking Situation From a Newspaper Standpoint.

Now that Governor Comstock has been named bank dictator, it is his job to undo as quickly as possible the bad effects that followed his original bank holiday proclamation. It is doubtful if all of the evil effects can be wiped out—we can only hope for the best. In the matter of state banks he will have greater leeway, but what of our national banks that also fell under the provisions of his closing mandate?

When the governor proclaimed a state-wide banking holiday on St. Valentine's day, he started a process of one-way banking that was destined to result in the suspension of all American banks and of the Federal Reserve System itself. Probably the action was taken to gain time in which to find a solution for a difficult but not serious banking condition in Detroit. A weekend holiday had just been declared in New Orleans, and the banks had reopened successfully, and that precedent probably led the governor and the Detroit bankers to believe the same expedient might prove helpful and would not be harmful in Detroit.

No judgment could have been more erroneous. The Detroit bankers did not quickly solve their problems, and the holiday was continued. Then the great corporations of that city having no longer any local banking facilities began to draw on their accounts in the banks of Cleveland, Chicago, Toledo, and Northern Indiana for pay rolls. This was one-way banking, for a great industrial city was taking large sums from the cities of the adjacent states, and sending nothing back. Soon Cleveland in turn was drawing on Pittsburg, Toledo on Akron, Chicago on Milwaukee, South Bend on Indianapolis, and a creeping bank panic was under way.

No banking system can long withstand the effects of one-way banking on a large scale, for the very essence of modern banking is the circulation of credit. Moreover the demands were increasingly for currency rather than for credit, and the currency was quickly hoarded instead of continuing to circulate. As the adjacent territories were drained they too declared bank holidays or restrictions, and then the drain on the states next beyond quickly gained headway. Soon the panic that had been creeping began to walk, and then to run, and in nineteen days it had closed all the banks in the country.

As Al Smith would say: "Let's look at the record." Before the bank holiday we had a bank in Ionia that was open 100 per cent. Any depositor could walk in at any time and demand and get his deposits in whole or part. Ours was the only bank in a wide area in this section where such withdrawals were possible. Then came the bank holiday and the bank was forced to close in conformity with the state and later with the National closing orders. What has happened after that is not the fault of the officials of the bank—they are just a little more anxious to resume full-time operation than their customers. Talking with

my banker neighbor last evening he tells me that just as quickly as the Chicago end of the Federal Reserve System functions, the bank will get under way. I am not a financial expert and I don't like to write about financial matters, but as a layman looking on from the outside, I am convinced that while we have been seriously handicapped, and have suffered in common with other communities, our position is no worse than thousands of other cities and towns and if we will exercise a bit more patience everything will eventually be ironed out to our complete satisfaction.—Fred D. Keister in Ionia County News.

Financial Review of the Week.

In the signing of the beer and wine bill, another administration accomplishment was recorded and the President is now working on plans to protect investors through new banking investment legislation and also for giving aid to railroad industries. In addition, it is expected there will be submitted to Congress mortgage relief program and revamping of the Federal Agricultural Credit Agencies.

The general banking and credit situation has been much improved. The selective reopening of chosen banks has released the nervousness caused by the banking holiday. Hoarded currency and gold have been coming back to the banks at a very substantial rate. The situation is very much improved although the immediate boom, which followed the opening of the stock exchange, has somewhat tapered off. The confidence, which the public had, is somewhat lowered. The public must realize that readjustment is much more than merely a deflation of banks' assets. Other situations must be wholly or partially cleared up.

It is expected in the next three or four months that business will not show substantial improvement but at the end of that time the readjustment program will be fairly well completed. This undoubtedly means expansion of business activity, for summer and fall months. The normal spring business at the present time appears less than seasonal and this was undoubtedly due in part to the uncertainty of the banking situation.

It is expected that there will be some adjustments in the railroad situation; also that many city governments will be forced to deal directly with the bondholders on a re-arrangement of their bonded indebtedness. The general situation looks very much improved and it appears certain that higher commodity prices are to be ex-



UNDER THE TOWER CLOCK ON CAMPAU SQUARE

pected within the next few months.

Joy H. Petter.

Not So Green As He Looked.

In a small town in the South, there was a lad who had the reputation of not being very bright. People there had fun with him several times a day by placing a dime and a nickel on the open palm of his hand, and telling him to take his pick of the two. In each case the lad would pick the nickel, and

then the crowd would laugh and guffaw.

A kind-hearted woman asked him one day, "Don't you know the difference between a dime and a nickel? Don't you know the dime, though smaller, is worth more?"

"Sure, I know it," he answered, "but they wouldn't try me on it any more if I ever took the dime."

The crisis over, hope should revive.

Analysis of any security furnished upon request.

J. H. Petter & Co.
Investment Bankers
343 Michigan Trust Building
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oldest and largest bank
solicits your account on
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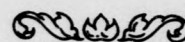
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SYMPATHETIC

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home"

17 Convenient Offices

THE POWER OF GREED.

Able To Ride Rough Shod Over the People.

Forty years ago our leading statesmen became aware of the danger of monopoly in business. It was declared in Congress that monopoly was contrary to the public welfare and was indefensible in any court of justice. Private and corporate accumulation of wealth was seeking control of various necessities of the people. It was plainly evident that unless governmental control was exercised it would not be long until both wholesale and retail prices of everyday necessities would be controlled by a monopoly, to the detriment of the consumer. It was clearly seen that the smaller independent merchants would be forced out of business. To meet this expanding menace Congress passed the anti-trust laws, beginning with the Sherman Act of 1890. Since that time, eleven more acts have been passed to better control monopoly in trade. Notwithstanding these laws and restrictions, concentration of capital has been permitted to continue and grow like a mushroom, which illustrates the power of money over law and justice. The opportunity for the smaller independent merchant has gradually become less as their opportunity to live has narrowed almost to the vanishing point.

Our earlier statesmen recognized the power of greedy wealth and sought to halt its advancement through the laws they enacted, but these had little effect on its advancement. However, monopoly was brought before the courts of justice and indicted and lightly fined for violation, while more escaped punishment. One judge, with more backbone than the rest, assessed a penalty of \$29,000,000 for its many violations of the law, but it never paid any part of it.

Another great monopoly is said to be the major cause of the panic of 1907. The house of Morgan and others were busy setting up the U. S. Steel Corporation. This was in the days of President Teddy Roosevelt, who was opposed to trusts and monopolies. He refused his consent to allow the purchase of competing steel companies by Morgan and his conspirators and threatened to use the "big stick." In reply, he was informed that unless he gave his consent to their plans, every bank in the country would be denied its funds on deposit in New York banks. The next morning many banks throughout the Nation closed or refused withdrawals. Clearing house certificates and local scrip were issued to give some relief to business. Fortunately this tieup of banks was soon over, as the President finally consented to waive action of the anti-trust law and let the promoters of the giant steel trust proceed. Later he explained his position by stating there were good trusts as well as bad trusts. In this he must have erred, as no one has since heard of a good trust or monopoly.

The ability with which organized greed has been able to over-ride the anti-trust laws gradually discouraged others from trying to enforce them, so that to-day these laws are largely obsolete. The failure of the individual or

corporation of small means to successfully prosecute a case in court against those possessing great wealth is well known. It is the history of our courts, with few exceptions, that a sharp lawyer and a rich client are hard to beat. This situation is well known to most business men and is only mentioned here as an example of the power of greed and its ability to ride rough-shod over the people. It is conditions such as these that have had much to do with plunging our Nation into its present distress. On one hand we have a few multi-billionaires and on the other a vast army of unemployed who are denied their God-given right to earn an honest living. The hundreds of millions of dollars needed to provide them with the bare necessities of life is largely borrowed money, which with interest adds to the burden of the distressed taxpayer.

The recent collapse of our entire banking system, which forced the Government off the gold standard, is the culmination of an era of greed and corruption. It is evident that should past conditions continue, we would have been due for a revolution and bloodshed. We are just emerging from the most critical epoch in our National history. We must clean up many of our courts and remove them from the dark cloud of distrust which has long hung over them and restore justice for all. In no other way can greedy wealth be brought under control. In his recent inaugural address, President Roosevelt scourged them with scathing indictment. He said, "Practices of the unscrupulous money changers stand indicted in the court of public opinion, rejected by the hearts and minds of men. The money changers have fled from their high seats in the temple of our civilization. We may now restore that temple to the ancient truths." Now we need action and it should lead to prosecution for past crimes, and the penalty should at least include full restitution of the wealth unlawfully wrung from the American people. There must be a limit—a deadline—over which the accumulation of wealth cannot go. Why want to hog it all and fill the Nation with sorrow and distress?

If the new administration fails to curb these greedy monsters, and the President's indictment of them is just an idle gesture, then the people must act for themselves. The anti-trust laws are still upon the Federal statute books. These should be brought into action without delay. Michigan business men should unite in a single strong organization and drive monopolies and trusts from this state. They should collect evidence and sign a complaint and bring these monopolies into Federal court for prosecution. Farmers and citizens in general should back them with their support, as their best interests are involved, as well as merchants and other business men. For many years the giant food monopolies have been driving the smaller merchants and dealers out of business by underselling them, and at the same time they have been hammering down farm products prices. Their ultimate aim is the elimination of competition, then you will see the retail prices of food necessities rise.

This is the history of the oil and gasoline octopus. Years ago it cut the price of its products and ruined thousands of small dealers, whom it has practically eliminated. It has long commanded a high price for its product, while the producers of crude oil got little, often not enough to cover the cost of production. This same method is being followed by the food monopolies and if they succeed, farm peasantry is all we can expect.

The evils of monopolistic advance strike at the heart of every home. Coupled with the vast army of unemployed is the increasing ranks of American youth, which has been promised an opportunity in life and business. How can a young man or woman enter business in competition with gigantic monopolies? It is plain to every mind that very few could survive and all they could hope for is an underpaid clerkship with the vast chains. The Americans of to-day are noted for taking abuse and impositions, but not so with their forefathers. Blind greed has tried their patience to the breaking point. Out of it all there will come good if it awakens them to action. Courts and judges begin to realize the temper of the people and there was never a time when justice had so good a chance for a square deal. The stranglehold of greedy wealth will weaken as the wrath of the people rises. We must fight this demon if we wish to restore liberty justice and happiness to our firesides. We do not want to pass through another such catastrophe, nor do we want our children to, and coming generations. There is no excuse for enduring the impositions of greed except ignorance and a cowardly spirit. Let us all wish our new President godspeed in his battle against financial greed. All should support him to the uttermost.

E. B. Stebbins.

Investigate Before Signing on the Dotted Line.

Several men were visiting in the store one day last week and one remarked that in looking over an issue of a certain magazine he had noted five advertisements for different kinds of gasoline savers. They were guaranteed to give all the way from 25 to 40 per cent. more miles per gallon of gas. He said "if we put them all on one car we could take gas out of the tank and still keep the car running constantly."

How many times a year does the merchant have some suave stranger come along presenting a scheme "guaranteed to increase your business 15 per cent?" The percentage runs all the way up to 50 per cent., according to the individual's fancy. If these various schemes did all they were supposed to do and a merchant took on every one which came along it would be no time before he would be doing all the business in his community and branching out to other fields.

We would not brand all such propositions fakes and failures, for a very few have merit. The men who call on the retailers with these various deals and propositions are well versed as to their merits and know exactly how to present them. They are also adept at minimizing any defects you

might point out. That is their business. Their very existence depends on their ability to make black seem white and to turn darkness into daylight.

Many a retailer has entered into a contract with some such stranger, only to find, to his sorrow, that any money paid out is gone for good, as well as the stranger to whom he gave it. Neither ever returns. Other contracts may be such as to permit the stranger's return. But every time he comes it is money out of the merchant's pocket. The contract is perhaps found to be just within the law and the retailer is held to it, to his everlasting sorrow.

The big majority of these quick business building ideas which strangers present to us are far worse bargains than the gas savers mentioned in the first paragraph. For some of the gas savers do save gas and all of them provide something to tinker with for a time.

Any such scheme presented to a merchant should be first thoroughly investigated and then investigated again before acceptance.

Any merchant can build up a business by honest endeavor, attention to detail and using his own brains to find business building ideas. Permanent business growth should be built upon a solid foundation of reliable quality, fair prices and friendly, dependable service.

If every retailer would consistently read the Realm of Rascality in the Tradesman and investigate every scheme presented to him hundreds of dollars would be saved to retailers in Western Michigan each year.

As much—yes, more—business can be gained through ideas we secure in our visits and conversation with our regular traveling friends who call on us as can be secured from schemes presented by strangers for a cash consideration. And the nice part of it is our cash remains in our cash register and we rise by our own efforts.

Sam Sugarsax.

Raising Nuts.

A state health officer in Virginia relates the story of a farmer who was delivering vegetables to a public sanitarium. A patient saluted him.

"You're a farmer, ain't yuh?"

The farmer allowed that he was.

"I used to be a farmer once," said the guest of the State.

"Did yuh?"

"Yes. Say, stranger, did yuh ever try being crazy?"

The farmer never had, and started to move on.

"Well, you oughta try it," was the ex-farmer's parting shot. "It beats farmin' all hollow."

Things I Am Tired Of.

The Depression.

The Farm Depression.

The Foreign Depression.

The Railroad Depression.

The Industrial Depression.

Economic Aspects of the Depression.

Social Aspects of the Depression.

All Aspects of the Depression.

Reading about the Depression.

Talk about the Depression.

The Depression.

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.

Sold Twelve Barrels of Beer in Two Months.

How completely London is a city of shopkeepers and how all its traditions hark back to trade is reflected in its street names. Cheapside is the ancient center of trade, the name meaning the market, originally West Cheap; and Eastcheap is therefore clear. Canwick street was a shortened form of Candlewick, the place where chandlers congregated. Name lately changed to Cannon—utterly without meaning—because present day occupants thought Canwick not highbrow enough for them—a bit of snobbish folly.

Fish Street Hill conveys its own meaning, though there is no Fish street now. John Stow, writing in about 1590 says: "Bridge street was commonly called New Fish street, from Fish street hill, replenished on both sides with large, fair and beautiful buildings, inhabitants for the most part rich merchants, and other wealthy citizens, mercers and haberdashers. In New Fish street be fishmongers and fair taverns on Fish street hill and Grasse street, men of divers trades, grocers and haberdashers."

And so he goes on with Grasse street, which he spells variously, with or without the final e; Grocers' Hall Court of which he writes: "Within this lane standeth the Grocers' hall, which company being of old time called Pepperers;" and except that the grocers sold a portion of their land to the city on which stands the Bank and through which runs Prince street, the Grocers' hall—new in 1890—still "standeth" in the ancient place.

So Stow tells of "Cornhill" where was a corn market and of how "poulterers of late removed out of Poultry, betwixt the Stokes and the great Conduit in Cheape, into Grasse street and St. Nicholas shambles; bowyers, from Bowyers' row by Ludgate into divers places, and almost worn out with the fletchers; pater noster makers of old time, or bead-makers and text writers, are gone out of Pater noster row, and are called stationers of Paule's churchyard," and so we might run on through Stow's intriguing tale and happy-go-lucky spelling, indefinitely, to show that men never stay put for long. It is the old story: just as we seem to be all set something or somebody upsets the applecart again.

But the "Honble" Mrs. Knight, trading 130 years after John Stow was gathered to his fathers, might any day have visited the grocer's shop established in Fenchurch street by Daniel Rawlinson in 1650, the location of which was not changed for 240 years. It was removed to its present location in 1890 and continued to operate in 1931, 281 years afterwards, when I visited it. Rawlinson was the first grocer to sell a pound of tea and his

record is one of rare constancy in trade, even for London.

Mrs. Knight bought her poultry fresh. Quite evidently her serving man or maid visited Brother Lipscomb or Lipscombe frequently. But again it is difficult to measure values by the bare figures. Two chickens for 72c and squab pigeons at 24c each looks pretty reasonable to us now, even in a deflation.

But only seventy years before that, Sammy Pepys tells how he bought a leg of beef for six pence and his wife told him he "had the worth of his money." An entire leg of beef for 12c seems out of line with 24c for a single chicken, even after seventy years. But now let us follow the "Honble" Mrs. Knight to her "fishmonger's." This entry reads as follows:

The Honble Esquire Knight Bill
June ye 16; 1732.

4	Mackerill	0- 3-0
17	6 Mackerell	0- 4-0
20	1 Trout 2pod ¼	0- 5-6
	4 Large Mackerell	1- 2-8
22	3 Mackerell	0- 1-6
26	4 Mackerell	0- 1-8
27	1 Turbatt	0- 9-6
29	6 Large Mackerill	0- 2-0
	2 Lobsters	0- 1-6

1-11-4

Received the full cantonts of this bill and all demands p. m. (per me) Thos. Broughton.

This looks as if fish were more costly than poultry in proportion in that water-front town—except, of course, the turbot, which always has been a luxurious bit of sea food. Even so, to pay around \$2.35 for any single fish looks like simple extravagance on the scale of prices in 1732.

But whatever we may think of the food bills of that time, nobody could take exception to the cost of English drink. The Englishman always has been a lusty quaffer and his malted drinks never have been ladylike. Perhaps I should say the drink never was ladylike until recently. This because my recent experience indicates that the old ratio of around 8 per cent. has been cut to near 4 per cent.

Anyway, the "Honble" Mrs. Knight bought beer as follows in May and June, 1733: May 3, 8, 19, 24, 29; June 2, 4, 12, 19, 23, 28 and 30, one barrel at each purchase—five barrels in May and seven in June, which seems to be going some to us. But the cost was like nothing at all; for each barrel cost 10 shillings, or the normal present-day equivalent of about \$2.40, the total bill for the dozen full barrels of malt refreshment being a measly six pounds or around \$30.

Again, however, we have to consider the value of money and its purchasing power, even though to contrast a single turbot for \$2.35 with a whole barrel of beer for \$2.40 raises the value of the fish to fantastic altitudes.

Good Mr. Beeching's transcript of Lady Knight's accounts include three or four other bills which I deem of sufficient interest to merit my comments. Let us now consider how remarkably unchanged are the drinking habits of the British even now.

First, the beer indicated in the text above is nothing like what we know by that name. Ours is the German

Lager, a light, unstable, evanescent beverage which goes stale almost as one drinks it slowly. The English drink is ale, a heavy, durable beverage, so made that the receptacles are opened freely to the air, the drink not ripe and ready for use until it has thus remained open for a time.

German lager is drunk cold. British beer is drunk at room temperature. The English drink seems insipid at first contact, but one soon gets used to its character and thenceforth it is—to me anyway—extremely satisfying.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 20—In the matter of General Freezer Corporation, Bankrupt No. 5158. The first meeting of creditors has been called for April 5.

In the matter of Stanley F. Kalinowski, Bankrupt No. 5158. The first meeting of creditors has been called for April 5.

In the matter of Muskegon Heights Memorial Works, Bankrupt No. 5165. The first meeting of creditors has been called for April 5.

In the matter of Frank Reddy, Bankrupt No. 5166. The first meeting of creditors has been called for April 5.

In the matter of Dewey R. Moll, Bankrupt No. 5144. The first meeting of creditors has been called for April 4.

In the matter of Leo E. Conklin, Bankrupt No. 5151. The first meeting of creditors has been called for April 4.

In the matter of Valley City Oil Co., a Michigan corporation, Bankrupt No. 5149. The first meeting of creditors has been called for April 4.

In the matter of William S. Moon, Bankrupt No. 5164. The first meeting of creditors has been called for April 4.

In the matter of Claud A. Struble, Bankrupt No. 5162. The first meeting of creditors has been called for April 4.

In the matter of John Varenhorst, Bankrupt No. 5148, first meeting of creditors was held March 17. Bankrupt present in person and represented by F. E. Wetmore, attorney. Certain creditors present in person and represented by Harry D. Reber, Gerald Meehan, attorneys, and Grand Rapids Credit Men's Association. Claims proved and allowed or objected to. Fred G. Timmer, Grand Rapids, trustee; bond \$1,000. Bankrupt sworn and examined before reporter. Meeting adjourned without date.

In the matter of Sol Tobias, Bankrupt No. 5139, first meeting of creditors was held March 20. Bankrupt present in person and represented by Charles H. Kavanagh, attorney. No creditors present or represented. Claims proved and allowed, or objected to. Bankrupt sworn and examined before reporter. M. N. Kennedy, Kalamazoo, trustee; bond \$1,000. Meeting adjourned without date.

March 21. We have to-day received the reference, adjudication and appointment of receiver in the matter of William Miller Hardware Co., Inc., Bankrupt No. 5156. This concern is located at Manistee. As this is an involuntary case, the schedules have been ordered filed, 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, reference and adjudication in the matter of Miller-Erhardt Clothes Shop, Bankrupt No. 5169. The bankrupt concern is located in Grand Rapids. The schedules show assets of \$786 with liabilities of \$5,465.73. The first meeting of

creditors will be called promptly and note of same made herein. The list of creditors is as follows:

City of Grand Rapids, taxes ----\$ 45.82
International Tailoring Co., Chi. 565.69
Globe Tailoring Co., Cincinnati -- 114.27
Jos. Meltsner, New York ----- 3.50
A. Krolok & Co., Detroit ----- 87.72
Heldman Clothing Co., Cincinnati 1,936.81
Goodimate Co., Philadelphia ----- 27.52
G. R. National Bank, Grand Rap. 275.00
West Realty Co., Grand Rapids -- 2,369.00
Consumers Power Co., Grand Rap. 27.00
G. R. Gas Light Co., Grand Rapids 13.40

Good Morning.

Morning like a bargain new
Brings an offering to you
Not along the same old way
As was spent a yesterday
But in possibility
Of a richer rosary.

Hopes a man to ever be
In some fresh ascendancy,
Casting off the robes that fail,
Donning those which more avail
Winning by inherent right
Further mastery at night.

Dawns depict the Spring of year
Only daily they appear
Budding then to bloom anew
Beautiful as violets do
What a picture every morn
When another day is born.

Circumstance becomes a power
When it thrills beyond its hour
So the dawn returns to be
Animated ecstasy
Leading on our feet afar
Where the smoother pathways are.

While the suns their mornings ope
Let them be the horoscope
Through which clearer one can see
There an opportunity
To increase the peace in store
Gathered from the days before.

Charles A. Heath.

To SERVE YOU BETTER, we are now operating our general offices on our Mill site in Portland, Michigan, where every modern facility is at your ready command! Also, we are maintaining fresh-stocked branch Warehouses in Grand Rapids, Traverse City, Portland and Kalamazoo, Mich.

VALLEY CITY MILLING CO.

For 50 Years Makers of Superior Foods for People, Pets and Poultry

CANDY FOR EASTER APRIL 16



Every Item a Popular Seller

MEAT DEALER

Demonstrations By National Live Stock and Meat Board.

Pork merchandising demonstrations conducted by the National Live Stock and Meat Board have covered a wide field in the past few months.

A total of 130 demonstrations were presented by members of the Board's staff in the period of July 1, 1932, to March 10, 1933, according to figures just compiled. These demonstrations have introduced modern methods of pork merchandising to retailers and other groups, featured by such modern pork cuts as butterfly pork chops, crown roast of pork, sirloin pork roll, pork tenderettes and others.

Groups attending the demonstrations have included producers, housewives, retail meat dealers, packers, packer salesmen, chain and independent store organizations, hotel and restaurant men, home economics students, teachers, cooking school audiences, service clubs and others. Heavy-consuming centers of the East have been reached in these meetings as well as states throughout the West.

Thousands of housewives attending the schools of meat cookery sponsored by the National Live Stock and Meat Board are expressing keen interest in many new and attractive meat dishes which are being demonstrated in these schools. A number of these dishes feature the modern styles in meat cuts which are being presented in meat merchandising demonstrations. Some of these new dishes which have been welcomed eagerly by housewives in the various cities are as follows: French leg of lamb, cushion style pork roast, broiled steak, liver loaf, rolled sirloin pork roast, baked ham butt slices, stuffed flank steak, meat loaf de luxe, Swiss cream steak, broiled Saratoga lamb chops, individual lamb pies, roast rump of beef, standing rib roast, crown roast of pork, and others. Norfolk, Va., is a new city just added to the schedule of meat cookery schools.

The place of meat in the low cost menu is to be featured in a series of twelve radio talks to be given over radio station WENR, Chicago, by Mrs. Anna J. Peterson, head of the home service department of the Peoples' Gas, Light and Coke Co. Mrs. Peterson is organizing a radio class in menu planning which will particularly stress meals for the economy budget. In her talks Mrs. Peterson will call attention to the National Live Stock and Meat Board's new leaflet, "Good Meals at Low Cost," and will furnish copies to those of her radio audience who request it. The first talk of the series will be given Thursday, March 30, at 11:30 a. m. and the others will be presented weekly at the same time.

Retail dealers from three different states attended meat merchandising demonstrations given at Erie, Penn., by a member of the staff of the National Live Stock and Meat Board and more than 1,000 persons in various groups applauded the new styles in meat cuts. Demonstrations were presented before the combined dietetics

classes of the Erie hospitals, the Erie Rotary Club, housewives, and students and teachers of Mercyhurst College.

The Indiana lamb campaign sponsored by the National Live Stock and Meat Board, at South Bend, and featured by merchandising demonstrations presented by a member of the Board's staff is going across with a bang if the first meetings scheduled in the state are an indication. Six demonstrations were presented in one day, featuring modern styles in lamb cuts. Students in every school in South Bend were given the opportunity to witness these demonstrations.

At Michigan City the programs drew audiences totaling 1,200 persons, who showed keen interest in the demonstrations and in the talks dealing with the value of lamb in the diet. Twelve other cities are on the Indiana schedule which will continue until May 4.

Questions and Answers of Interest To Grocers.

No. 1. Question—Why was the name strawberry given to the fruit?

Answer—The name strawberry is derived from the Anglo-Saxon. The exact application of the word straw to the berry is uncertain. The old Anglo-Saxon word literally means "that which is scattered about," and was originally applied to the broken stalks of grain after threshing. In connection with the berry; the word may be taken in the sense of a long stem, referring to the runners of the plant or it may allude to an old habit of stringing the berries on a straw.

No. 2. Question—How do the so-called soluble coffees differ from ordinary coffees?

Answer—The soluble coffees on the market, also known as "instant" coffees, are made from concentrated liquid coffee from which the water has been evaporated. The evaporating process results in minute brown crystals, resembling pulverized coffee, which are soluble in either hot or cold water. Soluble coffee varies in flavor with the quality of the coffee used and the methods employed in its preparation.

No. 3. Question—Is a dent in a can a sign of spoilage?

Answer—Unless deep enough to make the can leak, a dent does not indicate that the contents of the can are in bad condition.

No. 4. Question—What is the liquid in the can?

Answer—It is simply the pure water in which the food is cooked, seasoned with sugar or table salt. It contains much nutritive value dissolved from the food and should always be cooked back into the food or saved for soups, sauces, etc.

No. 5. Question—Should merchandise in the grocery display window be price tagged?

Answer—Yes, every item displayed in the window should be price tagged regardless of its price or quality. The tags should be from at least two to four inches tall so they can be easily read from the sidewalk.

No. 6. Question—What is mulligatawny?

Answer—Mulligatawny is an East Indian word meaning "pepper water" and is the name of a thick, highly seasoned soup, the chief ingredients being curry powder and meat.

No. 7. Question—Has the total number of grocery stores decreased during the present depression?

Answer—According to the best information obtainable, the total number of retail grocery stores has not decreased during the business depression.

No. 8. Question—What are the principal causes of business failures?

Answer—A recent study by the Department of Commerce of 612 cases of bankruptcy and failures in New Jersey revealed that the principal reasons for failing were no books were kept, no inventories taken, and credit was extended unwisely.

No. 9. Question—From what plant does ginger come?

Answer—Ginger comes from the root of the zinzivwe plant. It grows in China, Japan and other semi-tropical countries. The strength and flavor of Jamaica ginger make it the best quality known.

No. 10. Question—Why should peanut butter be kept covered?

Answer—Peanut butter will absorb the odors of other foods unless care is taken to keep it covered or removed from those foods that have strong odors.—Kentucky Grocer.

A Business Man's Philosophy.

In this country we know how to organize, but we don't know how to disorganize. Consequently every community is cluttered with feeble associations and societies whose only excuse for existence is the desire of the executive secretary and his staff to hold a job. Each president leaves with his successor the unpleasant task of serving as a funeral director. This continues interminably.

Herbert N. Casson suggests that in most cases, the best organization is a temporary committee formed for a specific purpose with the understanding that it will be disbanded when its work is done.

"In my opinion," continues Casson, an Englishman, "if all the organizations in Great Britain, outside of business companies, were to be scrapped, there would be a flood of individual enterprise and energy let loose that would carry us up to a higher level of prosperity than we have ever known."

In England a movement has been started—we were about to say "organized"—known as Individualism. The Individualist is defined as one who does his own thinking and by his efforts raises some standard of social life. Another definition calls an Indi-

vidualist one who revolts against the standardization of human nature.

"There is no such thing as democratic self-help," writes Casson, in his book, "Creative Thinkers." "There is no such thing as National initiative. All progress begins with a few individuals. There is no mass brain. There is only mass memory. William Feather.

Co-ordination of rail and motor-truck facilities in the movement of household goods is being undertaken by a Chicago company through an adaptation of the container car system. "Rail vans," 16 x 8 x 6 feet, interiors of which are padded and equipped with hidden hooks for making the contents fast, are used. Roller devices on the vans permit their movement between flat car, platform or truck by two men. Spring anchors make the vans fast to flat cars and cushion them against jolts.

Good Night.

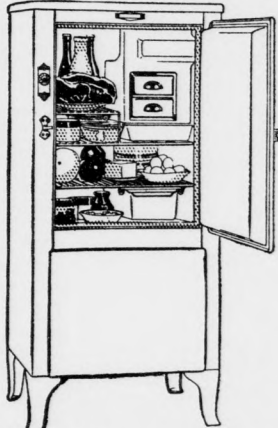
Gently like a misty rain
Shades of night descend again
Upon manor, mead or tent
Wrapt in one environment
How the darkness with its fall
Humanizes after all.

Shadows growing softly keep
Adding lures to welcome sleep
High or low together trod
To the peaceful Land O' Nod
What a commonwealth of rest
Has the darkness long possessed.

As in childhood's day it seems
Stars brought night and night brought dreams
Up above the world so high
Like a diamond in the sky.
So with nightfall once again
Men are boys, and boys are men.

Mighty truths do come to light
When we see them in the night
Scarcely can one even nod
But he nearer feels to God
How he holds us all as one
With the setting of the sun.
Charles A. Heath.

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KENT STORAGE COMPANY
GRAND RAPIDS MICHIGAN

HARDWARE

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

Suggestions For the Hardware Dealer in April.

Even if in your locality spring is still around the corner, it will be good policy to play up housecleaning lines. In most stores the demand is well under way. Housecleaning equipment is a big factor in April business, and will continue active until the hot weather.

A timely way to start April business is to put on an appealing display of housecleaning lines. In such a display try to stress the idea of adequate equipment for housecleaning; and more than that, the idea of being adequately equipped before housecleaning actually commences.

The idea to get across is, first, that the housewife should have handy every labor-saving device she is likely to need; and that, second, the more complete her equipment, the easier and the quicker the work will be accomplished.

The time to make your strongest appeal for this trade is before the majority of housewives get their housecleaning under way. The housewife who has actually got started on her spring cleaning is apt to say:

"Well, anyway, I've got the work pretty well done. If I'd had these things at the start they would have helped me a lot; but, seeing I've got this far without them, I'll worry through until next season."

Many dealers have found it advantageous to put on a series of household displays in April. For a curtain-raiser, a comprehensive, stocky display is often best. Show everything you have that will be helpful in housecleaning. In your accompanying show cards, stress the comprehensive nature of your stock. Bring out the idea that "complete equipment reduces drudgery."

As the season progresses, specialized displays are in order. Thus, an "Easy Washday" window can feature laundry equipment—washing machines, wringers, tubs, ironing boards, clothes racks, sleeve boards, irons, curtain stretchers, clothes lines, reels, pulleys, clothes pins, and anything of a like nature.

It is a good idea to show a model laundry room, if you have sufficient space for it, with electric machine, stationary tubs and complete laundry equipment. If you can show the machine in actual operation, so much the better. Quite often where the window is not large enough, a model laundry room can be shown in some part of the store.

The spring series should also include a paint display. The paint department links up logically with housecleaning; since house cleaning inevitably uncovers the need for paint, and especially wall tints and interior specialties.

The wall tint business has large possibilities. If you can sell a complete order for an entire house, well and good. But better results are often secured by aiming lower. Here is a good line of attack:

"Why not try just one room—the room that most needs redecorating? Take that room and fix it up. Then, when you are ready to go on with another room, you can do so. A single room does not cost much to decorate, especially if you are handy with a brush and can do the work yourself. Even if you are not, there are lots of good painters who will be glad of a little job like this at a moderate price. A room at a time, you hardly feel the cost, and before you realize it, the whole house is redecorated from top to bottom."

Customers who adopt that plan may redecorate one or two rooms every year. They come to make it a habit, and the purchase of wall tint every year is almost automatic. But quite often the customer, having done one room, is so well pleased that he does the whole house. Anyway, "Why not try just one room?" is a good way to introduce wall tints to a lot of new customers.

The tool department deserves some pushing at this season of the year. In putting together a display of small tools, the window can be arranged in terrace form, one step rising behind another. Another popular arrangement is to provide a good background and show the tools in fan or similar designs against the background, with some of the larger items in the fore part of the window. White cheese-cloth makes a good background; or colored material can be used if preferred. The background and the color scheme contribute a great deal to the effectiveness of a tool display.

With garden tools, realistic effects are often achieved in a very simple way. This is done by introducing various accessories. Thus, artificial leaves and flowers can be worked into a display of garden tools. A good stunt is to floor the window with turf. Another device is to start some seeds in flat wooden boxes, and when these begin to sprout, to work them into your display. Quite often the seeds can be so planted that they will spell something—a word, a name or a slogan—against the black loam. "Our Seeds Grow" is a good slogan. Some plants show up better than others. I have seen radishes used but they are often spindly and uncertain; ordinary field corn with a straight green shoot, or ordinary grass seed, will make a more impressive showing. If you plan to use such seed boxes with your gardening displays later in the spring, remember to plant them two or three weeks in advance of the time you need them.

Toward the end of April, many families will be moving. This gives the dealer a chance to push the sale of stoves. A new house suggests a new stove; but once the old stove has been moved and set up, your chances of making a sale are much less.

Sporting goods should move rapidly in April. The dealer who is well stocked with all lines in readiness to meet the demand will get the bulk of the spring trade. The demand is apt to develop suddenly; and when a sporting enthusiast gets started, he wants what he wants when he wants it. So it

pays to have the goods in stock when the demand develops, rather than to have them "on order."

In connection with many of the spring lines, demonstrations are helpful. This is particularly the case with ranges—coal, wood, gas or electric. Paint and paint specialties, washing machines, vacuum cleaners and similar devices can also be demonstrated to good advantage. Victor Lauriston.

New Civic Organization Formed at Flint.

Final organization of the Flint Merchants' Council, a new civic body composed of 877 merchants of the city, was effected at a meeting last night.

Officers of the new group are Frank DeRoo, chairman; Proctor W. Sibilsky, first vice-chairman; Guy Odle, second vice-chairman, and Harold C. Rockwell, secretary-treasurer.

The new group is the amalgamation into one organization of twenty-nine different organizations of merchants of the city and its objects, according to the constitution, are to elevate and maintain a high and ethical standard of trade practices among retail and wholesale merchants; to promote and protect their general welfare; to encourage constructive legislation in their behalf, and to oppose such proposed laws as may appear to be detrimental to them.

In announcing the formation of the Council, Mr. Rockwell stated this morning that it is not the purpose of the group to conflict in any way with any other organization of the city and every effort will be made to co-operate with other organizations for the general good of the city and the city's merchants.

Membership consists of wholesale and retail merchants, individuals, firms or corporations engaged in the business of selling goods, wares and merchandise. The council will meet regularly on the first Wednesday of each month.

Last night's meeting voted to accept the invitation of the Chamber of Commerce to have two men appointed by the Council sit with the members of the board of directors of the Chamber of Commerce at their meetings in order to further co-operation between the bodies.

It was pointed out that the new body does not mean the end of such organizations as the Independent Grocers' Association, the Independent Garage Men's Association, the Flint Radio Dealers Association, the seventeen units of the Allied Construction Industries group, but simply that these different organizations in different fields are uniting to form a collective body also for their common good.—Flint Daily Journal, March 23.

How ridiculous current values will look a few years from now!

Old Time Traveling Men Plan Annual Reunion.

Last Saturday Geo. E. Abbott, Wm. L. Berner, W. S. Burns, Leo A. Caro, Oscar Levy, D. A. Drummond, Walter S. Lawton, John H. Miller, W. M. Ten Hopen, Frank H. Starkey, "Dick" Warner, D. N. White and Geo. W. McKay were called together to make plans and arrange a program for the seventh annual reunion of the old time traveling men and their ladies, to be held Saturday, April 29, at the Association of Commerce, from 3 to 10 with banquet at 6, 50c per plate. A good program was arranged, Leo A. Caro will be the toastmaster. Rev. Geo. H. McClung will give the main address. A good attendance is desired.

All salesmen who traveled between the years 1880 and 1915 are eligible to attend this party and we want them, too, but it is quite necessary that they make reservations for the banquet. They can get in touch with me at the Grand Rapids Trust Co. or drop me a card in care of the Trust Co. on or before April 27. For reasons this year I have cut down my mailing list from 325 to 100, so you see I am sending out 100 invitations only, but it is not done with the intention of slighting any one. All old timers are more than welcome and I just hope to get a lot of reservations from those who did not receive an invitation.

George W. McKay, Chairman.

A Business Man's Philosophy.

Kenneth Goode, a student of sales and advertising problems, believes that knowledge is power. He sees millions of dollars of profit for American business in knowing what people want, how they want it, when they want it. He pleads with American business men to cease depending on hunches and hit-or-miss methods of advertising and selling, and to substitute the testing method. Make what people want at a price they are willing to pay, and you will cease to be baffled by selling problems and profitless prosperity.

"Hard selling doesn't pay," says Goode. "High sales costs are a sign of hard selling. High selling expense is like fever in a patient. Or an over-heated engine."

"It shows something is wrong. It costs something to 'sell' any man even the thing he wants most: sampling crews find it costs \$1 properly to place a 35-cent can of baking powder. But healthy selling shouldn't cost too much. A sales expense over 30 per cent. indicates, in some degree, one or more of these faults:

- "1. Wrong article.
- "2. Too high price.
- "3. Faulty presentation.
- "4. Badly selected prospects.
- "5. Overextended market.
- "6. Waste in sales organization."

William Feather.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

DRY GOODS

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

Official Report of Dry Goods Convention at Lansing.

Our convention at the Hotel Olds in Lansing on March 21 and 22 from a standpoint of quality was a very successful event. The attendance was not so good. To enumerate the reasons for slim attendance is unnecessary, as all persons understand that money spent for travel can be saved. We were also handicapped by the severe ice storms which deterred many from starting.

We had members in attendance from Battle Creek, East Lansing, Flint, Grand Rapids, Harbor Beach, Hastings, Howell, Ionia, Ithaca, Jackson, Kalamazoo, Middleville, Port Huron, Tecumseh, Traverse City, Watervliet and Wayland also representatives of wholesalers and manufacturers, approximately seventy-five in all.

The forenoon of the second day was set apart for visiting the Michigan Legislature, conferring with legislators regarding the problems of taxation and institutional support.

Governor Comstock's bill providing for the raising of revenue for state expenses provides for a retail sales tax; manufacturers tax; taxes on mining and lumbering; public utilities; public service companies; amusement companies; and on citizens engaged in the professions.

While not a part of our report proper, we give herewith a reputed conversation between Mr. and Mrs. Coolidge. Mr. Coolidge had been to church. On his return Mrs. Coolidge asked him the subject of the sermon. His reply was "Sin". "What did the preacher say?" "He said he is against it".

This illustrates the attitude of every merchant on the retail sales tax. A formal resolution to oppose the sales tax was not introduced, the verdict being that the sales tax is unjust and each was urged to use his influence with his legislator to reduce expenses rather than vote more taxes.

The program on the evening of March 21 was a lively one. Thomas Pitkethly presided and took the lead in the discussions. He discussed the problem "How to get rid of old merchandise". He stated that merchandise was divided into three classes:

Class A—Merchandise in stock from 1 to 6 months.

Class B—Merchandise in stock from 6 to 12 months.

Class C — Merchandise in stock twelve months or over.

Inventory is made every month and in some departments every week. The salespeople are, therefore, familiar with the conditions of their stock. Old merchandise is disposed of by mark-downs. The sales people themselves inventory and handle the merchandise and are anxious to dispose of same. Methods are devised to keep in the

sales people's mind that they must get rid of old merchandise. They are all required to furnish a record card for the manager's desk. Get in touch with Mr. Pitkethly on this subject.

The question box discussion was participated in by President George C. Pratt, Carl R. Edgell and D. M. Shotwell, of the J. W. Knapp Co., Henry McCormack, of Ithaca, H. R. Brink, of Battle Creek, Clare R. Sperry, of Port Huron and several others.

Sidney A. Styer of Detroit, President of the Women's Apparel Club of Michigan, gave a very interesting talk on his experience in the detecting of shoplifters. He says there is an organized gang in Michigan that steals on an average of \$1,000,000 a year. He says they work in trios and are given orders as to just what merchandise is desired. This merchandise is all A goods and is shipped by truck to a place in Detroit and sold at wholesale. Shoplifting gangs have expert attorneys. He stated that certain prosecutors had been bribed and regretted that the stores themselves are not as alert as they should be in the detection of shoplifting.

An interesting discussion followed and it was unanimously agreed that the Michigan Retail Dry Goods Association should co-operate with the State Clothiers Association, the Women's Apparel Club and others in the arrest and conviction of shoplifters.

One interesting comment was that entering a store with intent to steal is felony. Theft under \$50 is simple larceny, punishable by a fine. The fine is gladly paid and business proceeds as before. We will give our members more data concerning shoplifting as our work progresses. Mr. Styer's contribution to the program was indeed very valuable.

During the course of the discussion Mr. Pratt made one interesting comment to the end that one idea presented at the one-day convention in Lansing last October and put into effect at his own store in Grand Rapids was of itself worth enough to pay his dues in the organization for several years. We ask our non-attending members to take note of this suggestion. Without going into detail will say that, as a result of the above mentioned suggestion, the Herpolsheimer Co. sold 900 \$5 rugs following the plan outlined by A. J. Richter, of the J. B. Sperry Co., of Port Huron.

The meeting closed with a warning from H. W. Bervig, of the Michigan Retail Hardware Dealers Association, that they should be alert in opposition to all forms of retail sales tax, urging the members to call upon their representatives at the Capitol.

The noon luncheon address by Prof. Herman Wyngarden, of the Michigan State College, on the subject of "Depression, Debts and Prices" with charts was a high-class affair. Every man and woman present listened with tense attention. It is impossible to report an address given from charts, but since Prof. Wyngarden is one of our Michigan men in the Department of Economics of the Michigan State College,

we urge that groups of merchants in different towns invite Prof. Wyngarden to come. He has not authorized me to say so, but I venture the suggestion that he will gladly respond to any invitation. The present financial depression, its causes, and Mr. Wyngarden's hopes for the future were outlined in an exceedingly interesting manner.

The afternoon program was complete. The address by O. G. Drake of the Herpolsheimer Co., of Grand Rapids, scheduled for the evening previous, was the first number on the program. Mr. Drake's address was well received and, judging from comments from merchandising men from other stores, was a valuable addition to our program.

We suggest to our members that the glad hand is always extended at the Herpolsheimer store. Stop in there and become better acquainted with both Mr. Pratt and Mr. Drake.

The hardware and the dry goods men co-operate together in every way possible. One of the problems of the hardware men is the merchandising of gas and electrical appliances by the public utility companies. Recently some very vigorous conferences have been held by the representatives of the state associations and the utility companies, and the addresses at the convention by Harold W. Bervig and J. Charles Ross gave our members a good outline of the efforts of the hardware dealers to limit what they consider as unfair competition by the utility companies.

While this problem does not closely affect the dry goods men, yet we are with our hardware neighbors in helping them to combat this form of competition. Attend the conferences of the hardware dealers throughout Michigan whenever they come to your locality.

We have much enjoyed the personal acquaintance and friendship of Arthur S. Purdy, of Isenberg, Purdy & Co., of Detroit. This company requested membership in our organization and, after consulting with our president two years ago, their membership dues were received and have been paid for three years. We mention this to stimulate interest in them. They are certified public accountants, men of fine character, and are anxious to be of service to the merchants of Michigan. This is a frank statement and I think Mr. Purdy will appreciate a statement of this kind.

We call your attention to an address by Mr. Purdy entitled "Exterminate the Villain" on page 10 of our convention program book. We are also glad to announce that Mr. Purdy's address on "The Outlook for the Small Store" is printed in full on page two and three of the Michigan Tradesman of March 22. Since the Tradesman is easily obtainable, we urge you by all means to get a copy of this number. Write to Mr. Stowe for a copy and avail yourself of this unusual privilege.

The evening program was a top-notch. Almost everybody in Michigan knows Lee H. Bierce, formerly of Grand Rapids, now director of public relations, Detroit-Leland Hotel. Mr.

Bierce is an easy and pleasing speaker. He warned merchants that the old ethical standards created during good times were being constantly discarded. There are all forms of competition and a good deal of unnecessary and irritating competition among merchants themselves. The code of ethics published in our annual program book beginning on page 19 is still good reading for merchants. Proper standards of competition should be more carefully observed now than at any other time.

Attorney General Patrick H. O'Brien is an able and serious man, although, like others of his nationality, witty and entertaining. The human and the technical side of life were discussed by him in an address which we entitled "Humanity vs. Technocracy". Mr. O'Brien expressed himself as seriously in doubt that we have yet found the corner around which to find prosperity. Mr. O'Brien is a public man, a state officer of the dominant political party and would be a first-class man to appear on programs of your Civic Bureaus and your Chambers of Commerce. I am not authorized to say so, but venture the suggestion that Mr. O'Brien will respond gladly to such invitations. We are under great obligations to him for his willingness to serve us on this occasion. We regret that he was obliged to leave before the end of the program on account of another speaking engagement at the civic auditorium at Lansing.

Prof. Harper Stephens, of the Lansing public schools furnished us without expense a fine orchestra from the public school. Eight refined and talented young persons delightfully entertained those in attendance at the evening banquet.

A little later we may send out a circular letter asking about the holding of a one-day convention in the fall, whether it shall be held in Grand Rapids, Lansing or Detroit. Be thinking on these things. Times are going to be better and you must get out to the conventions and district meetings and get in step with those who will be our successful merchants of the next decade.

Robust, vigorous, broad-minded and loyal John C. Toeller, of Battle Creek, comes to our conventions whenever he can. He is a whole program by himself. With sadness he referred to the serious illness of our first president, D. M. Christian, the passing of our fourth president, J. B. Sperry, and the recent death of Joe Knapp. His genial presence was an inspiration to everyone at the convention and he was made useful by appointment by the president as chairman of the committee on resolutions and a member of the nominating committee. A copy of resolutions of respect to Mr. Knapp's memory was prepared by Mr. Toeller's committee. These resolutions are published in this issue of the Michigan Tradesman.

As usual, the directors of our insurance company were in attendance. Mr. DeHoog, our secretary-manager, has a

(Continued on page 23)

HOTEL DEPARTMENT

Verbeck Makes Amends For His Oversight.

Los Angeles, March 25—Ye editor and quite a number of friends having expressed disappointment at my not giving a graphic account of the recent "unpleasantness" at Long Beach, I feel that perhaps I owe them an apology or at least an explanation for my shortcomings. The simple fact is I have been so upset by reports of floods and blizzards in the Middle West and the attendant toll of human lives that I have felt unfit to tackle the lesser problem of writing up what Mark Twain used to call a "Nevada rustle." I happened to be at a point where the tremor, or whatever you may call it, did not even impress me, my first experience in this line after a six year sojourn. The results were deplorable, to be sure—a total fatality list of 117—but not one in Los Angeles. To be sure a leading, reliable Chicago newspaper came out the morning after and scare-headed a death list of "1500 in Los Angeles" and countless thousands injured. The earthquake did not occur at Long Beach, as many suppose, but its active center was hundreds of miles away in the bosom of the broad Pacific but the resounding shock did much injury to poorly constructed brick buildings in Long Beach. Stucco buildings were entirely without damage and with the exception of an occasional fallen chimney, frame buildings were unscathed. Probably 90 per cent. of the fatalities and other casualties were caused by falling brick and other debris. The coroner's inquest just held supplies this information. Of course, Dame Nature played a sad trick on Southern California along the lines of undesirable publicity, but the Los Angeles Chamber of Commerce announced yesterday that, in addition to preparing pamphlets telling about the unfortunate occurrence, they are sending out quantities of photographs showing things as they really are and they are also arranging to send several speakers on an extensive tour through the East, among them being a seismologist—if you know what that means—to come right out and tell all about it. This will be followed up by radio programs, so that after all my friends back in Michigan will not find it necessary to take my word for it. The water front in Long Beach did not "slide into the ocean," nor did any portion of it, and if you visited the beach city to-day you would experience much difficulty in finding tangible traces of the calamity. Southern California may pull off magnificent climaxes of many varieties, but she is also adept in covering up traces of "faults" and eventually the realtors will be utilizing earthquakes as assets and their results as souvenirs.

"I love you California, but oh, you Michigan; my Michigan." Thousands upon thousands of former Michiganders and other thousands of visitors from the Wolverine state, wearing crimson badges with the above quoted inscription printed thereon, were in evidence at Sycamore Grove, Los Angeles, on the occasion of the semi-annual picnic of the Michigan Society of California, last Saturday. And it was some picnic, accompanied by California picnic weather. Sycamore Grove, so named from the verdure which adorns it, reminded one of the old saying to the effects that the "woods were full of 'em." It is now estimated that 10 per cent. of the alien population of Southern California are Michiganders and these, augmented by the transient visitors, made up a respectable quorum. From Pentwater there were Chas. F. Lewis, formerly engaged in the hardware business; Mr. and Mrs. A. B. Flagg, a former druggist, now covering the entire Union as a representative of a National Lumber-

man's Association; Dell Lutz, who came out here years ago and established a general store at Bishop; Mrs. Della Chaffe; Gottlieb and Rickey Hurthle; Mrs. Ruth Ackerman; Mrs. Margaret Perkins Goodrich, owner of a prominent gown parlor here; Gail Goodrich; Mrs. Emma Perkins; Mrs. A. W. Gifford; Mrs. Caroline Newark Bliss. From Shelby were registered Mr. and Mrs. J. W. Runner and Mr. and Mrs. Leigh Runner, Franklin Pierce, for many years a Standard Oil representative, living at Grand Rapids, but a resident of Hollywood for some time, accompanied by Mrs. Ruth Adrian, a niece, formerly with W. R. Roach Co., were also there, and also Mr. and Mrs. Wilton Pierson, formerly of Fremont. Mrs. G. W. Haight and Mrs. Ernie Fuller were registered from Hart. It will interest his Michigan friends if I tell them that Franklin Pierce, who was seriously ill for several months, was one of the central figures of the "blowout," looking like ready money. Sycamore Grove, where the bulk of the state gatherings are held, has ample provisions for picnics. Coffee is served, and after the contents of the capacious lunch baskets have been stowed away, the participants gather around the speakers' stand, sing good, old-time songs like "My Michigan," listen to letters of regret from absent ones, hear speakers of note, and then comes the award of prizes and medals to the oldest participant, the oldest California resident, the latest arrival and the best looker. I refuse to go into further details. One of the morning papers comes out with pictures of prominent Wolverines, on the same page with movie stars who are mixed up in a divorce scandal, but I have discovered no connection between the two.

Mr. and Mrs. A. B. Flagg, of Pentwater, left immediately for the Wolverine state, after attending the Michigan gathering. They will stop at Phoenix, Arizona, en route, and then go back home to give a graphic account of the earthquake.

I used to find a lot of people who took it for granted that the hula-hula dance, staged in Hawaii, as akin to the "hoochy koochy" of Chicago World's Fair fame, but I wrote about it to the contrary several years ago, after a personal survey, and now George Bernard Shaw, confirms my claims with a statement like this: "I hope you never permit Christianity to destroy or change the beauty of your dances. They have the charm of unspoiled nature."

A letter from Arthur A. Frost, former general manager of the Morton Hotel, Grand Rapids, indicates that he and his estimable wife, will return to the Furniture City soon after the first of April. Another reason, added to the many why I want to come back East this summer.

The real estate salesmen used to spot the Eastern suckers by their high-cut shoes. There are other evidences of unsophisticatedness. For instance, a lot of recently acquired aliens absolutely fail to recognize real winter. Here they are, parading around in summer clothes, riding along the flower-skirted boulevards in open cars, visiting orange groves and indulging in outdoor picnics, far more disdainful of winter than the natives. Tell them to light the gas heaters in the evening and they laugh in your face. Winter is a queer commodity, but in California the only ones you hear complaining about it are the Native Sons.

In one of the current magazines I find an article from which I make this extract: "If a man is hired to do a certain job, he should do that job, as he sees it and not merely do what the boss wants him to do, because bosses have been known to make mistakes;

not many, to be sure, but when they do it costs more money than if the employe had made the mistake in judgment." One will naturally assume from his experience or that of his associates that the man who carries out his instructions in transmitting the Message to Garcia, will win in the long run, but I question it. The world is full of failures who fancied they had a better way of doing things than the one suggested by the boss.

Michigan will never get anywhere with her bad check legislation until she establishes a rule, judicially, to the effect that the check itself, with the regulation bank endorsements, is prima facie evidence of attempted fraud. It works out all right in California, where there is much looseness in the jumbled up mess in the judicial box, and there is certainly no reason why it should not do so in Michigan where there is, at least, an element of pains-taking in the disposition of legal matters. The idea that a bad check has to be backed up by the evidence of the entire directorate of a bank, seems to me silly, and lessens the possibility of convictions in otherwise dead cinch cases. Simplicity in laws and court procedure will do much toward accomplishing tangible results.

I, too, want to add my feeble efforts in commending the actions of President Roosevelt in his outstanding efforts to provide for the people the relief he promised them during last year's campaign. He has shown foresightedness in leaving the political plums on the high branches until he has disciplined Congress in the work they were selected for. The former President Roosevelt succeeded in getting something out of Congress by the same methods, especially during his first term. To be sure, the political leeches did not look upon this course with favor and promised his complete annihilation at the polls, but the public gave him such an endorsement that they kept silent for a while. The new president has already quite a collection of scalps hanging to his belt, and he seems to just consider it an early morning job, presumably with the idea that when he gets down to regular hours there will be something showing. We can stand a lot more of it, to be sure but we can encourage him with words of commendation.

The bank moratorium is reported to have taken a heavy toll from the various clubs in Detroit, but the hotels fared much better. Travelers experienced little difficulty in securing funds as the Detroit hoteliers had grapevine

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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Excellent Dining Room
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RATES

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50 Baths 50 Running Water
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Store, Offices & Restaurant Equipment

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Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All
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Free private parking space.

JOHN HAFNER, Manager

connections with Canada, which proved quite satisfactory.

The American Hotel Association has finally definitely settled on Sept. 12 to 15 as the date for their annual convention, which this year is to be held at Del Monte, in this state. Carl Stanley, who will be host to the hotel men on this occasion, has written President Green that Californians are anxious to welcome a large delegation of hotel men from the East for the meeting which was originally scheduled for 1932. Although the A. H. A. has declared that this is to be a strictly business meeting and that all amusement is to be subordinated to business discussions, Pacific Coast landlords do not propose to let them get away without a few "samples," of which earthquakes will not be one. I hope my Michigan friends will be present in full force with their bells on.

It is announced that W. S. Woodfill, who is reported to have purchased the Grand Hotel, at Mackinac Island, will open same at the usual time this year and that much is expected of it. The hotel, formerly owned by the late Joseph Ballard, of French Lick, Indiana, will accommodate 1500 guests. Mr. Woodfill was general manager for the operating company from 1923 to 1928 inclusive, and has had much other hotel experience.

High hopes for better business in all departments in the near future are cheering up the hotel men in every direction, based on the action of Congress on beer. While there is a difference of opinion as to the value of the proviso for the sale of wine of the same alcoholic content as beer, the feeling is general that any move in this direction is decidedly in the interests of a revival of all kinds of industry—a revival which cannot fail to be reflected in the house counts all over the country, as well as increased sales in feeding establishments.

Banker Mitchell, New York, may have an opportunity of fraternizing with bootlegger Capone, at Atlanta, though the latter may be embarrassed by the thought that his efforts of the past may seem infantile as compared with those of his new companion.

An efficient and capable young woman, got herself a job in a Washington, D. C., coffee shop during the recent inauguration rush, and who has since been elevated to the position of head waitress in the same establishment, has been discovered to be the niece of the late E. M. Statler—Miss Dorothy Statler. She took a hotel course and then decided to apply it. She will be heard of in the future.

The February meeting of the Detroit Charter of Greeters, No. 29, was postponed until March 30, on account of the recent bank "vacation." It will be rather more of a social affair than usual and will be held in Windsor, Ont., with General Manager Preston D. Norton, of Hotel Norton-Palmer, as host.

While it may not be highly important that newspaper readers are given erroneous impressions as to certain phases of hotel operation, it can be very annoying to hotel men to be erroneously reported, as has frequently been the case under the blithering influences of Volstead act enforcement, for happenings over which they had no control whatsoever. Guests of hotels who bribed hotel employees to procure for them liquors, without even the knowledge of the operators, brought much embarrassment, and needless expense to the latter. Let us hope that in the main these difficulties will be overcome in the future. Henceforth the thoughtless bellhop or porter may

not bring the innocent landlord to a close-up of the hoose-gow.

Over in Hollywood the chief performers among the movie stars have expressed a willingness to accept a lower wage scale during the period of depression, but the scene-shifters and other union roustabouts are on the verge of declaring a strike over the same proposition. They may accomplish something, but I doubt it very much. Trade unions are not popular in Southern California and have not been since the episode of the dynamiting of the Times building several years ago, under direction of high union officials. Very few institutions here are under the control of labor unions. Wage earners, as a rule, have seemed satisfied with their compensation and this phase has been eliminated from politics by almost unanimous consent. However, unionism flashes in the pan occasionally, and, as is usually the case, inopportunistly. The producers of movie plays have caught up agreeably with the stars, and have agreed without friction that if the former are willing to continue their activities at a loss, the latter will do what they can to reduce it to a minimum. Not so the unionists. With them it is "whole hog or none," and there is reasonable belief that it will be the latter. The Chamber of Commerce, probably the most powerful civic organization in the entire West, frowns upon these efforts and assures the picture producers they will be back of them to the finish. Also the Merchants and Manufacturers Industrial Association has taken a similar position. To be exact, Los Angeles' manufacturing, with a few negligible exceptions, is done in open shops, and will continue to be. Every time the unions have attempted any move in this direction it has proven to be a fiasco. They tried dynamiting barber shops and dry cleaning establishments, as they have done in the East, but the barbers are whistling along the way and the cleaners are unperturbed. They have undertaken to keep audiences away from theaters, because the owners of same refused to make concessions to the musicians. Recently, at one of the local theaters, the union called a strike because of a disagreement between the owners and an electrical switchman. The manager announced to the audience that their money would be refunded at the box office, but the audience wouldn't have it so. They arose en masse and demanded that the play go on, and produced an electrician who was familiar with the workings of the switchboard. The movie studios are all operating full time and the union employees are marking time in Pershing Square and other loafing places. Most of them are making a living as pickpockets.

A local newspaper has made the discovery that the late President is "dog minded," producing a photograph showing him cavorting with a bunch of flea catchers. Too bad. At his worst I had considered him house broke.

The Federal courts have decided that one may linger around his own hearthstone listening to the broadcasting of copyrighted music, without danger of going to Fort Leavenworth, Atlanta, or some other boarding house for Federal malefactors. This was brought about by hotel men who wanted the privilege of installing radios in guest chambers. However, it is still a capital offense for the hotel orchestra to dispense this same class of entertainment without somebody "paying the freight." Frank S. Verbeck.

All great structures have low beginnings.

Cowards accept defeat. The brave try again.

WHO BEARS LOSS

When a Safety Deposit Box Is Robbed?

In times of business depression, with bank failures above normal, the tendency of business men and others to secrete money outside the regular channels is easily understood. And, doubtless, a safety deposit box is about the best bet for that purpose; at any rate it is far safer than an old crock, jar, bed tick, or similar hiding place so frequently selected in cases of this kind.

However, this naturally raises the question of who bears the loss in the event of the robbery of a safety deposit box, as between the box holder and the bank. In other words, just what is the duty of a bank in respect to safeguarding the contents of safety deposit boxes that it rents to its customers? Now, let us see.

In the first place, in the absence of a special contract, a bank is not an insurer of the safety of the contents of its safety deposit boxes, and is only obligated to exercise ordinary care in protecting same. If then a safety deposit box is robbed, the holder must show negligence on the part of the bank, that caused or contributed to the loss, before the latter may be held liable. For example:

In one well reasoned case of this kind, a band of burglars broke into the vault of a bank and robbed many of the safety deposit boxes belonging to customers of the bank. Some of the customers thereafter brought suit against the bank in an attempt to hold the latter liable for the loss.

The evidence showed that the bank conducted its safety deposit box department in conformity with the practice of other banks located in towns of similar size. That the burglars were experts in their line, and used the most up to date methods in sawing through steel bars in gaining entrance to the vault. There was no evidence of a want of care on the part of the bank. In holding the bank was not liable the court said:

"Defendant's banking house, vault, and safety deposit boxes were equal to those maintained by similar banks in towns the size of Oneida. It did not advertise that its building, its vault, or its safety deposit boxes were burglar proof. The proof shows, and the average man well knows, that, in this day and time, few, if any, buildings and vaults, and comparatively speaking, few safes, are burglar proof. We think the proof in the instant case fails to show that there was a lack of ordinary care upon the defendant bank."

Of course, what will constitute a lack of ordinary care in cases of this kind will depend upon the facts of each case. And if a bank is shown to have been negligent in a way that caused or contributed to a loss by burglary or robbery it may be held liable. This may be illustrated by the following:

In this case a bank engaged in the renting of safety deposit boxes, and its equipment was equal to or better than the average bank in towns similar to where it was located. However, at the close of business one day, the cashier, or whoever was in charge, closed the

bank leaving the middle door of the vault unlocked.

That night burglars cut through a window sawing the iron bars that protected it and gained entrance to the building. They then had little difficulty in getting into the vault since the middle door was unlocked. On the above facts, the court, in holding the evidence of negligence on the part of the bank was sufficient to support a judgment for the loss suffered, said:

"Under the conditions indicated by the testimony the court below properly charged that defendant owed plaintiff the duty of exercising such care as ordinarily careful and prudent persons exercise in the same or similar business and that, if the jury found defendant failed to exercise such care, plaintiff was entitled to a verdict for the amount of his loss."

From the foregoing, it is obvious that the liability of a bank in safeguarding its safety boxes is, in the absence of a special contract, limited to the exercise of ordinary care. And, in the absence of a showing of negligence, a bank will not be liable for loss caused by the robbery or burglarizing of such boxes. Whether or not to so place money is of course a personal question, but a knowledge of the law of liability thereon will do no harm and may be of material aid in reaching a decision. Leslie Childs.

Maintain Sarouk Price Advance.

Higher prices quoted on Sarouk rugs ten days ago are being maintained in the market this week despite a decided lack of interest on the part of buyers. The Oriental floor coverings, it is explained, are bringing higher prices abroad and importers here are unwilling to part with present stocks under the circumstances. The trade is resigned to a slow demand for goods for the remainder of this season, and the majority of importers predict that a revival in buying of better rugs will not develop before August. By that time both the Chinese and Oriental products will be in demand.

Straw Hat Volume Smaller.

Judging by the volume of advance orders placed by retail stores on men's straw hats, merchants are prepared for a somewhat smaller business during the coming season. Manufacturers say, however, that the trend is the same in other divisions of men's wear, and that, if business improves to any extent, re-orders will make up for the loss in advance commitments. Popular price ranges are expected to be the \$1.95, \$2.95 and \$3.50 brackets, the latter particularly for Panamas. Plain bands are expected to predominate.

Navy Gloves Coming To Fore.

The navy shade in gloves is coming to the fore strongly, with the demand creating a scarcity similar to that which has prevailed in gray kid gloves in recent weeks. Importers' stocks are reported as low throughout the market. Retailers are giving the bulk of their attention to novelty slip-on styles, with the volume call centering on gloves to retail at \$1.95. Fall lines are being completed and are expected to be ready for showing in about ten days. Firmer prices are likely to rule.

DRUGS

Michigan Board of Pharmacy.

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

Soda Fountain and Luncheonette.

They say that the soda fountaineer's career is a dog's life. Long hours; messy; disgruntled customers; sticky kids and perspiring, obese females. Salty sandwiches and sputtery carbonators. All in all, highly undesirable—to hear some people describe it. But the others? Well, they have a philosophy.

And what a difference that philosophy makes.

Any successful business, or any successful business man, must have a philosophical code of some kind to be successful. Otherwise selfishness, irritation and slovenliness will wipe them off the business slate.

There is a philosophy—and there is plenty of room for more of it—behind the soda fountain. Every fountaineer, from the manager to the greenest rookie, should search it out, meditate upon it and make it a part of him. The sooner he does so, the sooner his life and his job will take on a rosier hue. Things will begin to seem worth while. The job will become interesting, and for some reason not entirely obvious (to him) fountain customers will begin to be less irritating and actually seem to want to be served by him. Even the boss will be found to "improve" in his attitude toward the fountaineer.

But what is this seemingly magical ingredient?

Look at this picture:

Two men are seated at opposite ends of a soda fountain. One of the men is dressed in a derby, spats and smartly cut overcoat. He orders a malted; extra heavy, please. The man at the other end is to all appearances a working man. His gloves are of the jersey type and a sweater of doubtful shade is draped about his shoulders. His order is for a Coca-Cola. On tap. They wait.

Present both orders come, and the customers drink them. The man in the derby hat pays for his drink and the sweated man pays for his. Both are refreshed, both feel better for having visited this establishment. Each is a little bit happier, a little bit more cheerful than he was before.

In that last sentence lies the whole philosophy of the modern soda fountain. Will you think of a soda fountain investment in this way for just a moment? Picture a fountain (or luncheonette) existing for two purposes: first, to serve a community by fulfilling a definite want—and let us term this the "satisfaction" return on expended time and money. Second, there is the

"cash profit" return on invested capital. Modern merchandising methods are concerned only with the second of these two factors—cash profit; and with the first only insofar as a returning customer means profitable repeat business.

The only person concerned with the satisfaction of human wants at the fountain as such is the fountain attendant—the much maligned "soda squirt." Not only must this humble person endeavor to serve all with the utmost politeness and consideration, but he must also explain to his own little self the whys and wherefores of taking such pains to cool the palates of various and sundry people. And right here we return to the philosophy of the fountain.

Outside of the pay envelope, which by the way is also important these days, there ought to be another vital reason why an employee in a fountain should treat his customers as courteously as possible. Have you thought of it yet? Think of those two men at opposite ends of the fountain again. Watch them as they set their glasses down. See any smiles on their faces? Look at that jersey-glove-man grin! Now isn't there a little pleasure in that? Doesn't it make you feel a tiny thrill of satisfaction every time a sundae or soda you set out "clicks" with the patron? You get a little kick of pleasure every time you do something for another person that makes him just a trifle happier. And the better you succeed in pleasing that person, the stronger the sensation will be for you.

Because it is hard to put into words, this definition of true soda fountain philosophy may seem a bit awkward and stilted, but the facts appear to bear out the statement. Here it is, a working definition of soda fountain philosophy.

The greatest return from fountain dispensing should come from the pleasure which this service brings to the customer.

How shall one apply this formula in a practical manner? Rather than suggest methods that you may be able to use, let me cite a little experience in which this philosophy served me. Perhaps then it will be easier to see the point.

A long time ago, ice cream cones used to be my bane. In the neighborhood in which I was working at the time, there were a number of small children. Like most youngsters, these kids took a liking to ice cream cones. Dispensing cones is not at all difficult ordinarily, but here was a different problem. Because I was of the opinion that hard ice cream sold best and presented the neatest appearance, mine was always packed hard in ice and liberally salted (this being before the time of super fountains). Consequently digging one perfectly round and large scoop of ice cream to fit a cone was not always a simple trick and most certainly no fun when the freezer was almost empty. Multiply this feat by three hundred or maybe more and you have a real problem in temper and what not. Every time I turned

around, Junior wanted a cone. When Junior had his, Sooky wanted one, and so on. For a while every time some one mentioned "cone" I saw red.

One day a brilliant idea came to me. These kids were not ordering cones because it annoyed me, but because they really wanted cones! I tried to put myself in their place, and then it was all clear. The joy a well-filled cone gave these tots, more than compensated for any annoyance caused a soda clerk filling the cones. And after that cones couldn't move fast enough to suit me.

That was only one experience. You may have thought of many since that could surpass it in appropriateness, but the idea is comforting. At any rate, soda fountain philosophy might stand a bit more thought. And like the timid sheep of Little Bo-Peep, you needn't be at all surprised if a few cash profit figures come trailing in the wake of this simple idea.

K. J. Martin.

Princess Sundae.

In a melba glass, pour a small ladle of crushed pineapple. Add vanilla ice cream, pineapple fruit and more vanilla ice cream. Peel a ripe tangerine, removing as much of the skin as possible. Arrange slices of tangerine around the ice cream. Pour a small amount of grenadine syrup on top. Finish with a dash of whipped cream and a few shaved nuts.

Nokomis Frappe.

In a mixing cup place one scoop of cherry ice cream and one ounce of claret syrup and milk. Mix well and serve with whipped cream float.

Sorority Soda.

In a twelve-ounce glass pour one ounce of maple syrup. Add a spoonful

of whipped cream and mix together with a spoon. Proceed as for a usual soda, using palmerhouse ice cream. Top with whipped cream and arrange a few whole pecan meats on top and a cherry.

Hot Vanilla Malted.

In a hot cup pour twelve ounces of milk, adding two heaping spoonfuls of malted milk powder and one teaspoonful of vanilla extract. Mix and serve hot with whipped cream.

Hog Egg Lemonade.

In mixing cup break one egg. Add about two ounces of simple syrup and juice of half a lemon. Mix well, pour in twelve-ounce glass and fill glass with boiling water.

Coffee Frappe.

In mixing cup, pour one ounce of coffee syrup, one scoop of vanilla ice cream and some milk. Mix well and serve with a float of coffee ice cream and whipped cream in a twelve-ounce glass.

Double Strawberry Soda.

In a twelve-ounce glass pour two ounces of strawberry crushed fruit. Add a dash of coffee cream. Proceed as in a usual soda, using strawberry ice cream. Top with whipped cream.

Chocolate Frost.

In a mixing cup place two scoops of chocolate ice cream, one ounce of chocolate flavor and carbonated water. Mix well and serve with whipped cream.

Apricot Fluff.

In a twelve-ounce glass pour two ounces of apricot syrup and one ounce of rich coffee cream. Mix with fine stream and finish with fine stream of carbonated water. Finish with whipped cream.

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

Passing of an Influential Publisher.

Sebring, Florida, March 25—Around five decades ago, when I was breaking into the newspaper game as an apprentice in the office of the old Shelby Independent, then owned and edited by Judson Palmiter, pioneer publisher, there came regularly to the office in exchange a unique publication printed in Chicago. Possibly its major portion was a little deep for my youthful mind, but there were portions sufficiently understandable to continuously intrigue my interest and thus I became a regular reader of this publication, which gained a National and international circulation. I recall getting many a youthful chuckle from its ironic humor and absorbed many things which worked into my Sunday school lesson, occasionally to the confusion of the teacher, who was always strictly confined to the lesson in the information thereof.

This publication was quite as serious for mature people as was our teacher. It was seriously named the Ram's Horn, but what boy of twelve or fourteen would not weave some facetiousness into that combination as a name for a publication, especially a religious one? And this was a religious newspaper of the evangelist type and especially strong on temperance. By this I mean that its editorials spoke in the language of the Dwight L. Moody evangelism and it was largely devoted to driving out the "devil of strong drink" and that "accursed institution" the saloon, to which was attached, according to the Ram's Horn, every evil thing.

The editor of the publication was Elijah P. Brown, who was an atheist up to the age of forty years. Coming in contact with Moody, he was converted and became a battler for righteousness. Even to his latter days he was a warrior for any principle in which he believed. He had the genius to adopt and promote—before the days of the Ram's Horn—the so-called ready-print, syndicate service for country newspapers, to later become largely used throughout the country by big and little newspapers. Just as I had no vision of that development I had no thought that half a century later I would come in personal association with this remarkable character. Yet it so happened and when I first came to Florida, three years ago, I found in him, at the age of near ninety, one of my most interesting and choice companions.

It was easy to become acquainted because of my youthful interest in his publication and his continued interest in the work to which he had devoted practically his whole life. Most frequently I met him at, or near, the library, with which he was so familiar that he could direct me to any line of reading and almost to any individual volume. He was prepared to discuss any manner of subject and as he had been a wide and understanding reader, together with his great accumulation of information from a long and active life, his association was always instructive.

He was well informed upon many things—an authority upon the wars in which this country had been engaged, well learned in history in general. He had published newspapers in Ohio and Indiana before going to Chicago and the first newspaper in the Florida town of his residence after he was seventy years of age. He enlisted in the Union army from Ohio, was wounded at Shiloh and later re-enlisted for the duration of the war. He was persistent in his persuasions, was Ramshorn Brown—as was his affectionate and honorary title. He wore with pride a G. A. R. button, he was an honorary member of the F. & A. M., an ordained minister of the M. E. church. On Sunday, March 5, he passed his 91st birthday. On Tuesday of this week his friends gathered to pay their last associated tribute to his life and memory.

He had simply retired a few evenings before and the sum of his service and his expended energies joined together and removed his spirit from its habitat of clay and ere he was found by his family he had entered the joy of his Lord, perhaps announced by the Rams Horn, which he had sounded many years ago.

In the January 4th edition of the Michigan Tradesman there was an interesting editorial on "Fair Play to the Negro." I do not know about the circumstances to which this especial reference is made, but some of my own observations may be of interest to the editor and to his readers. He well says that much of the work he mentions is largely dependent on negro labor. From time immemorial the ancestors of the American negro have lived in the tropics and through his environment of many generations he has become acclimated to conditions under which white men melt and die. For this reason the negro is a useful element of our economic life, although I do not confine his usefulness entirely to being a mere bearer of burdens.

If we are to have an understanding and loyal citizenship we must have an informed one. A large group of people of a particular creed or color, more or less centered in one section of the country, largely illiterate, with no prospect to promote ambition would become a cancer on the body politic, likely to eventually infect the whole system. My experience in living in two states each of which have a considerable negro population, prompts me to declare the universal loyalty of the negro to the country and the assurance that the so-called negro problem is being worked out with a steadily better understanding.

Only a few days ago I visited, upon the invitation of the superintendent, a negro school located in one of the cities of Florida. I am advised that it is typical of such schools in towns of similar size. Originally a portion of the funds for this school was contributed by the well-known Chicago philanthropist, Julius Rosenwald, head of the Sear, Roebuck & Co. New equipment has continually been added by the local board, the patrons and the teachers and students. I was interested especially in a playground and sports field, prepared by the industry of the boys, directed by the teachers; also by experimental cooking in the domestic science department—and I am a witness to the fact that the experiment was a success. This school is on a par with some white schools, although I am constrained to say that it is not the rule.

I heard several classes besides the chapel exercises. These classes were European history—fifth grade—and American history by the eighth grade, which grade completes the curriculum. The students were orderly and interested in their work. It was evident that they wanted to make a good impression with a white visitor, but I was impressed with the fact that their lessons were about as well prepared and their familiarity with them would do credit to similar classes in white schools.

The teachers of these classes were brother and sister, both graduates of the South Carolina State College for the Colored. I was advised that nearly every teacher in the school was a college graduate, or, in the lower grades, normal school graduates. An incident which attracted my attention was that the teachers quite frequently corrected the pupils in pronunciation—"Florida" being one of the words difficult for them, though living here all their lives. Possibly they might have had similar occasion with some native white pupils—the vernacular of the region not being altogether confined to either race.

Harry M. Royal.

Germany hereafter will have to be reckoned with.

WHOLESALE DRUG PRICE CURRENT

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

Acid		Gum	
Acetic, No. 8, lb.	06 @ 10	Aloes, Barbadoes, so called, lb. gourds	@ 60
Boric, Powd., or Xtal, lb.	08 1/2 @ 20	Powd., lb.	35 @ 45
Carbolic, Xtal, lb.	36 @ 43	Aloes, Socotrine, lb.	@ 75
Citric, lb.	35 @ 45	Powd., lb.	@ 80
Muriatic, Com'l., lb.	03 1/2 @ 10	Arabic, first, lb.	@ 40
Nitric, lb.	09 @ 15	Arabic, sec., lb.	@ 30
Oxalic, lb.	15 @ 25	Arabic, sorts, lb.	15 @ 25
Sulphuric, lb.	03 1/2 @ 10	Arabic, Gran., lb.	@ 35
Tartaric, lb.	35 @ 45	Arabic, P'd, lb.	25 @ 35
Alcohol		Asafoetida, lb.	47 @ 50
Denatured, No. 5, Gal.	48 @ 60	Asafoetida, Po., lb.	75 @ 82
Grain, Gal.	4 00 @ 5 00	Guaiac, lb.	@ 60
Wood, Gal.	50 @ 60	Guaiac, Powd., lb.	@ 70
Alum-Potash, USP		Kino, lb.	@ 90
Lump, lb.	05 @ 13	Kino, powd., lb.	@ 1 00
Powd. or Gra., lb.	05 1/4 @ 13	Myrrh, lb.	@ 60
Ammonia		Myrrh, Pow., lb.	@ 75
Concentrated, lb.	06 @ 18	Shellac, Orange, lb.	15 @ 25
4-F, lb.	05 1/2 @ 13	Ground, lb.	15 @ 25
3-F, lb.	05 1/2 @ 13	Shellac, white, (bone dr'd) lb.	30 @ 45
Carbonate, lb.	20 @ 25	Tragacanth, No. 1, bbls.	1 60 @ 2 00
Muriate, Lp., lb.	18 @ 30	No. 2, lbs.	1 50 @ 1 75
Muriate, Gra., lb.	08 @ 18	Pow., lb.	1 25 @ 1 50
Muriate, Po., lb.	20 @ 30	Honey	
Arsenic		Pound	25 @ 40
Pound	07 @ 20	Hops	
Balsams		1/2 Loose, Pressed, lb.	@ 75
Copaiba, lb.	50 @ 1 20	Hydrogen Peroxide	
Fir, Cana., lb.	2 00 @ 2 40	Pound, gross	25 00 @ 27 00
Fir, Oreg., lb.	50 @ 1 00	1/2 Lb., gross	15 00 @ 16 00
Peru, lb.	1 70 @ 2 20	1/4 Lb., gross	10 00 @ 10 50
Tolu, lb.	1 50 @ 1 80	Indigo	
Barks		Madras, lb.	2 00 @ 2 25
Cassia, Ordinary, lb.	25 @ 30	Insect Powder	
Ordin., Po., lb.	20 @ 25	Pure, lb.	25 @ 35
Saigon, lb.	@ 40	Lead Acetate	
Saigon, Po., lb.	50 @ 60	Xtal, lb.	17 @ 25
Elm, lb.	40 @ 50	Powd. & Gran.	25 @ 35
Elm, Powd., lb.	38 @ 45	Licorice	
Elm, G'd, lb.	38 @ 45	Extracts, sticks, per box	1 50 @ 2 00
Sassafras (P'd lb.)	35 @ 45	Lozenges, lb.	40 @ 50
Soaptree, cut, lb.	15 @ 25	Wafers, (24s) box	@ 1 50
Soaptree, Po., lb.	25 @ 30	Leaves	
Berries		Buchu, lb., short	@ 50
Cubeb, lb.	@ 75	Buchu, lb., long	@ 60
Cubeb, Po., lb.	@ 80	Buchu, P'd, lb.	@ 30
Juniper, lb.	10 @ 20	Sage, bulk, lb.	25 @ 30
Blue Vitriol		Sage, loose pressed, 1/4s, lb.	@ 40
Pound	05 @ 15	Sage, ounces	@ 85
Borax		Sage, P'd & Grd.	@ 35
P'd or Xtal, lb.	06 @ 13	Senna, Alexandria, lb.	50 @ 60
Brimstone		Tinnevela, lb.	20 @ 30
Pound	04 @ 10	Powd., lb.	25 @ 35
Camphor		Uva Ursi, lb.	20 @ 25
Pound	50 @ 65	Uva Ursi, P'd, lb.	@ 30
Cantharides		Lime	
Russian, Powd., lb.	@ 3 50	Chloride, med., dz.	@ 85
Chinese, Powd., lb.	@ 1 25	Chloride, large, dz.	@ 1 45
Chalk		Lycopodium	
Crayons, white, dozen	@ 3 60	Pound	37 1/2 @ 60
dustless, doz.	@ 6 00	Magnesia	
French Powder, Coml., lb.	03 1/2 @ 10	Carb., 1/8s, lb.	@ 30
Precipitated, lb.	12 @ 15	Carb., 1/16s, lb.	@ 32
Prepared, lb.	14 @ 16	Carb., P'd, lb.	15 @ 25
White, lump, lb.	03 @ 10	Oxide, Hea., lb.	@ 75
Capsicum		Oxide, light, lb.	@ 75
Pods, lb.	60 @ 70	Menthol	
Powder, lb.	62 @ 75	Pound	5 12 @ 5 60
Cloves		Mercury	
Whole, lb.	25 @ 35	Pound	1 25 @ 1 35
Powdered, lb.	30 @ 40	Morphine	
Cocaine		Ounces	@ 10 80
Ounce	11 43 @ 13 60	1/2s	@ 12 96
Copperas		Mustard	
Xtal, lb.	03 1/4 @ 10	Bulk, Powd., select, lb.	45 @ 50
Powdered, lb.	04 @ 15	No. 1, lb.	25 @ 35
Cream Tartar		Naphthaline	
Pound	25 @ 40	Balls, lb.	06 3/4 @ 15
Cuttlebone		Flake, lb.	05 3/4 @ 15
Pound	40 @ 50	Nutmeg	
Dextrine		Pound	@ 40
Yellow Corn, lb.	06 1/2 @ 15	Powdered, lb.	@ 50
White Corn, lb.	07 @ 15	Nux Vomica	
Extract		Pound	@ 25
Witch Hazel, Yel-low Lab., gal.	99 @ 1 32	Powdered, lb.	@ 25
Licorice, P'd, lb.	50 @ 60	Oil Essential	
Flower		Almond, Bit., true, ozs.	@ 50
Arnica, lb.	75 @ 80	Bit., art., ozs.	@ 30
Chamomile, German, lb.	35 @ 45	Sweet, true, lb.	1 00 @ 1 60
Roman, lb.	@ 90	Sw't, Art., lbs.	1 00 @ 1 25
Saffron, American, ozs.	35 @ 40	Amber, crude, lb.	75 @ 1 00
Formaldehyde, Bulk		Amber, rect., lb.	1 10 @ 1 75
Pound	09 @ 20	Anise, lb.	1 00 @ 1 40
Fuller's Earth		Bay, lb.	4 00 @ 4 25
Powder, lb.	05 @ 10	Bergamot, lb.	3 50 @ 4 20
Gelatin		Cajuput, lb.	1 50 @ 2 00
Pound	55 @ 65	Caraway S'd, lb.	2 65 @ 3 20
Glue		Cassia, USP, lb.	1 75 @ 2 40
Brok., Bro., lb.	20 @ 20	Cedar Leaf, lb.	1 50 @ 2 00
Gro'd, Dark, lb.	18 @ 32	Cedar Leaf, Coml., lb.	1 00 @ 1 25
Whi. Flake, lb.	27 1/2 @ 35	Citronella, lb.	75 @ 1 20
White G'd, lb.	25 @ 35	Cloves, lb.	1 75 @ 2 25
White AXX light, lb.	@ 40	Croton, lbs.	8 00 @ 8 25
Glycerine		Cubeb, lb.	4 25 @ 4 80
Pound	14 1/2 @ 35	Erigeron, lb.	2 70 @ 3 35
		Eucalyptus, lb.	75 @ 1 20
		Fennel	2 00 @ 2 60

Hemlock, Pu., lb.	1 155 @ 2 20
Hem'l'k Com., lb.	1 00 @ 1 25
Juniper Ber., lb.	3 00 @ 3 20
Junip'r W'd, lb.	1 500 @ 1 75
Lav. Flow., lb.	3 50 @ 4 00
Lav. Gard., lb.	1 25 @ 1 50
Lemon, lb.	2 25 @ 2 80
Mustard, true, ozs.	@ 1 50
Mustard, art., ozs.	@ 35
Orange, Sw., lb.	4 00 @ 4 25
Origanum, art,	
lb.	1 00 @ 1 20
Pennyroyal, lb.	3 25 @ 3 50
Peppermint, lb.	3 50 @ 3 75
Rose, dr.	@ 2 50
Rose, Geran., ozs.	50 @ 95
Rosemary	
Flowers, lb.	1 00 @ 1 50
Sandalwood,	
E. I., lb.	8 00 @ 8 60
W. I., lb.	4 50 @ 4 75
Sassafras,	
true, lb.	1 60 @ 2 20
Syn., lb.	70 @ 1 20
Spearmint, lb.	2 00 @ 2 40
Tansy, lb.	3 50 @ 4 00
Thyme, Red, lb.	11 15 @ 1 70
Thyme, Whi., lb.	1 25 @ 1 80
Wintergreen	
Leaf, true, lb.	5 40 @ 6 00
Birch, lb.	2 75 @ 3 20
Syn.	75 @ 1 20
Wormseed, lb.	3 50 @ 4 00
Wormwood, lb.	4 75 @ 5 20
Oils Heavy	
Castor, gal.	1 15 @ 1 35
Cocoonut, lb.	22 1/2 @ 35
Cod Liver, Nor-	
wegian, gal.	1 00 @ 1 50
Cot. Seed Gals.	90 @ 1 10
Lard, ex., gal.	1 55 @ 1 65
Lard, No. 1, gal.	1 25 @ 1 40
Linseed, raw, gal.	65 @ 80
Linseed, boil., gal.	68 @ 83
Neatsfoot,	
extra, gal.	80 @ 1 25
Olive,	
Malaga, gal.	2 50 @ 3 00
Pure, gal.	3 00 @ 3 00
Sperm, gal.	1 25 @ 1 50
Tanner, gal.	75 @ 90
Tar, gal.	50 @ 65
Whale, gal.	@ 2 00
Opium	
Gum, ozs., \$1.40;	
lb.	17 50 @ 20 00
Powder, ozs., \$1.40;	
lb.	17 50 @ 20 00
Gran., ozs., \$1.40;	
lb.	17 50 @ 20 00
Paraffine	
Pound	06 1/2 @ 15
Papper	
Black, grd., lb.	25 @ 35
Red, grd., lb.	42 @ 55
White, grd., lb.	35 @ 45
Pitch Burgundy	
Pound	20 @ 25
Petrolatum	
Amber, Plain, lb.	12 @ 17
Amber, Carb., lb.	14 @ 19
Cream Whi., lb.	17 @ 22
Lily White, lb.	20 @ 25
Snow White, lb.	22 @ 27
Plaster Paris Dental	
Barrels	@ 5 50
Less, lb.	03 1/2 @ 08
Potassa	
Caustic, st'ks, lb.	55 @ 88
Liquor, lb.	@ 40
Potassium	
Acetate, lb.	60 @ 96
Bicarbonate, lb.	30 @ 35
Bichromate, lb.	15 @ 25
Bromide, lb.	51 @ 72
Carbonate, lb.	30 @ 35
Chlorate,	
Xtal., lb.	17 @ 23
powd., lb.	17 @ 23
Gran., lb.	21 @ 28
Iodide, lb.	3 64 @ 3 84
Permanganate, lb.	22 1/4 @ 35
Prussiate,	
Red, lb.	80 @ 90
Yellow, lb.	50 @ 60
Quassia Chips	
Pound	25 @ 30
Powd., lb.	35 @ 40
Quinine	
5 oz. cans., ozs.	@ 57
Sal	
Epsom, lb.	03 1/4 @ 10
Glaubers,	
Lump, lb.	03 @ 10
Gran., lb.	03 1/2 @ 10
Nitre,	
Xtal or Powd.	10 @ 16
Gran., lb.	09 @ 16
Rochelle, lb.	18 @ 30
Soda, lb.	02 1/4 @ 08
Soda	
Ash	03 @ 10
Bicarbonate, lb.	03 1/2 @ 10
Caustic, Co'l, lb.	08 @ 15
Hyposulphite, lb.	05 @ 10
Phosphate, lb.	23 @ 28
Sulphite,	
Xtal, lb.	07 @ 12
Dry, Powd., lb.	12 1/2 @ 20
Silicate, Sol., gal.	40 @ 50
Turpentine	
Gallons	54 @ 69

GROCERY PRICE CURRENT

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

ADVANCED

Sugar
Prunes
Smoked Hams

DECLINED

Argo Corn Starch
Pork
Lard

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

Royal, 4 oz., doz.	93
Royal, 2 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 06
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 75
Split Peas, Yell., 60 lb.	3 95
Split Peas, Gr'n 60 lb.	4 75
Scotch Peas, 100 lb.	7 00

BURNERS

Queen Ann, No. 1	1 15
Queen Ann, No. 2	1 25
White Flame, No. 1	
and 2, doz.	2 25

BOTTLE CAPS

Dbl. Lacquer, 1 gross	
pkg., per gross	13

BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 50
Corn Flakes, No. 124	2 50
Pep, No. 224	2 00
Pep, No. 250	1 00
Krumbles, No. 412	1 35
Bran Flakes, No. 624	1 80
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75
Whole Wheat Fla., 24	1 90

Post Brands

Grapenut Flakes, 24s	1 90
Grape-Nuts, 24s	3 80
Grape-Nuts, 50	1 40
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 50
Post Toasties, 24s	2 50
Post Bran, PBF 24	2 85
Post Bran PBF 36	2 85

Amsterdam Brands

Gold Bond Par., No. 5 1/2	7 60
Prize, Parlor, No. 6	8 00
White Swan Par., No. 6	8 50

BROOMS

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

BRUSHES

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

Shoe

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

BUTTER COLOR

Dandelion	2 85
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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
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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	
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Pears

Pride of Mich. No. 2 1/2	2 25
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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, Kless	3 35
Salmon, Red Alaska	1 90
Salmon, Med. Alaska	1 45
Salmon, Pink, Alaska	1 20
Sardines, Im. 1/4, ea.	6 @ 16
Sardines, 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, 1/2s, Chicken Sea, doz.	1 85

CANNED MEAT

Bacon, Med. Beechnut	1 71
Bacon, Lge. Beechnut	2 43
Beef, Lge. Beechnut	3 51
Beef, Med. Beechnut	2 07
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz., Qua., sli.	1 35
Beef, 4 oz. Qua., sli.	2 25
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 05
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/2s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	45
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	55
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/4	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.	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 50

Red Kidney Beans	
No. 10	3 75
No. 2	85
8 oz.	60

String Beans	
Little Dot, No. 2	2 25
Little Dot, No. 1	1 80
Little Quaker, No. 1	1 60
Little Quaker, No. 2	2 00
Choice, Whole, No. 2	1 70
Cut, No. 10	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
Fancy Crosby, No. 10	6 50
Whole Grain, 6 Ban-tam, No. 2	1 45

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

Pumpkin	
No. 10	4 75
No. 2 1/2	1 90

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

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

Squash	
Boston, No. 3	1 35

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

Tomatoes	
No. 10	5 25
No. 2 1/2	1 80
No. 2	1 49
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	22
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 38
Baker, Pre., 6 lb. 3 oz.	2 32

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
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EVAPORATED MILK



Currents
Packages, 11 oz. ----- 11½

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

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

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

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

California Prunes
90@100, 25 lb. boxes...@05
80@90, 25 lb. boxes...@05½
70@80, 25 lb. boxes...@06
60@70, 25 lb. boxes...@06¼
50@60, 25 lb. boxes...@07¼
40@50, 25 lb. boxes...@07¾
30@40, 25 lb. boxes...@08¾
20@30, 25 lb. boxes...@12
18@24, 25 lb. boxes...@14½

Hominy
Pearl, 100 lb. sacks -- 3 50

Bulk Goods
Elbow Macaroni, 20 lb. 4½
Egg Noodle, 10 lbs. -- 12

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

Sage
East India ----- 10

Tapioca
Pearl, 100 lb. sacks -- 7½
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant -- 3 50

Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.

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

Lee & Cady Brands
Home Baker -----
Cream Wheat -----

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

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

GELATINE
Jell-o, 3 doz. ----- 2 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
½ Pint Tall, per doz. 33

Margarine
I. VAN WESTENBRUGGE
Food Distributor



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

Wilson & Co.'s Brands
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 60
Elbow Macaroni, 9 oz. 2 00
Egg Noodles, 6 oz. ----- 2 00
Egg Vermicelli, 6 oz. 2 00
Egg Alphabets, 6 oz. ----- 2 00

NUTS—Whole
Almonds, Peerless ----- 15½
Brazil, large ----- 12½
Fancy Mixed ----- 11½
Filberts, Naples ----- 13
Peanuts, Vir. Roasted 6¼
Peanuts, Jumbo ----- 7½c
Pecans, 3, star ----- 25
Pecans, Jumbo ----- 40
Pecans, Mammoth ----- 50
Walnuts, Cal. ----- 13@21
Hickory ----- 07

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

Shelled
Almonds ----- 39
Peanuts, Spanish ----- 12½
125 lb. bags ----- 5¼
Filberts ----- 32
Pecans Salted ----- 45
Walnut California ----- 45

MINCE MEAT
None Such, 4 doz. ----- 6 20
Quaker, 3 doz. case ----- 2 65
Yo Ho. Kegs, wet, lb. 16¼

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

PARIS GREEN
½s ----- 34
1s ----- 32
2s and 5s ----- 30

PICKLES
Medium Sour
5 gallon, 400 count -- 4 75

Sweet Small
5 Gallon, 500 ----- 7 25

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

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

PIPES
33 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 ----- 04½
Medium ----- 03
Poor ----- 02

Pork
Loin, med. ----- 09
Butts ----- 08½
Shoulders ----- 06½
Spareribs ----- 06
Neck bones ----- 03
Trimnings ----- 05

PROVISIONS
Barreled Pork
Clear Back ----- 16 00@18 00
Short Cut Clear ----- 12 00

Dry Salt Meats
D S Bellies 18-29@13-10-7½

Lard
Pure in tierces ----- 5½
60 lb. tubs ----- advance ¼
50 lb. tubs ----- advance ¼
20 lb. pails ----- advance ¼
10 lb. pails ----- advance ¼
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 6
Compound, tubs ----- 6½

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

Smoked Meats
Hams, Cer. 14-16 lb. 12½
Hams, Cert., Skinned 16-18 lb. @12
Ham, dried beef ----- @23
Knuckles ----- @09
California Hams ----- @16
Picnic Boiled Hams ----- @18
Boiled Hams ----- @12
Minced Hams ----- @12
Bacon 4/6 Cert. ----- @14

Beef
Boneless, rump ----- @19 00

Liver
Beef ----- 11
Calf ----- 35
Pork ----- 05

RICE
Fancy Blue Rose -- 3 50
Fancy Head ----- 4 75

RUSKS
Postma Biscuit Co.
18 rolls, per case ----- 1 80
12 rolls, per case ----- 1 20
18 cartons, per case ----- 2 15
12 cartons, per case ----- 1 45

SALERATUS
Arm and Hammer 24s 1 50

SAL SODA
Granulated, 60 lbs. cs. 1 35
Granulated, 18-2½ lb. packages ----- 1 10

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

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

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

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

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

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

SALT
F. O. B. Grand Rapids
Colonial, 24, 2 lb. ----- 95
Colonial, 36-1½ ----- 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. ----- 2 90
Med. No. 1, 100 lb. bk. 1 00
Farmer Spec., 70 lb. 1 00
Packers Meat, 50 lb. 65
Cream Rock for ice
cream, 100 lb., each 85
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. 3 80
6, 10 lb., per bale ----- 93
20, 3 lb., per bale ----- 1 00
28 lb. bags, Table ----- 40



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

BORAX
Twenty Mule Team
24, 1 lb. packages -- 3 35
48, 10 oz. packages -- 4 40
96, ½ lb. packages -- 4 00

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. 1 65
Brillo ----- 85
Climaline, 4 doz. ----- 3 60
Grandma, 100, 5c ----- 3 50
Grandma, 24 Large ----- 3 50
Snowbowl, 12 Large ----- 1 80
Gold Dust, 12 Large 2 05
Golden Rod, 24 ----- 4 25
La France Lann., 4 dz. 3 65
Old Dutch Clean., 4 dz. 3 40
Octagon, 96s ----- 3 20
Rinso, 40s ----- 3 20
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
Java, 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, 1½ oz. ----- 65
Celery Salt, 1½ oz. ----- 80
Sage, 2 oz. ----- 80
Onion Salt ----- 1 35
Garlic ----- 1 35
Ponely, 3½ oz. ----- 3 25
Kitchen Bouquet ----- 4 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Tumeric, 1½ oz. ----- 65

STARCH
Corn
Kingsford, 24 lbs. ----- 2 30
Powd., bags, per 100 2 65
Argo, 24, 1 lb. pkgs. 1 15
Cream, 24-1 ----- 2 20

Gloss
Argo, 24, 1 lb. pkgs. 1 52
Argo, 12, 3 lb. pkgs. 2 17
Argo, 8, 5 lb. pkgs. 2 46
Silver Gloss, 48, 1s ----- 11¼
Elastic, 32 pkgs. ----- 2 55
Tiger, 48-1 ----- 2 75
Tiger, 50 lbs. ----- 2 75

SYRUP
Corn
Blue Karo, No. 1½ ----- 2 36
Blue Karo, No. 5, 1 dz. 2 99
Blue Karo, No. 10 ----- 2 99
Red Karo, No. 1½ ----- 2 57
Red Karo, No. 5, 1 dz. 3 44
Red Karo, No. 10 ----- 3 29

Imit. Maple Flavor
Orange, No. 1½, 2 dz. 2 93
Orange, No. 5, 1 doz. 4 13

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

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

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

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

WOODENWARE
Baskets
Bushels, Wide Band, wood handles ----- 2 00
Market, drop handle ----- 91
Market, single handle ----- 95
Market, extra ----- 1 60
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, sp. ----- 6 50

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

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

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

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

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

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

WRAPPING PAPER
Fibre, Manila, white ----- 05
No. 1 Fibre ----- 06¼
Butchers D F ----- 05¼
Kraft ----- 04
Kraft Stripe ----- 09¼

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

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

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.

Sound Business Precedes Purchasing Power.

Can you visualize any lasting recovery without restoration of consuming power? That is the real test to follow the beneficial actions taking place in Washington. The consumer must now stage a comeback.

We learn from our newspaper source at Washington, that President Roosevelt is tremendously pleased with a letter he received from a patriotic shoe man. This man wrote:

"We are with you, Mr. President. We admire what you have done and what you are doing. But the job is too big for one man to handle. I wish, as an individual, to do my bit. If every individual in America would assume the responsibility of mobilizing his time and effort, you would have 123,000,000 little presidents of their own lives and living, working for the good of all.

"As an individual, I have looked at my business and have resolved to make it sound, solvent and serviceable. And I want you to know that I stand ready to do my share."

With that spirit, America will win and win quickly. The individual no longer wishes to lean on his bank, his industry or his government. He plans to stand on his feet and build for himself a successful life while giving to every man the privilege of doing the same.

"Sound banks" as a mandate by the Government, means sound business and sound business practice. Of this we can all be sure—that sound banks are going to insist upon a policy of loans to only those businesses that are sound in management, in structure, in purpose and in operation.

One thing that will do more to bring about a recovery or a resumption of purchasing power, will be fair dealings to workers. Every industry, including shoes, stands indicted for examples of exploitation of labor beyond the needs of the hour. Strikes have been called because "shoe workers are working for such low wages that they are obliged to go to welfare departments, after working a full week.

A new courage to ask a fair price for a product is obligatory if factory workers, as consumers, are to be again measured as a consuming-power for all the goods and services needed under American standards of living.

Before we can have sound products, we must have sound wage schedules. Before we can have sound retail stores, we must have sound economics permitting a living profit for all the goods and services, back to the raw stock itself.

The very fact that Government insists upon sound banks, is going to have its repercussions through the streams of trade which have to be

made sound, secure and solvent if consuming power is to be maintained.

The talk of inflation, which was at a high point a day or two after the National banking holiday was declared, seems to have been largely the result of wishful thinking, and to have flattened out considerably as the various phases of the situation were considered. With new currency under distinct control, with growing assurance that the gold standard will be maintained with stocks of raw materials comparatively heavy, and unemployment at or near the peak, widespread inflation at present seems improbable. Also, the liquidation of impaired banking assets will for some time tend to cool security and commodity prices.

The most helpful phase of the past few days has been the rallying of confidence. As the direction taken by new leadership proves to be sound, confidence will continue to increase, and business to improve.

Forty-three billions of bank deposits must include some latent purchasing power. Personal inventories of goods have certainly not increased materially in the past year, and if the dammed-up volume of desired goods was large last Spring, it must have been augmented in past months. Demonstrated confidence alone can force it to flow. The year is still young, and the 1933 profits of producers and distributors will be measured by the confidence shown by them.—Boot and Shoe Recorder.

Choose Fall Shoe Colors.

The color committee of the Tanner's Council of America has designated Indies brown, Maderia brown and New Admiralty blue as classic staples for the volume shoe trade during the Fall and Winter of this year. The importance of fawn brown and swagger brown used alone and in combination will also be noted on the color card when issued. Bourbon and brown sherry were repeated for men's styles. A new lighter custom shade will be brought out later. George H. Mealley of the Ohio Leather Co., Philadelphia, has been elected chairman of the committee.

Shoe Orders Show Gain.

Reflecting the general feeling that shoe prices may advance shortly, retailers have placed several orders for goods this week. Pre-Easter demand is also partly responsible for the activity, which is the heaviest in many weeks. While as yet there has been no tangible evidence of higher quotations, leading manufacturers are not accepting orders very far in advance, in order to protect themselves against increased leather quotations. At the present time hides are about 1½ cents above their low point of the year, which was the middle of last month.

Orange Fruit Cream.

In a mixing cup place a fresh orange which has been cut up in small cubes. Add one ounce of simple syrup, one scoop of vanilla ice cream and some milk. Mix well on mixer. Serve with whipped cream.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Ovelmo Co. and J. C. Hutzell, Fort Wayne, Ind., vendors of "Ovelmo Cream," an alleged cure for eczema, itch, salt rheum, and tetter, agree to discontinue representing that eczema can be cured by the use of Ovelmo, without a statement to the effect that the cure applies only to the itching or eruption; and to discontinue representing that fifty thousand persons have been cured of eczema by Ovelmo treatment, and that it has cured the worst cases of eczema, itch, salt rheum, and tetter, when such are not the facts.

Morris R. Shapiro, Charles Shapiro, Mary Shapiro and Robert Shapiro, trading as Uca Mentho Co., Chicago, vendors of a healing and vapor salve designated "UCA-Mentho Healing and Vapor Salve," agree to discontinue advertising in a manner to imply that a watch will be given for selling twelve boxes of the salve at twenty-five cents a box, and that twelve perfume novelties are also sent to be given free to each purchaser, when in fact, the agent is required either to sell twelve boxes and remit \$3.50 in excess of the sum obtained from the sales or to sell twenty-four boxes and remit \$1.95 in excess of the sum obtained from the sales, before the premium is given, and the cost of the novelties, purported to be gratuities, is included in the price charged for the salve; and to discontinue representing that a premium will be sent upon receipt of a certain sum, when an additional remittance is required to cover packing charges.

E. J. Eller, trading as Eller Co., New York City, vendor of a book containing names, addresses and information about securing home work agrees to discontinue inserting advertisements in the "Help Wanted" column, headed "Help Wanted—Female" and directing women wanting reliable kinds of work to write Eller Co. for information and to enclose stamp, when having no employment to offer; and to discontinue inserting any advertising matter in furtherance of the sale of the book, in a classified column captioned to indicate employment is being offered.

Hagen Import Co., St. Paul, vendor of an herb tea medication alleged to prove effective as a home treatment for rheumatism, neuritis, arthritis and lumbago, agrees to discontinue representing that the herb tea has uses other

than those of a medicine combining diuretic, laxative, and stomachic properties, and that it is a proper treatment for rheumatic conditions other than those pains often designated by the layman as rheumatic but which are due to stomach disorders, faulty elimination or excessive uric acid.

A vendor-advertiser engaged in publishing a magazine using the puzzle form of advertising to obtain agents, agrees to discontinue representing that any prizes offered are free and that any prize is offered for the mere solution of a puzzle, when such are not the facts; to discontinue representing that a certain contest for prizes is open to persons who solve a certain puzzle, unless and until entrance into the contest is so limited; and to discontinue using advertising matter containing a puzzle and offering a prize to the winner, without a conspicuous statement in such advertisements to the effect that something other than the solving of the puzzle will be required before the prize will be awarded.

J. Bergman, Inc., and J. Bergman, New York City, vendors of alleged antiseptic preparations for use by women, agree to discontinue representing that the preparations are germicides, are non-poisonous, and will prove infallible in the treatments of certain conditions, when such are not the facts.

Munich Method, Inc., Buffalo, vendor of a treatment for goitre designated "Munich Method," agrees to discontinue advertising that it is a competent treatment for any other than simple goitre; and to discontinue representing that the preparation represents the latest scientific method for the removal of goitre, that it will prove effective regardless of the size or character of the goitre unless it has reached the incurable stage, that there is a high infant mortality caused by goitre, that seven out of ten children born to families where one of the parents is goitrous, are in danger of Cretinism, and that treatment taken by the mother prior to the birth of the child will develop the child's thyroid gland.

G. C. Brashear, who solicited collections from the business men of this city and surrounding towns some weeks ago on the assurance that he would establish an office in this city, has evaporated without reporting to his clients on the payments he succeeded in securing. At last accounts he was busy along the same line at St. Johns.

Positive protection
plus profitable investment
is the policy of the

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

OUT AROUND.

(Continued from page 9)

tificates he holds. After he had worked for Taylor & Sutler he asked their permission to take over the book-keeping department of the establishment, which was cheerfully granted. Later on the house took over the sale of Standard Oil products in three counties and Mr. Hutchins was placed in charge of this department, both buying and selling. Aug. 1887, he was called to Detroit to take a responsible position with the wholesale drug house of James E. Davis & Co. where he remained nearly eleven years. As soon as Mr. Davis discovered the rare capability of his new employe Mr. Hutchins was made assistant manager. June 13, 1898, he came to Grand Rapids to take the position of credit man for the Hazeltine & Perkins Drug Co. The day happened to be Friday and Dr. Hazeltine, who was then the official head of the house, requested his new associate to report for duty the following Monday, because he did not like the jinx of Friday, the 13th. Mr. Hutchins declined to act on the doctor's suggestion and has been at his desk ever since. For many years he has been both the official and active head of the institution, which is universally conceded to be the model wholesale drug house of America.

E. A. Stowe.

New Idea in Potato Chips.

Dated potato chips have been placed upon the market in Cleveland, Ohio. The chips are packed in a glassine bag with a cellophane window which bears a sizeable red seal, with the words: "Guaranteed Fresh Until March 6," or whatever date the time of packaging makes imperative. The chips are unsalted. The function of salting is performed by a paper tab which is pulled when opening the bag. The salt is contained in the folds of the bag at the top. When the bag is opened the salt shakes down upon the potato chips. Printed upon the bag is: "The result of modern research, these potato chips are made by a new, improved, more costly process that produces a superior product. Their delightful flavor and fresh crispness are better retained if they are left unsalted until used. This package keeps the salt in a separate pocket. The date stamped on this package is your guarantee that these potato chips are fresh and crisp." The various sizes of the dated potato chips retail at 5, 10 and 23 cents.

Silk Price Rises Withheld.

With a soft undertone prevailing in raw silk, the expected rise in broad silks has failed to materialize. Some of the very low end goods are a shade firmer, but the general market stands on about the same price basis as before the banking moratorium. The dress trade is increasing its commitments slowly, but with expanding Easter demand may be in the market for substantially increased quantities in the near future. The mills are watching the stock goods situation carefully and are holding current production in check. Retailers have been in the market placing re-orders on goods featured in recent promotions.

Cutting Down Insurance Cost

Existing conditions have forced many commercial enterprises to reduce overhead expenses wherever possible and practicable. One item frequently singled out for a drastic cut is that of insurance costs. Often it is felt that a worthwhile saving can be effected by materially reducing the amounts of various policies carried or by dropping some lines of protection altogether until business improves.

Undoubtedly it is well to make a careful survey of insurance requirements and to ascertain that there is no coverage being carried over and above what is really needed in view of present inventories and the general situation. But it is the height of imprudence to let go any protection until it is established beyond doubt that the safety of the business or of the individual will not be put in jeopardy by the lack of it. It goes almost without saying that the present is the worst possible time in which to be found inadequately insured should a loss occur. Accordingly, it is false economy to cut insurance below the amount actually needed to give proper and sufficient protection.

At this time cases are common in which, after a fire, adjusters find that the amount of insurance carried is but a fraction of the loss sustained. In that event the business man may have to shoulder a financial burden that will handicap him for the rest of his life, all because of this effort to reduce expenses by saving a small amount on the yearly cost of his insurance. A merchant in one of our cities had a fire recently, involving practically a total loss on his stock of goods, valued conservatively at \$25,000. On this he carried only \$7,500 of insurance, having allowed \$15,000 to lapse over a period of six months prior to the fire. He now realizes that his policy of retrenchment by cutting down the amount of his insurance protection was essentially a penny-wise-pound-foolish one, and one which he will never repeat if he is ever able to establish himself in business again.

A careful survey of your insurance may disclose means of reducing your insurance costs without weakening your protection. Such a survey should deal with total insurance requirements as a whole, and not with a single line or two. Consideration should be given to the relation of one line of coverage to another. Should you wish, the representative of a mutual insurance company, capable and trained in insurance affairs, will assist you in making such an audit. He will study your insurance problems with you, always with your own interest foremost in his mind, and quite probably will be able suggest a readjustment of your insurance program that will result in a reduction of your insurance cost without a sacrifice of protection.

Official Report of Dry Goods Convention at Lansing.

(Continued from page 15)

well earned reputation of being a safe insurance underwriter. He has the hearty support of J. N. Trompen and his board of directors. We never hesitate to recommend to our merchants the patronizing of their own insurance company and utilizing Mr. DeHoog's valuable advice and counsel on insurance problems.

The Nominating Committee consisted of Messrs. F. E. Mills, J. C. Toeller, J. R. Brink, D. W. Goodnow and J. T. Milliken. They carefully scrutinized the list of officers and directors for the entire period of our existence and made nominations subject to the approval of the convention as follows:

President—Thomas Pitkethly, Flint, succeeding Geo. C. Pratt.

First Vice-President—D. Mithlethaler, Harbor Beach, succeeding T. Pitkethly.

Second Vice-President—Henry McCormack, Ithaca, succeeding Paul Proud.

Secretary-Treasurer—Clare R. Sperry, Port Huron, succeeding Clare R. Sperry.

Directors—Fred E. Park, Adrian, succeeding Fred E. Park; I. P. James, Saginaw, succeeding H. McCormack; F. F. Ingram, Jackson, succeeding Van D. Field; W. R. Mehlhose, Wyandotte, succeeding H. N. Bush.

The directors elected last year for a two-year term are J. C. Grant, Battle Creek; H. L. Wever, Ionia; Claude Pemberton, Howell.

It was moved and carried that the report of the committee on nominations be accepted and that the gentlemen named be declared elected. No one need to feel that the affairs of the Association will be forgotten when responsibility rests in the hands of so capable a man as Mr. Pitkethly.

Jason E. Hammond,

Mgr. Mich. Retail Dry Goods Ass'n.

Juvenile interest is being effectively enlisted by a number of business organizations in a number of ways. An automobile maker is enlarging his prospect list by offering a two-foot model of his car to youngsters, the premium being presented when the prospect is sold. Standard packaged goods in miniature stock the shelves of several miniature stores being shown in the toy departments. Picture puzzles are being offered as premiums, etc., by a growing list of companies.

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 28—With the coming of Spring it makes us feel that happy days are here again. We are proud of our new President Franklin D. Roosevelt. We handed him one of the toughest jobs in history, and how fearlessly, courageously and determinedly he tackled it. In less than a week after he took office, he had it licked. From the depths of fear, from the bottom of the pit, he lifted us up, and again we see the bright sunshine of hope. Confidence has been restored and fear has been put to flight. For this we owe our President our deepest gratitude. Most business men and most officials in Washington saw the bank crisis coming. It had been brewing and threatening for months. Now that it is over, we feel like a sick person who has suddenly become well. We have had a country-wide bank housecleaning. Our house is in order and we are ready to do business again. There is more genuine relief and a better sentiment among our people than there has been for three years. People everywhere feel that this is the last and final hurdle, that the darkest days are now definitely past and that we can turn only one way—upward. Some two billion dollars of new currency will be put into circulation. The banks which are doing business have the approval of our Government. They are sound. There are predictions on all sides that boom times are just ahead and that commodity prices will increase rapidly. Now is the time to get going, to grasp opportunity. The time for waiting is past, for the stage is set for a rapid recovery. Optimism is abroad throughout. The men of vision and action to-day will be the leaders of to-morrow. We don't want to let this new deal catch us napping.

A new style shop will be opened in the near future by Miss Jessie Ferris and Miss Bertha J. Borgen at 108 Rdge street. It will be known as the Elite Style shop for women. Miss Ferris will need no introduction to the public, having spent most of her life living in the Sault, and for the past ten years has been employed as secretary to Dr. E. H. Webster and previous to that time head accountant for several years with the Cornwell Co. Miss Ferris is a member of the Bowating Club of business and professional women. Miss Borgen, whose home is in Moorhead, Minn., is supervisor of art in the Sault high school. She has studied and had experience in dress designing. The building, which was formerly a hat shop, is being redecorated and remodeled. Miss Borgen will direct the plan of decoration. A complete line of ladies suits, dresses, sports wear and millinery has been ordered for the opening. The new firm has faith in the home town, which offers a bright future.

The State Savings Bank at Manistique will open Monday morning, after being closed since the holiday closing. This will mean much to the merchants who have been handicapped since the bank closed.

A banking emergency used to be when somebody at the bank telephoned to notify you of an overdraft.

W. H. Peck, who came to the Sault more than forty years ago and opened the first candy kitchen, died at his home last Friday, after suffering from a paralytic stroke several months ago. Mr. Peck's life was closely associated with the growth of the Sault. After selling out his candy business, he entered into the lumber business which he followed for several years. He was also associated with the Johnson harness shop for several years. In later years he was associated with the Lock City Manufacturing Co., of which he was President. He was also connected with the Troy laundry and owner of the Pasadena apartments. He leaves to mourn his loss a widow, three sisters and one brother. He was a member of

all the Masonic lodges and of the First Baptist church. He left a large circle of friends who extend to the bereaved their deepest sympathy.

It is all right. When we got to the bottom, the bottom didn't fall out. William G. Tapert.

Be Sure and Vote April 3.

Whether you believe in the 18th Amendment or not, it is your duty as a voter to go to the polls on April 3 and cast your ballot on the question of its repeal. Michigan voters have already expressed an overwhelming sentiment for repeal. They did this when, on Nov. 8 last, they voted to repeal the prohibition clause in our state constitution. Now we are to decide our stand on the question from a National standpoint. This may seem confusing to some, but we must first realize that National prohibition is a question entirely separate from state prohibition. In proposing that National prohibition be left to the judgment of conventions in the several states, in accordance with article 5 of the constitution of the United States, the Congress took the only step possible in order to secure a National referendum on repeal. That most of the states had already expressed themselves on their own state laws was not sufficient. National action on the 18th Amendment itself was required.

Michigan will be the first state in the Union to vote on National repeal. They will do this April 3 when they go to the polls and vote for convention delegates nominated as pledged wets and dries by non-partisan county boards under the Keidkamp bill. This is the bill our Michigan legislature passed, calling for the "convention of the people" in this state, which convention must pass on ratification or rejection of the proposed twenty-first amendment. This twenty-first amendment repeals the 18th amendment and provides further that no liquor or beer can be shipped into any state which wishes to remain "dry." After thirty-six states have ratified this new amendment to our National Constitution it will go into effect.

Passage of the beer bill by Congress has led some to believe that any further action on prohibition was unnecessary. This is not the case. This beer bill has nothing whatever to do with the 18th amendment. Congress could have passed it at any time. It is simply changing our National legal description of intoxicating liquor from those liquids containing one-half of 1 per cent., which was the old limit, to slightly over 3 per cent.

The voters in Grand Rapids will find on the voting machines the following:

"Delegates to the convention called for the purpose of ratifying or rejecting the following proposed amendment to the constitution of the United States of America:

"Sec. 1. The eighteenth article of amendment to the Constitution of the United States is hereby repealed.

"Sec. 2. The transportation or importation into state, territory or possession of the United States for delivery or use therein of intoxicating liquors, in violation of the laws thereof is hereby prohibited."

To vote for or against the repeal of the 18th amendment it is necessary to vote for the delegates pledged for or

against the repeal of the 18th amendment. Kent county is divided into three representative districts. Grand Rapids is the first representative district and will have three votes in the convention.

The South Kent or second representative district (Rep. Look's district) will have one vote in the convention. The delegates are: for repeal, John M. Dunham; against repeal, J. Pomeroy Munson.

The North Kent or third representative district (Rep. Post's district) will have one delegate: for repeal, Wm. S. Lamoreaux; against repeal, Harold Sauer.

The repeal of state prohibition, voted by the citizens of Michigan last November, will be effective only when the 18th amendment to the National constitution is repealed. Over forty states have already enacted bills calling for conventions to pass upon this question. The repeal organizations believe that prohibition in the United States will be ended within less than a year. Dorothy S. McAllister.

A. C. Allen, merchant at 59 Manchester street, Battle Creek, renews his subscription to the Tradesman and says: "I am very late with this remittance, and I deeply regret it, but business has been so very poor, I feared for a time I could not continue my subscription. I'm glad to say I can see a little improvement, and I am determined to be with you as you complete the half century, and bring out that great big anniversary issue, an achievement which will win for you the hearty congratulations of your host of friends."

Jury of Women Sale.

A jury of clubwomen, enrolled from twenty neighboring communities, was used by a store in a large city to review in advance the values intended for its anniversary sale. The women were shown samples of the merchandise to be offered in the sale, each buyer displaying and "selling" his own merchandise to the assembled group. In some cases price changes were made at the suggestion of members of the jury. The fact that "the jury of women" passed upon the values was featured by the store in the advertisements announcing the sale.

Mate Sale.

A merchant in New England reports that he secured a 69.4 per cent. return from a direct mail sale designed to increase his rural following. A heavy canvas work glove was enclosed with a letter inviting the prospective customer to come in and claim the mate of the glove. Included in the letter was a reprint of the merchant's advertisement in the local paper. This merchant reports that 580 mailings, costing slightly less than \$150, brought 401 customers and prospects into the store to claim their gloves. The purchases made by these callers totaled \$4,325.80.

Seamless Meshes Hold Favor.

In contrast to the absence of demand for full-fashioned mesh hosiery, selling agents report that they were doing a good volume of business on the low-

end seamless styles. These are usually of the smaller mesh types, selling at about \$1.50 per dozen and retailing at 25 cents per pair. These styles are the only group in the mesh classifications which will repeat their popularity of last year, it was said. Mesh anklets to retail at 10 cents per pair are also moving fairly well at this time.

Money Back Sale.

A store in Indiana reports that it features a money-back guarantee on the specials it offers each Saturday. If, after having purchased a special, the customer finds that the same article might have been bought on the same day from some other store at a lower price, this store offers to receive the merchandise back, or to refund the purchase price without question. It is claimed that this guarantee satisfies those who like to compare prices, and also those who like to save money and yet do not care to "shop around."

Rugs From Scraps.

Another new development in the textile field is a process for joining strips of carpet so that they look as if woven on a broad loom. Scrap or waste pieces may be utilized to make larger carpets, without seams showing or joints being so raised that they will wear down more rapidly than the carpet. The new process can be applied with existing factory equipment, the cost is claimed to be no greater than for older methods, and laboratory tests promise that a good bond will last twenty years.

Mail Orders Continue Heavy.

The revival of activity which featured the wholesale markets last week continued in evidence Monday. Mail orders were reported as heavy, although the number of buyers in evidence was said to be less than a week ago. As was the case last week, interest centered strongly on ready-to-wear, with quick delivery sought in most instances. While talk of the shortage of merchandise for quick shipment is heard, this is dependent on consumer response.

Sing a Song of Taxes.

Tax his head, tax his hide.
Let the Government officials ride.
Tax his cow, tax her calf,
Tax his horse and tax his ass.
Tax his houses, tax his lands,
Tax the blisters on his hands.
Tax his ford and tax his gas,
Tax the road that he must pass,
Tax the payroll, tax the sale,
Tax his hard-earned paper kale.
Tax his pipe and tax his smoke.
Teach him Government is no joke.
Tax the water, tax the air,
Tax the sunlight if you care.
Tax the living, tax the dead,
Tax the unborn ere they're fed.
Tax their coffins, tax their shrouds,
Tax their souls beyond the clouds.
Tax them all and tax them well,
Tax them to the gates of hell.

Four More Red and White Stores.

Three new Red and White Stores opened last Saturday.

I. M. Wolbrink, Cedar Springs; J. Wierenga, Dutton, and F. A. Keech & Son, Moseley.

On Saturday of this week R. E. Curtis, Edmore, will open.

Honey Frappe.

In a mixing cup place a large scoop of vanilla ice cream and milk. Add one ounce of pure strained honey. Mix well and serve.

MODERN CUTS OF PORK

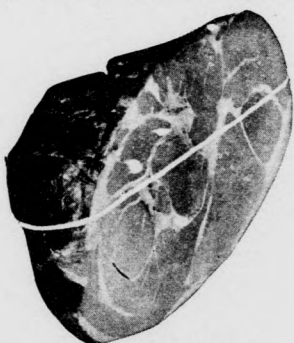
This is the twenty-fourth of a series of articles presenting modern methods of cutting pork which are being introduced by the National Live Stock and Meat Board.—Editor's Note.

THREE MAJOR CUTS OF SMOKED HAM (Continued)

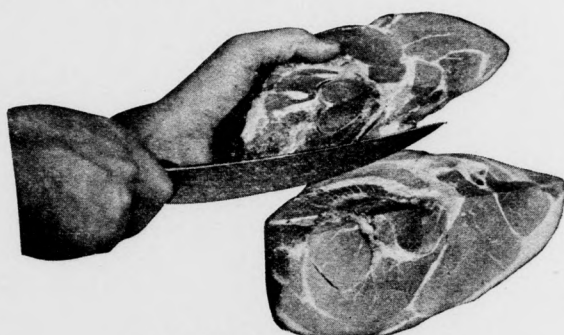
Ham butt slices were suggested in the preceding article as one of three ways to use the smoked ham butt. The other two ways are described here.

HAM BUTT CUT INTO TWO PIECES

The smoked ham butt may be used to advantage by cutting it into two pieces, providing a piece for baking and one for seasoning.



Art. XXIV—Cut 1
The butt is cut as indicated by the white line on the picture above.



Art. XXIV—Cut 2
1. Cut the butt into two pieces.

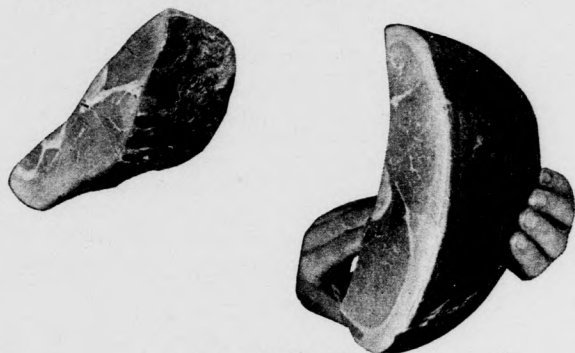


Art. XXIV—Cut 3

2. The piece which contains the aitch bone may be used for seasoning purposes. The other piece is practically boneless and will make a desirable, easily carved cut for baking.

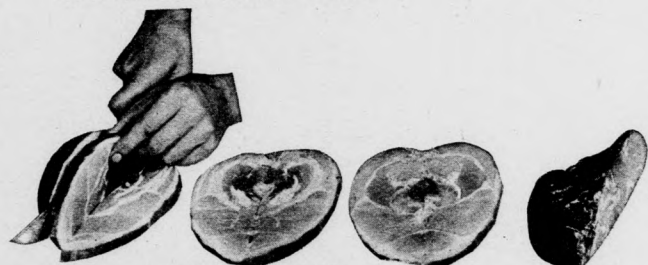
HAM BUTT CUT INTO DOUBLE SLICES

Seasonable demand often necessitates cutting a maximum number of slices from a smoked ham. The meaty section of the butt may be converted into double slices which are very attractive in appearance.



Art. XXIV—Cut 4

1. Turn meaty section over so that the cut surface will rest on the block.



Art. XXIV—Cut 6

3. Open the double slices as though opening the pages of a book.



Art. XXIV—Cut 5

2. Cut into double slices.



Art. XXIV—Cut 7

4. An attractive display of double slices. At the upper right is the aitch bone piece for seasoning.

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