

DESIDERATA



Go placidly amid the noise and the haste, and remember what peace there may be in silence. So far as possible, without surrender, be on good terms with all persons. Speak your truth quietly and clearly; and listen to others, even to the dull and the ignorant; they, too, have their story. Avoid loud and aggressive persons; they are vexatious to the spirit. If you compare yourselves with others you may become vain or bitter, for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans. Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time. Exercise caution in your business affairs, for the world is full of trickery. But let this not blind you to what virtue there is; many persons strive for high ideals, and everywhere life is full of heroism. Be yourself. Especially do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment, it is as perennial as the grass. Take kindly the counsel of the years, gracefully surrendering the things of youth. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with dark imaginings. Many fears are born of fatigue and loneliness. Beyond a wholesome discipline, be gentle with yourself. You are a child of the universe no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should. Therefore be at peace with God, whatever you conceive Him to be, and whatever your labors and aspirations, in the noisy confusion of life, keep peace in your soul. With all its sham, drudgery and broken dreams, it is still a beautiful world. Be cheerful. Strive to be happy.

Max Ehrmann.

Rademaker-Dooce Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service



STIMULATES YOUR SALES TOO!

Fresh coffee, science declares, is a stimulant; it puts new energy into people. Chase & Sanborn's advertising carrying this message to the public is building up new business for this famous coffee.

Dated Coffee will stimulate your sales, too. Push it. Display it prominently and suggest it to every customer. You'll realize increased profits and gain all the additional advantages of the Standard Brands merchandising policy—frequent deliveries, small stocks, quick turnover and fast profits.

CHASE & SANBORN'S DATED COFFEE

Product of STANDARD BRANDS INCORPORATED

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.



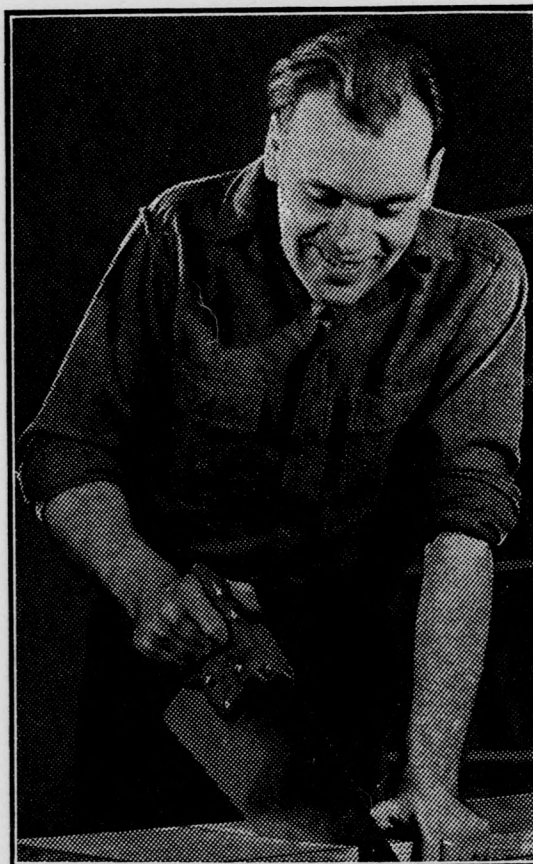
A complete line of canned vegetables and fruits

FOR CONTINUOUS
VOLUME AND
STEADY PROFIT, KEEP
FRESHLY STOCKED
WITH

POSTMA'S (GOLDEN CRISP) RUSKS!

Made by the
POSTMA BISCUIT CO.
Grand Rapids, Mich.

MICHIGAN BELL TELEPHONE CO.



HE WAS CALLED TO THIS JOB BY TELEPHONE

Other things being equal, applicants or former employees within easy reach by telephone usually are called first when workers are needed.



MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 5, 1933

Number 2585

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

People Will Follow Roosevelt Wherever He Goes

Whether deflation persists or inflation comes to pass will commodities advance in price?

As commodities go will the stock market be put?

Those who produce raw materials of any kind must set about to devise ways and means to increase the consumption thereof.

Legislation eats nothing but tax funds and wears nothing but judicial robes and other badges of costly authority.

Consumption by legislation is an assinine suggestion.

By the same token, price fixing, restricted production and subsidies are equally ephemeral—impractical—ridiculous by any name.

Proposed and pending modification of the Volstead act and, ultimately, the absolute repeal of the eighteenth amendment; will create new and constantly increasing demands for copper, steel, tin, rye, glass, barley, hops, corn, and many other now stagnant products of field, mill and laboratory.

None, for example, interested in copper made any effort, as from a copper base to create this new market for the raw material.

Cotton is a drug on the market. None concerned in cotton per se have done, or are doing, anything to increase the use of cotton in new directions, but those experimenting with fibers are working incessantly, day and night, to improve their product.

The advancements made in fiber utility have been such that fibers actually indicate, if they do not fix, a dead line for cotton—in the matter of price. When cotton rises above a certain dead price level fiber will supplant cotton in many uses—restricting both the consumption and the price of cotton.

Why no interest in cotton from those who produce it and must have more consumers to survive?

Every farmer knows to a positive certainty that all farm woes and all farm losses have their origin in the

seven-ply tax levy that not only impoverishes the farmers by direct collections but supports 285,000 tax levying units interfering with orderly farm management.

All farm activities are now supervised to the point of economic prostration.

No farmer is a free agent on his own acres.

All farm-intrusion laws were enacted solely to create profitable places for political parasites but no farmer feels called upon to do battle against the seven-ply tax system—the source of all his woes.

Twenty-one states are arrayed against interest payments, against mortgage foreclosures and against other detached affairs, but nowhere have the farmers en masse attacked the root of their tree of trouble—the seven-ply tax system impoverishing all of them.

It cost the taxpayers of the country \$400,000,000 to discover that the price of wheat cannot be “pegged,” but none have bothered about the item of only \$200,000,000 which will be added to this terrific loss—without even a remote chance of any public service or public benefit.

Why the apathy of copper producers?

Why the inactivity of cotton planters?

Why the indifference of wheat growers and other taxables to the crux of the commodity problem—consumption plus taxation?

When commodities go down real wealth is destroyed.

When stocks are put down no wealth is lost—only the figures are changed.

To build up a live and advancing market, supported by public confidence, commodities must go up. Will they go up? Will stocks follow?

President Roosevelt proposes a trek into “an uncharted realm” and 121,000,000 people will follow him whither he goes. They should.

Still, the problem of a tremendous reduction in all seven brackets of taxation must be achieved before there can be any truly economic foundation built for progressive prosperity—for the permanent well being of the masses—for the 121,000,000 now relying absolutely upon President Roosevelt for a way out.

This is no time for argument.

This is the time for action.

Support President Roosevelt.

Clement H. Congdon.

Road Improvement Still in the Future

In the past week great irregularity was witnessed in both the stock and bond markets. Almost all securities were lower with the exception of the U. S. Government's. There were some outstanding weaknesses displayed in Colombian and German bonds. This was due to the Cabinet of Colombia

voting a moratorium on foreign debt in order to use its Government resources in its struggle with Peru. Of course, the German situation was weak due to policies of Hitler.

Business is looking towards Washington for developments. Reports from there indicate a “Do or Die” attitude by the Administration. First quarter earnings reports, that are soon to be released, will look very bad. This is partly due to paralysis of business due to the moratorium in Michigan. The general impression held by many people in Washington is that business would normally take five to ten years to recover satisfactorily, if a plan of “Force the Issue” by the Administration is followed. In spite of this, however, the Administration apparently admits that it is largely experimental. Complete authority has been given the Administration in banking, foreign relief and Government economy. Therefore, it seems that centralized control by the Government of various business agencies is in prospect. They expected that similar powers will be given in the railroad and other distressed situations.

It is also expected that municipalities will be given authority to scale down their debt, when the majority of the bondholders can agree. This, of course, means substitution of Government credit and a restricted form of Socialism.

Fundamentals seem a bit better with real improvement still in the future.

J. H. Petter.

Consider It This Way.

Every merchant knows that taxes are an important factor in the cost of doing business. He knows that the weight of his tax burden depends upon the soundness and economy with which governmental affairs are conducted. The money he pays for fire insurance protection is not unlike his tax payments. It goes into a common fund from which are paid the losses of the few and expense of administering the fund. If he is insured in a non-mutual company, any profit resulting from the administration of the fund belongs to the stockholders. If in a mutual company, the profit flows back into his own pocket.

Mutual insurance has proven to be the most economical method of administering an insurance fund. It is primarily a fire prevention agency, with provision to return directly to the policyholders whatever savings are accomplished.

It is the animal nature of man that prompts him to shun difficulties, to take the easiest way around obstacles, to dodge duties and to play truant from the obligations. It is the divine nature within us that finds pleasure in toil; joy in conquest; happiness in tasks well done and peace in squared accounts.

In Justice To Senator Couzens

I am in receipt of a letter from the legal representatives of Senator Couzens, stating that the latter feels that I went beyond the proper limitations of newspaper criticism when I made brief reference to him in referring to his attitude on the banking situation in Detroit in our issue of Feb. 15. As Senator Couzens is more familiar with that affair than I am, having been an active participant in the events of the hectic days of the week of Feb. 13, I am disposed to take him at his word and voluntarily state that I may have been a little too severe in my comment. I am therefore pleased to modify and retract anything I wrote in that connection which is objectionable to Mr. Couzens, because I do not wish to intentionally wrong any man and then refuse to go more than half way in setting him aright before the readers of the Tradesman. This is the policy I have pursued for the past fifty years and the policy I propose to follow to the end.

E. A. Stowe.

Simple Arithmetic

A statistician was traveling through a western State. He had entered into conversation with a fellow traveler who remarked that sheep-raising appeared to be quite a popular industry in that section of the country. About this time the train passed a small herd of sheep grazing in the field nearby. The interested gentleman remarked: “There is a nice bunch of sheep.”

To this the statistician replied: “Yes. There are 178 in that flock.”

Shortly after they passed another herd of sheep slightly larger, and the statistician replying to his companion's comment said: “There are 284 in that herd.”

Within a few minutes the incident was repeated and the count of the herd was 542.

“Tell me,” said the gentleman, “how do you find it possible to tell the exact number of sheep in a herd when we pass it so rapidly?”

“Oh, that is easy,” the other replied. “I just count their legs and divide by four.”

Some hesitate to pick a rose fearing the thorn. Others turn back the thorn, grip the stem and enjoy the perfume. A successful business is much like a bush of roses; there are blooms and briars and unless we overcome the briars we cannot enjoy the blossoms except at a distance.

The little man can't see far.

How Little is Big and How Big is Little*

Merchandising perhaps is one of the oldest of the professions and as such probably has more items which are not new insofar as the principles of them are concerned, but are new only insofar as the application of them applies to present day retailing.

It reminds a person very much of the doctor's study to determine a cure for pernicious anemia. This doctor worked long formulas, read hundreds of books and did considerable traveling. He finally discovered his cure and was surprised to find that it was ordinary liver. Most of our merchandising items are discovered under somewhat similar circumstances. They are not new items, they exist all the time but only have to be rediscovered.

The title of this address, "How Big is Little and How Little is Big?" is based on the rediscovering of certain basic retail merchandising problems which many of us seem to have forgotten. Their application is particularly pertinent at this time because 1933 places the merchant, both large and small, in a position where he must, of necessity, control his stock insofar as the total dollar investment is concerned and at the same time he must provide his customers with a reasonable assortment of the merchandise which they expect to find when they visit his store. How to accomplish this merchandising job and yet not create tremendous markdowns at a later date is the problem.

As a basis for a merchandising study, we selected the house furnishings department, inasmuch as it represents an average merchandising problem. It has staple items, style items, large items and small items. There are color problems and pattern problems and as a general department, it offers perhaps all the problems any reasonable department problem would offer. In beginning our study of this section, we found that first of all 1933 conditions would not permit a lot of unessential merchandise at this time, but it would be well for us to look for such new lines as we could find which would give us additional gross margin and would not in any way add to our present expense in our department. In addition to the study made of new lines, our first thought was to re-classify our department.

First. Classification of our merchandise. When I speak of classifications, I mean the various types of merchandise carried, such as aluminum ware, pyrex, or if you were dealing in some other department, white shirts, colored shirts, underwear and the like. Accordingly, we spent a few days in the department and found, much to our surprise, that we could eliminate six complete classes of merchandise. This did not mean that we would immediately throw them away, but that we would not replace the items or lines and would work them out of the department in the most profitable way, or I should say, with the least amount of loss possible. Thus we will have reduced our classes from thirty to twenty-four.

*Address delivered at the Michigan Retail Dry Goods Association Meeting, Lansing, by O. G. Drake, Store Manager of the Herpolsheimer Company.

Second. How many items we should have in a class. This is a tough one to answer, but it is one that all of us abuse. The average merchants' shelves show that a complete coverage without due regard to quantities is aimed at in most cases. Most resources make a complete line from A to Z, although possibly P.D.Q., is the only real live item. The manufacturer does not study his line-up, but continues to make the whole works, so the merchant, not wanting to be piker, buys it. The manufacturer is the only lucky one, and then for only about a year. By that time we have decided that it was a mistake. This year it is a catastrophe. Therefore, the necessity of eliminating charity insofar as possible when buying from the resource.

Third. Price lines and what to do about them. Every time we try to copy the other fellow or possibly experiment with this or that item, we usually add another price line. In a short time, we have prices from one cent to ten dollars, with little or no assortment in any part of it. The customer is some customer when she can tell the difference between two tea kettles, one priced at \$1.98 and the other at \$1.95, yet we show her two more times than we don't. We realigned our prices and with profit.

Fourth. How much stock in each class and price. We consider turnover. Most people do but theoretical turnover, we have found is also a bugbear. Just to sit down and make up a list and then try to order accordingly is the bunk. Instead of that, we decided that we would not even attempt to establish a model stock, for actually we do not know what a model stock really is and what it will do for us. Time alone will take care of that. What we did know, however, was that certain lines had more **selling velocity** than others, and we have used that for our basis. We merely set down in a tentative way a minimum stock, and then let it operate for a period of time to determine the selling velocity. This has saved us from getting model stocks into muddle stocks.

Up pops a little sentence again, "How Big is Little and How Little is Big?" Where we used to set down a dozen as a minimum, just because a dozen seems small, we find that in most cases they can be bought unit packed as few as six, and in some cases three. Let's look at it another way. By being a little careful with the word dozen and not letting ourselves put it down just because it "sounds" small, let's think of twelve customers. That is a lot. And another thing. If we keep to reasonable quantities we will always have smaller orders coming in, and by that I do not mean that we should carry one, order one, and then re-order, and in the meantime be out, but carrying a basic stock, re-ordering oftener than once every six months or a year, and that is no joke. In this way our stocks are usually clean, and we can test out samples of merchandise to give the impression of having a larger assortment. It will appear new and the customer cannot help but gain the im-

pression that we are doing a good job.

Finally, let's examine the mark-down figures. Where do they come from? The answer is simple enough. Everyone in retailing knows it, but again they have to occasionally rediscover it.

First. We do not buy in reasonable quantities. Retailers, large and small are great over-buyers. Every person likes to think that he or she is a big operator. We cannot force ourselves to admit that it is no disgrace to be a "piker." When the salesman says "Jones just bought 10 dozen and you with only three," we immediately raise the ante in spite of the fact that neither we nor the salesman know how many Jones sold. We know how many he bought and a year later we also know how many we bought.

Second. We do not buy for immediate needs. We are all great on anticipating. 1933 will be bad enough without anticipating anything. We can only hope. Yet, without a doubt, a buyer is today somewhere in Lansing buying something in anticipation that we are going to have an early Spring, that there will be a new kind of beer mug needed and that the grass will grow fast when it comes.

The order will not be sold immediately and then the thing that was originally anticipated becomes a hope. "I sure hope I sell that before the boss asks me about it." And thus it goes, on and on and finally on to the mark downs.

Third. We do not survey our stocks daily. We go to a convention or, perhaps, read a magazine article where Professor So-and-So says that this thing or that is the cure-all for merchandising and that by following it, we will cut ourselves a new deal. We go home and in a frenzy of unlimited enthusiasm try out the new scheme we heard, regardless of what it is. It is in all probability not new, only re-discovered. That is the way with stock surveys. We go at it enthusiastically for a few weeks, then we skip a week or so, and as a result, we take a nice fat mark-down, fail to discover many mistakes creeping in daily and lose all the way around. If we would go over our departments, part by part, daily, we would benefit tremendously. A mark-down quick is smaller than a mark-down delayed to save the pain. Changes in anything can come rapidly, as most of you holding "rubber checks" will testify. Daily checks will help.

How to do all these things is the problem. You say you have no time. You can't keep a lot of records. You are probably right. And you do not have to spend endless hours or keep several records. We find that one record will do the work if you want a record. The salespeople or your buyer can check as well, and do it daily, weekly, or as often as you need it. There is no necessity for a so-called statistician. The sheet which I will describe is one which we find works well for us. It helps to make the work systematic and provides all the records we need. The salespeople fill it in and the buyer helps as well.

At the top of the sheet, we make a notation as to the class of merchan-

dise, the resources, address, terms or any information which we feel we desire.

The form properly merely gives the item, minimum stock that we feel we should have, retail and cost prices, the amount we have on hand, on order, receipts and finally the red figure which is our sales.

To keep a running record, we set down an inventory period approximately at the time we feel the stock will need re-ordering. In this way some certain section of our stock is surveyed daily. By having to do it at a certain date, we are certain to get over the stock. We not only find out how the merchandise is selling, but we find out many other interesting things about our department. It is simple. The salespeople do it and, as a result, we get a complete picture of our department.

Once a month or every two months we have the people in the office draw off a summary of this record. Thus we have a complete picture of the activity of our stock. Weak spots are instantly detected and we can gauge our operations day to day in some places, week to week, in others, where the type of item does not demand so detailed a survey.

We find it is not a question of a lot of forms or systems. A simple system well used does the trick, in any event we do need the facts regardless of how we get them. It is not enough to have before us a lot of high powered figures. The man who is successful is the man who knows the facts and who knows how to use them. The type of survey which we have made has brought the facts to our attention. The daily work which we are doing is helping us to use the everyday facts which are before us. In doing so, we are re-discovering, not necessarily discovering, that where we at one time sold six dozen, we are going to buy three dozen, finally ordered twelve and got stuck with eight, that there is some sense to "How Little is Big and How Big is Little."

The accumulation of the "Big Littles" has made our problem in the past. The daily surveys and our recognition of the age old problems of retailing through re-discovering them is going to keep us ordering "Little Big" orders.

Five-and-Ten Cents.

Five-and-ten-cent departments in food stores meet the needs of persons whose buying power is at a low ebb and enable the dealers to keep goods moving a little more freely, but they are no actual saving to the customers. There is bound to be an increase in the cost to the consumer as the physical amount of a sales unit shrinks and the expense of packaging rises. Besides, it costs the dealer and manufacturer quite as much to handle and distribute the smaller packages, with resultant lowered profit per unit of sale. There are many items of meat, however, which may be put in this division and a five and ten cent meat display offers an opportunity to increase small sales at a good profit.

The crisis over, hope should revive.



Lines of Interest To Grand Rapids Council.

The Council meeting was called to order at 7:30 sharp Saturday evening by the new Senior Counselor, Gerald J. Wagner. All the stations were filled by the new officers and appearances proved our contention that the Council is due for a very prosperous year. Every officer conducted himself like a veteran and the business of the meeting moved along smoothly. The session had much of the old zip which we have had in the past. Momentous questions came up, were discussed and dispensed with in a real dignified and businesslike manner. Committee reports were complete and evidenced that the committee chairmen were awake and on the job.

The legislative committee reported on a bill now in the making. The Council voiced its disapproval of such a bill and instructed the committee to draft a resolution to that effect and present it to local members of the house at Lansing. The gist of the bill is as follows and is sponsored by George W. Welsh, former city manager:

In order to secure aid from the Reconstruction Finance Corporation, the state must adopt some means to add to the state welfare fund from some source within the state's income. The bill, as introduced by Senator Kulp, provides that all of the weight tax, including the first half heretofore going to the counties for road maintenance and the second half allocated to cities and counties under the Horton bill to relieve Covert road obligations and property taxes, should go into the state welfare fund, except that required for current bond obligations in various counties under the Horton act. If this bill as presented should pass, the maintenance of roads would cease for a year or two and then a tremendous amount of money would be required to put the roads back into a passable condition. Michigan is noted for her highways and thousands of tourists visit the state every year because of that excellence, leaving millions of dollars in their trail. If maintenance of the highways ceases for even a short time, disastrous results will follow because of the heavy traffic throughout the state.

Governor Comstock stated that diverting road taxes to any other than road purposes was not in accord with his best judgment.

We believe that maintenance of our highways is paramount to the revenue of the state, as well as a great factor toward relief of unemployment. There will be hundreds of men thrown out of work and just that many more added to the list of those needing dole. We are glad to report that Grand Rapids Council showed the good judgment to heartily disapprove of any such measure.

Following the business meeting, the team work group presented their pro-

gram under the direction of Council Leader H. F. DeGraff. Selby Miller, chairman of the Council's entertainment committee, presented some reels of moving pictures showing modern road machinery and its operation. At the conclusion of the team work program, luncheon was served and tables arranged for playing bridge.

It was announced during the evening that the next meeting would be May 6 and would start with a pot luck supper at 6 o'clock. After the business meeting there will be a luncheon and dancing. It was also announced that the annual memorial services would be held in the Council chambers Sunday, April 9, at 3 o'clock sharp. Every member should be in attendance to help pay tribute to those of our fraters who have gone on before. It is the least we can do for those who mingled with us when in life.

The United Commercial Travelers as a whole is a representative body of men who take themselves and their duties to their God, their families and their country, seriously. They are ever watchful for exigencies and are quick to formulate a remedy. The order numbers among its membership men who have been accorded high honors in professions and diplomacy. These men, who have been so honored, have gained their experiences on the rough road of salesmanship. They have been true knights of the grip and through their love for tough problems and their ability to overcome difficulties have become honored citizens of this great country.

As this is written, it has come to us that one of Michigan's respected and noted citizens and a Past Counselor of the Order has been mentioned for a high post in the governmental governing corp.

W. L. McManus, Jr., Bill as we know him, owner of the Cushman House at Petoskey, has been suggested as a candidate for Governor General of Puerto Rico. If Bill secures this appointment it will be a signal honor to the United Commercial Travelers and an unusual incident for his home town.

Mr. McManus was born in Canada, which we do not hold against him, but has lived most of his life in Northern Michigan. He grew up in business and has always had a tremendous capacity for work. In the early days he was identified with the lumbering industry. Many years ago he purchased the Cushman hotel in Petoskey and has dispensed accommodations to the traveling public for the past twenty-five years.

Among the offices he has held, some of which he still holds, are Mayor of Petoskey, president of W. L. McManus Lumber Co., Inc., proprietor of Cushman hotel, president of Michigan Hotel Association, president of Great Lakes Tours Association, president of Michigan Winter Sports Association, member board of public works, president of Petoskey and Emmet county Improvement Association, Exalted Ruler of Elks, Senior Counselor of United Commercial Travelers, district deputy supreme knight of Knights of Columbus, member of Democratic state central committee of

Eleventh district 18 years, presidential elector in 1932, delegate to Democratic national convention in 1916, 1920 and 1924, chairman legislative committee of Michigan Hotel Men's Association 14 years. He was candidate for secretary of state in 1914 and candidate for presidential elector in 1920.

President Roosevelt seems to have the faculty for picking men of experience for any job he wants done and the job is done. The members of the Grand Jurisdiction of Michigan and the membership at large who know Bill as a U. C. T. feel that the President would be making a wise selection if he chose Mr. McManus for any post of importance in the government service. We are sure that everyone who knows Bill McManus will be willing to lend what assistance they may be able to give to help place him in this important position. We make but one stipulation and that is, Bill don't you ever dare use any of the Spanish idioms on us when you return to good old Michigan and 3.2.

After sending out a corp of experienced sleuths, Harry Behrman has been run to earth. He has been trapped at 3225 Rust avenue, Saginaw. We cannot see why in the world he ever chose Ben Mercer's town as a place to live, but we all hope he likes his new location and that he and his wife are enjoying the depression.

It won't be long now—we have started to jump fresh varnish, dodge fresh paint and get bawled out for carrying in dirt on our shoes. Why should spring be interfered with any more than the cold, bleak winter?

It seems there will always be a specialist of some kind. Chick Sale never has and never will hold that edge. You might call the following specialty a weakness if you please.

"She was an attractive young widow. In the hotel lounge she seated herself next to a handsome young traveling man. She coughed slightly, but the salesman ignored her. She shot him a flirtatious glance which proved plainly that she wanted to get acquainted, but he gave no answering sign. Finally, a piece of dainty linen was wafted to the floor at his feet. 'Oh, I've dropped my handkerchief,' she murmured softly. The salesman turned a cold and unresponsive eye upon her. 'Madam,' he said, 'my weakness is beer.'" That can't be a specialty or a weakness. That is an usual thing.

James Malloy attended a sales meeting of his firm in Detroit last week. Many firms throughout the country are holding meetings for their salesmen in order to keep them informed with the latest merchandising methods and to prepare them for the increased volume of business which is bound to come.

The Grand Rapids Salesmen's Association held a food show the past week at Van's market on Eastern avenue. The Association will be at the Paul Hillman store in Muskegon this week.

Past Counselor Radcliffe reports that it doesn't make much difference how a man adjusts himself to existing conditions. He may sit down and try to console himself to the fact that it is no use or he may put forth an

effort to overcome any and all obstacles which may appear to impede his progress, yet something is always bobbing up to take a fall out of him. No matter how used to shocks one may be, something may turn up to cause a shiver to run up and down his spine either of anger, disgust or astonishment.

Upon going to a private garage the other morning to get his car preparatory to starting out for his week's trip, he discovered the garage doors had been broken open and nearly every one of the samples he had packed in the car was destroyed. There had been no apparent attempt to steal anything, but just a spirit of vandalism while the prowlers were in the garage. Rad's firm immediately forwarded him new samples, but he had the inconvenience of "no samples" while awaiting their arrival.

A. J. Felshaus, a member of Buckeye Council No. 75, Cincinnati, attended the Council meeting Saturday evening. He was called upon for a few remarks and he nearly knocked the boys out of their seats by giving a very forceful talk which drove straight to the point. He remarked how much he enjoyed the business session, due to the earnestness of the endeavor to bring chaotic conditions up into the wind. He remarked that the constitution of the United States was designed for the purpose of assuring the commonwealth life, liberty and the pursuit of happiness and that the Commercial Travelers were doing their best to follow out these principles and make it possible for others to enjoy those privileges.

Mrs. Gilbert H. Moore has been reported as indisposed the past few weeks. Her absence from the meeting of the Ladies Auxiliary was noted, as she has always been a faithful attendant. The Council joins in wishing her a speedy return to her normal health.

Four Scotchmen went into a restaurant the other day and one of them ordered a cup of coffee and three saucers.

To substantiate my statement in the Tradesman some time ago that salesmen were constantly trying short cuts in business and travel, here is another description of a shortened route to Saginaw which has been worked out by Harry Nash. Take 21 East to Ionia to the intersection of 14, North on 14 to Stanton to the intersection of 57, East on 57 to Ithaca to the intersection of 27, North on 27 to St. Louis to the intersection of 46, then East into Saginaw. The above route is reported to be five miles shorter than the St. Johns route and saves driving in congested traffic.

The merchants of Ithaca are reported to be a courteous group that salesmen enjoy calling upon. This is favorable publicity for Ithaca and her merchants. No better tonic can be given any community than that of favorable comment. With that type of business men, the town need never worry about falling into ill repute. The commercial traveler is a grateful cuss and when anyone pats him on the head and speaks a kind word he barks

(Continued on page 11)

MOVEMENTS OF MERCHANTS.

Owosso—The Candy Products Corporation has changed its name to the A. B. C. Candy Co.

Detroit—The T & M Inc., 42 Monroe avenue, has changed its name to the New Penny Pantry, Inc.

Detroit—The Wm. Lutz Lumber Co., 5140 Mt. Elliott avenue, has decreased its capital stock from \$150,000 to \$75,000.

Detroit—The Sweet Sixteen Shops of Detroit, 27 John R street, has decreased its capitalization from \$50,000 to \$5,000.

Houghton—The Gitzen Candy Co. has sold its factory to Earl W. Peterson, of Duluth, Minn., who has taken possession.

Detroit—The Kliesner-Klenner-Enz Co., 528 Woodward avenue, has changed its name to the Travelers Trunk Co.

Lansing—The Capitol Tool & Engineering Co., 611 North Grand avenue, has decreased its capital stock from \$25,000 to \$15,000.

Detroit—The Lee Boot Shoppe, Inc., 4844 Michigan avenue, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Marquette—Jacob Rose, founder of the Jacob Rose & Sons clothing and shoe store, died in Los Angeles, Cal., where burial will take place.

Allegan—J. P. Grant, formerly of South Haven, has leased a store building on Hubbard street which he will occupy with a stock of bazaar goods.

Port Huron—The Jacobi-Bowen Co., 914 Military street, dealer in clothing for men, has decreased its capital stock from \$30,000 to \$10,000.

Grand Rapids—The DeVries & Lugers Co., 360 Grandville avenue, has been incorporated with a capital stock of \$12,000, all subscribed and paid in.

Galesburg—Winston H. Walters of this place and Carleton C. Walters, of Battle Creek have engaged in business under the style of the Galesburg Grocery & Market.

Owosso—The Candy Products Corporation has merged its business into a stock company under the same style with a capital stock of \$100,000, all subscribed and paid in.

Pontiac—The Precious Metals Refining Works, Inc., 82 Perkins street, has been incorporated with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Grand Rapids—The Thomas Wholesale Grocery Co., 42 Grandville avenue, S.W., has been organized with a capital stock of 500 shares at \$100 a share, \$25,000 being subscribed and paid in.

Detroit—The Oakwood Upholstering Co., 6501 Mack avenue, dealer in furniture and furnishings as jobber, has been incorporated with a capital stock of \$2,000, \$1,000 being subscribed and paid in.

Lansing—The Wohler Corporation, 700 East Grand River avenue, manufacturer of mechanical devices and auto parts, has been incorporated with a capital stock of \$80,000, all subscribed and paid in.

Detroit—The Michigan Chair Department Store, Inc., 8032 West Jefferson avenue, has been organized to deal in dry goods and wearing apparel,

with a capital stock of \$2,000, all subscribed and paid in.

Grand Haven—Sheffield Bros. have sold their grocery stock to T. Meringa and R. Verhey, who will continue the business at the same location under the same style.

Detroit—Brewers Warehouse, Inc., 12897 Woodward avenue, has been incorporated to store and sell beverages as agent, with a capital stock of \$50,000, \$10,000 of which has been subscribed and paid in.

Detroit—The Waubun Coal Co. of Michigan, with business offices at 820 Hammond Bldg., has been incorporated to deal in fuel of all kinds at retail with a capital stock of \$1,000, all subscribed and paid in.

Cascade—C. T. McDonald has purchased the store on the opposite side of the street and will remove his grocery stock to that location at once. He will open under the auspices of the Red and White, April 8.

Allegan—J. P. Grant of South Haven, has leased the store building on Hubbard street owned by Miss Pearl Town and will occupy it with merchandise, selling 5 cents to \$1. He will open the store April 10.

Highland Park—The Kelly Furniture Sales, Inc., 13743 Woodward avenue, has been organized to deal in furniture, household furnishings and dishes, with a capital stock of \$5,000, \$1,000 of which has been subscribed and paid in.

Birmingham—Charles J. Shain has merged his drugs, etc., business into a stock company under the style of Shain's Drugs, Inc., with a capital stock of 2,000 shares at \$5 a share, \$10,000 being subscribed and paid in.

St. Joseph—The United Plumbing & Heating, Inc., 119 North Nottawa street, has been incorporated to do a with a capital stock of \$15,000, \$12,000 of which has been subscribed and general plumbing and heating business paid in.

Ishpeming—The E. A. Johnson Co., Bank and First streets, dealer in groceries and general merchandise, has merged its business into a stock company under the same style with a capital stock of \$15,000, all subscribed and paid in.

Detroit—The Wayne County Construction Co., with business offices at 1604 Union Guardian Bldg., has been incorporated to deal in construction tools and do construction work, with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Holbrook Baking Co., Inc., 15352 Livernois avenue, has merged its business into a stock company under the style of The Holbrook Co., Inc., with a capital stock of \$2,000, \$1,000 of which has been subscribed and paid in.

Monroe—Sturn & Hull, dealers in clothing for men, have merged the business into a stock company under the style of the Sturn & Hull Clothing Co. with a capital stock of 100 shares at \$100 a share, \$10,000 being subscribed and paid in.

Reed City—H. M. Buchanan, proprietor of the Reed Hotel, died at his home following an illness of about two months. He would have been 72 years of age in May. Mr. Buchanan had been

in the hotel business here about twenty-five years.

Detroit—The Riley Engineering Corporation, with business offices at 503 Kerr Bldg., heating, refrigerating, lighting and washing devices, has been incorporated with a capital stock of 1,000 shares at \$5 a share, \$5,000 being subscribed and paid in.

Grand Rapids—The Parisian Cleaners & Dyers, Inc., 1401 Madison avenue, dry cleaners and launderers, has merged the business into a stock company under the same style with a capital stock of 500 shares at \$100 a share, \$1000 being subscribed and paid in.

Detroit—The Chicago Packing Co., 2464 Riopelle street, wholesale and retail dealer in meats, poultry and foods, has merged the business into a stock company under the same style with a capital stock of \$18,000 common and \$7,000 preferred, \$15,000 being subscribed and paid in.

Manufacturing Matters.

Detroit—Tavernet, Inc., 5235 Grand River avenue, has been incorporated to manufacture and sell beverage cabinets, bar equipment and furniture, with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The American Bar Equipment Co., 5235 Grand River avenue, has been incorporated to manufacture and sell bars, cabinets and furniture, with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The St. Louis Sugar Co., 8047 Hamilton avenue, has been incorporated to manufacture and deal in sugar, molasses, etc., with a capital stock of 500 shares at \$100 a share, \$10,000 being subscribed and paid in.

Detroit—The Supreme Manufacturing Co., 26 Peterboro avenue, has been organized to manufacture and sell novelties and amusement machines, with a capital stock of \$5,000, of which \$2,430 has been subscribed and paid in.

Detroit—The Mazer-Cressman Cigar Co., Inc., 5031-47 Grandy avenue, has merged its manufacturing and sale of cigars into a stock company under the style of the Mazer Cigar Co. with a capital stock of 250 shares of class A preferred at \$100 a share, 750 shares of class B preferred at \$100 a share and 1,000 shares at \$1 a share, \$26,000 being subscribed and paid in.

Remarkable Undertaking by Mutual Fire Insurance Companies

Lansing, April 4—Your lifelong interest in mutual insurance and the efforts of mutual insurance companies to save money for their policy-holders by spreading the gospel of fire prevention among them leads me to submit to you the April number of the Round Table. This is published, you will notice, by the Mutual Fire Prevention Bureau of Chicago, which organization is supported by the ten mill and elevator mutual insurance companies of the United States. It is purely a co-operative affair. Its manager, Eugene Arms, and his assistants are charged, among other things, with the propagation of fire prevention methods among the field men working for the ten member companies. Annual meetings of these field men are held, usually in Chicago, lasting three or four days. They really constitute a school of instruction in fire prevention and in the study of policy conditions and policy forms. The Round Table is issued monthly.

I am sending this number to you because you will be interested in the progress made by the group of the ten flour mill mutuals in the elimination of losses due to preventable causes. The exhibit on page 2 shows the combined losses of the ten member companies by months, first during a period of ten years ending with 1931; then the losses during the past year and three months. The reduction of losses is due, I believe, to the intelligence and persistence with which the four points of our platform, displayed on the inside of the front cover, have been advertised and sold to our policy holders. We are trying to do the same thing for the merchants and manufacturers of the state and our record shows that we are making real progress in that direction.

L. H. Baker,
Sec'y-Treas. Mich.
Millers Mutual Fire Ins. Co.

Eleven New Readers of the Tradesman

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

E. E. Dennis, Grand Rapids.
Arthur S. Purdy, Detroit.
G. J. Wagner, Grand Rapids.
R. H. White, Muskegon Heights.
Guy S. Withers, Battle Creek.
W. J. Duffy, Grand Rapids.
Hecht Produce Co., Grand Rapids.
Albert L. Hammer, Grand Rapids.
Robertson's Drug Store, Grand Rapids.

C. R. Furtney, Grand Rapids.
Odie's Drug Store, Grand Rapids.

No man can tell whether he is rich or poor by turning to his ledger. It is the heart that makes a man rich. He is rich according to what he is, not according to what he has.—Henry Ward Beecher.

52 Years Old Yesterday

OTTE BROTHERS
AMERICAN LAUNDRY

For more than a half century it has been our privilege
to serve the people of Grand Rapids

Essential Features of the Grocery Staples

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

Tea—There has been a quiet business in the first hands tea market during the week. Prices show no particular change, although there has been some shading done in the better teas. No doubt there would have been more shading were it not that everybody is expecting the proposed reduction in production to stiffen the market up. This plan is expected to go into effect on April 1st. If it does, the natural effect would be additional firming up of the market. Consumptive demand for tea is about as usual.

Coffee—There has been a very sluggish business in future Rio and Santos coffee, green and in a large way. Most of the week the market has been very soft with various conditions contributing to declines in price. One of these is unsettled conditions in Brazil. There is no improvement in the undertone of Rio and Santos coffee and no reason to expect any special improvement in conditions at the moment. Nominally actual Rio and Santos, green and in a large way, are unchanged for the week, but there has been shading in those also. Milds are also nominally unchanged, but with shading here and there. The jobbing market on roasted coffee shows no material change. It reacts less quickly to a decline than to an advance. The consumptive demand for coffee is fair to good. All of the very large advertising that is being done for roasted coffee is having some effect.

Canned Foods Generally—Canned food prices held firm, with very few changes in the week just closing. The price structure in several important respects is higher than it was before the bank holiday, but as prices work up, volume falls off. It used to be that an advancing market meant increased forward buying, but under present conditions, the trade will not extend itself. The present seems to be a period of waiting, until certain policies of the new Administration at Washington become more clearly defined as to probable results. There is little question but what buying would take on much more impetus if unemployment were eased and business indices showed a more favorable trend. The statistical position of most foods is quite satisfactory, and the basis for a rise has been laid through the drying up of liquidations and cleanup of a lot of inferior merchandise, so that all that is needed now is an improvement in general conditions.

Canned Vegetables—Prices on new pack asparagus are due to reach this market early this week. Some tentative prices have already been named and in general they are pretty well below last years level. There has been no important buying, however, and with no control plan in operation this year, the trade will naturally be more cautious. There is enough asparagus in the hands of the trade to carry along for a while yet and in the meantime it will become clearer just how prices are going to act.

Canned Fish—Announcement has been received in the East that Alaska pink salmon will advance to 90 cents and chums to 75 cents on April 10. Alacka reds will not change. This means an advance from 5@10 cents per dozen. Whether it will be adhered to by all distributors is somewhat questionable. General stocks of Alaska salmon on the coast are much lower than last year and this may make it easier to keep prices up. Stocks of Southern shrimp appear to be quite small.

Dried Fruit—The dried fruit market was fairly active last week in a replacement way. Jobbers had to mark up their price ideas on some sizes of California prunes and Oregons, too, have advanced somewhat because of their scarcity on spot and the relatively few offerings for shipment. This market continues to lag somewhat behind the Coast. While stocks are not heavy, competition here is pretty keen, and sellers are not inclined to mark up prices, although stocks are being quoted below replacement costs. To this degree, it is still a buyer's market, but profitless trading must have its ending sometime and there have been a few gains made since the bank holiday. Although there has been little or no profit in prunes for Coast shippers, there has been a big distribution, for export, for relief work and to the general public. The market for prunes has been expanded to a large degree and thus the basis has been laid for wider consumption next year. In this respect, low prices will have a deferred return. Apricots have been probably the strongest item among the fruits. Both Blenheims and Northern's have held firmly at higher prices, and the latter are now in narrow compass. The New York State dried apple market was unchanged during the week, as the expected foreign demand failed to materialize. There have been better bids from interior markets, especially those in the South, however, and prices are expected to move upward in the next week. Apples held very well on the West Coast, with shippers in the Northwest firm and stocks comparatively light. Raisins were unchanged, and like prunes, are selling here below replacement costs.

Beans and Peas—The demand for dried beans has continued quiet during the past week, but most varieties are steady to firm. Blackeye peas have also shown strength. If there was any particular demand, prices would undoubtedly go higher.

Cheese—The demand for cheese has been fair with steady prices. Available supply at the moment does not seem to be large.

Fish—The demand for mackerel and other salt fish continues good and will probably remain that way until after Lent is over. Everybody is expecting a decided slump in demand after Lent, but the saving factor is that stocks by that time after the active Lenten demand will very likely be quite low. Prices are firm.

Nuts—The nut market was a little more active last week as a result of

buying for the Jewish holidays, but the demand is far below normal and prices low. Old crop Schley pecans are quoted at 18c for fancy to 22c for over extra fancy, large budded walnuts are quoted at 14½c and extra large washed Brazils at 8c. Although stocks are light, there has been no particular strength to prices. The shelled nut market is also dull, with an easier tendency in prices.

Olive Oil—The olive oil markets abroad showed very little change in the past week. Very few quotations came out of the Seville district, where there has been some labor trouble, but price ideas from other points in Spain were generally unchanged. The Italian market also held within a narrow range all week. Stocks here are getting very light, and trading is on a hand-to-mouth basis.

Rice—With beer due to make a comeback in the present week, the demand for brewers' stocks has been a strengthening factor in the market. The increased movement of brewers' stocks has caused a firming up in better grades, and prices held very steady. Mill operations have been sharply curtailed, as rough rice offerings have been either withdrawn or quoted at prices too far above former levels to make operations profitable. Consumption of rice is holding up well, and distributors continue to cover their needs sparingly.

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—Butter at present is in a rather indifferent condition with a couple of small fractional declines during the week. Demand is not large and producing markets seem to feel rather easy. Jobbers hold plain wrapped prints at 18½c and tub butter at 17½c.

Cabbage—75c per bu.; 90c for red. New from Texas, \$2.75 per 75lb. 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.

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 ----- \$1.70

Pea from farmer ----- 1.50

Light Red Kidney from farmer-- 2.00

Dark Red Kidney from farmer-- 1.75

Eggs—Eggs have had an easy week. Receipts are getting quite plentiful and as the demand is quiet, there have been a few small fractional declines. The market is not materially different from a week ago. Jobbers pay 7@7½c per lb. for receipts, holding candled eggs at 12c per dozen for hen's eggs and 9c for pullets.

Grape Fruit—Present prices are as follows:

Florida Mor Juice-----\$2.75

Florida Sealed Sweet----- 3.00

Texas, Choice ----- 3.25

Texas, Fancy ----- 3.75

Texas, bushels ----- 2.25

Green Onions—Chalots, 60c per doz.

Green Peppers—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. 5.00

Hot house, 10 lb. basket----- .90

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.

Parsnips—\$1.25 per bu.

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.

Strawberries—Louisiana command \$2.50 per case of 24 pints.

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

Tangerienes—\$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

It is a mistake to fancy ourselves greater than we are, and to value ourselves at less than we are worth.—Goethe.

Spend if you can.

MUTUAL FIRE INSURANCE

Fire Losses Continue as Major Factor in Depression.

A deep significance was placed upon the war debt payments due to the United States from European nations on December 15 and a hue and cry was raised in the press over the possibility of some countries defaulting. All told, eleven nations were scheduled to pay a total of \$124,934,421—not a very impressive figure when compared with other sums in the current financial picture.

An amount averaging almost four times the total of these war debts is wasted annually by the people of America in fire losses, which represent so much material wealth permanently destroyed. The losses in 1931 totalled \$451,643,866. This is a reduction of \$50,000,000 from the previous year, but still indicates that a huge wastage of resources continues, involving unemployment, hardship, loss and even death for thousands of citizens.

A comparison of the fire losses for 1931 by causes shows that a decided improvement over 1930 was registered in the matches—smoking, sparks on roofs, stoves, furnaces, boilers and their pipes, misuse of electricity and spontaneous combustion classes. The greatest reduction occurred in the

Three Essentials of Fire Protection.

The essentials of fire fighting might be said to be as follows: First-class, standard apparatus, located where it may quickly reach the scene of the blaze, and manned by a scientifically-trained, well-disciplined personnel.

A great many fires get out of hand because one or more of these essentials has been overlooked. Apparatus of a substandard variety, fails. The firemen lack the knowledge for successfully battling the blaze. Or the distance between the fire and station house is so great that by the time the engine gets there, the fire has done the utmost possible damage.

It is a fact that all of the essentials may be had, at reasonable cost, by any community—even those which are small. In various states great success has been achieved in building good rural fire fighting units. An engine is situated in a strategic point, where it may be sent on short notice to a number of farms and villages roundabout. An experienced fire chief, whose pay is shared by the communities involved, is hired to develop the organization. The saving of one farm and its lives more than compensates for maintenance of the department.

But if a fire engine breaks down, the best firemen are powerless. Towns should never seek the kind of economy from purchasing the second-best in fire engines—they should purchase the products of one of the three pioneer makers, to assure to life and property the highest attainable degree of protection.

Waterproof Cloth

Here's how research in the surgical field has made it possible for your wife to own cloth evening slippers (gold, silver, or copper tinted) that she can clean by wiping with a damp rag.

A year ago, an Eastern manufacturer brought out a waterproof surgical dressing. Now he has adapted his waterproofing process to cloth of other kinds, so that not merely slippers, but curtains, golf jackets, table covers, raincoats, box-linings, almost any cloth object you may think of, can be made . . . Perhaps it will help the Cotton Textile Institute in its plans for cotton houses.

The material is flexible, and water is only one of the enemies it conquers. It resists oil, too, and—I judge from its composition—salt-water and many acids. Shower curtains, for instance, will, if made with this new cloth, neither stiffen with age nor collect mold.

But the research which developed this new product did not begin in the surgical laboratory. Some years ago a scientist was seeking to make a new varnish. He didn't get the varnish, at the time, but he did create one of the most widely useful new materials of modern times. His ingredients were carbolic acid and formaldehyde; his results, a phenol resin, out of which tens of thousands of different items are now made.

Call for Cheap Pewter Improves

Sales of pewter hollow ware were gained in the wholesale market this week, due to a reviving interest in extreme low-end merchandise. Goods to sell in the \$1 and \$2 ranges were reordered freely by stores in the Middle West and New England. Manufacturers are still endeavoring to interest buyers in medium and better-priced merchandise, but to date their efforts have met with only limited success. Producers of silver and sterling silver hollow ware report March sales were slightly above the totals for the preceding month in both dollar and unit volume. Comparison with March, 1932, however, discloses a drop of 10 to 15 per cent. for the month just closed, they said.

Bottle Call Best in Years

With production of beer bottles at the highest point in fourteen years, and with new units coming into production on similar containers, the bottle-making industry is getting wide benefit from the return of the legal sale of beer. The bar glassware producers also are feeling the effects of the demand for beer containers. Even the flat glass trade is affected by current developments, as many interiors are being remodeled and made ready. Rumors of impending movements to strengthen prices of flat glass products persist.

Unless the man who works in an office is able to "sell" himself and his ideas, unless he has the power to convince others of the soundness of his convictions, he can never achieve his goal. He may have the best ideas in the world, he may have plans which would revolutionize entire industries. But unless he can persuade others that his ideas are good, he will never get the chance to put them into effect. Stripped of non-essentials, all business activity is a sales battle. And everyone in business must be a salesman.



just the same and must be paid. Use and Occupancy insurance protects your ability to do business. Ask the Federal representative for complete information about this protection. The cost is small. The dividend saving is 30%.

FEDERAL HARDWARE & IMPLEMENT MUTUALS

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

Mutual Insurance

With losses lower, with expenses lower, with no inside profits for invested capital you would expect the net cost of MUTUAL insurance to be less. It is.

The saving in cost is not made at any sacrifice in safety and strength. The Mutual plan of operation is right, Mutual insurance is better protection, Because it is better it costs less.

May sound unreasonable if you are not informed, An investigation is convincing, For the sake of yourself and your business, investigate

Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.

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

THERE'S NO "HOLIDAY" for HEKMAN GOODNESS or HEKMAN POPULARITY



"Holidays" may come and go — but HEKMAN goodness and HEKMAN popularity never take a holiday.

The invariable high quality of HEKMAN Cookies and Crackers — their deliciousness and purity — their fresh wholesomeness — has made them a favorite wherever they are sold. These are the virtues that are appreciated by, and that guide, the housewife in her purchases. These, too, are the virtues that have induced many leading Western Michigan grocers to concentrate on HEKMAN'S.

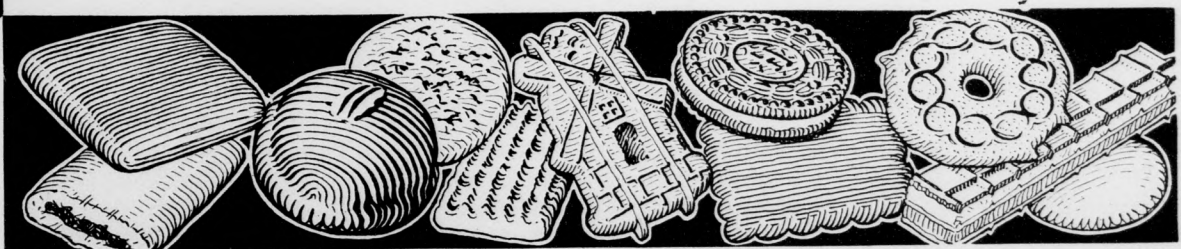
The long-established reputation of the HEKMAN organization, as "makers and bakers of good things to eat" — their unchanging policies of fair dealing — are of direct personal interest to every food merchant interested in building the good will of his trade.

Also of direct personal interest is the fact that HEKMAN'S is a Western Michigan organization employing only Western Michigan labor, pledged to serve the entire Western Michigan area in the best possible way.

Concentrate on HEKMAN Cookies and Crackers and you concentrate on the line that means the most business for you.

HEKMAN BISCUIT CO.

GRAND RAPIDS, MICHIGAN



LITTLE CAUSE FOR SORROW

A columnist laments the passing of another cherished institution—the smoking-room story. On a trip from the South recently this commentator, who is also a sports writer, tells how the traveling salesman, and all but the Pullman porter, had no “new ones” to swap about the farmer’s daughter but were all wrought up about the gold standard and similar technicalities of the suffering economic system. Finally he asks the porter what he thinks, and receives, as he declares, the most intelligent remark made all day by the smoking-room forum. “Boss, that thing you call the gold standard,” said George, “never did bother me, and I sure am positive it ain’t going to start bothering me now.”

With which dictum the columnist by his own confession is thoroughly in sympathy, and possibly because, along with the farmer’s daughter, there may be less discussion of baseball league prospects, too much right hand in a golf drive and the heavyweight-boxing situation.

But if memory serves, all these topics had their heyday in the boom and the voices were few which picked out the flaws in our economic system that were soon to widen into the deep crevasses of the depression. The evil and unscrupulous practices which have since meant ruin were cultivated and flourished behind the screen of country-wide occupation with the lighter matters of life.

No doubt when the crisis lifts, the smoking-room characters will resume their interrupted pastime and the sports writer will regain his former pinnacle of attention and esteem for his envious contacts and knowledge; but if George, the porter, only knew how much that gold standard means to even his humble circumstances he would be “jest scandalized.”

In short, there is little cause for sorrow in the awakened interest in economics. The world would be a far better place if more people knew or studied the facts and put their influence behind improvements in our system.

REDUCING WORKING HOURS

Following hearings which were remarkable for the support that was voiced from quarters that are ordinarily quite hostile to such legislation, the Black bill for a 30 hour work week was reported upon favorably last week by the Senate Judiciary Committee. The bill bans shipment of goods in interstate commerce where a longer week is worked, and is proposed as an emergency measure to last two years.

Few will question the fundamental principle of this legislation, but a question can properly be raised concerning the extent of the reduction adopted. Even if figured on a basis of 48 hours a week, which is considered the present ideal, the cut amounts to 37½ per cent. That means that 60 per cent more labor hours will have to be employed.

Putting the number of unemployed at 12,000,000 leaves about 36,000,000

now at work, according to the census figures on the gainfully employed in 1930 of 48,000,000 in round numbers. An increase, then, of 60 per cent would provide jobs for 21,600,000, considering neither those now on part time nor those whom the legislation would not affect because products are not shipped across State boundaries.

The suggestion of Miss Perkins was voted down by the committee. This would have given the Government permission to raise the maximum to 40 hours a week. The latter schedule works out much better. It would mean a drop of only 16.6 per cent from the 48-hour basis and mean employment of an additional 20 per cent. Such a percentage figures out in a general way as putting back 7,600,000 of the present unemployed, or 60 per cent of those now idle.

It is calculated that work for 60 per cent of the unemployed would soon take up the remaining 40 per cent in supplying what was needed by those re-employed.

RETAIL STORE STATEMENTS

From the retail store statements on 1932 operations which have been issued it is possible to draw certain general conclusions. All of these retail organizations have reduced their inventories and many of them have improved their cash positions. In several cases the managements have indicated their belief that the major drop in commodity prices has run its course.

It was this decline through last year that was responsible for either lowered profits or losses. On the one hand, it forced heavier mark-downs or price reductions, and on the other it cut dollar volume so that expenses represented a heavier burden on distribution machinery.

Retail executives, in some instances, have made it known that inventory curtailment and expense reduction now place them in an excellent position to take advantage of whatever developments the future may hold. Of course, it must not be overlooked that the inventory figures have been influenced by the decline in prices which has occurred over the twelve months. Unit stocks may not be so low as the dollar figures indicate. Nevertheless, a “clean” condition is quite evident.

Just what the course of commodity prices will be through the remainder of the year is not clear. For a while right after the bank holiday some inflation was indicated, and it is still a distinct possibility, in spite of the recent reaction. Banker leadership in past depressions has always steered a highly sound and conservative course. That leadership has, for obvious reasons, been succeeded this time by political leadership, which is ordinarily not averse to inflationary measures.

RIISING VALUES AGAIN

Developments of business interest in the week were of a rather mixed character. There was a puzzling over the apparent paradox of the Government adopting stringent economy measures on the one hand and plan-

ning immense spending projects on the other. It is more than likely, however, that before large sums are spent the administration will give ample time in which to test out all the advantages connected with its thrift program. A dramatic announcement that the budget has finally been strictly balanced, with the details and what it means, should have a very stimulating effect.

Some indication of the upturn that followed the banking holiday is now provided by the sharp upturn which has taken place in the weekly business index. The rise of more than two points was brought about by advances in the carloadings, electric power and automobile series, particularly the first two. Steel operations are lagging, but should soon reflect higher schedules.

The movement of commodity prices is still irregular. During the week wheat and some of the other grains advanced, the former on forecasts of a much-reduced Winter crop. Metals were lower, which might be set down to the disturbances in Germany. The Dun list showed the first excess of declines over advances after three weeks of rising value. An earlier computation, that of the Bureau of Labor Statistics for the week ended March 25, discloses another fractional rise.

Employment returns for February indicated that gains were made in the iron and steel, textile, leather and cement, clay and glass industries. Seven other industries reported declines.

DRY GOODS CONDITIONS

Easter buying started in the stores last week and enabled them to hold the gains which have been made since the banking holiday. Locally, the bad weather held down volume, but there were several days of brisk sales on apparel and millinery.

Trade results for the month just ended are likely to make a very spotty showing due to the extraordinary happenings of the period. Sections that saw serious and prolonged banking difficulties must have suffered severe losses. In others the quick resumption of facilities led to improved sentiment and lively trade.

Last week offered the stores an opportunity to improve on their figures in comparison with a year ago. They were moving toward the later holiday instead of away from it. For that reason it was estimated here that the loss under last year had been cut to about 20 per cent. This same favorable comparison will continue for the ensuing two weeks.

The move started a short time ago to have the stores postpone their post-Easter clearances has made good headway, according to reports. The general idea seems to be that sales should not be started until about the middle of May.

Wholesale merchandise markets were quite active during the week—on mail orders principally. Stocks are not plentiful, particularly of the less extreme designs. The latter have not fared so well. The local furniture exchange reported an all-time record in

buyer registrations for the month of March.

THE WAR ON INSECTS

While there does not seem to be any immediate likelihood of fulfillment of the old threat that insects will destroy the human race and control the world, the price of our safety is eternal vigilance. Entomologists speaking before the current sessions of the American Chemical Society warned their audiences both of the importance of insect control and of its increasing difficulties. The war against these enemies of mankind is one which must be waged continuously and in which there can be no quarter. Chemical control is now the chief reliance of farmers who do not choose to see their crops consumed by insects, but apparently the difficulty is that pests tend to become immune to whatever poisons are administered to them. An instance is cited of the San Jose scale, which had been held in check by a chemical spray only to stage a vigorous comeback a few years later. Furthermore, under man-made conditions native pests assume new roles and introduced insects jump over all quarantine barriers. It is estimated that the economic loss to farmers from insects is greater than the cost of educating their children, while even with modern scientific methods only 40 per cent of the country’s pests can be controlled. To the chemical warriors on this insect front we owe more than we often stop to realize.

BLENDED GASOLINE

“Steps being taken in Washington to release grain alcohol for blending with gasoline indicate a willingness to experiment with this latest suggestion for farm relief. The idea is to convert a certain percentage of farm products into alcohol, pass a law requiring that all motor fuels contain a certain percentage of alcohol and thus open a new market for agricultural surpluses. A few farm co-operative filling stations in Illinois have been blending and marketing such a fuel for some time, but until now Federal restrictions have stood in the way of general alcohol withdrawal for this purpose.

Engineers have evaded the subject and the petroleum interests naturally have not been enthusiastic. Abroad, however, particularly in petroleum-importing countries, a blended fuel is common. The law requires that all motor fuel contain specified percentages of alcohol in Germany, Brazil, Czechoslovakia, Austria, Hungary and a few other nations.

Little change is required in the ordinary automobile motor or carburetor to use the blended fuel satisfactorily. One fact, however, seems to have received little attention. Oil refiners now have a process for extracting alcohol from crude oil. Should grain alcohol be forced on them to blend with their gasoline, they might soon be selling their petroleum alcohol in other markets now monopolized by the vegetable product.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Our Out Around last Saturday included Coopersville and Grand Haven, where we found business men of all classes encouraged and hopeful. The older bank at Coopersville is open for business and both of the Grand Haven banks were opened the second day after they were closed by Government edict.

The Enterprise Clothing store, at Grand Haven, was all ready to change locations four doors West from 230 to 220 Washington street where new fixtures made by the Grand Rapids Store Fixture Co. have been installed. The store was twelve years in the old location. It is still owned by the founders of the business—P. C. Kieft, who was on the road six years for the old Worden Grocer Co. and W. F. Kieft, who was a clerk for several years in the City Trust and Savings Bank branch in the Porter block.

G. Ekkins & Co. were very happy over the receipt of a large order for food supplies from one of the governmental agencies at Grand Haven.

I was greatly grieved last Thursday, when I received the following letter from a long-time friend of both the Tradesman and myself:

Lansing, March 29—This is to notify you that my father, Mr. E. E. Whitney, of Ann Arbor, Michigan, Route 1, passed away Tuesday, March 28, at the St. Joseph Hospital, Ann Arbor, at 9 a. m. Knowing that my father had been a subscriber and also a contributor to the Michigan Tradesman for a great many years, I thought you should be notified. I was notified Monday evening that he was failing rapidly and I immediately drove to Ann Arbor and remained at his bedside until he passed away. On the stand in his room at the hospital was the last copy (March 22) of the Michigan Tradesman and also his last contribution to your paper. It is very evident that he knew the end was near, as he aroused to consciousness for about twenty minutes and tried to tell me things that he wished to have done, one of which was to send this to you, and then relapsed into unconsciousness.

I am enclosing a copy of this poem to you and also a few items about his life. My father was born on a farm in Hartland township, Livingston county, Michigan, in 1879 and at 18 years began working in a printing office at Milford, from there to Birmingham, then to Ypsilanti, then to Big Rapids, finally in Detroit and working his way up until he became associate editor of the Michigan Christian Herald.

Owing to ill health he left Detroit and moved to Highland, where he was postmaster and conducted a general store for seven years, then moved to the farm, seven miles Northwest of Ann Arbor, in Webster township. He is survived by two sons, Wilbur E. Whitney, of Lansing, and Horace Whitney, of Webster. He was preceded in death by one son, Ralph L. Whitney, who was a member of the 112th Machine Gun Battalion, who died in France. He is also survived by two brothers, John Whitney, of Highland, and Jay S. Whitney, of Brodhead, Wis., and two sisters, Mrs. Sara Nichols and Mrs. Hattie Taft, of Highland. His body will lie in state at the Zulz Funeral Home at 410

West Huron street, Ann Arbor, and will be taken to the Webster Congregational church for the funeral services at 2 p. m., Friday, March 31, and will be buried in the cemetery which adjoins the church.

I believe that my father has been a contributor or subscriber to the Michigan Tradesman for about forty years, as I remember of reading various articles in your paper when I was a young lad working in his store.

W. E. Whitney.

Frosty Windows.

Who paints the pictures on the panes?
Of mountains steep and spreading plains
Of sloping hill and placid lake,
Of graceful fern and tangled brake,
Of wood-girt marsh and lonely pine,
Of hills in undulating line,
Of snowy wastes untrod by men?
Who weilds, who guides the Wonderous Pen?

In forests wrecked by warring winds,
No sign of life the eye e'er finds.
The lonely castle on the hill
Is silent as the frozen rill:
From cottage underneath the snow
No fire-light gleams, no windows glow.
Thus Winter, with his icy breath,
Portrays the Frost King's reign of Death.
E. E. Whitney.

Although my acquaintance with Mr. Whitney as subscriber and contributor was of forty years' duration, I met him personally but once. About a half dozen years ago he came to Grand Rapids for a day. I soon saw that he would be very much disappointed if he did not see Mr. Garfield, so I took him out to Burton farm, where he and the First Citizen of Michigan had a most enjoyable visit. On receipt of the above letter chronicling the death of Mr. Whitney, I sent it over to Mr. Garfield, who shortly returned it with the following letter:

Grand Rapids, March 31, 1933 — Through your thoughtfulness, I learned of the death of your occasional correspondent, E. Whitney, of Ann Arbor.

For some years, I became one of his correspondents before I ever met him, largely through the acknowledgment of his contributions to the Tradesman. There was a certain charm about his writing that was very attractive to me because he glorified the commonplace through his appreciation of the everyday occasions of life as elements of satisfaction in the kind of service which he was rendering. His connection with the rural church, the rural schools, small town conditions, commercial life, journalism and farm life, all were things that he wrote about in a way to edify his readers.

When I visited him on his farm near Ann Arbor, it was an added delight to our correspondence to look into his eyes and take his hand and be lead around to the things attached to his farm that were the work of his hands and the development of his ideals. I enjoyed his stories about the various trees and the contrivances attached to the buildings and the many things which he had wrought and were a part of his life in the countryside.

I shall miss his letters in the Tradesman and the inspiration of personal correspondence which was a delight to me. I feel like conveying to his family, through the columns of the Tradesman, my warmest sympathy in the loss of one who must have engendered in his home circle and among his neighbors a spirit of leadership which made a home in the country a factor of usefulness and inspiration.

Chas. Garfield.

Mr. Whitney was not a great man. He was not a great industrial leader. He was not a fighter. He cared little or nothing for money. He was not very much interested in world affairs. He did not seem to have much curi-

osity about the ultimate destiny of civilization. He was not even especially interested in the politics of our own country. As I recall our letters they were never about any of these things. We chatted about our own little world and we discussed the people in the world that we knew so well. He was not cut out to be a great success, as the world measures success today in dollars and cents.

On the other hand, he had a very keen mind, and his mind was especially keen in sizing up the characters of people. How well he knew everyone around him. But his criticisms of these people were never malicious, never unkind, just whimsical and humorous. He had a great heart and a wonderful capacity for friendship. He loved his friends. His friends loved him, and I can say truthfully that in all the years I knew him, I never knew anyone to say anything against him.

Only about sixteen thousand banks will survive the present situation.

This means that more than 2000 will be forced to liquidate under the dictation of "Conservators," who in effect are friendly receivers-liquidators.

State control of banks has failed.

As to this President Roosevelt is certain — thrice certain — irrevocably certain.

Because of this final conviction the President is perfecting definite and constructive plans looking to a gradual but none the less certain absorption of the banking business of the Nation by the national arm.

I believe this is the best thing we can do — one kind of banks and one only.

At this particular time neither New York nor London dominates the financial world, the capital of which is Washington, where the Czar of Gold is invincible.

Congress is in session.

The proposed recess of three weeks has been abandoned.

Legislation has been put close to the cafeteria system — while the President waits.

There is no serious opposition to any of President Roosevelt's plans.

The 2000 banks which cannot meet the Roosevelt requirements will pass out of the picture quietly, but none the less certainly.

The 16,000 banks will be equipped for business and, one by one, all must free themselves from all affiliates and all entangling alliances made possible by interlocking directorates and dummy directors. In my opinion, no director in a bond selling or stock selling concern will be permitted to be a director in a National bank. The average character of both officers and employees will be gradually elevated. No loans will be made to purchase stocks and bonds unless the security schedules at twice the amount of the loan.

While the wholesale slaughter of banks will cause much suffering and deprivation it will very soon result in depositors having more confidence than ever in banks, because they will know that every existing National

bank is good and will be kept good by the Government.

A friend in an Eastern Michigan city who was much interested in my discussion of Grand River as a ship canal last fall, writes me as follows:

I thank you for your favors of recent date, enclosing clipping which seems to carry its own answer, and which I return herewith. I remember writing you last summer about the Fort Lauderdale artificial 35 foot channel and harbor. Last winter the United Fruit Lines were making regular stops at the port and the Cunard Liners, making trips between New York and Havana, did the same, but this winter these stops were discontinued by both lines, so that the future of the port is as yet undetermined. Much hope is entertained from the future development of the everglades, but that has been worked at for twenty years and is still uncertain — mainly because the problem of controlling the flood waters has not yet been solved.

A Flint correspondent writes me as follows:

Here in Flint the four large banks are still closed, although there are the usual rumors that three of them are in condition to open soon. In the case of one bank, one of the directors last summer took over something like \$500,000 or \$600,000 worth of mortgages; and now during the present month, some of the directors of that bank took over another bunch of several hundred thousand, which it was expected would satisfy the Government and allow them to re-open; but it seems that the Government now wants something further to be done. The Union Industrial, which is controlled by the Guardian Union Detroit group, has one bank building, which cost \$800,000 and another which cost \$1,500,000 and it seems that the examiners will not allow them anything for those buildings as an asset; probably because the rental income is not enough to pay expenses. As the entire capital and surplus of those banks before recent big shrinkages was only about \$3,000,000, they are certainly in a serious predicament. After all, these bankers, not only in Flint, but quite generally in towns outside of New York city, deserve sympathy as well as condemnation, because a large part of their now frozen mortgage loans were on homes and enabled people to become home-owners. Here in Flint, the local situation was greatly relieved by the fact that the General Motors Corporation brought in currency from outside for pay-rolls. In any event, while present condition of no banking facilities is inconvenient, it is best to leave them closed until they can surely stay open when they again open.

A lady who formerly resided in Grand Rapids, but is now located in Los Angeles, writes a member of the Tradesman staff about the earthquake as follows:

I have finally succeeded in getting both feet on the ground once more and here's hoping we are not treated to any more jolts as, personally, I have had enough to last a lifetime.

Thanks for the clipping. It did interest me, but you can be sure no native would ever write anything like that. You certainly have to hand it to the Californians. It didn't take them long to censor the broadcasts and they have been sending out the information that the quake was only a third class one and now a Mr. Durward Howes, past president of the United States Junior Chamber of Commerce and at one time an executive of the Los Angeles Junior Chamber of Commerce,

(Continued on page 23)

FINANCIAL

Bank Wreckage Stays Stock Rise.

The debut of the spring quarter finds financial markets enjoying a somewhat better business background and pervaded by a strong belief that the long deflation process is moving through its final stages.

The tendency in speculative quarters to espouse the bull cause finds its expression mainly in commodity markets and in selective buying of a few groups in the share market likely to benefit from such current developments as the revival of the beer business and appreciation in certain commodities, notably wheat and sugar.

The spring urge felt lately by a good many traders to turn bullish on stocks appears to have been premature, at best. For the securities markets still find their upward path blocked by much deflation wreckage.

The final week of a month which will live long in Wall Street memories brought increasing signs that the clearing away of the wreckage had been speeded up under the new Washington leadership. From present indications, rapid progress will be made in that direction through the spring months, leaving the outlook for the second half of the year one of distinct promise.

Meanwhile stocks and bonds have drifted downward in meaningless fashion. Speculative leadership is still missing in the markets and there is little likelihood that it will be forthcoming while the Washington scenery is shifting as rapidly as it has been of late, and until the recovery in business from the recent banking crisis develops into a more pronounced upward trend.

Perhaps mostly because the wish is father to the thought of restless speculators, driven into enforced idleness on the sidelines, inflation talk still thrives in certain quarters, based mainly on the idea that the Roosevelt Administration will try eventually to get the business wheels moving by enlarging Government expenditures on public works and in relief plans.

But for the immediate future there has been nothing in the news from Washington to alter the deflationary implications of the reconstruction program so far. In addition to the drastic housecleaning in the banking field undertaken immediately after the new administration assumed power, sweeping economies projected in costs of running the Government, in veterans' relief and liquidation of Farm Board activities and loans to co-operatives against commodities bear witness to the deflationary nature of the Roosevelt program to date.

Temporarily these are a check upon whatever expansion tendencies may be inherent in the present economic situation, but they have been powerful stimulants toward that restoration of confidence in the credit of the Government and in the financial structure which must precede real recovery.

Returning confidence since the resumption of banking activities and the advent of aggressive leadership in

Washington have been mirrored in trade banking statistics the past week. Electric power and automobile production and railroad carloadings pointed to recovery to the level of business activity which preceded the banking crisis in February. The Easter stimulus has lifted retail trade activity. The strain of the banking crisis upon the monetary system has been largely eliminated and money rates, in consequence, have eased steadily.

While these are trends in the right direction, they have been ineffective in arousing enthusiasm in the security markets. With approximately \$4,000,000 estimated to be tied up in the closed banks and weak spots in the insurance field coming to the forefront, the bond market has suffered from a continuous flow of institutional liquidation.

Moreover, there has been constant selling of utility securities on assumption that utility companies increasingly will feel pressure to adjust rates and dividend payments to conform with the deflation which has been effected in other parts of the economic structure.

Utility shares yesterday sold into new low ground for the year and on the Standard Statistics average of twenty utility stocks were not far from the bear market extreme touched last June 1.

The Standard Statistics index of ninety stocks at the close yesterday stood exactly where they were March 3, before the suspension of trading occasioned by the banking crisis. At 46.4, the index was still a point and a half above the February low and well above the summer bottom. Thus chart theorists who insisted the market would not be long in closing the wide gap which was formed when the markets reopened March 15 were vindicated.

A year ago the stock market was exploring new depths for the bear trend and the spring outlook was exceedingly gloomy.

This year it is not much better as far as dividend actions, first quarter earnings and actual business statistics are concerned. Receiverships and reorganizations are more numerous and embrace a wider field. While most of these may acknowledge merely conditions which Wall Street already knows exists, temporarily they cause sporadic selling outbursts. Witness selling which followed the move of the Missouri Pacific to effect a reorganization under the new bankruptcy law yesterday afternoon.

On the other hand, the strong guiding hand of the new administration and what it already has accomplished represents a great change from the political situation which existed last spring. The forthcoming world economic conference, action on war debts and growing prospect that foreign currency stabilization will be achieved before many months pass all are provocative of a spirit of hope which did not flourish last spring.

Such primary commodities as cotton, wheat and hogs continue to act as if they were in the early stages of some recovery from overdeflation

since 1929. As pointed out by one commodity statistician, the cash return of wheat to the farmer since January 1 has increased 25 per cent., compared with a decline of 8 per cent. in the same period last year.

More than once in the past two years wheat has deceived those who mistook its false upward moves for the start of a sustained recovery. This spring, however, grain traders seem to be more confident in taking a bull-

ish stand on wheat for winter estimates, concerted political effort to improve the farmer's purchasing power and alleviation of the farmer's debt burden all militate against any further deflation in prices of basic products of the soil.

The problem that worries you today may have been solved by a fellow craftsman yesterday. The pooling of knowledge is the surest step forward to progress.

Analysis of any security furnished upon request.




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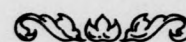
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17 Convenient Offices

Lines of Interest To Grand Rapids Council.

(Continued from page 3)

until the world knows that he has a good word to pass on. The salesman is the best ad for a courteous merchant that has ever been discovered. He is always watching for a chance to do that sort of a merchant a kindly turn. In the end they both win.

Business is reported as very good in Saginaw, considering that only one bank is operating. This is conclusive evidence that with the opening of more banks business will be very satisfactory.

Gene Crowley, son of Phil Crowley, who has undergone several operations recently for the correction of a fractured leg, is showing but slight improvement.

Ray Bentley was seen toting around a bandaged finger the past week and conclusions were drawn that it was a reminder that has wife had placed on his finger so that he would not forget to bring something home. An inquiring reporter learned that he suffered the injury to the member while cutting it on a razor blade which he was carrying in his coat pocket. We haven't doped out what in the world he was doing with a naked razor blade in his pocket unless he was intending to shave his territory closer for business. We mildly suggest that a holster be devised for those of you who may intend to emulate Ray's tactics in business getting.

Clerk: "There's a paint salesman outside with a mustache."

Owner: "Tell him I've got a mustache."

"Hey, Mike," said one painter to the other atop a house, "don't come down the ladder on the North corner, I took it away."

Smally Daniels has taken it unto himself to prepare the way for strides in economy which may be taken by some of his brother counselors. He has opened a bicycle store on Fulton street, West, and is now prepared to supply the boys with cheap but reliable transportation. He insists that it is more pleasant to sit down when one has to walk. Mr. Daniels managed the store of Jarvis & Daniels, Market at Monroe, from 1898 to 1903. In 1903 he opened the first place in Grand Rapids for the sale of motor cars. He firmly believes that the bicycle will stage a comeback and he wants to be on the ground floor when that time arrives.

Dee Carpenter is improving and is now able to be up and around the house. The Counselors hope he will soon be able to be back on the job.

A report comes from Texas that 30,000 trucks have been legislated off the highways by new laws restricting truck loadings and hauling distance. This is but one of the many moves the railroads are making in an effort to regain business which has been taken from them by the great volume of trucks operating throughout the nation.

Our fellow scribe of the Soo is an optimistic chap and sees nothing but good things ahead of us. He is only typical of the spirit of that progres-

sive little city, the gateway of lake commerce.

Many of the members will regret to hear of the death of Mrs. Frank Erhman, wife of the proprietor of the Columbia Hotel in Kalamazoo. Mrs. Erhman was ill but three days before her passing. The members of Grand Rapids Council extend their sympathy to Mr. Erhman in his irreparable loss.

St. Joseph is stepping right up into the ranks of the notorious. It appears that the vocation of funeral director might be a profitable venture in that city. It is reported that there was one murder, three suicides and one drowning in one week.

Our friend who wants us to see Onaway when on our way wants to get in step with the new tempo and get in on the New Deal, because if he doesn't, we tourists are going to drive right around that hustling little town and look for a lager sign some place else. If Michigan won't give the traveling public what it wants, there are some states that will. We all went through years and years of good beer and an occasional high-ball without going to the bow-wows and we can do it again. We can't recall where there was ever any dire disaster resulting from the privilege and we believe there are more smart people today than yesterday and that the privilege will not deter the progress of our nation, but may give a little added impetus to the slowly awakening populace.

Ninety-nine of us will help the other fellow home if he gets his eyes bigger than his capacity. It will be just an opportunity where we may practice, "we are our brother's keeper." Furthermore, the nation is getting homesick to hear once more those barber shop chords and Sweet Adeline sung as only a convivial bunch can sing those sweet strains. We would love to hear the stein song sung in its environment. We would appreciate the sight of myriads of smiles instead of frowns and sober visaged faces. We tried an experiment and it exploded in our hands. Let us have a change and see what that does. We are all prone to hurl a brick of blame at something we are not sure is a positive target.

"Where are you going, son?"

"Going to the circus, father."

"Where did you get the money?"

"Mother gave me a quarter for telling her that I saw you kissing the maid."

"Here's a half a dollar, son. Go back and tell her what an awful liar you are."

It is apparant that some of our hotels are bears for punishment. They are catering to the public for a livelihood, yet they fail to adjust their rates to the present day conditions so that they may conscientiously solicit the business which the public is reluctant to give them under the present high rates.

The traveling men of today do not have the money to spend lavishly on inflated room and meal rates, but must confine themselves to a lesser expense account. Many of them who have lost their former positions must make a place for themselves and in so

doing must conserve their finances in order to make ends meet. If the traveler cannot get the proper rates at a hotel he will seek accommodations elsewhere and take others with him. This causes a loss to the hotels which should and would have this business had they awakened to the fact that conditions have changed. Hotels must adjust their overhead the same as any other business has and prepare themselves to present rates which are fair, equitable, and comparable to the present costs of other commodities. Until they have awakened to the new tempo of American business they may expect a further loss of patronage and the lessening of their usefulness in the community which they serve.

A casual observer at the meeting Saturday evening might have noticed a pleased expression on the face of Past Counselor A. Bosman. As Abe is usually good natured and wears a smile, it might have been unnoticeable to some that the smile he wore Saturday had a touch of contagion in it. Careful questioning brought out the fact that he had a special invitation to be in South Bend Thursday evening to help knock the bung out of a barrel of 3.2.

We haven't the slightest idea why some people have all the luck and the rest of us are born to bloom and blush unseen and waste our wistfulness on the desert air.

Byron C. Stoye, a former member of Grand Rapids Council, passed away last week from monoxide poison. His funeral was held Saturday morning at 10:30 at Birdsell's funeral parlors and interment was made at Swanton, Ohio.

This might be an opportunity to acquaint the members with the fact that the U. C. T. insurance contract does not pay for injury or death due to monoxide gas poisoning. No accident companies pay for such a claim because it is impossible to determine the state of suicide or accidental death.

The legislative committee of Grand Rapids Council met immediately after the meeting Saturday evening and set to work upon the resolution to be presented to the legislative body in Lansing regarding the bill to divert the weight tax to the welfare fund. They did their work well and the following comments and the resolution were the results of their efforts.

Taking advantage of the present depression, a group of disappointed office seekers are attempting to destroy Michigan's well organized and efficient highway department. Pleading to the sentimentalists, they propose to house expensive machinery and resort to hand labor that men, now idle, may be employed at barely a living wage. The one idea back of it all seems to be a lucrative position for a select few at the expense of the tax payer.

It is false economy in this machine age to substitute wheelbarrows for motor trucks, hand shovels for power driven mastodons that handle tons of earth at each movement of steel jaws. There is sufficient work for scores of men who follow after these heavy machines, shaping and refinishing or preceding them in clearing and cutting away shrubbery, trees and roots or

blasting away rock formations. In as much as Michigan already owns sufficient road-building machinery, why lay it aside to rust and decay and resort to hand labor of the ancients when by the use of both, a hundred times more miles of highway could be completed with but little added cost. The present depression has made it possible for unscrupulous men to capitalize on a mistaken idea at the cost of the tax payer's money simply to create a soft berth for the clever and undeserving, disappointed office seekers.

The following resolutions were adopted by Grand Rapids Council:

Whereas — Michigan highways, due to wise and careful expenditure of money derived from the weight tax, are in excellent condition for travel at all times and under all conditions, and,

Whereas — In order to maintain this high standard of excellence it is quite necessary to continue to care for gravel and surfaced roads, and

Whereas — Properly maintained highways have reduced the cost per car mile to almost one-half in the past ten years, therefore be it

Resolved — That we are opposed to a diversion of this tax money for any other purpose whatsoever, believing by so doing, costs per car mile will increase immeasurably and loss of time in travel will result, therefore be it

Resolved — That bill No. 109 now before committee to divert the weight tax is vicious, selfish and shortsighted, planned and devised for the sole purpose of furthering the interests of a few at the expense of many under the guise of charity, therefore be it further

Resolved — That we, members of Grand Rapids Council No. 131, United Commercial Travelers of America, respectfully urge your honorable body to defeat this bill and censure its author as an obstructionist of justice and fairness to all those who use the highways of Michigan for either business or pleasure.

L. L. Lozier,
John B. Olney,
Selby Miller.

The team work group held its third meeting at the Elk's Cafeteria Saturday at 12:15.

Arthur Kirkpatrick, dean of the Grand Rapids School of Furniture Designing, was the principle speaker. He gave a very interesting talk on playing cards. He discussed their origin and the meaning of the pips on the cards and explained the difference between the American and French face cards. He also discussed the alphabet, the history and meaning of each letter. This lecture was one of a series of two which he will deliver before the group.

The next meeting will be held Saturday, April 8, at 12:15 at the Elk's Cafeteria. Everyone interested in the team work should attend these meetings as much good may be derived from them.

Buy American made goods from your independent dealer and help to bring back American prosperity. Be American. Scribe.

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.

Self-Seeking Kills the Egg Laying Goose.

Wisconsin oleo taxes have now reached the point anyone with unbiased vision could have foreseen from the beginning, the point of returns so diminished as to be an expense instead of a profit to the state.

Total revenue during 1933 will not be over \$2,000, taxes for first quarter being less than \$400 and annual license fees collected only \$424. Obviously, cost of administering that law will exceed receipts at that rate. It is plain humorous to note that this new law "appropriated \$20,000 from the receipts of this tax for use by the state department of agriculture and markets in collecting taxes and fees."

I make no plea, understand, for the oleo manufacturers. My experience with all of them is that they are as narrow minded as ever any buttermilk could be, as I may tell more at length another time. My plea now is precisely what it was in my own grocery store: purely and only for the right of the consumer to eat oleo without being penalized by special taxes designed altogether to produce and protect uneconomic profits on the part of a favored industry.

If now, as seems probable, Supply and Demand enters partnership with Economics to halt this utterly indefensible governmental process, we should all rejoice, for it is indirectly in our favor in that it will tend to aid merchants generally in their coming inevitable fight for their own commercial freedom.

Thus greed and lack of vision again kill the goose.

In the present condition of beer distribution, which may be ancient history when this article appears, we see how dangerous it is to invite special taxes on any part of our industry, for in various states legislators are so hungry for revenue that beer licenses are proposed at a level so high that grocers would be driven out of business—\$1,100 a year in Maryland, for example, and similar levels in Pennsylvania and elsewhere.

Grocers are certain to experience conditions to make them regret that attention ever was called to any form of occupational taxes on their industry.

Again referring to Wisconsin's milk "stabilization" efforts through her agriculture markets department, I see "agreements" have been made by and between processors and distributors of canned milk to stop sales below some level or other and to pay farmers not less than some other level. Maybe these can be called gentlemen's agreements, but whether they are or not, my opinion remains that conditions will not be cured until Wisconsin's dairy industry is properly deflated, through

the disposal of surplus cows and consequent curtailment of milk supply; but you can't expect any officeholder, with his eye fixed on farmer popularity, to express any opinion as sound as that. The way is too simple, straightforward and common sense for that.

So we shall see what we shall see.

And it now appears that the real forgotten man is the same among farmers as among grocers. He is the man of the great majority, the one who carries on through thick and thin, unaided by special efforts, accorded no exclusive privileges. Not only that, but the man who would be indignant if he were offered any such particular advantages. He is the man most nearly independent in this ever more completely interdependent age of ours.

This farmer—reported, by the way, from Kansas, in the heart of our grain belt—is the one who lives on and farms land he owns, who through industry and good management keeps his debts and taxes paid. In all the talk of farm debts and how they are to be managed by this or that, it is now discovered that this farmer represents 82 per cent. of all farmers.

It is further revealed that 52 per cent. of all farmers have no mortgages on their lands. They are just old-fashioned enough to prefer not to be in debt. Apparently they got out when the getting out was good and instinctively, or some other way, they remained out while others were getting in.

So there is this parallel between farmers and grocers: That all the noise, the weeping, the viewing with alarm and stories of the sob-sisters centers around the 18 per cent. margin operators and inefficients, and the same is true of grocers. Grocers who know their groceries, who keep wakeful to developments, who run their credit instead of letting their customers run it and who are otherwise masters of their calling, sit as pretty now as ever while those who simply do not belong in the business raise the howls that are so deceiving in their vociferousness.

Long have I urged grocers to get out of their stores at times and visit others. For it is a positive fact that if we stay in our own places continually, we get so we do not see our shortcomings. Believe me, such are plentiful in most grocery stores. When Findlay's moved to a central location and up-to-the-minute store in 1901, we had the best there was. I have just looked at a picture of the interior of that store and know what I write about. For it would not fit the environment of a backwoods village today. Get out. Visit neighbors. Especially visit chain units.

"Voluntary chains have become debating societies, whether it is better or worse to handle private brands. The battle of the brands will get plenty of airing the next few months," writes one who knows. Meanwhile, as always, the grocer who knows character in merchandise and establishes his own grades—not brands—will go forward on his way regardless.

Same with "upping" prices to get a profit. Able grocers never have been price cutters. They have been more concerned with the kind of job they

make of their business—and always find that price is the last consideration even if not to be neglected.

A grocer, thinking to stir up some business, marks an absolutely standard butter, universally sold, at 1c below regular and puts a sign in his window. Then a chain unit across the street goes him one better. The grocer then seeks to invoke the "anti-discrimination law" against the chain man. Will he get anywhere? Would you give him a decision?

Such kindergarten tactics, so prevalent among the rank and file of grocers, always cause me to wonder whether any of them ever stops to think of how he could run over his own stock by simply glancing about his store and thus find so many items over which he has some control, which are not subject to general competition, that he could have special displays every week and not invite retaliation.

On those items he might make special prices or quote regular figures. He could always put up a good talk and inviting signs. He would thus build up business day after day without a comeback. Well, good grocers do that right along. The others—rank and file, I say; but mostly rank—have no imagination, nor initiative. Can any plan hold such men in business? Not a chance. The sooner they are eliminated the better. They go out daily—no help for them and none desirable.

It is this rank and file, price-conscious, with no real knowledge of groceries that is attracted by "vast buying power"—to "undersell the other fellow." They always miss. There is no other answer, because business of any kind is never built on that plan.

Paul Findlay.

A flower dying for water cannot tell you that it is parched and dying but its appearance tells you. If you desire it to live and blossom, you do not long refuse its need. A man will not tell you that he is drying up inside for lack of a word of praise or a touch of kindly interest, and he will not let you know that he craves such a word and such a touch. You can be sure, though, that all men like honest praise and genuine friendly interest, and will somehow be the better for it. You will make no mistake if you give a man a bit of praise and an evidence of common human interest and good will.

Like mercy, honest praise blesteth him who gives and him who receives.

The problems of unemployment must be attacked on several fronts. Social and political science must cooperate with industry, and industry with these sciences. In our present complex situation, the action of industry alone or of government alone is not enough. The full measure of cooperation needed makes it necessary that the different forces of our industrial, social and political life be prepared to sacrifice some past concepts and prejudices. It is my conviction that America has the ingenuity and the courage, the resources and the power to deal with its problems and to find their solution.

The Quick Seller



ORDER a SUPPLY..
VALLEY CITY MILLING CO.
GRAND RAPIDS, MICH.

Beech-Nut

COFFEE • PEANUT BUTTER
CATSUP • BUTTER WAFERS
TOMATO JUICE
TOMATO JUICE COCKTAIL
and other foods
of exceptionally fine flavor

BEECH-NUT PACKING CO., CANAJOHARIE, N.Y.

Good Old Budweiser

Good Old Budweiser

HECHT PRODUCE CO.

DISTRIBUTORS FOR

Anheuser Busch Products

FOR WESTERN MICHIGAN

We are taking orders now for good old Budweiser. Place your order early for future delivery.

PHONE 9-3503

72 GRANDVILLE AVE.

Territory we are covering includes

All towns in Western Michigan from Holland to Mackinaw City

MEAT DEALER

Sales Efforts Keep Store in Peoples' Minds.

The modern meat merchant constantly studies his customers and the people in his community in order to best serve their requirements. Where one plan of merchandising may succeed for a market in one city, it may be a failure in another, and so a meat dealer must adjust his policies of doing business to meet his local problems.

Some dealers have used and continue to use certain merchandising policies which have proven successful in their respective communities, and which undoubtedly can be used profitably by butchers in other places. As an example, Hofensperger Bros., Inc., operators of shops in Appleton, Neenah and Menasha, Wis., have featured time specials on Saturday, which have met with good results.

These specials are usually offered from 7 a. m. to 9 a. m. and from 1 p. m. to 3 p. m. on Saturdays. The morning special may be sugar cured sliced bacon and the afternoon special lard at an attractive price. There is always a limit on these offerings and no deliveries on either of these specials. These offerings have proven helpful in getting people into the stores during hours which would ordinarily not be as heavy as Saturday rush hours and have resulted in spreading the day's business so that better service can be rendered patrons all during the day.

The practice of time specials on Saturdays has been followed by Hofensperger Bros. in all three cities in which they have shops with good success.

Although the stores offer a delivery service on all their other purchases, the policy of not delivering on time specials has resulted in bringing people into the store, who in turn can perhaps be sold more and served better than if a patron were to telephone her order. Sight is a big factor in merchandising and the woman who comes into one of the stores to purchase either of the specials will invariably see something else which she wants and consequently there is more than just the one purchase made.

This concern has also found the blackboard successful in listing daily specials. Figures can be written in a large and legible manner so that they are readily readable and it is easy to change items from day to day.

The Stop to Shop Food Market on Milwaukee's North side has also used a blackboard for listing daily specials with good success. This market is located on a street car line and the large board is affixed to the side of the store with a light above it. In this manner it is possible for people riding on the street car or in an automobile to read the specials offered without much difficulty. As long as the shop is open in the evening the board is lighted and serves as an excellent advertising medium.

Eaton's, operators of five food shops in Fond du Lac, all of which handle meats, have sought to gain the confidence and good-will of the housewife through the children. Special in-

centives are offered children to come to Eaton's markets. For example, during one week the shops offered the kiddies a bone for their dog. The concern operated by Harry F. Eaton has been in business in Fond du Lac over twenty years and has shown an increase both in gross sales and net profits during this period for each year. Continued advertising is given by Mr. Eaton as one of the reasons for the success of his shops.

Two to four column newspaper advertisements, a full page deep, are used on Mondays and Fridays and the policy of having its patrons teach the children to shop through special incentives has not only created goodwill among the patrons, but also has stimulated a desire on the part of the housewife to send her kiddies to Eaton's, where she knows they will receive the proper type of service and attention.

For the market man who is alive to the wants of his patrons and prospective patrons, there are numerous little ideas along the lines outlined which will assist him in building up his business. They need not be expensive merchandising policies, but rather plans which keep the meat dealer's shop constantly before the public.

Woman Customer Who Knows Her Own Mind.

This is a true report of an occurrence in a Los Angeles grocery store. It will interest grocers. It shows what at least one customer thinks of "combination deals" and if one, it is likely that many others have similar opinions of such offers of bait to make sales. The customer, a woman, in appearance a capable, clear-thinking, energetic housewife, had called for a package of coffee. When the clerk placed the coffee on the counter, he set down beside it another package, and glancing expectantly at the customer, waited for her to say what next she wanted. Instead, she picked up the second package, demanding:

"What is this?"

The clerk smilingly informed her it was a gift, something added without cost to her, in combination with her purchase.

"But I didn't call for that," she said.

"I know, madam," answered the clerk. "When you purchase one article we give you this other in addition."

"Well, there must be something the matter with it or with the coffee, if you have to give one to sell the other; I shan't take either," said the woman turning to go out.

At this point the store owner, who had been standing near and overheard, spoke to the customer, explaining the "combination deal," much as the clerk had done, and for his pains received a kindly but pointed talk, which, he later owned was one of the soundest arguments on business and economics he had ever heard.

"I have no wish to attempt to tell you, Mr. Groceryman," she said, "how to run your business. The law, unfortunately, permits you to do quite as you please. But this I will say, that you, and others that do as you are doing, are making every day a greater hardship to the thousands of un-

employed in our city, and adding burden on the taxpayers, who must in some way provide food and shelter for those denied the chance to work and earn for themselves. You may believe that by such deals as this you reduce the cost of living. You do not. You destroy the foundation of decent American living. You make business unprofitable, which forces down prices for the things produced on farms and in factories, causing further loss and cut of wages with still further reduction of purchasing power. No doubt you are hoping for an end to the depression and return of better times. There will be no end to the depression if business continues as you conduct yours. For me, when I buy an article I want my money's worth in the quality of that article. I can't believe that I get my money's worth when the storekeeper feels he has to make me a gift of something else to make up for the thing I offer to buy. I am going to buy where I can feel I am getting what I call for and am willing to pay for, and where the storekeeper knows that he must sell at a reasonable profit to live."—Southern California Grocers' Journal.

Grocery Tonnage Rise Continues.

Continuing the steady upward trend which started in mid-December, tonnage sales of grocery products are now well ahead of estimates for the first quarter, executives of leading grocery manufacturing companies report. Sales for last month were 5 to 7 per cent. above February totals, and slightly larger than the sales total for March, 1932. If the current trend continues through the remainder of the year, the industry will recover the 10 to 15 per cent. loss in tonnage experienced last year.

Winter Visitors in Florida Heading Northward.

Sebring, Florida, March 1.

With the advent of April and sure enough spring in the latitudes of southern Florida the exodus of the winter visitors is becoming daily more active. Nearly all of the large hotels close with the beginning of April and with this action Northern bound excursions set out and many motorcades begin to crowd the highways. Having lived some three score years in the environment of the fruit belt of Michigan I can curb my strong desires for reuniting with family and friends, when I recall the experiences of witnessing winter lingering long on the lap of spring, after good old Lake Michigan had absorbed the cold of the West wind, with the effect of tempering both winter and summer and a

late spring and autumn in between.

The past winter has been the most enjoyable in weather conditions we have experienced in our several southern visits. From December 27, the date of our arrival, up until April, there has been only one day when the sun has failed to shine and never have the flowers been more beautiful or in greater abundance, nor has ever before been the melody of the birds in greater volume and harmony. New foliage has now largely succeeded the old in citrus groves and on forest trees and the highways are fragrant with the odor of the orange and grapefruit blossoms and on the trees is the mature fruit, the partly grown and the blossoms which promise the coming crop.

So abundant is the fruit now on the trees that a "picking holiday" has been declared, similar to the bank recess. The one is the opposite of the other, however — too much fruit in the one case and not enough money in the other. The financial situation is constantly bettering in the South, with banks opening daily, and we read similar reports from the North.

Harry M. Royal.

The experience of the last decade, including years of so-called prosperity and very real adversity, does not teach any important new lessons. It merely teaches the same lessons that experience had taught in this and every other civilized country ever since the industrial era began. Increased wealth and incomes are produced by the exertions of the people themselves, not by paternalism in government.—Railway Age.

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ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



WITH FAMOUS COLD CONTROL AND HYDRATOR

All Models on Display at Showroom

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70 No. Division Ave. Phone 9324

Demand Increasing for MICHIGAN APPLES WITH FLAVOR

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

KENT STORAGE COMPANY
GRAND RAPIDS MICHIGAN

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.

Pushing the Sale of Gas Ranges and Heaters.

Spring is a good time to push the sale of gas ranges and heaters. It is the season of moving for tenants; changes in the ownership of property are frequent; and the tendency of movers is to argue:

"Now that we have to tear up everything anyway, we may as well put in a new stove."

With the approach of warmer weather, the need is felt for a range that does not overheat the kitchen. The adjustable gas range meets that demand. And the gas heater is ideal for the in-between period when a winter fire makes the house too hot and no fire at all leaves it too cold.

On spring a Western hardware dealer was struck with the fact that at least half of the heads of families who could be classified as regular customers were without gas ranges.

He had no list of these people, so he set about getting one. So he systematically questioned every customer who came into the store, "Have you a gas range at home, Mr. Blank?" If the answer was in the negative the dealer would add, "You will need one this spring. In a few weeks' time I'd like you to look at our stock."

There the matter would drop; except that the dealer noted the prospect's name and address.

Toward the end of March, this dealer had upwards of a hundred names on his list of people financially able to afford gas ranges of some sort. He sent out a personal letter to each prospect, the text being somewhat as follows:

Dear Sir:

Some time ago we suggested that, as you would likely be buying a gas range this spring, we would like you to look over our stock.

We have now received our first spring consignment and are in a position to show you a complete line of gas ranges and heaters at all prices.

The next time you call, we would appreciate your giving us a few minutes to look over this line.

A gas range is a splendid investment, as we are prepared to demonstrate.

Yours very truly,

Brown Hardware Company.

This letter is by no means perfect. Yet in a number of instances it brought an immediate response. Some of the prospects came in to look over the gas stoves, and a few sales resulted. Most of the prospects gave no sign.

But the dealer was not through. A prospect might come in on other business. By the way, Mr. Blank, you got my letter?" the dealer would remark, as he wrapped a parcel or made change. "Could you spare a few minutes now to look at those gas stoves?" The majority of those thus accosted took the few minutes to look over the stock. The dealer had,

meanwhile, mastered his arguments and sales points; so that he was actually able to present a very effective case inside a few minutes.

Some sales were made at this stage. Some prospects did not buy at the moment but came back later. Some who did not come into the store at all were reached by telephone. With others, the contact was established by outside work—a personal call from the dealer himself or one of his sales people. In all, between one-fourth and one-third of the prospects were brought to the purchasing point.

In conjunction with this campaign, window display was used; and every Friday a fair-sized advertisement was run in the local paper featuring gas stoves.

In selling, it is more important for the salesman to understand a gas stove than it is to understand an ordinary coal or wood stove. Most people know pretty well how to handle a coal range; but the handling of the gas range, though it involves far less labor, is a more technical matter. Once understood, it is perfectly simple; but to create satisfaction, the dealer must be prepared to give not merely ample preliminary instruction but a dependable follow-up service.

A good system used by many dealers is after installing the range or heater in the home to give a demonstration showing just how everything is operated. Having explained everything clearly, the salesman leaves with the parting injunction to the purchaser to telephone if any trouble develops.

One dealer who had not considered the matter of systematic servicing found that purchasers of gas ranges were constantly telephoning for a man to "come up and fix the range" varying this with demands for their money back. "The most trivial thing," he said, "would result in a call."

He adopted a policy then of giving a thorough-going demonstration every time a range was installed. This took time; but it reduced by about 85 per cent. the "trouble calls" afterward. In addition to this enormous time-saving, the instruction service given resulted in customers being thoroughly satisfied. Intending purchasers knew from the experience of their friends and neighbors that people who bought gas ranges from this particular dealer would get the most complete and satisfactory instruction and follow-up service it was possible to give.

One dealer makes a practice of following up with a call about a month after the gas stove is installed. While most of the purchasers are found to be getting thorough satisfaction, this late follow-up uncovers small difficulties that purchasers have not thought it worth while to report. "Why, I thought that was the way this make of range always worked," was the surprised explanation of one purchaser who found as a result of the dealer's more detailed instruction that a lot of labor and annoyance could be saved.

Attention to these little items helps to build good will and better business.

Victor Lauriston.

Precedent suggests this depression should be about over.

Proceedings of the Grand Rapids Bankruptcy Court.

In the Matter of Century Boat Co., a corporation, Bankrupt No. 4844, final meeting of creditors was held March 8, 1933. Trustee present and represented by Belcher & Hamlin and Hilding & Baker, Attorneys. Bankrupt present by Ard E. Richardson. Trustee's final report and account approved and allowed. Claims considered, ruled upon and adjusted. Bill of attorneys for bankrupt reduced and allowed. Bills of attorneys for petitioning creditors and for trustee reduced and allowed. Report of State Court Receiver approved and allowed. Trustee's rights in patents and trade marks sold at auction. Made order for payment of administration expenses, preferred claims and first and final dividend to creditors of 3.46%. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to District Court in due course.

In the Matter of Herman Stern, Individually and doing business as Stern Company, Bankrupt No. 4945, final meeting of creditors was held February 23, 1933. Trustee present; bankrupt represented by Harry D. Jewell, Attorney. Certain creditors present by Richard C. Annis, Wicks, Fuller & Starr, and William A. Mulhern, Attorneys. Claims considered, ruled upon and adjusted. Trustee's final report and account approved and allowed. Bills of attorneys for bankrupt and for trustee approved and allowed. Made order for payment of administration expenses, preferred claims and first and final dividend of 3.46%. No objection to bankrupt's discharge. Meeting adjourned without date; files will be returned to District Court.

Mar. 28. We have today received the Schedules, Reference and Adjudication in the matter of Walter H. Brooks, Bankrupt No. 5170. The Bankrupt is a resident of Grand Rapids, Michigan, and his occupation is that of an examiner and accountant. The Schedule shows assets of \$7.00 of which the full amount is claimed as exempt, with liabilities of \$2872.98. The Court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein. The list of creditors are as follows:

Associated Investment Co., G. R.	\$126.00
Household Finance Corp., G. R.	300.00
Old Kent Bank, G. R.	61.00
Breen & Halliday Fuel Co., G. R.	60.00
Dr. Louis Barth Estate, G. R.	90.00
East G. R. State Bank, G. R.	190.00
Geo. R. Lane, G. R.	13.40
A. Noble, Holland	35.00
Morris P. Steenman, G. R.	404.73
A. D. Swain, G. R.	54.00
Widdecomb Furn. Co., G. R.	165.00
Witters Motor Co., G. R.	106.00
Morris P. Steenman & West Mich.	
Realty Co., G. R.	1200.00
Chas. Trankla & Co., G. R.	10.85
Ben West Estate, G. R.	30.00
Wurzburg's Department Store, G. R.	27.00

Mar. 28. We have today received the Adjudication and Reference in the matter of Karl J. Heinzelman, Bankrupt No. 5168. The Schedules have been ordered filed as this is an involuntary case, and upon receipt of same the first meeting of creditors will be called and note of same made herein.

In the Matter of Martin E. Adamson, Bankrupt No. 5126. The first meeting of creditors has been called for April 26, 1933, at 2 P. M. Eastern time.

In the Matter of Carl Skinner, Bankrupt No. 5134. The first meeting of creditors has been called for April 10, 1933, at 2 P. M. Eastern time.

In the Matter of Miller-Erhardt Clothes Shop, Bankrupt No. 5169. The first meeting of creditors has been called for April 10, 1933, at 11 A. M. Eastern time.

In the Matter of Norman Fremont Miller, Bankrupt No. 5161. The first meeting of creditors has been called for April 10, 1933, at 10 A. M. Eastern time.

In the Matter of Fred G. Miller, Bankrupt No. 5150. The first meeting of creditors has been called for April 10, 1933, at 10 A. M. Eastern time.

In the Matter of Loyd L. Lake, Bankrupt No. 5160. The first meeting of creditors has been called for April 10, 1933, at 10 A. M. Eastern time.

In the Matter of Carl F. Skinner, doing business as Carl F. Skinner & Sons, Bankrupt No. 5027, final meeting of creditors was held March 7, 1933. Trustee only present. Trustee's report approved and allowed. Balance accounts receivable sold at auction. Certain real estate abandoned as worthless and burdensome. Bill of attorney for petitioning creditors considered and allowed, subject to deduction for lack of funds. Made order for payment of administration expenses as far as funds on hand would permit; no dividends for creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

Mar. 28. We have today received the Schedules, Reference and Adjudication in the matter of Frederick Hochstetler, Bankrupt No. 5172. The bankrupt is a resident of Constantine, Michigan, and his occupation is that of a farmer. The Schedule shows assets of \$1489.00 of which the full amount is claimed as exempt, with liabilities of \$3384.10. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

Mar. 29. We have today received the Schedules, Reference and Adjudication in the matter of Richard M. Fruin, Bankrupt No. 5173. The Bankrupt is a resident of Bellevue, Michigan, and his occupation is that of a retail butcher with stores at Bellevue, Michigan, and Battle Creek, Michigan. The Schedule shows assets of \$11,531.29 of which \$8227.50 is claimed as exempt, with liabilities of \$11,343.66. The first meeting of creditors will be called and note of same made herein. The list of creditors are as follows:

City of Battle Creek, Mich., taxes	\$ 40.36
County Treasurer, Hastings, Mich.	36.53
Village of Bellevue, Mich.	70.77
County Treasurer, Charlotte, Mich.	108.64
Walter Frain, Bellevue	8.00
Consumers Power Co., Battle Creek	889.00
U. S. Slicing Machine Co., LaPorte, Ind.	25.00
Consumers Power Co., Battle Creek	19.96
Cortright Paper Co., Battle Creek	19.29
Detroit Packing Co., Detroit, Mich.	180.02
Peter Eckrich & Sons, Kalamazoo	59.90
G. H. Hammond Co., Chicago	135.02
Swift & Co., Chicago	51.54
Star Paper Co., Kalamazoo	13.93
Vette & Zunker Co., Inc., Chicago, Ill.	20.16
Wilson & Co., Chicago	12.35
Boot & Co., G. R.	3.91
Bellevue Cooperative Elev.	34.16
Pittsburgh Erie Saw Co., Pittsburgh	9.40
Latta & Sharkey, Bellevue	14.82
F. A. Brown, Bellevue, Mich.	34.72
Peoples State Bank, Bellevue	6632.70
A. G. and Marion Fruin, Bellevue	1500.00
City National Bank & Trust Co., Battle Creek, Mich.	300.00
Battle Creek Citizens Loan & Inv. Co., Battle Creek	220.00
Dr. P. Linden, Bellevue	14.08
Fred S. Sterling, Battle Creek	445.00
Jennie B. Vaughan, Lansing	150.00
Jennie B. Vaughan, Lansing	unknown
Peoples State Bank, Bellevue	unknown
Peoples State Bank, Bellevue	256.00
Battle Creek Citizens Loan & Inv. Co., Battle Creek	38.40

Mar. 29. We have today received the Schedules, Reference and Adjudication in the matter of Richard P. Early, Jr., Bankrupt No. 5174. The Bankrupt is a resident of Kalamazoo, Mich., and his occupation is that of a laborer. The Schedule shows assets of \$497.00 of which \$350.00 is claimed as exempt, with liabilities of \$3811.25. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

In the Matter of Eljasz Albert Wolosiecki, Anthony Wolosiecki and Stephen Wolosiecki, trading as Reliable Market, Bankrupt No. 5155, first meeting of creditors was held March 23, 1933. Two partners of bankrupt firm present in person and represented by Francis L. Williams, Attorney. Claims proved and allowed. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$100. Anthony Wolosiecki and Stephen Wolosiecki, two partners of bankrupt firm, sworn and examined without a reporter. Meeting adjourned without date.

In the Matter of Edward A. Smaginski, doing business as the West Side Clothes Shop, Bankrupt No. 5154, first meeting of creditors was held March 23, 1933. Bankrupt present and represented by Glocheski & Glocheski, Attorneys. Claims proved and allowed. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, Michigan, Trustee; bond \$100. Meeting adjourned without date.

In the Matter of Cornelius J. Kole, Individually and as surviving partner of Holleman-Kole Auto Company, Bankrupt No. 5147, first meeting of creditors was held March 24, 1933. Bankrupt present and represented by Cornelius Hoffius, Atty. Certain creditors present in person and represented by Linsey, Shivel & Phelps, Hilding & Baker, and Boltwood & Boltwood, Attorneys. Claims were considered and allowed or referred to trustee. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$300.00. Bankrupt sworn and examined before reporter. Meeting adjourned without date.

In the Matter of Warren A. Graves, Bankrupt No. 4943, final meeting of creditors was held February 23, 1933. Trustee and his attorneys present; bankrupt present in person. Trustee's final report and account approved and allowed. Claims proved and allowed. Bills of attorneys for trustee approved and allowed. Attorneys for bankrupt directed to refund \$100 over payment on their bill. Balance of accounts receivable, depositors' certificate and shares of stock in First National Bank of Manistee sold at auction. Order made for payment of administration expenses, supplemental first dividend of 10% and final dividend of 29% to creditors. No objection to bankrupt's discharge. Meeting adjourned without date. Case will be closed and files returned to U. S. District Court.

In the Matter of William Miller Hardware Co. Inc., Bankrupt No. 5156. The first meeting of creditors has been called for April 18, 1933, at 2 P. M. Eastern time.

In the Matter of Frederick Hochstetler, Bankrupt No. 5172. The first meeting of creditors has been called for April 18, 1933, at 11 A. M. Eastern time.

In the Matter of Henry Jenner, Bankrupt No. 5157. The first meeting of creditors has been called for April 18, 1933, at 10 A. M. Eastern time.

In the Matter of Richard M. Fruin, Bankrupt No. 5173. The first meeting of creditors has been called for April 17, 1933, at 2 P. M. Eastern time.

In the Matter of Karl J. Heinzelman, Bankrupt No. 5168. The first meeting of creditors has been called for April 17, 1933, at 10 A. M. Eastern time.

Margarine Can Now Be Packed in Tin

Oleomargarine may now be packed in tin and other types of wooden and paper packages, not previously legal, as the result of a law signed by President Hoover before quitting office. The act stipulates that not less than ten pounds of oleomargarine may be packed in a container by the manufacturer.

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.

Basement Orders Show Increases.

Orders for basement goods have been received in large volume during the week, reflecting the active retail turnover of the last week in this merchandise. Ready-to-wear, shoes, home wares and furnishings, undergarments, leather goods and boys' and men's clothing have been particularly active. Basement executives in the market expressed the view that pre-Easter consumer buying will reach large totals beginning with this week. They reported that in some lines a distinct effort is being put forth to standardize on certain price items and are now "seeing what can be put into an item rather than what can be taken out to meet a price."

Prepare Fall Stationery Lines.

Disappointed by the showing made for the Spring season stationery manufacturers have started work on their Fall and Christmas lines with a view to booking orders late next month. More attention to the contents of packages will be given by the trade in the new season. In some quarters it is held the demand for stationery was adversely affected by the fact that too much attention was paid by some producers to creating elaborate containers and too little consideration given to the writing paper itself. In the Fall and holiday lines an attempt is being made to overcome this condition by improving the quality of the paper in all packages retailing at \$1 or less.

Sales of Electric Mixers Ahead.

Special promotional activities carried on co-operatively by producers and distributors in the electrical appliance industry have increased the sale of electrical mixers so far this month by more than 30 per cent. above the February level. The mixers, which come equipped with special parts for extracting fruit juices, are retailing at prices ranging from \$8 up to \$20. Although demand for the mixers has been stimulated to the point where sales are well above expectations, producers complain that price cutting has interfered with the success of the campaign.

Plaids For Men's Shorts.

Leading underwear mills are watching the development of the plaid vogue in men's furnishings and expect to bring out some patterns of this type in shorts for selling later in the season. They have been introduced in a few higher-price goods, but as yet have not been extended to the volume field. Mills report that a fairly good business is being placed on Spring goods, principally shirts and shorts. One important mill cannot make deliveries until May on a few styles.

Dress Group Plans Progressing.

Plans for a new trade association in the dress field are beginning to take more definite shape. Efforts are being put forth to crystalize sentiment in the

various price line groups so that an organization, devoted entirely to trade questions and representing the entire industry, can be formed. It is understood that credit work will not be part of the new group's functions. Particular stress is being placed on the man who can weld the groups into the powerful association desired and reports indicated a man of National prominence has been approached.

New Blanket Lines Priced.

Buyers received an indication of what prices on 1933 blankets will be yesterday, when the Pepperell Manufacturing Co., and the Nashua Manufacturing Co., officially made quotations on new lines. Pepperell's wool and part wool numbers are practically unchanged, while Nashua cotton styles are slightly lower. The Pepperell all-wool styles were priced on a basis of \$3.40 a pair for the four pound 66 by 80 numbers, with the 4½ pound 70 by 80 at \$3.82½ a pair and the 5 pound 72 by 84 at \$4.25. Nashua's all-cotton 66 by 76 Sunset is quoted at 70 cents and Snowden, same size, at 63 cents.

Handbag Volume Shows Increase.

Buying of handbags for retail promotional events has been active, with the volume of wholesale orders increased during the week by heavier purchases of regular lines for pre-Easter selling. Most of the buying has centered on lines to retail from \$2.95 and lower, with many of the promotions featuring types to sell below \$1. Leather, imitation leather and fabric styles are being bought, with increased emphasis expected on fabric bags as the season advances. Monogram effects continued to be stressed. The new blues, browns and white and black led in the shades sought.

Active Enquiry on Stein Sets.

Rush calls for steins and stein sets, which consist of a jug and four to six steins, furnishes the pottery industry with its greatest activity in months. Producers assert, however, that only a small percentage of the enquiries received from buyers result in actual orders. Differences over prices, uncertainty as to the proper sizes and questions of delivery have all interfered with the placing of orders. Most of the actual business involved stein sets for consumer sale. The sets most wanted retail around \$2.

Brisk Pick-Up in Glove Call.

A brisk pick-up in the call for gloves has developed, with navy and gray continuing in scant supply in kid merchandise. Stores are now sending in requests for other shades, particularly beige, eggshell and white. With the advance of the season, the demand for fabric gloves has increased. In the popular price ranges, applique types are wanted. Plain tailored, hand-sewn and hand-crocheted styles lead in the better merchandise. Gauntlet or slip-on styles are in most request.

Sharp Drop in Dinner Set Sales.

Confronted with a total lack of interest in any but the cheapest lines of dinnerware, domestic manufacturers of dinner sets say that sales in the last four weeks touched the lowest dollar totals in more than twenty years. Except in a few cases where

stores made special features of china-ware at prices ranging from around \$3 to \$11 for sets of thirty-two to sixty-one pieces, retailers have had indifferent success recently in moving merchandise. The situation is reflected in a general lack of reorders for either domestic or imported dinner sets.

Features Thirteen Summer Hues.

Nacre beige and nacre blue lead the group of thirteen Summer colors as issued by the Textile Color Card Association. These hues are of the soft, dull variety. They are followed by wheat beige and Bali blue, which are lighter in tone. Parfait pink and sun yellow are also outstanding. Among the bright hues featured are chili red, blarney green, camellis red and robin's-egg blue. The yellow range is also represented by laqueur yellow and the pink tones by apricot pink. Skymist is a neutral shade.

Back Better Artificial Flowers.

Manufacturers and importers of artificial flowers will make an effort to maintain consumer interest in medium and higher price products in the coming Fall season, according to trade reports. Domestic producers will put special sales emphasis on better goods in soliciting early Fall orders. Later, they plan to supplement such efforts

by featuring flowers priced at 25 cents and up in special retail store displays. Importers also are anxious to avoid any trading down on foreign goods and many plan to confine imports to merchandise retailing above 15 cents.

To Withdraw Underwear Prices.

Prices on all types of cotton-ribbed heavyweight underwear are expected to be withdrawn by leading Southern mills. This withdrawal is in line with plans made when Fall quotations were named the middle of last month. The move is aimed to protect mills against any sharp advance in commodities or any taxes which may be imposed upon the raw product through Federal legislation. One important mill withdrew several of its styles from sales last week because of the large volume of business booked, but no other such instances have been reported.

Easily Explained.

Jones: Say, that's a wonderful follow-up system you have there for collections. Where did you come across it?

Brown: I just saved the letters my boy sent me while at college and adapted them to my business.

Time France, war-debt welsher, toed the line.

Jobber and Retailer have one common cause

If each performs his part as he should, we can hold our own against any competition.

If we are not co-operating as you think we should, tell us.

C. W. Mills Paper Co.

204-206 Ellsworth Ave.

1 Block South and 1 Block West of Union Station

GRAND RAPIDS

MICHIGAN

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Everlasting Difficulty in Dealing With the Farmer.

Los Angeles, April 1—There is still prevalent that interesting topic of conversation: "Where were you when the earthquake struck and how did you react to it?" Few are there who can go through such an experience as that encountered recently without showing fear, but there are a certain few who are inclined to make a fad of such fear and they do their utmost to unbalance everybody else. It amounts almost to a crime. Of course, the unperturbed have no right to jeer at the more sensitive and there are some who would face a tremor without a quiver who, at the approach of the dentist, for instance, would produce a spasm. But it is all over with now and one hears little of it these days. Long Beach and Compton, which were hardest hit, today show little evidence of the great catastrophe and with true Southern California enterprise its citizens are building better than ever.

Real estate promoters and a few followers who do not appreciate the enormity of the proposed sacrilege are busily ballyhooing in their efforts to secure the erection of an unsightly viaduct across Westlake Park, the most beautiful institution of its kind in the whole world, claiming such a move is necessary to facilitate traffic. But they have got to arise earlier in the morning than they are accustomed to to convince me that diverting and consolidating traffic in the urban section and unloading it at an already overtaxed corner down town is a good job. It looks to me like a sop to the building contractors and Los Angeles is already suffering keenly from such inroads.

"Uncle" Louie Winternitz, at his San Diego home, is busily engaged in gathering signatures on his Scottish Rite and other credentials, already having secured over 100 33d degree brothers, which is claimed by the faithful to be some. He still continues to be a go-getter.

Just now the union thugs in Los Angeles are expending their efforts in compelling the dry cleaning establishments to advance their charges in order that the walking delegates may come for a "divvy" of the proceeds. Los Angeles, which is regarded as an open shop metropolis, will not take kindly to this type of enterprise. It is undertaken periodically, in conjunction with the attempt to compel the barbers to drive away their patrons by making service charges which are unjustifiable. It will continue for a very few weeks at the most and then there will be a scramble to cut prices again. The public generally are becoming familiar with these tactics and the "weak sisters" will suffer thereby.

I surely am in sympathy with President Roosevelt in his effort to do something for the farmer. He has made a good start, and from our

knowledge of his other recent accomplishments, will not lumber up the government payroll or clutter up the works with a lot of useless commissions. The farmers have very little to expect from the scheming politicians who periodically do their spell-binding stunts in order to win an election, following this procedure by mailing copies of the Congressional Record, which do not mean anything, together with patent office reports, and then falling asleep at the switch when any remedial legislation is attempted. The very men who cannot help the farmer are the very ones who have been promising to do it for more than 150 years, and all over the world, for that matter, for thousands of years. Farming is one of the hardest production jobs on earth. It has more unknown factors than any other industry. It calls for more skill and considerably more patience than a hundred other lines of work. To be quite frank on the subject, a goodly percentage of unsuccessful farmers are those who have not the skill or the patience or the aptitude necessary for food production. There are some rich farmers, but they are those who have applied science, not politics, to their jobs. No farmer ever bettered himself a penny by marking a ballot. The man who made it possible for the farmers to make a good living is the scientist and I am in hopes that President Roosevelt, who honestly wishes to do something for this class, in preparing his program, will call into service such individuals and not lean too heavily on the contingent known as "telephone" agriculturists.

Too frequently we read of some individual who has outlawed society by defrauding the hotel man with a bogus check, or, at least, one which is worthless for lack of funds in the bank on which it has been drawn. I have said much about this, and mentioned the matter the other week, but I continue to read of these malefactions in the hotel journals. The whole trouble with the hotel man is his willingness to compromise with the crook who has defrauded him. Michigan's laws on the subject are none too good and many of the derelicts go scott free because of the necessity of producing as witnesses certain bank officials who can only testify to the fact that such check was refused by the bank. The returned check itself supplies this information. A lot of hotel men invite trouble with the show of alacrity in cashing personal checks

Hotel and Restaurant Equipment
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GRAND RAPIDS, MICH.

Warm Friend Tavern Holland, Mich.

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

Store, Offices & Restaurant Equipment

G.R. STORE FIXTURE CO.
7 Ionia Ave., N. W. Phone 86027

ALL GOOD ROADS LEAD TO IONIA AND

THE REED INN

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



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1 up without bath
\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

Park Place Hotel Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water
European
D. J. GEROW, Prop.

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon -; Michigan

Columbia Hotel

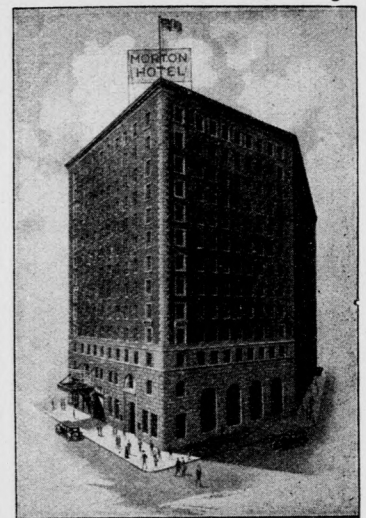
KALAMAZOO

Good Place To Tie To

HOTEL ROWE

We have a sincere interest in wanting to please you.

ERNEST W. NEIR
MANAGER



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

MORTON HOTEL

PHILIP A. JORDAN
Manager



The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.

for individuals with whom they have little more than a passing acquaintance. The banker does not do this and suffers less. But I said at the outset, if you want to discourage this class of crooks, put the perpetrators behind the bars and decline emphatically to condone the offense. Imprisonment for debt is abhorred by society, but a guilty man should not be permitted to flood the country with spurious checks and then purchase back his liberty by a tender of cash.

A matter of moment in the annals of Michigan hotel history, is that Hotel Mason, at Mason, is an institution of 75 years standing. One feels like speaking of it with reverence, as it has been the scene of social activities for at least three generations. It is certainly one of the state's historic places, for while it was not one of Michigan's first hotels, it is the one of longest existence in the practical. While it has changed management many times since its original construction in 1855, yet for more than the allotted time it has served the public. Until the advent of the autos it was the custom of its various proprietors to advertise that "this tavern gives shelter and entertainment to man or beast." The large barn in the rear, standing when I last paid a visit to Mason, also had its place in history. Its career, in fact, inseparable from the tavern since the old barn was built as an adjunct in the stage-coach days and provided shelter for the tired horses, and even oxen, of the pioneers who came from Ohio and "York State" and who were headed North through a wilderness to make homes and seek fortunes. Many a bone-weary and homesick individual, riding all day in the jolting wagon over the roughest of roads, or, in those days, trails, have experienced a thrill and found hope revived when the lights of the old tavern showed through the circle of trees which surrounded it. The old hotel, then brand new and considered pretentious, was the end of the day's trail for many young men and women seeking their homes in Michigan's wilderness. It was in the old barn at the rear of the hotel that the first ball was held in the community. This was shortly after the hotel had been erected by a Mr. Griffin in 1855. The supper was served in the hotel proper, but the many waltzes schottisches polkas and quadrilles were performed on the barn floor. No one seems to remember just what the menu for the banquet really offered, but it may be assumed that beef was the piece de resistance, augmented by pork delicately flavored with the acorns and beech nuts upon which the swine of that day were fattened. It is also to be presumed that various wines and possibly more potent liquors were in evidence on that momentous occasion. Presumably the old barn, which in its earlier days housed the "village blacksmith," is now used as a garage, which takes away a measure of sentimentality, though it was the military headquarters of the county seat and housed the Cartenus Guards, since drifted into oblivion. Michigan history has little

to say about the establishment, but there are a few of the older citizens who can tell you much about it.

A bill pending in the legislature out here, prohibits the serving of food in establishments where poisons are handled. Evidently a stab at the inalienable rights of the druggist. It will hardly become a law, however, as the chain drug stores are sure to wield an enormous influence in combatting it. I learn however, that the readjustment of restaurant prices and the radical reduction of same has had a very perceptible effect on drug store catering.

Down in Texas they are trying to make a law prohibiting conversation on the part of a barber when he is giving one professional treatment. The next thing we know one of our greatest American institutions — the barber pole — will be consigned to the demnition bow wows. Personally I have been much entertained by these fifteen minute monologues, as offered by my tonsorial friends, who have enlightened me on the Japanese and other momentous questions of the day. Theodore Roosevelt once made the statement that statesmen were made and unmade in the confines of the country barber shop.

Los Angeles has recently been placed within 17 hours of Chicago by air-mail processes, but the general public does not seem to fully appreciate the possibilities of the air-mail service. The postal receipts for this division of mail service have fallen off woefully since the advance of postage rates from five to eight cents.

Hon. Miguel A. Otero, a former governor of New Mexico for several terms, and his excellent wife, having heard that a merciful Providence had spared me in the late "unpleasantness," have extended an invitation to me to pay them a visit at Santa Fe on my trip East this spring. Unusual as it may seem to such as know me, I have decided to accept. The Governor is an old-time friend of our own Charley Renner and I was fortunate in meeting up with him on a trip he made East three years ago, when he spent some time in Michigan and the Middle West. I will have more to say about him if he gives me a good time in the Land of the Aztecs.

Hotel men all over the Nation, so far as I have heard, are making arrangements to restore good, old lager beer to its throne. I notice particularly in Milwaukee, that favorite resting spot for the traveler and the commercial man, the Republican House has its old bar adjoining the main dining room, which can be opened at a moment's notice, providing the necessary legislating is accomplished, according to Herman Klettsch, general manager of same.

Thomas D. Green, president of the American Hotel Association, in a radio address last week, declared that "it takes no inspired prophet to point out that the lawful sale of beer and

wine could exert a tremendous influence on the general industrial and commercial life of our nation." In order to avoid any possible misunderstanding, Mr. Green at once proceeded to add that his statements "must not be erroneously interpreted as an indication that hotel men, in their interest for the repeal of the eighteenth amendment, desire no temporary or partial relief." Mr. Green followed with a very interesting address on the vastness of the hotel industry, to which the return of wine and beer naturally means increased revenues, pointing out in this connection that "we may logically expect their service to add attractiveness to our establishments and win back some of the patronage which could not be held in dining rooms which offered nothing stronger than tea and coffee as an accompaniment of food." The speaker, however, emphasized that "if the sale of these beverages falls into unfit and irresponsible hands, and if its regulation is not entirely divorced from politics, it will be tremendously unfortunate rather than beneficial."

A brilliant and well attended affair was the annual president's banquet and ball of the Detroit Caterer's Association, held last week, honoring President Fred P. Vance. It was given at the Book-Cadillac, and was very well attended by Detroit restaurant and hotel men generally.

The menu card or bill of fare is the introduction to the meal itself, and if it is artistically printed and left upon the table for incidental inspection by the guest while the meal progresses, a great deal will have been accomplished. Some hotel journal offered a prize to the person who could give a reason why the waiter — as soon as the initial order is given — hies himself away to some remote position where such menu can be kept from public view. That wasn't what I started out to talk about, but I am inclined to dispose of the matter here by stating that if I ever find out the reason I will sure "spill" it. I have always been an advocate of the simple bill of fare, and think that a mistake is made in padding them with a lot of senseless articles just to make a "showing." Mostly they are just out of stock when you eventually place your order for them. What is called a "chef's special," is all the go in the principal cafes out here. It consists of a single entree, especially appetizing, surrounded by a group of tasty items which appeal to the palate. I think some of my friends will be interested in this offering, and hope they will try it. This was what I wanted to say in the first place.

Otis M. Harrison, general manager of the Detroit-Leland and publicity chairman for the short course in hotel operation to be given at Michigan State College, at Lansing, in April, addressed the recent meeting of the Detroit Steward's Association, held at Hotel Statler.

Charles H. Stevenson, proprietor of Hotel Stevenson, Detroit, general

legal counsellor for the Michigan Hotel Association, and a former president thereof, is having a vacation time at Daytona Beach, Florida.

British hotel men are giving serious thought to the proposition that they should do more visiting among one another. It is a mighty good idea and is being carried out to a high degree in this country. The hotel convention is a great institution, but too many operators are reticent about speaking of their affairs at a convention, when they will "spill the beans" freely at home. It was a custom very highly thought of in Michigan, and I notice out here in California there is much fraternal exchange between operators.

The California legislature, having satisfactorily disposed of the long sheet proposition, now comes to the front with a bill for the relief of that class of individuals who cannot comfortably stow themselves away in the ordinary six-foot bed. I am reminded that the late Fred Pantlind, on the occasion of a birthday, presented his particular friend, Edward R. Swett, of Hotel Occidental, Muskegon, with an eight-foot bed, completely equipped, including bedding, which I knew at the time was particularly acceptable, for reasons known to his many friends. Later on when an addition was made to the Hotel Pantlind equipment, quite a number of rooms were equipped with beds of extra length. There are not so many extraordinarily tall men in the world, but one fortunate angle of the proposition is that one need not measure up to the exact length of the long bed.

And now the Mooney proposition is to be aired once more, let us hope for the last time. I used to think that perhaps Mooney was a victim of injustice, but I got over it several years ago after spending several days in the public library at San Francisco, where I had access to the newspaper files containing every atom of testimony divulged at his trial. The only reason he was not hanged was due to the fact that while he had committed all sorts of criminal offenses, he had no record of a prior conviction. Last year Mayor Jimmy Walker, of New York, made an effort to secure executive clemency for Mooney, and our governor appointed a committee of judges to pass on the testimony which convicted him, but their report was not at all flattering to the defendant. Perhaps he has been sufficiently punished for his offense, but he or his friends will accomplish much more by providing evidence of contrition, rather than by riding over the pardoning powers rough shod.

Frank S. Verbeck.

Industry has been regarded in the past as a way to make a living. I believe it is the great realization of Business America that industry can be something far finer and bigger, a way to make a life.—Ernest T. Trigg.

When at their worst, things demand your best.

To get in right, initiate.

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.

Fair Rent for Summer Resort Drug Store

The following letter was written to the Druggists' Research Bureau by a Pennsylvania retail druggist. This druggist also operates another drug store in a nearby large city.

Two years ago I opened a drug store for the season in a nearby large city. The colony has a population of approximately 2,000 during the summer, and there are possibly another thousand who visit the colony on Sundays. My landlord built a rustic drug store which was valued by him, together with the ground, at approximately \$8,000, for the store and site. I took it over for the season from June 1 to October 1, closing during the winter, when there was no activity at all.

As a sort of an experiment, I paid \$100 rent, it being agreed by all parties that this was merely a nominal rental until we could see what business might develop. My total volume of business for the summer season was approximately \$7,000, about half of which was derived from the strictly drug portion of the business, and the rest from the ice cream business run in connection with the drug store.

Last year I paid \$400 flat rental and my summer business dropped to \$5,800, due to the generally depressed conditions.

I am about to renew my lease for the next season and both my landlord and myself are arranging the lease so that the rental will be fair and equitable, having in mind on one side the proper percentage of rental in proportion to the business done by me. I am not at all anxious to drive a hard bargain and my landlord is of a very reasonable turn of mind toward me. We both feel that ultimately there will be a drug business in this locality which will be profitable for me and which will assist the landlord, who controls the development company, in maintaining the high standards of the colony.

It is my understanding that I have the exclusive right to operate a drug store in this colony, but that my right to sell the ice cream will probably be shared by some other store, in case an ice cream parlor or some other similar concern should be opened.

I am wondering if you would care to make any statement which would assist me in arriving at some fair and equitable basis of adjustment with my landlord.

The reply which the Druggists' Research Bureau sent this retailer was as follows:

"You can afford to pay profitably a rent for the summer location you have of not more than 5 per cent of your receipts. Probably the fairest method

of determining the rent to be paid for this drug store during the next season would be to negotiate a percentage lease on this 5 per cent figure. In this way, if sales in the next season are larger than they were in the past two seasons, the property owner will receive an increased rental which you can afford to pay because it is a reasonable percentage of such receipts as you obtain.

"We realize, of course, that if your sales during 1933 season are only about \$6,000, the rent the property owner will receive will be only about \$300, which is a totally inadequate return if the property has a present value of \$8,000. On the other hand, he should welcome a return which is the maximum you can afford to pay profitably; otherwise the store operator will bankrupt himself and then the property owner will have the costs and trouble of finding a new tenant.

"It is possible that you would earn some profit from the business with a rent fixed at even 6 or 7 per cent if the volume of sales is \$10,000 or more in the four months the store is open, but it will be difficult to earn satisfactory profits with this rental percentage on a smaller volume of sales. This suggests the possibility of a sliding percentage scale: for instance, 5 per cent up to \$6,000 sales, 6 per cent \$6,000 to \$10,000 and 7 per cent over \$10,000.

"If you have any other questions at any time on the business problems of pharmacy, we hope you will feel free to address them to us. This is a service which the Druggists' Research Bureau is glad to render without cost to any interested druggist."

The Bureau then received a letter from the property owner, which read as follows:

We have seen your letter in which you have advised our tenant that he could profitably pay a rent of not more than 5 per cent of his receipts on his summer drug store when the sales run about \$6,000, and possibly 6 per cent on the excess above \$6,000.

We have been giving this matter considerable thought, as we are interested from the landlord's standpoint and, of course, have every desire to be fair to the druggist, who is a friend of ours, and of course want to realize a fair return on the property being leased to him, which has a value of \$8,000.

We are wondering whether your research work is based upon a business which is exclusively a drug business. Of course, we can appreciate that when a man does a drug and prescription business exclusively, he must retain a large stock of unused drugs, etc., which greatly increase the capital cost and reduce the percentage of profit. In this druggist's store the drug business represents about one-half of the total sales. The rest of the store is given over to soft drinks, ice cream, candy, newspapers, etc. It seems to us that the percentage of profit on this kind of business should be more than on a drug business exclusively.

In other words, what we mean to say is that a store doing a \$3,000 drug business and a \$3,000 refreshment business ought to yield a larger profit than one doing a \$6,000 drug business exclusively. It seems to me that this druggist might be able to pay a slightly

higher rental than that suggested by you.

Before discussing the matter with this druggist at a final conference, we would like to get your comment on whether your figure was based on a combined business or whether you had in mind a business largely drug.

This property owner received the following reply from the Druggists' Research Bureau.

"Net profits at the soda fountain average about 10 to 12 per cent of sales. It is usual in a well managed drug store for net profits on all sales to average 7 to 9 per cent of sales. In a typical drug store, soda fountain sales amount to about 20 to 25 per cent of sales. You will see, therefore, that even if 50 per cent of a store's sales are at the fountain, the effect is not to increase the profits earned much above the average of 7 to 9 per cent.

"We understand, of course, your desire to obtain a fair rent upon the investment you have in the store building. On the other hand, it is important to remember that if a rental is exacted which makes it impossible for the tenant to earn satisfactory profits, you will have at the end of the season the problem of securing a tenant who may not turn out to be as satisfactory as this druggist. The effect in the long run may cause you to obtain a lower average return from your investment per year than would be the case if you rent on terms which permit the tenant to make a satisfactory profit."

Checked Up.

Wife: How many fish was it you caught Saturday, George?

George: Six, dear; and they sure were beauties.

Wife: I thought so. That fish market is trying to cheat us. They have charged us for eight.

Riches insulate.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion.

Morris Heller, Brooklyn, who, under the name, Venice Importing Co., distributes olive oil to retail grocers in several states, has been ordered by the Federal Trade Commission to cease using in connection with the sale of olive oil such statements as "Imported From Lucca, Italy" and "Importato de Lucca Italia." According to the order, Heller is not to employ these phrases unless or until his olive oil is in fact imported from Lucca, Italy. The Commission found Heller's use of the foregoing phrases false and misleading and tending to mislead retail grocery dealers into purchasing his olive oil in the erroneous belief that it was imported from Italy. It was not so imported and had no Italian origin. Lucca, Italy, is one of the largest olive oil centers in the world. Olive Oil produced there and imported from there has become known for its fine quality and delicate flavor.

Illinois Bottled Gas Co., Chicago, has signed a stipulation with the Federal Trade Commission agreeing to cease using co-operative methods in maintaining resale prices. This company, which sells and distributes in interstate commerce gas stoves, gas ranges, gas burners and accessories therefor, including bottled gas, has agreed to discontinue the following practices: Seeking or securing from the retail or other trade, agreements, promises or assurances of co-operation with the corporation in maintaining any system of resale prices; including in its contracts with its dealer agents any promises or agreements to maintain the retail prices established or suggested by it for the resale of its

SPRING AND SUMMER SPECIALTIES

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

Hazeltine & Perkins Drug Co.
Grand Rapids
Michigan

products; directly or indirectly establishing or carrying into effect, by co-operative methods, any system whatsoever for the maintenance of resale prices on its products by its dealer customers. The company sold its products among the retail trade chiefly through dealer agents, each of whom sold in a restricted territory. The company caused it to be generally known that it expected and would require its customers to maintain and observe the resale prices established or suggested by it. As a means of effecting this system, the company inserted the following provision in its contracts with dealer agents: "To sell Protane Corporation products at established list prices." The products sold by the Illinois company were manufactured by the Protane Corporation, Erie, Pa.

Joseph Tobias, an individual trading as National Importing Co., New York, has been ordered by the Federal Trade Commission to discontinue a number of misrepresentations in the sale of dress goods, wash fabrics, draperies, and the like. Tobias is ordered to cease using the terms "Silkiana," "Foulard," "Shantang," "Silk-sheen," "Suparay Taffeta," "Shantora Crepe," "Shanteen Crepe," or the word "Taffeta" or the word "Crepe," as descriptive of fabrics not composed entirely of silk. The term "Silk Finish" will not be used as descriptive of fabrics the finish of which is not composed of silk. Tobias and his company are to stop representing, either by use of the word "Importing" in a trade name, or in any other way, that he is an importer, unless and until a substantial part of the products he sells is imported.

Eleven stipulations are made public March 30 by the Federal Trade Commission showing that many companies or individuals have agreed to discontinue unfair competitive practices of which complaint had been made to the Commission. Their names are not revealed. The cases involve a variety of commodities, including refrigerators, paint pigment in paste form, medicine, coupon advertising, pond lily bulbs, canary birds, correspondence school course in business, dental supplies, typewriter ribbons, rabbit food, card tables and shoe laces. Details are as follows:

The words "All Steel" or "All Metal" will no longer be used in advertising a sheet metal product and refrigerators as sold by a certain corporation, nor will the words "Steel" or "Metal" be used in any way to deceive purchasers into believing that such products are constructed in their entirety of steel or metal, when this is not true.

"Lead and Zinc" as a designation or label for a paint pigment in paste form manufactured by a corporation, will no longer be used so as to erroneously imply that the pigment is composed of zinc oxide and sulphate of lead or carbonate of lead in approximately equal proportions of 50 per cent. by weight of the product.

A medical preparation in tablet form as sold by a corporation, will not be advertised in such a way as to deceive the public into believing that

it possesses therapeutic value in excess of what is actually the case, or that it constitutes a efficacious treatment or relief for and correction of stomach troubles such as ulcers, when such is not true.

An individual selling and distributing coupons and advertising matter for use by retailers in connection with the sale of their merchandise will stop using in contracts and coupons or in advertising matter, ambiguous and misleading statements and representations respecting the terms and conditions upon which sales are made, and especially in reference to the delivery of premiums. The use in contracts, coupons or in advertisements of representations to the effect that this individual conducts 90-day or any other short or other time advertising campaign, when such is not the fact, will be discontinued. It will not be stated directly or indirectly that the cameras or other merchandise which he distributes are given free, when such is not the fact, and when the cost thereof is included in the remittance received and alleged to be for other merchandise or for packing or shipping. The respondent will discontinue the use in contracts of matter or statements which tend to confuse customers into believing that the premiums are delivered to the retailer.

The word "Fisheries" or figures or pictures having a tendency to deceive purchasers into believing that the individual in question owns or operates hatcheries wherein the fish it sells are hatched or bred, when such is not the fact, will no longer be used in advertising on or stationery by an individual selling pond lily bulbs, canary birds, and fish and supplies for the care and feeding thereof.

An individual selling correspondence courses of instruction in business methods, will no longer use the word "University" in connection with his trade name, nor will he use representations implying that there is a demand for civil service employees in the United States Government departments. He will also stop use in advertising matter, contracts, or orally by solicitors, or correspondence of any words which would deceive pupils or prospective pupils into believing that any Government department is in need of civil service employees, when such is not the fact.

A corporation selling a line of dental supplies and dental instruments will cease using in catalogs or price lists the word "Heatless" to describe engine wheels other than those made by a certain competitor of the respondent. The company will cease using containers resembling or simulating the containers in which the "Heatless" wheels of the respondent's competitor are sold.

Use of the word "Heatless" in catalogs and price lists and of containers in which the same are packed, in any way which would confuse buyers into erroneously believing that the products so described are the products of the respondent's competitor, will also be discontinued.

The word "Silk" will no longer be used either independently or in com-

WHOLESALE DRUG PRICE CURRENT

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

Acetic , No. 8, lb. 06 @ 10	Gum	Hemlock , Pu., lb. 1 15@2 20
Boric , Powd., or	Aloes , Barbadoes,	Heml'k Com. , lb. 1 00@1 25
Xtal , lb. 08 1/2 @ 20	so called, lb. gourds @ 60	Juniper Ber. , lb. 3 00@3 20
Carbolic , Xtal, lb. 36 @ 43	Powd. , lb. 35 @ 45	Junip'r W'd , lb. 1 50@1 75
Citric , lb. 35 @ 45	Aloes , Socotrine,	Lav. Flow. , lb. 3 50@4 00
Muriatic , Com'l,	lb. -----	Lav. Gard. , lb. 1 25@1 50
lb. 03 1/2 @ 10	Powd. , lb. -----	Lemon , lb. 2 25@2 80
Nitric , lb. 09 @ 15	Arabic , first, lb. @ 40	Mustard , true, ozs. @ 1 50
Oxalic , lb. 15 @ 25	Arabic , sec., lb. @ 30	Mustard , art., ozs. @ 35
Sulphuric , lb. 03 1/2 @ 10	Arabic , sorts, lb. 15 @ 25	Orange , Sw., lb. 4 00@4 25
Tartaric , lb. 35 @ 45	Arabic , Gran., lb. @ 35	Origanum , art,
	Arabic , P'd, lb. 25 @ 35	lb. ----- 1 00@1 20
Alcohol	Asafoetida , lb. 47 @ 50	Pennyroyal , lb. 3 25@3 50
Denatured , No. 5,	Asafoetida , Po., lb. 75 @ 82	Peppermint , lb. 2 75@3 20
Gal. ----- 43 @ 60	Guaiaac , lb. -----	Rose , dr. ----- @ 2 50
Grain , Gal. ----- 4 00@5 00	Guaiaac , Powd. -----	Rose , Geran., ozs. 50@ 95
Wood , Gal. ----- 50 @ 60	Kino , lb. ----- 70	Rosemary
Alum , Potash, USP	Kino , powd., lb. @ 1 00	Flowers , lb. 1 00@1 50
Lump , lb. ----- 05 @ 13	Myrrh , lb. ----- @ 60	Sandalwood ,
Powd. or Gr. , lb. 05 1/4 @ 13	Myrrh , Pow., lb. @ 75	E. I. , lb. ----- 8 00@8 60
	Shellac , Orange,	W. I. , lb. ----- 4 50@4 75
Ammonia	lb. ----- 15 @ 25	Sassafras ,
Concentrated , lb. 06 @ 18	Ground , lb. ----- 15 @ 25	true , lb. ----- 1 60@2 20
4-F , lb. ----- 05 1/2 @ 13	Shellac , white,	Syn. , lb. ----- 70 @ 1 20
3-F , lb. ----- 05 1/2 @ 13	(bone dr'd) lb. 30 @ 45	Spearmin , lb. ----- 2 00@2 40
Carbonate , lb. ----- 20 @ 25	Tragacanth ,	Tansy , lb. ----- 3 50@4 00
Muriate , Lp., lb. 18 @ 30	No. 1, bbls. ----- 1 60@2 00	Thyme , Red, lb. 11 15@1 70
Muriate , Gra., lb. 08 @ 13	No. 2, lbs. ----- 1 50@1 75	Thyme , Whi., lb. 1 25@1 80
Muriate , Po., lb. 20 @ 30	Pow. , lb. ----- 1 25@1 50	
Arsenic		Honey
Pound ----- 07 @ 20		Pound ----- 25 @ 40
Balsams		Hops
Copaiba , lb. ----- 50@1 20		1/4s Loose , Pressed,
Fir. Cana. , lb. 2 00@2 40		lb. ----- @ 75
Fir. Oreg. , lb. ----- 50@1 00		Hydrogen Peroxide
Peru , lb. ----- 1 70@2 20		Pound , gross 25 00@27 00
Tolu , lb. ----- 1 50@1 80		1/2 Lb. , gross 15 00@16 00
		1/4 Lb. , gross 10 00@10 50
Barks		Indigo
Cassia ,		Madras , lb. ----- 2 00@2 25
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. 33 @ 45		Licorice
Elm , G'd, lb. 33 @ 45		Extracts , sticks,
Sassafras (P'd lb. 45) @ 35		per box ----- 1 50 @ 2 00
Soaptree , cut, lb. 15 @ 25		Lozenges , lb. ----- 40 @ 50
Soaptree , Po., lb. 25 @ 30		Wafers , (24s) box @ 1 50
Berries		Leaves
Cubeb , lb. ----- @ 75		Buchu , lb., short ----- @ 50
Cubeb , Po., lb. ----- @ 80		Buchu , lb., long ----- @ 60
Juniper , lb. ----- 10 @ 20		Buchu , P'd, lb. ----- @ 30
Blue Vitriol		Sage , bulk, lb. 25 @ 30
Pound ----- 05 @ 15		Sage , loose
Borax		pressed, 1/4s, lb. @ 40
P'd or Xtal , lb. 06 @ 13		Sage , ounces ----- @ 85
Brimstone		Sage , P'd & Grd. @ 35
Pound ----- 04 @ 10		Senna ,
Camphor		Alexandria , lb. 50 @ 60
Pound ----- 50 @ 65		Tinnevela , lb. 20 @ 30
Cantharides		Powd. , lb. ----- 25 @ 35
Russian , Powd. ----- @ 3 50		Uva Ursi , lb. ----- 20 @ 25
Chinese , Powd. ----- @ 1 25		Uva Ursi , P'd, lb. ----- @ 30
Chalk		Lime
Crayons ,		Chloride , med., dz. @ 85
white , dozen ----- @ 3 60		Chloride , large, dz. @ 1 45
dustless , doz. ----- @ 6 00		Lycopodium
French Powder ,		Pound ----- 37 1/2 @ 60
Coml. , lb. ----- 03 1/2 @ 10		Magnesia
Precipitated , lb. 12 @ 15		Carb. , 1/4s, lb. ----- @ 30
Prepared , lb. ----- 14 @ 16		Carb. , 1/16s, lb. ----- @ 32
White , lump, lb. 03 @ 10		Carb. , P'd, lb. 15 @ 25
Capsicum		Oxide , Hea., lb. ----- @ 75
Pods , lb. ----- 60 @ 70		Oxide , light, lb. ----- @ 75
Powder , lb. ----- 62 @ 75		Menthol
Cloves		Pound ----- 5 12@5 60
Whole , lb. ----- 25 @ 35		Mercury
Powdered , lb. ----- 30 @ 40		Pound ----- 1 25@1 35
Cocaine		Morphine
Ounce ----- 11 43@13 60		Ounces ----- @ 10 80
Copperas		1/4s ----- @ 12 96
Xtal , lb. ----- 03 1/4 @ 10		Mustard
Powdered , lb. ----- 04 @ 15		Bulk , Powd.,
Cream Tartar		select, lb. ----- 45 @ 50
Pound ----- 25 @ 40		No. 1, lb. ----- 25 @ 35
Cuttlebone		Naphthaline
Pound ----- 40 @ 56		Balls , lb. ----- 06 1/2 @ 15
Dextrine		Flake , lb. ----- 05 1/2 @ 15
Yellow Corn , lb. 06 1/2 @ 18		Nutmeg
White Corn , lb. 07 @ 18		Pound ----- @ 40
Extract		Powdered , lb. ----- @ 50
Witch Hazel , Yel-		Nux Vomica
low Lab. , gal. 99 @ 1 32		Pound ----- @ 25
Licorice , P'd, lb. 50 @ 60		Powdered , lb. ----- 15 @ 25
Flower		Oil Essential
Arnica , lb. ----- 75 @ 80		Almond ,
Chamomile ,		Bit. , true, ozs. @ 50
German , lb. ----- 35 @ 45		Bit. , art., ozs. @ 30
Roman , lb. ----- @ 90		Sweet , true, lb. 1 00@1 60
Saffron ,		Sw't , Art., lbs. 1 00@1 25
American , lb. 35 @ 40		Amber , crude, lb. 75@1 00
Spanish , ozs. @ 1 25		Amber , rect., lb. 1 10@1 75
Formaldehyde , Bulk		Anise , lb. ----- 1 00@1 40
Pound ----- 09 @ 20		Bay , lb. ----- 4 00@4 25
Fuller's Earth		Bergamot , lb. ----- 3 50@4 20
Powder , lb. ----- 05 @ 10		Cajeput , lb. ----- 1 50@2 00
Gelatin		Caraway S'd , lb. 2 65@3 20
Pound ----- 55 @ 65		Cassia , USP, lb. 1 75@2 40
Glue		Cedar Leaf , lb. 1 50@2 00
Brok. , Bro., lb. 20 @ 30		Cedar Leaf ,
Gro'd , Dark, lb. 16 @ 22		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 ,		Croton , lbs. ----- 8 00@8 25
lb. ----- @ 40		Cubeb , lb. ----- 4 25@4 80
Ribbon ----- 42 1/2 @ 50		Erigeron , lb. ----- 2 70@3 35
Glycerine		Eucalyptus , lb. ----- 75@1 20
Pound ----- 14 1/2 @ 35		Fennel ----- 2 00@2 60

(Continued on page 22)

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

DECLINED

Mazula Oil

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

Royal, 2 oz., doz.	93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 20
Royal, 12 oz., doz.	4 37
Royal, 2 1/2 lbs., doz.	13 75
Royal, 5 lbs., doz.	24 50



BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 50
Corn Flakes, No. 124	2 50
Pep, No. 224	2 00
Pep, No. 250	1 00
Krumbles, No. 412	1 35
Bran Flakes, No. 624	1 80
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3/4 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 75
Whole Wheat Fla., 24	1 90

Post Brands

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

Amsterdam Brands

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

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

andelion	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
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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. 4, Star	2 00
Shrimp, 1, wet	1 45
Sard's, 1/4 Oil, Key	4 25
Sardines, 1/4 Oil, K'less	3 35
Salmon, Red Alaska	1 90
Salmon, Med. Alaska	1 45
Salmon, Pink, Alaska	1 20
Sardines, Im. 1/4, ea. 6@16	
Sardines, Im. 1/2, ea. 25	
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps.	1 75
Tuna, 1/4s, Van Camps.	1 35
Tuna, 1s, Van Camps.	3 60
Tuna, 1/2s, Chicken Sea.	1 85

CANNED MEAT

Bacon, Med. Beechnut	1 71
Bacon, Lge. Beechnut	2 43
Beef, Lge. Beechnut	3 51
Beef, Med. Beechnut	2 07
Beef, No. 1, Corned	1 95
Beef, No. 1, Roast	1 95
Beef, 2 1/2 oz., Qua., sli.	1 35
Beef, 4 oz., Qua., sli.	2 25
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 05
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/2s	2 85
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	45
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	55
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/2	1 00
Vienna Sausage, Qua.	80
Veal Loaf, Medium	2 25

Baked Beans

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

CANNED VEGETABLES

Hart Brand

Asparagus

Natural, No. 2	3 60
Tips & Cuts, Ng. 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.	45

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 30

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
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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 40
Pride of Mich., No. 2 1/2	1 35
Pride of Mich., No. 2	1 10

Tomato Juice

Hart, No. 10	4 75
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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
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CHEESE

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

CHEWING GUM

Adams Black Jack	66
Adams Dentyne	65
Beeman's Pepsin	66
Beechut 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

EVAPORATED MILK



Page, Tall	2 55
Page, Baby	1 43
Quaker, Tall, 10 1/2 oz.	2 40
Quaker, Baby, 4 doz.	1 20
Quaker, Gallon, 1/2 dz.	2 40
Carnation, Tall, 4 doz.	2 50
Carnation, Baby, 4 dz.	1 25
Oatman's D'dee, Tall	2 50
Oatman's D'dee, Baby	1 25
Pet, Tall	2 50
Pet, Baby, 4 dozen	1 25
Borden's Tall, 4 doz.	2 50
Borden's Baby, 4 doz.	1 25

OIGARS

Hemt. Champions	38 50
Webster Cadillac	75 00
Webster Golden Wed.	75 00
Websterettes	38 50
Cincos	38 50
Garcia Grand Babies	38 50
Bradstreets	38 50
La Palena Senators	75 00
Odins	38 50
R G Dun Boquet	75 00
Perfect Garcia Subl.	95 00
Budwiser	19 50
Tango Pantellas	13 00
Skylines	19 50
Hampton Arms Jun'r	37 50
Trojan	35 00
Rancho Coronado	35 06
Kenway	20 00

Currants
Packages, 11 oz. ----- 11 1/2

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

Peaches
Evap., Choice ----- 09
Fancy ----- 10 1/2

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

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

California Prunes
90@100, 25 lb. boxes...@05
80@90, 25 lb. boxes...@05 1/2
70@80, 25 lb. boxes...@06
60@70, 25 lb. boxes...@06 1/2
50@60, 25 lb. boxes...@07 1/4
40@50, 25 lb. boxes...@07 1/2
30@40, 25 lb. boxes...@08 1/4
20@30, 25 lb. boxes...@12
18@24, 25 lb. boxes...@14 1/2

Hominy
Pearl, 100 lb. sacks -- 3 50

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

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

Sage
East India ----- 10

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

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

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

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

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

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

GELATINE
Jell-o, 3 doz. ----- 2 20
Minute, 3 doz. ----- 4 05
Plymouth, White ----- 1 55
Jelsert, 3 doz. ----- 1 40

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

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

Margarine
I. VAN WESTENBRUGGE
Food Distributor



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

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

MATCHES
Diamond, No. 5, 144 6 15
Searchlight, 144 box 6 15
Swan, 144 ----- 5 20
Diamond, No. 0 ----- 4 90

Safety Matches
Red Top, 5 gross case 4 75
Signal Light, 5 gro. cs 4 40

MULLER'S PRODUCTS
Macaroni, 9 oz. ----- 2 00
Spaghetti, 9 oz. ----- 2 00
Elbow Macaroni, 9 oz. 2 00
Egg Noodles, 6 oz. ----- 2 00
Egg Vermicelli, 6 oz. 2 00
Egg Alphabets, 6 oz. 2 00

NUTS—Whole
Almonds, Peerless ----- 15 1/2
Brazil, large ----- 12 1/2
Fancy Mixed ----- 11 1/2
Filberts, Naples ----- 13
Peanuts, Vir. Roasted 6 1/2
Peanuts, Jumbo ----- 7 1/2
Pecans, 3, star ----- 25
Pecans, Jumbo ----- 40
Pecans, Mammoth ----- 50
Walnuts, Cal. ----- 13@21
Hickory ----- 07

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

Shelled
Almonds ----- 39
Peanuts, Spanish ----- 125 lb. bags 5 1/2
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. 16 1/2

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

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

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

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

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

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

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

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

POTASH
Babbitt's, 2 doz. ----- 2 75

FRESH MEATS

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

Veal
Top ----- 09
Good ----- 08
Medium ----- 07

Lamb
Spring Lamb ----- 13
Good ----- 13
Medium ----- 08
Poor ----- 05

Mutton
Good ----- 04 1/2
Medium ----- 04
Poor ----- 02

Pork
Loin, med. ----- 09
Butts ----- 08 1/2
Shoulders ----- 06 1/2
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@13-10-7 1/2

Lard
Pure in tierces ----- 5
60 lb. tubs ----- 4 1/4
50 lb. tubs ----- 4
20 lb. pails ----- 3 1/4
10 lb. pails ----- 2 1/4
5 lb. pails ----- 1 1/4
3 lb. pails ----- 1
Compound tierces ----- 6
Compound, tubs ----- 6 1/2

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

Smoked Meats
Hams, Cer. 14-16 lb. 12 1/2
Hams, Cert., Skinned 16-18 lb. @12
Ham, dried beef ----- @23
Knuckles ----- @09
California Hams ----- @09
Picnic Boiled Hams ----- @16
Boiled Hams ----- @18
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, 18-2 1/2 lb. packages ----- 1 10

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

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

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

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

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

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

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



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

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

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. ----- 1 65
Brillo ----- 85
Climoline, 4 doz. ----- 3 60
Grandma, 100, 5c ----- 3 50
Grandma, 24 Large ----- 3 50
Snowboy, 12 Large ----- 1 80
Gold Dust, 12 Large ----- 2 05
Golden Rod, 24 ----- 4 25
La France Linn., 4 dz. 3 65
Old Dutch Clean., 4 dz. 3 40
Octagon, 96s ----- 3 90
Rinso, 40s ----- 3 20
Rinso, 24s ----- 5 25
Spotless Cleanser, 48, 20 oz. ----- 3 85
Sani Flush, 1 doz. ----- 2 25
Sapolio, 3 doz. ----- 3 15
Soapine, 100, 12 oz. ----- 6 40
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandot, Cleaner, 24s 1 85

SOAP
Am. Family, 100 box 5 60
Crystal White, 100 ----- 3 50
F.B., 60s ----- 2 00
Fels Naptha, 100 box 5 00
Flake White, 10 box 2 85
Grdma White Na. 10s 3 50
Jap Rose, 100 box ----- 7 40
Fairy, 100 box ----- 3 35
Palm Olive, 144 box 8 25
Lava, 50 box ----- 2 25
Pummo, 100 box ----- 4 85
Sweetheart, 100 box ----- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 50, 10c 3 15
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48
Lux Toilet, 50 ----- 3 15

SPICES
Whole Spices
Allspice, Jamaica ----- @24
Cloves, Zanzibar ----- @36
Cassia, Canton ----- @24
Cassia, 5c pkg., doz. @40
Ginger, Africa ----- @19
Mixed, No. 1 ----- @30
Mixed, 10c pkgs., doz. @65
Nutmegs, 70@90 ----- @50
Nutmegs, 105-110 ----- @48
Pepper, Black ----- @23

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

Seasoning
Chili Powder, 1 1/2 oz. ----- 65
Celery Salt, 1 1/2 oz. ----- 80
Sage, 2 oz. ----- 80
Onion Salt ----- 1 35
Garlic ----- 1 35
Fenelly, 3 1/2 oz. ----- 3 25
Kitchen Bouquet ----- 4 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Turner, 1 1/2 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 ----- 11 1/4
Elastic, 32 pkgs. ----- 2 55
Tiger, 48-1 -----
Tiger, 50 lbs. ----- 2 75

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

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

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

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

COOKING OIL
Mazola
Pints, 2 doz. ----- 4 60
Quarts, 1 doz. ----- 4 30
Half Gallons, 1 doz. ----- 5 40
Gallons, each ----- 81
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 Yau, 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
Rayo, per doz. ----- 75

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

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

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

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

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

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

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

WRAPPING PAPER
Fibre, Manila, white ----- 05
No. 1 Fibre ----- 06 1/2
Butchers D F ----- 05 1/2
Kraft ----- 04
Kraft Stripe ----- 09 1/2

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

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

SHOE MARKET

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

Forced to Increase Prices

There is much reason for labor discontent, for a number of things have been done in all industry that would not be tolerated if conditions were anywhere near normal. The shoe industry was one of the first of the industries to have sectional labor troubles.

A point for us now to consider is the possibility of the price of shoes being forced higher by the pressure of labor.

The government is not unaware of the situation that has developed in the Northeast section of the country, for the Labor Department has had investigators contacting the workers, the unions and the manufacturers. In all probability, the next move on the part of the Labor Department will be investigations of exploitation of labor by manufacturers who have profited by unfair practices. When their books are examined, we hope that they will go right to the bottom in investigating plants that put financial penalties upon workers.

Is it any wonder that there has been unrest when there are so many examples of labor exploitation? Many manufacturers, in the mad rush for business at any old price, have squeezed labor to impossible levels. For this reason, all the forces for social good have been sympathetic with some of the strikes against some of the manufacturers. The unfortunate thing about labor strikes is that it oftentimes hits both the good and the bad. The strikes of the past few months have been no exception to that.

A number of mail order and chain organizations have been greatly disturbed by the fact that they will not get the thousands of pairs of shoes that they need for Easter business. Their catalogs and promotions are already in distribution at price levels based on low factory wage scales. Some of these organizations will now have to go out into the market and buy stock shoes from reputable houses and in some cases pay more for the shoes than the prices printed. They will be forced to do a lot of substituting, but in the long run the bitter lesson will be taught—that it is better to pay a price for a shoe at the source that permits of a decent wage scale. In the last analysis—shoes that are bought on starvation wage scales are not profitable to any handler—much less the ultimate wearer.

A temporary lull in one big battle of wages is now taking place. Many manufacturers who have worked more diligently with the "chisel" than they have with the "golden rule," have signed the union agreement with their tongue in their cheeks, and may be expected to start the fight again with lock-outs after the completion of the Easter run. Of this we are convinced—that shoe labor trouble in parts of the country, and labor trouble in other industries as well, is going to be much worse before it gets better. Destructive competition hasn't ceased, neither

has selfishness all down the line been obliterated by forward movement out of Washington.

Some interest has been stimulated in limiting working hours as a practical means of sharing the work, but that proviso may be both impractical and unconstitutional. Past experience in labor study has shown many men that a reduction in hours of work and other restrictions has always in the past been followed up by an increase in compensation—not only an increase in the scale rate, but also an increase in the number of dollars received per week. The important thing is a fair wage for a good day's work.

For the moment, the industry is several million pairs short of production of very cheap shoes which may mean that those volume distributors will lose sales for Easter, which other stores will gain because of having wanted stock on hand, in the stores, at the right time. This condition continues the unsettled feeling in the very low price shoe field operating through what is termed in the trade "chiseling manufacturers."

There is a possibility of still further curtailment of "dollar cheap" shoes.—Boot and Shoe Recorder.

IN THE REALM OF RASCALITY

(Continued from page 19)

bination with the prefix "semi" or with any other words in advertising matter which may have the tendency to deceive purchasers of typewriter ribbons into the belief that such products are composed in whole or in part of silk, when such is not the fact.

A rabbit food in pellet form, as sold by a manufacturing corporation, will no longer be advertised in such a way as to deceive purchasers into believing that it is effective as a vermifuge or anthelmintic, or that it is efficacious in removing worm parasites from rabbits or that it is an effective treatment for all types of worms with which rabbits may be infected, when such is not the fact, unless, when the product is in truth and in fact effective as represented for a particular type of form, in which case the statements shall be limited to that particular type of worm, for which the product has been proved to be an effective treatment. The corporation will also stop using statements which have the tendency to mislead buyers into believing that bloat, dysentery, constipation, an high mortality indicate a rabbit has worms, when such is not the fact.

The words "Hard Wood" will no longer be used by a corporation manufacturing wood-frame card tables to describe products not made from hard wood, nor will the words "Hard Wood" be used in any way to deceive purchasers into believing the product so described is made from hard wood, when such is not the fact.

A corporation selling braid and shoe laces will cease using the word "Silk" as a mark, brand or label on its products so as to imply that they are made from silk, the product of the cocoon of the silk worm, when such is not the fact.

The best one can do is to do the best one can.

Patience can become a vice.

DETROIT DOINGS.

Late Business News From Michigan's Metropolis

Two hundred and fifty thousand Detroit people, according to the agreed estimate of city officials, are now depending upon the City of Detroit for food and shelter. There is little or no money with which to feed them. Funds from the Reconstruction Finance Corporation have been spent and more than \$2,500,000 of these R. F. C. welfare funds are hopelessly tangled up in the banking crisis. Groceries and wholesalers are bogged with unredeemable welfare tickets.

The R. F. C. has positively refused to grant any more aid to the stricken people of Detroit until the State of Michigan provides some direct relief. Governor Comstock has reluctantly, according to his own statement, inspired the introduction of a bill in the State Senate which will make certain money allotted for highways, under the Horton Act, available for direct welfare relief. This complies with the requirements of the R. F. C. funds with which to feed hungry men, women and children.

Governor Comstock has publicly expressed his dissatisfaction with the entire set-up of welfare operations throughout the state and has given specific examples of bad policies of administration which have grown up with the problem during the past three years. In submitting the so-called "diversion" bill, the Governor has, as he states it, "swallowed his personal

feelings in the matter" and made the move demanded of him by Washington.

An indication of the hostility of the representatives of the Christmas Tree counties was present last Tuesday afternoon at a meeting attended by 200 persons from all over Michigan in Lansing. The meeting was called for the purpose of discussing means of feeding the hungry and ill-clad citizens of the state who must look to the government for the bare necessities of life. Before the so-called welfare meeting had adjourned, however, there arose a number of champions of more roads from the out-state districts. The matter of deciding between hungry men, women and children, and of building more roads became rather blurred and the meeting adjourned without any clear-cut decision in favor of the hungry and the sick. The meeting did, however, vote decisively to support the diversion measure.

It was rather discouraging to sit in a gathering of 200 people and find any question whatsoever when it came to feeding hungry people. It is very clear that many people do not realize the enormity of the problem or the imminence of a crisis.

It is certain that if the diversion bill fails there must be enacted some more drastic measure. That is inescapable and those who would continue road building at a time like this should realize the problem. There is but one general policy with regard to welfare that

(Continued on page 23)

INTELLIGENT INSURANCE SERVICE

and

REAL INSURANCE SAVING

Originally

For Shoe Retailers

now

For Merchants in All Lines

The same saving and the same service to all

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

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

LANSING, MICHIGAN

Mutual Building

Phone 20741

OUT AROUND.

(Continued from page 9)

has left on a nation wide tour in an endeavor to refute mistaken impressions of this city resulting from the recent quake. Dates have already been arranged in forty different cities. However, be that as it may, I am mailing, under separate cover, a small book of pictures which will give you some idea of the havoc wrought. Had it not been for the prompt action of the gas company in turning off the gas within six minutes after the shock, all these towns would probably been burned to the ground. I notice this book does not contain any of the schools, so am just sending one and to actually see this strikes horror to your heart, as had the quake occurred two hours earlier thousands of innocent kiddies would have been killed. Had it been two hours later the theaters would have been filled, so there surely is a Divine Being watching over all.

A lady friend drove down to Long Beach with me last Wednesday and we took our time looking around and I want to say the pictures cannot possibly express the situation as it really is and then, of course, the streets were all cleaned, but when we looked up the alleys and saw the debris it made us shudder. There were hundreds, if not thousands, of homes all askew and in one right around the corner from my cousin a woman was killed. These homes were mostly frame buildings. The stucco houses and buildings seem to have stood the shock remarkably well. After seeing the brick buildings in ruins I wonder if they will ever use much more of it again.

Indignation is rife over the collapse of the school buildings and naturally investigations are being held, but what avail is that now? Their apparent flimsy construction certainly ought to show up deliberate negligence on the part of the contractors who erected buildings which ought to be as fire-proof and quake proof as money can build them. One thing brought out in the investigation was the poor grade of mortar used with the brick. Mighty little excuse for that, I should say.

Compton is a heart-rending sight and even when we were there two blocks of the business district were roped off. Why there were not more casualties is little short of a miracle. I believe the loss of life in Long Beach alone will mount to two hundred, but the truth will never be known, as they have not, as yet, begun to clear up many of the worst places.

Hollywood suffered many broken windows, especially big plate ones, and several buildings show cracks; while in the Southern part of Los Angeles there was quite a bit of damage. Had this quake hit Los Angeles, instead of the area it did, I am rather of the opinion the result might have been equal to that of San Francisco, and then I wonder if the natives would call it a third class one. We were about fifty miles away when it started and certainly felt it pretty plain in Riverside, which will give you a slight idea of the wide area which felt the continual shocks.

My cousin said she had just fed her young two year old son and was waiting for her husband. The dinner turned upside down in the middle of the floor, dishes, jellies and everything in the cupboards fell on top of it and when they finally went back in the house they simply swept everything up into the garbage. They slept in their car three nights. Her husband ran out of the building where he works (Hudson automobiles) and when he turned around to look at it, it seemed to be up in the air and quivering. The electric signs fell down and bricks began to fly, catching one of the men trying to escape. They dug him out and rushed him to the hospital, and he was the first one there, but in less

than ten minutes there were 150. Doctors were operating and ministering to the wounded in the halls and with the use of candles.

Did you folks know Mr. and Mrs. Charles Taggart who, I believe, used to be landlord at the Morton House, Grand Rapids. They separated and she married again, an ex-service man. It seems that Mrs. Taggart and her new husband were in a music store in Compton when the quake started and the next thing she knew she was lying on the sidewalk with her head over the edge and covered with debris, while her husband was lying in the middle of the street face down. She called to him, but he did not answer—he had been killed instantly. Kind hands extricated her. She has a fractured vertebra and is at the home of some relative. Mr. Verbeck is going to see her sometime this week. Up to the time Mrs. Cody called they had not been able to locate Mr. Taggart, who was working in a restaurant at Long Beach.

Mr. Verbeck said Mr. Stowe rather chided him about not making more mention of the earthquake, so he was writing something about it for the next issue. However, he seems to make very light of it, due to the fact that the fatalities were so few compared with the population. Then, again, he is loyal to his California.

Saw Mr. Trotter for a few minutes. He seemed quite all right and was holding services in a tent.

I feel more confidence in the ultimate triumph of the independent merchandiser, in his contest with the chain store, than I have for the past ten years. The managements of the chains are very much depressed over their decreased volume and profit during 1932 and the discouraging outlook ahead of them. Large numbers of chains are seeking the seclusion of the bankruptcy court. Only last Friday the Louis K. Liggett Co., New York, which conducts a chain of 450 retail drug stores in thirty-five states, filed a petition in the Federal court in New York City, setting forth that the corporation is unable to pay its debts in full and authorized its officers to execute and file a bankruptcy petition.

The condition which influences me more than anything else is the growing sentiment of universal opposition which is apparent on every hand. President Roosevelt is known to entertain very positive opinions that the operations of the chain store must be curtailed. The feeling in Congress is equally friendly to the independent merchant and legislatures everywhere are handing out discriminatory legislation against the chains. When such enactments get to the higher courts of the land they are nearly always sustained and held legal. All the independent merchants need to do in this emergency is to stand firm, keep their associations up to the highest point of efficiency, and see to it that grasping and self-seeking officers are relegated to the background.

President Daane and his associates in the Grand Rapids Savings Bank are entitled to a large measure of credit for the masterly manner in which they have raised the \$1,500,000 additional capital demanded by the powers that be. Unless some new requirement not heretofore insisted on is presented the

institution will be ordered to open for "business as usual" before long.

The State Banking Commissioner certainly did Grand Rapids a good turn when he placed Howard Lawrence in charge of the Security Bank as conservator. No better selection could possibly have been made. Mr. Lawrence is probably the most capable man to handle the situation to be found anywhere in the state. His selection brings great confidence to the stockholders and depositors that the best possible course will be adopted in reorganizing or winding up the bank.

Joseph Brewer and his associates in the Grand Rapids National Bank are still hard at work on the herculean task accorded them by the Controller of the Currency. They hope to reach the goal before the end of the present week.

The tragic death of Frank T. Hulswit in New York Sunday afternoon closes the career of a man who played an important part in the financial history of this country. I speak from actual knowledge of the man because I was interested with him financially in his first business undertaking in 1904 and subsequently served as a director for several years of the United Light and Railways Co., which was an outcome of the original organization. In 1911 I was succeeded as a member of the board by Samuel Insull.

Mr. Hulswit was one of the most courageous men I ever knew. No investment was too large for him to undertake if he saw in it the possibility of increased earning power. His ability to acquire friends among men of large means was remarkable. Of course, he suffered bitter disappointments at times through the ingratitude of summer friends and the treachery of those in whom he trusted. He was not always a good judge of men, for which he paid dearly. But for the utter collapse of utility values in 1929 I think he would soon have become one of the richest men in the utility world. He fought like a tiger to maintain his commanding position in the utility field, but the cards were stacked against him and he had to bow his head to the inevitable. He had many outstanding virtues and admirable qualities which will be remembered by his friends as long as they live.

E. A. Stowe.

DETROIT DOINGS

(Continued from page 22)

can be followed by any unit of government—the utmost total of taxes must be collected, the hungry people must be fed and with what remains of the tax collections we can buy whatever measure of government we can afford. The sooner all of the people realize the gravity of the situation, the sooner hunger and want will disappear from Michigan.—The Detroit.

April is being regarded here as the key to the future, even if it may fail to achieve its old distinction of being the big production month of the year. Most observers here are convinced that sales during the next three weeks will indicate quite positively whether or not the turn has come. Improve-

ment is expected to show itself in centers of better industrial employment. The past few days have brought favorable dealer reports along this line from the Middle West and the South, but from manufacturing rather than agricultural areas.

Indications point to the fact that the passenger-car market will have an unusual stability during the next few months. By midsummer or early Fall, however, there may be some change in the situation. Executives foresee the possibility of revised models before the end of the year. They may be necessary as a stepping-stone to increased prices. If general commodity prices rise, the motor-car list will follow, and it is rather more difficult to increase the tags on an existing model than on a new one. Another possible reason for new models is that some may offer them as an inducement to sustain the buying impetus expected to manifest itself during the next two or three months.

That ever-busy department of most motor-car factories, the research laboratory, is going ahead with the design of cars for future years. A peek into several of these establishments recently reveals the fact that the transmission is the subject of considerable experimentation. Most of this research looks toward the development of a transmission that operates automatically. A sustained strong demand for automobiles, it is whispered about, will bring the automatic gear-set into being more quickly than the average motorist imagines.

What is said to be the first semi-trailer bus in service in the United States is being operated experimentally by the Suburban Transportation System of Seattle, Wash. The coach and power units may be hitched or unhitched in short order. As described in Bus Transportation, an advantage of this arrangement is its flexibility, since coaches of lesser or greater seating capacity and likewise power units of less or more horsepower, can be substituted as required. In this design "the engineer's dream of three-point suspension to eliminate twisting or racking strains is realized." The absence of driving mechanism under the passenger compartment is said to make for less noise and to reduce the vehicle's overall height.

Cadillac has substituted Duco finish for enamel on forty points, it is re-

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Business Wants department

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

HAVE good location for meat market in cash grocery. G. G. Beckman, Clifton, Kansas. 565

ported. Heretofore Duco was found impractical for other than smooth surfaces, but it is now used on the conduits that sheathe wiring for the lighting circuits, battery and skid-chain boxes, radiator splash shields, running-board moldings, &c.

Earl A. Thompson of Cadillac, said to be the inventor of the synchro-mesh transmission, has been made special assignment engineer to head an "important new department" of the company.

Beauty is only skin deep, but economy lingers on, seems to be the consensus of car buyers, if figures mean anything. The latter were gathered by Continental in a survey of 58,000 independent service stations and garages in this country which elicited 9,500 replies. "Our survey," says F. L. Rockelman, vice president in charge of sales, "establishes the fact that more than 75 per cent of potential purchasers place economy as the determining factor in the selection of a car. Performance, beauty and mechanical features play their part in the final determination, but operating and service economy is the primary demand today."

In a series of tests last week, at speeds ranging from fifteen to sixty-five miles an hour, a Continental Beacon sedan is said to have established a fuel consumption record of 32 miles per gallon.

An unusual feature of Austin's 2,502 car sales last year is that the bulk of registrations were in Southern States. This, it is pointed out, goes counter to the rest of the industry's experience of recording the greatest number of sales in Northern and Eastern States.

Items From the Cloverland of Michigan

Sault Ste. Marie, April 4—With the ferry between the two Soos in operation again we can notice the added activity in consequence. Our Canadian friends do considerable shopping on the American side of the river, while our shoppers find pleasure in buying Canadian woollens and other clothing. While there is very little difference in the prices there seems to be a desire to purchase abroad.

S. D. Newton, assistant editor of the Upper Peninsula Development Bureau, at Marquette, is spending a few days here. He cast his vote on Monday, as he has a residence here, but his office is at Marquette.

The Rogers Park Cafe on U.S.-2, near St. Ignace, has opened for the season, the grand opening to take place Saturday night, April 15. Fenlon Bros. will manage the cafe, as they have in former years. The popular orchestra known as the Australians, which has just completed a winter engagement playing at Miami, Florida, will furnish the dance music again this summer.

George Lentz, the well-known gasoline man, is again confined to his home on Prospect street, where he is suffering with three broken ribs. He fell on the icy walk near his residence last week. He will be laid up for some time. This is George's second accident within two years, the former accident breaking his hip, which laid him up for several months, and is still bothering him. He has had more than his share of hard luck.

Members of the Newberry Business and Professional Woman's Club were requested to write to Lansing, protesting the 30 hour a week work bill for

women which is before the Legislature now.

Chester Crawford, the well-known merchant at Stalwart, paid the Soo a visit last week, taking back a load of supplies.

Looks like a lot of golf clubs will join the "back to farm" movement this summer.

C. B. Burdick and B. A. Whistler, representatives of Alford, Burdick & Howson, well known Chicago engineering firm, visited Manistique last week for the purpose of starting a survey to determine the feasibility of a municipally owned light and power plant for Manistique.

The old warehouse on the Soo Line tracks at Manistique, formerly used by the Minneapolis Brewing Co., is being repaired, ready for the 3.2 beer. Lied's Inc., will be the wholesale distributors. They expect to have the big rush start about April 17. It won't be long now, they say.

Efforts are to be made to interest former Governor Chase S. Osborn in helping to revive the plan to offer the shelter and employment of U. S. army camps to some 80,000 young men now out of employment, but whose health and character would make them eligible for such informal service. A bill providing for such sensible emergency relief and training passed the Senate this winter, but died in the House on March 4. It was expected that several summer camps would be maintained in various parts of the Upper Peninsula under the direction of regular army officers. Similar camps for summer college students have enjoyed remarkable success and are annually increasing in number and attendance. Chase S. Osborn, amid his many good works, has taken a personal interest in Boy Scouts and in all sorts of supervised outdoor training for young men.

Lent is a swell time to practice economy without being mistrusted of being a tightwad.

William G. Tapert.

Trade Scrip Worked Out Well in Cadillac

Cadillac, April 4—You probably will be interested to learn of the success obtained through the trade scrip plan as promoted in Cadillac, Michigan. I know that you are interested in the development of trade among the retail merchants and the writer also knows that you know that business for the retail merchant has not been as good as it should be.

After a thorough investigation, the Chamber of Commerce, through a special committee, issued a \$2,500 scrip program which turned the city of Cadillac into a city of activity for the retail merchant. Although we had set aside four days as the starting point to issue this scrip to our merchants, it was all bought up within a day and a half. More real money was brought out of the sock to secure a fifty cent trade scrip, which was issued for every \$2.50 cash purchase or the payment of \$2.50 cash on an old account of thirty days or more.

It is estimated that \$15,000 passed between the purchaser and the merchant on the initial day of this issue which was March 31 and April 1. Cadillac had a real April Fool day in that business took a sudden turn upward and developed a most contented group of merchants.

I am writing you this, knowing of your interest in the success of all merchants.

Charles A. Gross,
Secretary-Manager
Chamber of Commerce.

Cannot Get Along Without the Tradesman

Traunik, April 3—The writer has not been dispensing dried apples, prunes, vinegar, raisins and overalls for the past eight years, but somehow it seems we can never dispense with the services of the Michigan Tradesman and we must also lend that en-

couragement that is due the editor for his untiring efforts in behalf of the independent merchant and his fearless condemnation of all those who may have confederated themselves with any and all unholy alliances. Your long and vivid experiences in the various activities of Michigan have fitted you to know whereof you speak. The late H. R. Patingell and W. N. Ferris had a wide field of social acquaintances, but yours ranks equally as high within a circle of men of broad business activities, not alone with men in the mercantile calling, but the industrial and professional sphere as well. We are looking forward to your continued bodily vigor and trust the prestige of the Michigan Tradesman shall not grow less so long as you are the pilot.

W. J. Kehoe.

Programme of Retail Grocers and Meat Dealers

Registration at Pantlind Hotel. Tuesday, April 18, 9 to 12:30 noon. Civic Auditorium Tuesday, April 18, after 12:30 p.m.

2:15 p.m. Community Singing.

2:30 p.m. Convention called to order by President Vandenberg, of the Grand Rapids Local Association.

Invocation.

Welcome Address by Honorable John Karel, Mayor.

Response by R. Eckert, 2nd Vice-President State Association.

Introduction State Association President by President Vandenberg, of the Grand Rapids Local Association.

Annual Address—State Association President Paul Schmidt, of Lansing.

Annual Report—State Association Secretary, Herman Hanson.

Annual Report—State Association Treasurer, Orla H. Bailey, Sr., of Lansing.

Appointment of Convention Committees, Auditing, Nominating, Rules and Order, Sergeant at Arms.

Address—Some Hidden Assets, by George Johnson, Instructor Vocational Training, Davis Tech. High School.

Address—Team Work, by William Van Overloop, Sales Promotion Group.

Announcements—By local committee.

Question box in charge of William Schultz, Past President State Ass'n.

Adjournment.

Tuesday Evening

7:30 p.m.—Orchestra Overtures.

8 p.m.—Meat cutting demonstration by F. H. Helmreich, associated with Armour & Co.

Wednesday Forenoon

9:15 a.m.—Community singing.

9:30 a.m.—Convention called to order by President Schmidt.

Report of Committee on Rules and Order.

Reports of locals and cities.

Address on Value of Advertising by L. V. Eberhard, Grand Rapids.

Address on Efficiency Merchandising by W. L. Butler, of New York, Associate Editor Progressive Grocer.

Address on Romance in Coffee by R. S. Gehlert, Sr., of Detroit.

Announcement by Resolutions Committee.

Question box.

Announcement of Local Association Committee.

Adjournment.

Wednesday Afternoon

1:45 p.m.—Community singing.

2 p.m.—Convention called to order by President Schmidt.

Debate on Cash vs. Charge, Cash policy by Paul Schmidt, Lansing. Charge policy by Gerritt VanderHooft, of Grand Rapids.

Address on Better Merchandising for Bigger Profits by Frederick J. Nichols, Director of Merchants Service Bureau of the National Cash Register Co., Dayton, Ohio.

Introduction of H. C. Peterson Vice-President of the National Association of Retail Grocers, of East Chicago.

Address on Fruit and Vegetable Racketeering by Chains by Walter J. Nichols, Secretary Illinois Food Distributors Association.

Announcements by local committee. Adjournment.

7 p.m.—Pantlind Hotel banquet and ball.

Thursday Forenoon

9:15 a.m.—Community singing.

9:30 a.m.—Convention called to order by President Schmidt.

Discussion on legislative matters.

Report of Credential Committee.

Report of Auditing Committee.

Report of Resolutions Committee.

Report of Nominating Committee.

Election of officers.

Selection of 1934 convention city.

Introduction of President-elect.

Remarks of retiring President.

Unfinished business.

Final adjournment.

Thursday Afternoon

2:30—Cooking school for visiting ladies and selected patrons of local retailers, conducted by Dorothy Dedman, Director Home Economics Department of the Commercial Milling Co.

What Road Are You Driving?

Ideas are the driving force of business. Millions of capital will not save a business devoid of ideas. The hardware association presents a group meeting program—bigger and better than ever—brim full of good, sound dynamic ideas. The principal speaker has had twenty years practical work in sales training and business research—has talked to more than 4,500 retail sales groups—and brings a power house of ideas to you and your salesmen. You'll go home full of fight to attack your own problems more successfully.

Marching on in 1933!

Here's the group meeting program: Two hours of interesting ideas!

"Retailing During Business Recovery" by G. W. Sulley, Merchants Service, National Cash Register Co.; "A Hardware Man Sees the Light"—What happened when a store introduced modern display ideas? A talking movie presented by courtesy of the American Wire Fabrics Co. It's funny, too. "Marching on in 1933" by H. W. Bervig. The hardware retailer attacks some big jobs this year. Discussion follows. Adjourn at 10 p.m.

Harold W. Bervig,

Sec'y Mich. Retail

Hardware Ass'n.

Happy is the man who can endure the highest and lowest fortune. He who has endured such vicissitudes with equanimity has deprived misfortune of its power.—Seneca.

It's hard to get on if you go off the handle.

A PRAYER FOR TO-DAY

Oh, Master of the Universe, in these trying days, for these things I pray:

Open my eyes to see that my business destiny rests squarely on my own shoulders and teach me the futility of waiting for a Magician to improve conditions by the waving of a Magic Wand;

Help me to face reality, not with pessimism and folded hands, but heroically and manfully, with a mind that thinks, a heart that dares and a faith that keeps on trying;

Keep me from going stale; save me from the inertia of despair and make me see that only cowards throw up their hands and quit;

Preserve my enthusiasm, without which nothing great is ever accomplished, and help me to come down to my desk each morning with the determination to conquer my job and dominate the day's work;

Keep the blood red in my veins, keep my eyes on the peaks, keep my vision unclouded, and help me to maintain a victorious mental-attitude in the face of every difficulty;

Give me the nerve to look the Demon Fear in the eye and tell him to go to hell;

Help me to turn from passive wishing and hoping, to dynamic and constructive doing;

Inspire me to improve my product, discover new markets, and create new and more aggressive merchandising methods;

Give me the courage to pioneer, to launch out into the deep, to break new trails and to do the things that have never been done before;

Save me from the vicious cycle of suicidal price-cutting by giving me the courage to apply the Golden Rule in all my buying and selling;

Give me the infinite patience to know that business salvation is won only through eternal vigilance and perseverance;

Help me to keep everlastingly working for success, with laughter in my heart and a spirit that will never say die;

For these things I pray that I may help to hasten the day when factory whistles will blow a salute to a new prosperity, when the wheels of industry will hum a song of action and when our millions of happy workers will once more greet the rising sun.

Wilfred Peterson.

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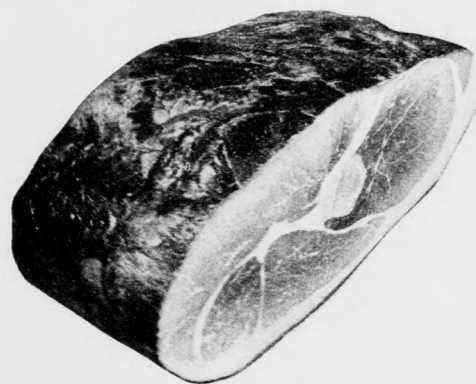
MODERN CUTS OF PORK

This is the twenty-fifth 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)

Profitable ways of using the three major cuts of smoked ham are being presented as one feature of this series of articles on modern pork cuts. Suggestions for using the butt have been given in previous articles. The suggestions here are for the center cut.

Two Ways to Use the Center Cut of Smoked Ham



Art. XXV—Cut 1

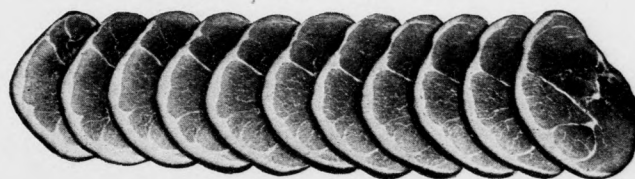
The center cut section of the smoked ham is shown above. This portion is used for baking and broiling. Cuts suitable for each method are illustrated below.

Center Cut Ham For Baking



Art. XXV—Cut 2

Center Cut Ham Slices



Art. XXV—Cut 3

Quaker Milk



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number of Dealers who
find **QUAKER MILK**
to be a valuable asset



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Surplus \$23,396,338.15

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