

A PRAYER FOR COURAGE

God, make me brave for life,
Oh, braver than this!
Let me straighten after pain
As a tree straightens after the rain.
Shining and lovely again.

God, make me brave for life,
Much braver than this!
As the blown grass lifts let me rise
From sorrow with quiet eyes,
Knowing Thy way is wise.

God, make me brave. Life brings
Such blinding things.
Help me to keep my sight,
Help me to see aright,
That out of the dark comes light.

Grace Noll Crowell



He moved the groceries—

AND THE GROCER, TOO!

HERE'S another wide-awake grocer who "asks the General Foods salesman." This time it is Mr. C. D. Fisher of Chicago, and his letter says:

"I contemplated moving my store and asked the General Foods salesman for help. He picked out my new location. Then he planned my Grand Opening Sale, working in my store from early morning until late at night for two days.

2201 Packages in 2 days

We sold 2,201 packages of General Foods products in two days, *in addition to much other merchandise.*"

That's results for you! And it's typical of the hard-hitting help that the General Foods salesman is waiting to give *you!*

He'll do anything he can to help build up your business. He'll arrange window, floor and counter displays. He'll prepare your advertising for newspapers, handbills and mailing pieces. He'll stage store demonstrations and conduct special sales.

He's an expert at *consumer selling*. Behind his suggestions are the experience of the entire General Foods sales force . . . the practical results of years of studying the best methods of thousands of successful grocer-merchandisers.

THAT'S WHY IT WILL PAY YOU TOO, TO...

"Ask the General Foods Salesman"

PRINCIPAL PRODUCTS DISTRIBUTED BY GENERAL FOODS SALES COMPANY, INC.

POSTUM CEREAL

POST'S BRAN FLAKES

WALTER BAKER'S COCOA

MINUTE TAPIOCA

INSTANT POSTUM

POST'S WHOLE BRAN

WALTER BAKER'S CHOCOLATE

SANKA COFFEE

GRAPE-NUTS

DIAMOND CRYSTAL SALT

FRANKLIN BAKER'S COCONUT

CERTO

GRAPE-NUTS FLAKES

JELL-O

CALUMET BAKING POWDER

LA FRANCE

POST TOASTIES

LOG CABIN SYRUP

SWANS DOWN CAKE FLOUR

SATINA

MAXWELL HOUSE COFFEE AND TEA

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 12, 1933

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

HOME OWNED STORES

Money Paid Them Keeps Circulating in the Community

For many thousands of years the church has existed, and during all this time its influence has been felt in every community. They had churches even back at the time the Pyramids of Egypt were builded.

The church could not exist if it was not for the support it receives from the community, and during these thousands of years the communities have supported the churches. Billions of dollars have been spent on them, and because the community during these thousands of years has supported the churches it makes them a community proposition. It is definitely and distinctly a part of the community.

It is out of the money that stays at home, that the church receives its support. The church you belong to gets its support from the money that stays in the community, therefore it is of vital importance that you spend your money, so it will stay at home as long as possible.

You all know your schools are a creature of the community, and can only be supported by the circulating money within the community. They can only be supported by home owners and other institutions and individuals who keep the money at home. If it was not for this, your schools would be closed within forty-eight hours.

Your community must look out for itself. Money which leaves your community cannot support anything at home. At least the profit involved in the dealings of everybody in the community, should stay at home and be invested there that it may become a revolving fund for the benefit of everybody.

It would be a good thing for you and your neighbors to sit down and quietly think of the causes that produced your community. Why is it there? What made it? Who made it?

Where did the money come from that builded and supported your community? Who is going to support your community in the future? Who cares anything about your community?

Naturally only those who live there care anything about your prosperity.

It does not take a large amount of common sense to reason this out: but people do need to think about their communities, families, churches and their schools, and about the business institutions that belong where you belong. They are all a part of your life.

One of the most encouraging, and one of the most valuable conditions found anywhere, is where the people of the community, churches, schools and home owned stores work together, build together and develop together. When some catastrophe overtakes the community, or even overtakes some individual of the community, the people are bound together and immediately jump to the help of that person. When credit is needed, as it often is, the home owned stores can always be depended upon to help. When the church needs financial help you know your home owned stores, those owned by your neighbors, always help.

When the students in your schools are promoting something possibly athletics, or whatever it may be for your schools, it is the home owned stores who help, because they know that by helping the local schools they are helping themselves. They are helping the local community to be more and more tied together.

Do not expect some group, or some person at a great distance from you to be your helper in time of trouble, or to help build your local institutions. It is you, you folks who live there who must do these things. You must stand together, and as I said in my talk last Sunday, if you do not stand together you finally pay the penalty.

Your boy or girl may want a job and should obtain employment at home, but they cannot if you who have money to spend, are negligent and careless as to where you spend it. Bind your community together as one, and you can be prosperous, you can grow, you can obtain employment at home and be employed by those interested in the same things you are interested in. These young people can keep the money at home.

For a generation or two, it has been the policy of the United States, and more or less sanctioned and promoted by all political parties, to pass tariff laws to keep our money at home, and to cause us to spend our money among ourselves. This is exactly the same principle I am asking for your local community, and upon this principle

has been built some of the greatest civilizations of the world.

Yes, people are interested in their communities and I am surprised at the great number of very complimentary remarks that I am getting on these little community talks. Many people say I am calling their attention to things they had not thought of, but now realize they are of vital importance to them.

In former dissertations in the Tradesman I joined the interests of churches, schools and the home owned stores, but to-day I want to talk to you about the stores which are owned and conducted by your neighbors. These neighbors put both life and money into making your community what it is, and I feel they are deserving of special mention. If you wish to be classified as intelligent you must not pass these local interests by without giving them equal attention with your public schools.

Your local stores are owned by people who live in your community, they have put their money into your churches and have helped to promote and pay for your public schools, and when any local problem has developed these are the folks you found doing their best in bringing about development and the good of the community.

The money you pay into your home owned stores keeps on circulating in the community. Perhaps the dollar you spent today in a local store was paid you by a neighbor, and today you spent it for something you needed. Tomorrow the home-owned store pays out this dollar for the development of homes, schools, churches, sidewalks, streets, wages, delivery, credit, and so on. Compare this dollar with the one some one spent yesterday in such a way that it immediately left the community. It was gone by sunrise the next morning. It was not exchanged with your neighbor for something he had to sell.

How on earth can your banks have money to loan you when you need it. if you spend your money in such a way that it immediately leaves the community? The banks cannot loan money that is gone.

True, part of the money you spend in your home owned stores sooner or later is spent for merchandise, but it stays in the community all the way from a week to two months and keeps right on circulating in the community. Even then before it leaves, you and others have spent more money in the community, so the supply is continuous and is at work day and night.

It is strange that people who have fair judgment on other things cannot see, or at least will not see, the common sense in what I am saying. Is it

because they have allowed some one at a distance to prejudice them against their own community and neighbors and against the welfare of their own pocketbooks? Remember that when some outsider tries to make you believe your neighbors and friends are not efficient, that they are not up to date, that they cannot serve you, this is not done for your good, but for the good of those who promote such sentiment.

State Could Stop Peddlers

If house to house canvassing becomes a nuisance to householders, it would be possible to invoke, through legislation, the police power of the state, states a comment entitled "Validity of Restrictions on House to House Selling," in the February issue of the Michigan Law Review.

The right of salesmen to make such calls is based upon the presumption that there is an implied invitation by property owners to anyone having a lawful mission, but if this liberty is abused and a nuisance is created, the implied sanction would no longer exist and property rights of the individual could effectively be maintained by legislative action.

If this type of sales becomes so widespread as to become a social evil it would fall in the same class as that of other cases which have been judged in favor of neighborhoods which have objected against such conditions as the presence of obnoxious fumes from industrial plants, the writer points out. The author also indicates that the Supreme Court decision to allow individuals to exercise their occupations has been proved to be a qualified liberty and that a case involving the constitutionality of house to house selling would fall within this qualification.

Mark W. Alger.

An Amazing Food Law Case

Even though witnesses for the defense as a part of their testimony ate samples of the seized evidence, the Federal Court for the Southern District of New York recently upheld the legal right of the Government to seize worm-infested fish and decided that two shipments of wormy tullibees were adulterated under the pure food and drug law. The Government had confiscated 590 boxes of whole and dressed tullibees, shipped by the Manitoba Cold Storage Co., Winnipeg, to a terminal warehouse in New York. The claimant of the goods contended that raw or smoked fish of the nature of these tullibees would not be injurious to health, and witnesses for the fish company ate portions of the infested tullibees in the court room. Counsel for the claimant also held that the presence of the long, white, thread-like worms would not impair the taste of the fish. The court held that the fish was adulterated.



Lines of Interest To Grand Rapids Council.

Memorial services for those travelers who have packed their grips for that long, long trip from which no traveler returns were held by Grand Rapids Council Sunday afternoon at three o'clock in the council chamber in the Moose Temple. Rufus Boer and A. F. Jannausch, committee on arrangements, had the hall beautifully decorated with ferns and baskets of cut flowers. Allen F. Rockwell, who occupied the Senior Counselor's station, was assisted by W. S. Lawton, Junior Counselor; L. L. Lozier, Past Senior Counselor; H. R. Bradfield, Secretary-Treasurer; W. E. Lypps, Conductor; R. E. Groom, Page; B. C. Saxton, Sentinel; and Gilbert H. Moore, Chaplain. The officers gave their work very effectively and are deserving of much praise. Wm. Zylstra officiated as eulogist and his oration was highly commended by those present. His subject was, "The Vacant House." H. F. DeGraff, one of the oldest members present, was in charge of the flower service. As the name of a departed brother was called, he tendered a lily to the flower girl, little Miss Mary Elizabeth Jannausch, who placed them in a basket. Each flower was symbolic of a departed brother and seven lilies reposed in the receptacle. Those whose names were called with no response but silence were Geo. W. Alden, Roy B. Parmenter, Otto Weber, Lucien A. Dexter, Alva W. Brown, Wm. E. VanNess and E. A. Souffrou. Some very beautiful solos were rendered by Mrs. Gerald J. Wagner and W. J. Hohn. They also sang a duet. They were accompanied on the piano by Mrs. J. Jans Helder. There were about seventy-five present. The attendance should have been many times that number. It is to be regretted that the members can not forego some of their regular routine and pause for a short time to render homage to those who have gone on before. Without question we all must travel that long, long trail from which no one returns and that our surviving fraters will be called upon to participate in a fitting memorial service to our memory. Therefore, now is the opportune time to join with our brothers to pay a tribute to the memory of those who have been called by the Supreme Counselor on High while we are still in the flesh.

All banks in Muskegon and Battle Creek are open for unrestricted business. It is reported that there is a preceptible pick-up in business in these communities. The Citizens Bank in Flint will open the first of the week for unrestricted banking business. This should be heartening news to salesmen who make these particular towns.

As J. B. Olney, representative for the American Type Founders Co., was just settling himself for a nice quiet Thursday evening by his fireside the strident clanging of his telephone awakened him from his reveries. Upon

answering, he heard the voice of his boss in Chicago. After the usual greetings, John's boss said he had a very important message for him and that he should come over at once. This statement got John all warm and bothered and it was not long before he was on a rattler on his way to the windy city. We haven't learned what the message turned out to be, but we did hear that John arrived in Chicago in time to help her celebrate new beer's eve. He stated that immense crowds thronged the places of dispensation and that they were orderly and of the better class of people. We are in the dark as to John's opinion of the new product.

The team work group held its noon-day meeting Saturday at the Elk cafeteria under the direction of H. F. DeGraff. Robert Merrill, member of the Board of Education, was the principal speaker. His subject was the discussion of China. His talk was very interesting and much was to be gained from it. The team work group has pledged itself to co-operate with the Salesmen's Club and when a membership of 100 has been secured, the Club will again begin its activities where it left off last fall. Judge John Dalton will be the Club's president and Homer R. Bradfield will be Secretary-Treasurer. They plan to make every one of the meetings interesting by having present some speaker of note. Everyone is invited to attend these meetings as they are open forums for everyone who is interested in business. The speaker for next Saturday will be S. C. R. Harvey who will speak on Salesmanship. The time will be Saturday, April 15, at 12:15. The place, Elk cafeteria in the Elk temple on Ottawa avenue, across the alley from the city hall.

Judge: "What were you doing in that speakeasy when it was raided?" Hardware merchant: "Making a bolt for the door."

David Reid, 66, proprietor of the Reid hotel at South Haven, died Thursday of last week and was laid to rest Saturday afternoon. His death was the direct result of an automobile accident, in which he was injured about one year ago. Mr. Reid was popular among the traveling men for his courtesy and the genuine warmth of his greeting as a host. At one time he was sales agent for the Auburn automobile at the corner of Bond avenue and Michigan street. His son, Raymond, is resident manager of the Herkimer hotel in Grand Rapids.

Harvey Gish, a member of Grand Rapids council and long a resident of the city, is now residing in Pioneer, Ohio. He is president of the Pioneer Milling Co., which does a National business. His plant is operating night and day, turning out special brands of cake flour. The company has received one order from Chicago which requires 60,000 pounds of one brand of cake flour. The products of the mill are marketed under the brands of Purity and Crescent. Harvey formerly traveled for the Dr. Hess Stock Food Co., covering territory in the United States and Canada. The Council members extend their greetings and best wishes for his success as a manufacturer.

We will soon begin to compare our state Legislature with that of the Na-

tional representative bodies under the Hoover regime. It just seems as though they cannot agree on any one particular thing. Michigan was first in bank holidays, first in ratifying the repeal of the eighteenth amendment and will in all probabilities be the last to figure out a means for handling the 3.2 question. Apparently the honorable body believes they cannot have their cake and eat it at the same time. Perhaps it will be necessary for Governor Comstock to wield the old whip lash over their sessions before any real results may be expected. Perhaps he had better tie up the Republicans until that august body of solons has recessed.

A gold-digger had died and all her worldly possessions including a parrot were being auctioned off. "What am I offered for this beautiful bird?" said the auctioneer.

"One bean," said a bystander.

"Two bucks," roared another.

"Make it five, daddy," croaked the parrot, "and I'll give you a kiss."

Some of the boys have gotten out their pencils and have figured out that they got skunked out of .7 kick when they purchased the new beverage. We haven't had the time or inclination to figure out just how much kick has been left out, but we have a well placed hunch that no one but an expert chemist could tell the difference and he would have to resort to the laboratory to detect it. What is a mere .7 when you are thirsty?

We are going to wake up some fine morning and find ourselves paying a sales tax. It is going to be anything but pleasant to have to swallow such a pill when we have about all the taxes we can handle now. We understand that the administration is in favor of such a thing. The people of Illinois are forced to pay such a tax and they are doing a lot of kicking about it. About the only good we can see for the thing is that it will give the lowly cent a chance to come into its own. In Illinois you pay a graded tax on everything over 15 cents which is purchased in the state. There is no tax on goods which are bought and shipped across the line. It would be a revelation to the general public if the law makers (?) who gather at Lansing could think of some other means of raising money other than hopping on to the poor tax payer. If they would harness some of the useless energy that is used up in the Capitol and put it to some use perhaps they might be able to discover a more acceptable way to bleed the poor devil who now is wondering how he is going to eat the next meal.

The unfortunate situation of the banks in the smaller communities is deterring the buying spirit of those who would restock their shops and of those who need various commodities. The situation has begun to affect the traveling salesmen and the companies he represents. A community can get along about so long without funds, then something constructive must be done or a destructive force sets itself into motion. We believe if less haggling was indulged in over the question of 3.2 and some real effort was devoted to the banking problem, prosperity would be given a chance to assert itself and its influence would be felt by

those who are now skeptical as to the possibility of better times. The spirit of buying is here, what we need now is a mansion of means to house that spirit.

There isn't anything to be wondered at when the inability of enforcing the eighteenth amendment enters into a discussion. There isn't any plausible reason to give why it should have been a success. Beside watching the activities of everyone within its boundaries, the enforcement forces had about 11,100 miles of border to watch to keep out the flow of liquor from outside sources. With the huge area of the United States and the thousands of miles of boundary to watch, there was not a possible chance to hire enough honest men to make even a feeble attempt to dry up the country. If the government only had what has been spent on an impossible thing, the budget would be balanced and plenty of pin money left. With this information at hand, we wonder if the Antis were ever really serious in their attempts.

A circuit court jury in Grand Rapids had deliberated all afternoon and was still unable to reach a decision. About 6 o'clock the judge ordered 12 dinners sent to the deadlocked group. "Hey" yelled John Olney, foreman of the jury, "make that eleven dinners and one bale of hay."

If by chance you ever happen to be fishing off the bank of the Amazon river at its mouth and some light hearted enthusiast should ask you to take a row across the river with him, take your lunch because you won't be back to eat lunch on your side of the creek. It is 150 miles across the river at its mouth. Picture yourself and a row boat starting for Traverse City. Better wear gloves, too. It is a long pull on tender hands.

If the banks don't open pretty soon all my assistants will be marooned at home and then we will be much shyer of news than we are this week. The boys are not circulating and when they do they are so occupied with their own troubles that they forget to keep their lamps trimmed for the unusual. The old alibi is working overtime now and we are just speculating on what the excuse will be when everything is hunky-dory once more. We bet it will be unusual.

President Roosevelt has again shown good judgment in selecting a man for a tough job. Mayor Frank Murphy, of Detroit, has all the spirit of the fighting Irish and should make a fine governor general of that island possession in the far East, the Philippines. Some of the finest cops in the country have come from Irish stock and if ever a place needed a good law enforcer, the little island is one of them. We believe that Detroit has lost nothing in the way of talent if Frank Couzens, successor to Mayor Murphy, shows any of the fire his dad has shown. We believe that all parties concerned have made a good move and that real results will be noticed when they get into action.

We wonder if plane rides for convicted murders will entice those who have never had that opportunity to try their hand on someone in order to get the thrill of a plane ride. One can never tell these days just how much

the law will hand us when we stray from the straight and narrow.

Buy American made goods from your independent dealer and help trade recovery in America. Be American.

Scribe.

Michigan Bakers Forming New Association

Grand Rapids, April 9—Following is a brief resume of the progress which has been made in the formation of the Michigan Bakers Association.

Under date of March 29 a meeting was held in Lansing at the Hotel Olds which was attended by about two hundred bakers and allied tradesmen, which, by the way, is reputed, according to a number of the older bakers present, to be one of the largest meetings of bakers ever held in Michigan.

The purpose of this meeting was to lay the foundation for an association based on broad principles for the ultimate good of the baking industry and for the salvation of many an independent operator.

Quoting from Article 2, Section 1, of the Constitution adopted, Purpose:

"The purpose of this Association shall be to promote and protect the best interests and development of the baking industry in the State of Michigan and to increase the use of commercial bakery products by the wider application of standard and advanced baking methods; by encouraging technical education and research; by encouraging proper and discouraging improper legislation; by improving and perfecting the hygiene of the bakery; by promoting fair-dealing, good ethics and honorable business practice; by securing full recognition of high standards in every phase of the industry; by promoting better relationship between the baking industry and the public; by the promoting of co-operation and neighborliness; and by doing all things germane to the betterment of all concerned."

The problems confronting each baker are almost identical in that the majority of them are operating at a direct loss, which in the final analysis has many contributing factors, among which may be cited:

(1) The average baker has not known his costs.

(2) He appears to think that meeting competition means cutting prices, resulting in cheap merchandise, which has been causing more disrespect, not only for his individual product, but for the products of the industry.

(3) He appears to have eliminated, or at least curtailed to the vanishing point, constructive and educational advertising, his, being more along the line of simply advising the public of a further reduction in the price of his product.

(4) He does not appear to understand the demand of his market.

(5) A striking lack of knowledge on the part of the consumer, on the merits of bakery products.

(6) He appears not to have sensed seriously, the aggressive merchandising methods, of other food manufacturers, which have been making tremendous inroads into the baking industry, and have taken such a large share of the food dollar.

(7) And last, but by no means least, the utter lack and failure to recognize the spirit of co-operation in the solution of their problems.

In addition to these there are local problems in each district peculiar to that locality.

The way this Association has been formed by dividing the state up into twelve zones, each zone functioning as a separate body, but dependent upon the state body in the broader application of its work. The governing body of the board being one governor elected from each zone. This results in it being a 100 per cent. state-wide organization and not confined to any section or

division of the baking industry but the baking industry as a whole.

The Board of Governors at the meeting held in Lansing on Thursday, April 6, employed as full time paid Secretary Mr. H. J. Balkema, who is to devote his entire time to Association duties. Mr. Balkema comes to the industry absolutely unbiased and unprejudiced, giving him in the capacity of secretary and manager the value of about twenty-five years executive experience, sixteen years of which were spent as comptroller of Nichols & Cox Lumber Co., which was his last connection.

Watch the Tradesman for announcement of your zone meetings, the first one is to be held in Grand Rapids at the Hotel Rowe, Thursday afternoon, April 13 at 2:30 p.m. followed by a dinner at the Rowe. Other meetings throughout the state will be held as rapidly as the program can be arranged, and the state meeting will be held in Detroit the latter part of May.

H. J. Balkema,

Sec'y Michigan Bakers Association.

South Haven Inn Proprietor Dead

South Haven, April 8—David Reid, proprietor of the Reid hotel in South Haven and father of Raymond Reid, manager of the Herkimer hotel in Grand Rapids, died Thursday afternoon in South Haven of complications following a motor-car accident more than a year ago.

Mr. Reid formerly was in the automobile business in Grand Rapids.

Mr. Reid was injured Feb. 1, 1932, in a head-on collision of his automobile and another car near Holland while driving home from Grand Rapids in a fog. He recovered so as to be about his business but had been confined to his room or to his home for a number of periods varying from a few days to several weeks in the last year.

Mr. Reid came to South Haven from Douglas about 1894. For many years he was the owner of a livery stable business. He purchased the Hotel El Erding business from E. H. El Erding in 1909, renaming it the Reid hotel. Selling out in 1910, he moved to Kalamazoo to engage in the automobile business. In 1913 he moved to Grand Rapids and became the first dealer to handle the Auburn. His son was associated with him in the agency, located at the corner of Michigan ave. and Bond st. He sold out in 1918 and spent the next year on his farm at Ganges. In 1920 he again purchased the hotel business, together with the buildings in South Haven. Once more he sold the hotel in 1929, but August of 1931 found him back at his old location in South Haven.

Always jovial and a lover of fun, he had a host of friends. He was a member of several Masonic bodies and of the Elks. Through his efforts an Elk lodge was organized in South Haven a few years ago. Mr. Reid had been active in the business, social and political life of South Haven.

Besides the widow and son, he leaves a sister, Miss Minnabel Reid of Eugene, Ore.

Buyers Watch Farm Relief Bill

The imminent enactment of the farm relief bill attracted a fair number of cotton goods wholesalers and retailers to the Eastern markets this week, as they wished to be prepared for whatever may take place after the measure is enacted. The trade is undecided as to what may be the course of cotton prices and, consequently, buyers have been marking time to some extent. If cotton shows signs of spurting after passage of the bill, mills look forward to a buying movement on a considerable scale. Buyers, however, will be cautious, as they do not wish to repeat their performance of a few weeks back, when inflation talk was rampant.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Certain unscrupulous individuals and companies carefully watch the death notices appearing in newspapers.

On learning of the death of somebody—anybody—a fountain pen, or what-not, is dispatched, parcel post, and addressed to the deceased. With it goes a bill for an amount ranging from three to ten times the intrinsic value of the article shipped.

Reaching the residence of the departed, during a time of grief and stress, the article is tenderly laid aside by his family in the belief that the "order," supposedly sent by the deceased prior to his death, was one of his last earthly acts.

No such order was, in fact, ever sent. These unscrupulous "Death Notice Vultures" hope that a careful investigation, due to the confusion resulting from death, will never be made. In due time the bill is paid, the "Death Notice Vulture" smiles, pockets his fraudulent and exorbitant profits, and reads more death notices for more victims.

If such an article is mailed to a deceased loved one of your acquaintance, demand a copy of the "order," with the signature of the deceased appearing thereon, before making payment.

Misrepresentation in the sale of remedies for poultry diseases will be discontinued by George H. Lee Co., Omaha, according to an order of the Federal Trade Commission.

The company is ordered to cease representing with reference to its pro-

duct "Germozone," that its use alone constitutes a proper and sufficient treatment or remedy for such specific diseases and conditions in poultry as bacillary white diarrhoea, pullorum, blackhead, limberneck, coccidiosis, diphtheria and aspergillosis.

With reference to the products "Gizzard Capsules," the company is not to assert that their use alone will serve to rid fowls of either pin worms or tape worm heads.

The Commission's order was issued on consent of the respondent company which had waived trial of the case.

Mr. Parr Is Friendly to Independent Grocer

Big Rapids, April 4—I have noticed with interest an article about Mr. E. J. Parr in a recent issue of the Tradesman. This article particularly referred to his friendliness toward the grocers. As Mr. Parr's grocer for many years I wish to heartily endorse what you said about his attitude toward us. When he moved to Big Rapids he started to trade with A. J. Zeller and when Mr. Zeller sold out to W. R. Whitacre, he stayed with him until he went out of business, then transferred his account to us. I positively know he has always been a strong supporter of the independent merchant and that he not only sees the independent retail druggist angle, but he also realizes the predicament of the retail independent grocer and is constantly working for his interest.

A. H. Goltz.

I believe in work, hard work and long hours of work. Men do not break down from overwork, but from worry and dissipation.—Charles E. Hughes.

Increase Your Candy Sales and Profits

FEATURE BULK SPECIALTIES

MADE BY

PUTNAM FACTORY

GRAND RAPIDS, MICHIGAN

MOVEMENTS OF MERCHANTS.

Detroit—The Cook Coffee Co., 8430 Hamilton avenue, has decreased its capital stock from \$75,000 to \$50,000.

Manistee—Lloyd & Smith, Inc., 429 River street, plumbing, has decreased its capital stock from \$50,000 to \$15,000.

Grand Haven—The Story & Clark Radio Corporation has changed its name to the Grand Haven Radio Corporation.

Saginaw—John Hartig, conducting a grocery store at 1004 Maple street, has opened another grocery on South Michigan avenue.

Jackson—Sample & Blackmer, Inc., 253 West Michigan avenue, dealer in drugs, has changed its name to Noble & Blackmer, Inc.

Menominee—The Superior Sugar Refining Co., Wells and Rine street, has increased its capital stock from \$100,000 to \$150,000.

Saginaw—George Koehn has opened a grocery and meat market at 929 North Bond street, formerly conducted by C. Ruffini, deceased.

Battle Creek—The Battle Creek Bread Wrapping Machine Co., Merrill Park, has increased its capital stock from \$150,000 to \$250,000.

Milan—The Cornell Department Store, Inc., has been organized with a capital stock of 5,000 shares at no par value, \$2,500 being subscribed and paid in.

Escanaba—The Lauerman Brothers Co., Ludington street, wholesale and retail dealers in dry goods has increased its capital stock from \$700,000 to \$1,700,000.

Detroit—The Colonial Malt Co., 7722 West Fort street, dealer in hops and brewers supplies, has changed its name to the Colonial Sugar & Dry Fruit Co.

Detroit—The Kopy Keen Corporation, 2761 Union Guardian Bldg., has changed its name to the Atwood Multiple Writer Corporation, 188 Highland avenue.

Saginaw—A. L. Rupprecht has purchased the stock and fixtures and is now in possession of the meat market at 2246 State street, formerly owned by George Koehn.

Lansing—The Joyce Style Shops, Inc., a Michigan organization with stores in Detroit, Ann Arbor and Monroe, have opened local store at 109

Detroit—The Mid-West Catering Co., 606 Woodward avenue, has been incorporated with a capital stock of 50 shares at \$100 a share, \$5,000 being subscribed and paid in.

North Washington avenue.

River Rouge—The Golden Market Co., 10411 West Jefferson avenue, dealer in groceries and meats, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The Trading Co., 330 East Adams avenue, has been organized to deal in general merchandise with a capital stock of \$10,000, all of which has been subscribed and paid in.

Port Huron—The Emerson Drug Co., 602 Water street, has merged its business into a stock company under the same style with a capital stock of \$8,000, all subscribed and paid in.

Dowagiac—The Dowagiac Dairy Products Co., 108 East Railroad street, has been incorporated with a capital stock of 100 shares at \$100 a share, \$10,000 being subscribed and paid in.

Detroit—The Detroit Wire Die Co., Inc., 17360 Lahser avenue, has merged its business into a stock company under the same style with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Associated Furniture Mart, Inc., 420 East Jefferson avenue, has been organized to deal in furniture, carpets and linoleum with a capital stock of \$1,000, all subscribed and paid in.

Grand Rapids—The National Radio-Kraft Corporation, 508 Grand Rapids Trust Bldg., has been incorporated with a capital stock of 50,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The Schaldenbrand Pen Co., Dime bank bldg., has been incorporated to deal in pens, stationery, etc., with a capital stock of \$25,000, \$1,000 of which has been subscribed and paid in.

Detroit—Seymour's Clothes, Inc., 313 Michigan avenue, dealer in clothing for men, also furnishings, has been incorporated with a capital stock of \$10,000, \$2,000 of which has been subscribed and paid in.

Detroit—Mason's, Inc., 11001 East Jefferson avenue, dealer in dry goods and wearing apparel for men, has been incorporated with a capital stock of \$25,000, \$1,000 of which has been subscribed and paid in.

Lansing—Egan-Bates, Inc., 413 North Washington avenue, has been organized to deal in auto parts and equipment, etc., with a capital stock of \$15,000, \$8,000 of which has been subscribed and paid in.

Detroit—The Lawrence Hardware Co., 11350 Dexter Blvd., has been incorporated to conduct a retail hardware business with a capital stock of 300 shares at \$10 a share, \$1,000 being subscribed and paid in.

Flint—Robert's Clothing, Inc., 310 South Saginaw street, has been incorporated to deal in clothing and furnishings for men with a capital stock of \$25,000, \$9,000 of which has been subscribed and paid in.

Detroit—The Stylerite Hat Co., Inc., 8997 Grand River avenue, has been organized to deal in hats for men and women at wholesale and retail with a capital stock of \$3,000, \$1,700 of which has been subscribed and \$1,500 paid in.

Port Huron—Christian Kern, 511 River street, manufacturer of beverages, has merged the business into a stock company under the style of the C. Kern Brewing Co., with a capital stock of \$50,000, all subscribed and paid in.

Detroit—Fred C. Schaldenbrand, Inc., Dime Bank Bldg., dealer in jewelry, precious stones, silverware, etc., has merged his business into a stock company under the same style with a capital stock of \$25,000, \$1,000 being subscribed and paid in.

Detroit—Leeman & Raphael, dealers in fruits, vegetables and foods, have merged the business into a stock company under the style of the Leeman-Raphael Co., 16642 Hamilton street,

with a capital stock of \$25,000, \$1,500 being subscribed and paid in.

Saginaw—Julius C. Heyn, 1207 Court street, has leased the store at 1205 Court street, adjacent to his present location. Both stores are being remodeled with new fronts. When completed Mr Heyn will have one of the best equipped meat markets in the state.

Detroit—J. Calvert's Sons, Inc., 6505 Second Blvd., dealer in fuel and builders' supplies, has merged the business into a stock company under the style of the Calvert Fuel & Supply Co., with a capital stock of \$80,000 preferred and 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Manufacturing Matters.

Ferrysburg—Johnston Bros., Inc., furnace manufacturers, have decreased their capital stock from \$300,000 to \$200,000.

Jackson—Yard-Man, Inc., Fern and Wildwood avenues, has been organized to do manufacturing with a capital stock of 25,000 shares at \$1 a share, \$10,000 being subscribed and paid in.

Hamtramck—The Auto City Products Company of Hamtramck, 8214 McDougal avenue, manufacturer of beverages, has changed its name to the Auto City Brewing Co. of Hamtramck.

Grand Rapids—McLauchlan, Wise & Koch, Inc., 1600 Monroe avenue, N. W., has been organized to manufacture and sell advertising novelties and other lines, with a capital stock of 5,000 shares at \$10 a share, \$1,200 being subscribed and paid in.

Bay City—H. Hirschfield's Sons, manufacturer and dealer in pipe and waste material, 1414 North Madison avenue, has merged the business into a stock company under the style of the Hirschfield Pipe Reclamation Co., with a capital stock of 200 shares at \$100 a share, \$20,000 being subscribed and paid in.

A Business Man's Philosophy

One of my readers thus expresses himself on business letter-writing and filing:

"If a grown man ever came into my office and talked as he writes, I would think he was crazy. Yet we not only get these letters, reply to them in kind, but actually save them in our files.

"A few years ago there was an expressed need around our office for some additional filing cases. Since this was pre-depression, the expense did not seem important. We were really bothered for space in which to put the additional equipment. The emergency prompted me to examine some of our files.

"We soon found an exchange of four letters with a business friend, all on the subject of a future date agreeable to ourselves and two others for a game of golf. Doubtless, the other half of the foursome exchanged their ideas by mail also. The game was never played, but the letters were actually filed. A few hundred others assured us 'your valued order has been received and will be shipped this even date,' and four lines more of the usual assurance and thanks and beg-to-remains. The goods

were received, used and promptly paid for and forgotten—but the letters were still there.

"A short time later two of our cases were stored in the plant—empty."

William Feather.

For Greenhouse, Pipe Line and Down Spout.

From making plants grow faster in greenhouses to keeping factory floors warm and dry and maintaining temperatures of liquid products and factory pipelines is another interesting recent jump. It all began with the development of a flexible lead sheathed cable which could be buried beneath the soil to keep the roots of plants warm. Someone got the idea that ponds containing rare plants or exotic fish might be kept warm in the same way. Hatching eggs and protecting chicks turned out to be another field of usefulness. And now almost any industrial process requiring mild, continuous heat offers a possibility for practical use of the new cable.

Prediction: Hitler won't long make a hit.

Grand Rapids Safe Company

OLDEST

LARGEST

STRONGEST

Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.

Essential Features of the Grocery Staples

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

Tea—The concerted restriction of tea production which was supposed to become operative on April 1st has had no effect as yet upon the markets in this country. Some of the primary markets have fluctuated, but here business is quiet at unchanged prices. Consumptive demand for tea is about as usual.

Coffee—For the most part the market for Rio and Santos, green and in a large way, has been very sluggish during the week and has shown a number of small fractional declines. These were followed by a decline in actual Rio and Santos green and in a large way. About the middle of the week future Rio and Santos strengthened somewhat, but actual coffee did not immediately follow but continued weak and dull. Mild coffees in sympathy with the continued weakness in Brazils are off possibly ¼ cent a pound for the week. Jobbing market on roasted coffee remains about unchanged. The whole coffee situation is easy and this condition has not been helped by a 2 cents per pound cut made by one of the large chains on its own brands.

Canned Fruits—A development of interest is another advance in California peaches. Among the usual low price sellers now, standard clings are being held for much higher values. It is very hard to find any standard sliced at any price. Apricots, also, have shown signs of increased strength and some orders have not been confirmed.

Canned Vegetables—Maryland tomatoes hold steadily, with some tendency to advance. Corn continues a little higher in the Middle West, while peas are in much the same position as a week ago. New pack asparagus prices have been delayed, but the various plants are getting busy on the pack and it is hoped that when formal opening prices are named it will not be necessary to revise them several times, as was the case last year. New pack spring spinach is looking a little better in California and the market on No. 2½s has been fairly well established at \$1, Coast, although some early business below that price tended to weaken trade sentiment.

Canned Fish—The market on Alaska salmon is much improved, and while no considerable change in buying ideas has been noted here, the general impression is gaining that the advanced prices in the Northwest will not only be well maintained, but that there is a strong possibility of further increases before new pack salmon is ready. Alaska chums are particularly short, and many sellers are out of them entirely. This fact should further strengthen the demand for pinks.

Dried Fruits—Demand for dried fruits has shown some letdown in the past week or so and, like many other commodities, fruits have suffered some reaction from the inflation sentiment which existed around the bank holiday period and brought buyers into the market in a bigger way. However, most of the jobbing houses report fair degree of activity on small orders, and it seems likely now that as the warmer

weather approaches business will be conducted on a somewhat closer replacement basis. For fruits as a whole prices held well here, and show some improvement as compared to a few weeks back. But there is not enough volume demand to put the spot market in line with the Coast. Highly competitive conditions here are keeping the spot market down. Reports from California are encouraging. Packers report a good volume of business being done in various distributing centers throughout the country, and there has been some new demand for export, which is helping Oregon prunes particularly. California prunes are very well maintained and raisins have held firm. Dried apples are stronger.

Beans and Peas—Demand for dried beans is not large, but in spite of this most items are steady to firm. Possibly red kidneys constitute an exception. They are still easy. Dried peas are about unchanged but are steady.

Cheese—The market has been steady to firm during the week on account of rather light receipts. The demand is only moderate.

Fish—The Lenten demand for mackerel and other salt fish is still good and will remain so probably for a week or ten days longer when it is expected to show a decrease. Prices on everything have been steady during the week, but may decline after Lent is over, although stocks are low and this may prevent any material decline.

Nuts—The market has been quiet for this season of the year. There has been a good demand for shelled pecans, where stocks can be had at an attractive price, but distributors report only routine movement of French walnuts, filberts, Brazils and other varieties. The spot market has held within a narrow range in the past week, and no material increase has been noted in the Easter demand. The unshelled nut market has likewise been rather slow, much more so than usual. There has been little demand for nuts for Jewish holiday requirements.

Olive Oil—The olive oil market shows no material change this week. There are very few offerings from abroad for shipment. Quotations have been about the same for the past week or more, and there is only a routine demand for shipment. Stocks here are light and some sellers report poor business while others are doing a satisfactory trade.

Pickles—Genuine drills hold firmly. This is not so because of a large demand, but because stocks that were limited to start with have been eaten into. The demand for the large sizes and up to the 1,800s is good. Glass goods are still firm. Sweet pickles and chows, on the other hand, are being neglected.

Rice—The market has been rather quiet here and in other distributing centers. Some letdown in activity has been anticipated, however, and there is no pressure to sell. Milled stocks are light, both here and in the South, and rough stocks are being very strongly held. Retail outlets are getting a good response to featuring rice and are not covered very far ahead.

Sauerkraut—New developments are lacking on the kraut market. Con-

sumer interest was at a low ebb, only hand-to-mouth sales being recorded.

Syrup and Molasses—The market for sugar syrup shows a steady day to day demand, but the market is firm because the production is limited. Compound syrup is in fair demand. The market is unsettled on account of the unsettled corn markets, which are uneasy on account of forthcoming farm legislation. There is a moderate routine business for fine grades of molasses at unchanged prices.

Vinegar—The seasonal increase in the demand for vinegar is starting to show. Sales quite normal. Prices are unchanged.

Review of the Produce Market

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

Bagas—Canadian, 75c per 50 lb. sack.

Bananas—4½ @ 5c per lb.

Beets—75c per bu.

Butter—The market has had very few ups and downs since the last report. There have been two or three small fractional advances aggregating about 1c per pound. Demand is quiet and the receipts about enough to take care of it. Jobbers hold plain wrapped prints at 19½c and tub butter at 18½c.

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

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

Cauliflower—\$1.60 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 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.....\$1.85

Pea from farmer.....1.65

Light Red Kidney from farmer... 2.25

Dark Red Kidney from farmer... 2.25

Eggs—There has been a pretty good demand for fine fresh eggs during the past week. Therefore, in spite of large receipts, the situation has been firm during the entire week with the market ruling about the same as a week ago. Receipts so far are 80 per cent. larger than a year ago. Jobbers pay 7c 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.....\$5.00

Imperial Valley, 4s and 5s, crate. 5.50

Hot house, 10 lb. basket..... .85

Lemons—The price s 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, \$3.50 per 100 lbs.

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

Parsley—50c per doz. bunches.

Parsips—\$1 per bu.

Potatoes—Home grown, 50c 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—90c 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.

Tangerines—\$1.90 per box or bu.

Tomatoes—Hot house, 10 lb. basket, \$1.20; 5 lb. box, 75c.

Veal Calves—Wilson & Company pay as follows:

Fancy6@7c

Good5@6c

Sash Vogue Helping Ribbons.

The vogue for sashes and shoulder bows on cotton dresses is moving an additional yardage of wide ribbons, leading manufacturers report. Moiré, satin and messaline types, ranging from five to ten inches, are being bought in pastel shades and ombre effects. Crêpe and maline ribbons are also receiving attention and promise to sell in quantity. Hairbows in moiré and taffeta numbers with satin stripes are selling well. Orders from both the chains and variety stores for ribbons gained during the week.

No one with a sense of historical perspective can fail to be gratified when he reviews the steady progress made by American labor, not as a class distinction, for of that we have none, but for its expression of leadership in its advances in standards of living in which we all rejoice, and its sense of a full share of civic responsibility in all community efforts looking to an enlarged and enriched opportunity for men and women and children to make the most out of life.—Herbert Hoover.

MUTUAL FIRE INSURANCE

Insurance Business Will Be Differently Distributed

Clarence W. Hobbs, speaking for the National Convention of Insurance Commissioners, in discussing the trend of events in the insurance field recently, used this significant suggestive paragraph.

"It is hardly necessary to state that in point of dollars and cents some types of insurance are less expensive than others. Even prior to the depression these types of insurance were growing at a more rapid rate than the more expensive types and more elaborate organizations of selling force and claims, however well founded, of superior service, were not sufficient to curb the tendency. Under present conditions it may well become a matter of necessity to bring the insurance cost down to the point where the public will buy. Some organizations of insurance sellers appear to be of the opinion that all their companies need is an adequate rate. This seems a trifle optimistic. The rate charged must accord with the needs of both insurer and insured; and if the insurer wants more than the insured feels inclined to pay the insurer stands to lose the business. It seems distinctly on the cards, therefore, that the more expensive types of insurance must bring their cost down or that the insurance business of the future will be distributed very differently."

What You Should Know and Should Do

In mutual insurance companies, you are a part of the company, and mutually interested with every other member.

When you need insurance always consult some good, reliable mutual insurance agent.

Avoid excessive insurance and deception when making application for fire and storm protection.

Read your policy carefully, it is your legal contract with the company. Remember distinctly, that if you take out additional insurance, you must have the approval and endorsement on each of your other policies covering on the same property.

Concurrent insurance is encouraged when the amount exceeds \$2,000, on any one building and contents, or group of buildings within fifty feet of each other.

If the hazard is increased on any insured property, permission must be obtained from the insurance company, a rider attached to the policy, and additional premium paid.

Notice must be given to the insurance company or companies when personal property is removed from one place to another, and permission endorsed on the policy.

In case of loss or damage by fire or storm, notify the company or its director or agent. Repair bills will not be paid unless authorized. All property, real or personal, damaged by fire or storm, must be immediately protected against further loss, by the insured.

Dwellings and all other buildings are not permitted to remain vacant for a longer period than ten days, unless a vacancy permit be obtained from the insurance company or companies.

Fire Insurance Questions

These are the questions asked by the State Insurance Department at the State wide examination for agents' licenses held January 21, 1933:

1. When is the premium on an insurance policy due to be paid by the insured?
2. What is the difference between the two mortgage clauses commonly used?
3. State the provision of the policy that covers the insuring of a building standing on leased ground.
4. Need any special provision be made in a fire insurance policy to have it valid in the event of the assured's death? Why?
5. When would you recommend Use and Occupancy Insurance to an insured? Profits Insurance?
6. An assured wishes only \$5,000 insurance on a \$10,000 dwelling. What co-insurance would you recommend using?
7. Following your recommendation in question No. 6, what amount would be collectible in the event of a \$4,000 loss?
8. How is unlimited shut-down privilege provided for in policies covering manufacturing risks?
9. What is the penalty for rebating? Is the receiver of a rebate involved in any way?
10. Why does a "permit for other insurance" appear in riders attached to most policies?
11. State the manner in which you as a company's agent may cancel a policy.
12. Can an agent represent a company not licensed in the State?
13. Discuss insurable interest, as applied to fire insurance.
14. When can appraisal be demanded, and by whom?
15. How may an assured assign his interest in a policy after a loss?
16. What is the difference between short-rate and pro-rata cancellation? When is each used?
17. Why do most policies have the lightning clause endorsed on them?
18. Define and illustrate (a) Blanket Insurance, (b) Specific Insurance.
19. Explain briefly whether you consider accepting the payment of premiums on the instalment plan rebating.

Who Is Responsible?

"If John Jones, driving his automobile recklessly down the street, knocks you down and breaks your leg, you expect John Jones to pay you damage for the injury and resulting loss of time. If he does not, you enter suit.

"What is the difference between the above and the following:

"Fire, starting in your risk, spreads to the property of John Jones, next door. Why should you not pay him for the loss he suffers, the loss of his profits, the time he is unable to conduct

his business? Perhaps he may sue you. Your insurance company does not take care of his loss, though it takes care of yours.

"Both the above could be prevented by care—Careful driving prevents accidents; careful attention to protective measures prevents fires.

"There is another phase of responsibility.

"Who pays the city? Why should you not pay the city for the costs of saving your plant?

"Who pays for the water used?, and the wear and tear on the fire apparatus? You are responsible morally, if not legally.

"The above is the basis of principle of law, known as 'Personal Responsibility.' Already a number of states have passed laws making careless property owners responsible. If we are not mistaken, the New York Courts have held that existing laws cover this situation. Ohio has declared the principle is basic in the common law. Other states are quickly falling in line.

"How can your neighbor and the state retaliate? It is only necessary to show that fire was preventable.

"In the last analysis, it is a fact that all fires (except those due to lightning and explosion) are preventable.

"It is far more reasonable to pay money to prevent fire than to collect insurance afterwards. If, despite all you do, fire occurs, it is proof that you have not done enough. The trouble is, most property owners start with the idea of fire protection rather

than prevention. Measures are taken for fighting fire after it starts; few precaution are taken to prevent its starting.

"Beware of possible lawsuits, due to your negligence."

Bervig Everlastingly At It

Lansing, April 4—Thanks very much for reproducing the April message, also for the extra copies.

We hope to get an unusually good attendance at the group meeting to be held in Grand Rapids, Friday, April 21, at the Rowe Hotel. James DeKruyter, of the Madison Square Hardware, 1227 Madison avenue, is chairman, and Arthur H. Hunt, of Baxter & Hunt, 2027 Division avenue, south, is vice-chairman.

The meeting will start with dinner at 7 o'clock. I am attaching a circular advertising the group meeting. We have an unusually interesting program prepared.

Harold W. Bervig, Sec'y.

More "Super-Markets" Planned

Reports that the grocery field in New Jersey will be invaded shortly by a chain of five "super-markets" patterned on those now operating in Elizabeth and other cities in the State, disturbed grocery manufacturing and wholesaling circles. The new markets, backed by New Jersey capital and headed by a former chain-store executive, are to be opened in Hackensack, Jersey City, Camden and two other localities not decided upon as yet. The rapid spread of the new type retail units causing uneasiness in the trade.

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

NEARLY CENTURY OLD

Oscar F. Conklin Foretold Drop in Farm Prices

Exhibiting as keen an interest in public affairs as he had fifty years ago, Oscar F. Conklin, venerable Jacksonville resident, to-day finds his astute business judgment vindicated on a prediction that he made thirteen years ago.

Mr. Conklin is approaching his ninety-sixth birthday and still retains all his faculties and his lively interest in the economic conditions of to-day. One of his principal interests for many years has been farming, and to-day he finds his judgment was correct several years ago. In an interview given the Jacksonville Journal, July 3, 1919, he predicted that farm prices, then at a high war-time peak, would decline sharply, and he planned for his own farming interests accordingly.

Widely known as an expert in the management of farms, Mr. Conklin has for many years enjoyed the admiration of the community.

Mr. Conklin came to Jacksonville more than 34 years ago. He was born in Jefferson county, N. Y., May 6, 1837. When he was 13 years old his family moved to Michigan, where Mr. Conklin received his education. Later he went to Missouri where he secured a position teaching school. The state provided funds for the schools districts and each district could keep the school open four months a year. Mr. Conklin could get a school at any time during the year so it made a continuous occupation for him. When the civil war broke out the secession legislature took the funds for, as they said, armed neutrality, so no schools could be maintained except by private subscription.

When all funds were exhausted Mr. Conklin returned to Michigan, where he entered business with his brother, W. P. Conklin, who is still living in Michigan. The brothers conducted a prosperous general merchandising business for 28 years. In order to take care of the funds of their customers the Conklin brothers added private banking to their business and hence their literature read: "O. F. and W. P. Conklin, Bankers, Dealers in General Merchandise and Real-estate." In addition the brothers managed their large farming interests.

In addition to general business and farming, Mr. Conklin at one time was employed by the G. R. & I. railroad to purchase right-of-way for an extension of the railroad. When the railroad was completed the town of Conklin was named after Mr. Conklin.

The railroad extended from Grand Rapids to Muskegon. Mr. Conklin was a strong advocate of the railroad extension, and because of his knowledge of the country to be traversed by the new railroad and land values generally, he was entrusted with the delicate task of buying the right-of-way the entire distance. In placing the check book of the G. R. & I. in the hands of Mr. Conklin, the late William O. Hughart remarked: "Buy the right-of-way, Oscar, and buy it right, but don't leave a single sore spot anywhere between Grand Rapids and Muskegon."

Mr. Conklin complied with the conditions imposed upon him by the venerable executive of the G. R. & I. and

subsequently turned in to the railway officials deeds to every parcel of land needed for the right-of-way except one small corner of the farm of the late S. A. Sheldon, near Marne, who held out for a higher price than Mr. Conklin felt justified in paying. Mr. Sheldon declined to accept the offer of the G. R. & I. for several years, finally settling the controversy on his own terms with T. J. O'Brien, general counsel for the railway.

In answer to a question regarding the present economic conditions, Mr. Conklin stated that the present crisis results from the great war.

"After the great war across the sea," Mr. Conklin said, "France placed an army in Germany and at the point of the bayonet demanded that Germany pay in cash and coal. Impoverished Germany had to say 'we can't do more.'"

"Russia threw grain into the European markets at prices with which the United States could not compete, and as a result a great surplus has been growing yearly."

In speaking of governmental costs, Mr. Conklin said that the country is now taxed to the limit.

"Chicago has 14,000 school teachers who receive salaries as high as \$300 per month. In my opinion this number could be greatly reduced. I believe that two teachers could do the work now being performed by three teachers. Many of these teachers are on the payroll for political reasons only."

"In Illinois my own political party has been guilty of profiteering. Game wardens have been hired in the larger cities."

"There are too many persons on the payroll who do not earn their salaries, their only purpose being to help build up a political machine."

In speaking of the farm situation, Mr. Conklin, who has been an extensive landowner, stated that there was no way of predicting what will happen to agriculture in the future.

"The plight of the farmer is ruinous," Mr. Conklin said. "He cannot live and pay taxes." He stated that many farmers thought that when they purchased land they had something for life. They now find that all the corn they can raise won't even pay their taxes with present prices prevailing.

"In order for a farmer in Morgan county to make both ends meet," Mr. Conklin stated, "he should receive at least 80 cents a bushel for wheat, 35 to 40 cents a bushel for corn, 28 to 30 cents for oats and \$7 a hundred for hogs. With these prices a farmer could get along very nicely."

In conclusion, when asked if men should be encouraged to buy land at present prices, Mr. Conklin asserted that no man can tell what the future of land may be and hence he had no advice to give.—Jacksonville (Ill.) Daily Journal.

Every trouble is an opportunity to win the grace of strength. A trouble is a moral and spiritual task. It is something which is hard to do. Strength is increased by encounter with the difficult. Every day we are blessed with new opportunities for the development of strength of soul.—George Hodges.

The crisis over, hope should revive.

Home Baker Flour

The Ideal Family Type

Fancy Quality
Low Priced
Satisfied Consumers

Made to our own formula Home Baker embodies all features to please the most exacting house wife.

Sold by Independent Dealers Only.



LEE & CADY

LIFE IN A METEOR

The statement by Professor Charles B. Lipman, of the University of California, that he has discovered bacterial life in meteors, some newly fallen to earth, is made with the restraint of the true scientist. He expects, he says, to be challenged and he offers his evidence exactly as he finds it. In nine out of twenty-four cultures prepared from the interior of meteors he found living organisms. The meteors had been scrupulously sterilized on the surface and the experiment was conducted under the most careful conditions.

These precautions may turn out to be insufficient. Years ago it was asserted that living growth had been originated in a totally sterile solution, but it was learned later that its beginnings were by a sort of infection from the life that is everywhere. Professor Lipman is satisfied that scrubbing and soaking and burning he eliminated from his meteors the last vestige of life which they might have picked up in this world. There is no doubt that he found bacterial growth in the powdered stone and metal taken from the center of the fallen fragments from the void of space. Where did it come from?

The question is one for science to answer, when science is satisfied that these bacteria actually came out of the sky. That point, at present, is only partially proved. But Professor Lipman's experiments are of interest, because they represent the first definite evidence concerning a question which has puzzled mankind since human curiosity began. It is altogether unknown to human experience that life exists anywhere except on this earth. There is no lack of argument that it must exist or may exist elsewhere. Many believe that its presence in other planets and invisible worlds may be proved by philosophy. Some astronomers think life is a rare accident in the universe; if not entirely a terrestrial phenomenon. Some say it is unreasonable to deny life to other earths. Others hold that it is unreasonable to assume what cannot be proved.

Meteors are probably the remnants of some collision in the sky, the fragments of a lost moon or planet. They may have traveled millions of years in space before falling to earth. There is much, therefore, for Professor Lipman to explain, if he would undertake to explain what he believes he has proved.

INFLATION TALK RENEWED

Renewed talk of inflation, centering this time on devaluation of the dollar, has added a rather disturbing element to business, which had settled down after the banking crisis to action upon its own affairs. The best that commercial interests can make of the matter is that while certain Congressmen and even some leading business representatives and economists are for currency inflation, the Roosevelt administration is definitely against any such scheme.

But, nevertheless, it is made clear that the administration also recognizes the need for "reflation" or a mild inflation, since most of its acts so far have been of a distinctly deflationary character. The net result so far of the bank holiday has been to cut off four

billions in deposits. The economy measures mean striking off a billion in government expenditures.

Any study at all of currency matters has shown that the amount issued has been more than ample even for boom-time operations. The real trouble has been in velocity or turnover. The bank deposits guarantee bill, soon to be acted upon by Congress, should provide a real remedy for this difficulty. The depositor will know his money is safe, and hoarding will be greatly reduced. At the same time the banks will not have to maintain absurd degrees of liquidity and should immediately be able to supply full accommodation to business enterprise.

The coming conferences with world statesmen, the public works program, railroad, farm and mortgage relief and other undertakings of the government point in the direction of inflation, but the sounder steps that way have already been taken or are under way. The program cannot pause, but it is likely that the more extreme proposals will not even be found necessary.

MONTH'S RESULTS HAILED

Business interests in the week added their plaudits to others for the results of the first month of the "new deal" administration. Reduction of the Reserve Bank rediscount rate to 3 per cent. signified the conclusion of the banking crisis, additional economies in government expenditure brought nearer an absolute balancing of the national budget and beer was ushered in to climax the month's work. Speedy progress was also attained on the farm-relief measures, preparations for the World Economic Conference, tariff readjustment, protection for investors and banking legislation.

The pace has been a dizzy one and with little evidence of slackening. But the public reaction is highly favorable. In business there has appeared some hesitation because of the effect certain legislation may have. The inertia, however, is not slowing down the general trend, which has turned upward.

Evidence of this advance is provided by the weekly business index, which has recorded another substantial increase. The drop under last Summer's low has now been regained. Commodity prices were again buoyant during the week and wheat and the grains moved into higher ground. Dun's list showed price increases and declines drawing closer together. Hides recouped their losses and lumber advanced. Residential building last month was sharply higher.

Continuing the recent improvement, business failures last month dropped 25 per cent under the total for March, 1932. For the first quarter the reduction was almost 21 per cent. under the corresponding period of last year, an indication, credit authorities say, that business recovery is under way.

GETTING AT CAUSES

Although the Black 30-hour week bill has been passed by the Senate, its chances in the House are not considered good. The bill would prevent the movement in interstate commerce of goods produced by employees who work

longer than five days a week and six hours a day.

This legislation has been highly approved in some industrial quarters which have invariably fought similar proposals. The obvious reason for this change of front has been the general desire to prevent ruthless price-cutting made possible by long working schedules and low wages. Manufacturers have finally come to grips with their problem and recognized the basic fact that all kinds of agreements and codes of one sort or another fall down when there is no standard in working conditions.

Possibly the opposition to this bill is not strong because there are grave doubts of its constitutionality. It is viewed as similar in most respects to the Federal child labor act which was declared unconstitutional.

On the other hand, the Supreme Court recently gave surprising sanction to the coal operators to fix prices within their central organization, Appalachian Coals, and it is to be wondered why they should deny Congress the right to fix either working hours or wages, which, after all, are merely components of price. The causes can scarcely be denied if the effect is sanctioned.

Whether the Black bill with its "dynamite" is passed or not, a number of manufacturers have shown that they have finally decided where the price-cutting evil originates.

LESSON FOR STORES

From the 1920-21 depression the lesson of holding down their inventories was learned by retail stores. The post-war shortage of merchandise, the brisk demand and rapidly advancing prices led to a heavy accumulation of goods in that crisis and the mistake has not been repeated.

In the present depression, however, another error has shown up—the over-expansion of plant and fixed assets. This lesson is probably well understood and the same trouble should not arise again. At the same time, it is quite possible that the stores in trying to earn enough to cover additional fixed expenses may uncover new sources of trade.

The inventory error of the post-war depression brought in its wake another development which has contributed to present difficulties. In the attempt to hold down inventories and push up turnover, the stores added experts of one kind or another and built up rather complicated organizations and control methods. Buyers were aided by merchandise managers and stylists.

The original mistake, therefore, was followed by another one, and the present trend in the stores is distinctly toward greater simplification in organization and control. Overmanned staffs are being reduced. However, there is a flexibility here which is not found in the greater problem of fixed assets. The burden of the latter can be removed only by a rise in prices, larger trade volume or adjustments where possible.

DRY GOODS CONDITIONS

Easter business jumped to very satisfactory proportions in the stores last week. Locally sales are reported to have run ahead of a year ago in quite a few instances, and reports from other centers free from banking tie-ups were similarly encouraging. Of course, the comparison of sales figures was with the post-Easter period last year, due to the earlier holiday. Women's apparel and accessories received the bulk of the demand, but men's wear business also picked up.

Early reports on chain store results last month disclosed reductions that were quite small for the most part, considering the handicaps imposed by the bank holiday. Sales losses of several of the largest organizations were increased by only 5 per cent. or less. Since use could not be made of charge accounts to offset losses in cash trade, the showing was excellent.

The present improvement in trade should mean a sizable cut in the declines that were reported in the first quarter. It is felt that the Easter spurt may carry over and reduce the loss this month to the lowest in some time. Better buying interest on the part of the public is observed.

While the peak of the demand was passed in the wholesale merchandise markets last week, orders were still very brisk and spot deliveries rather difficult to obtain in some lines. Stocks are clean and manufacturers will go into the post-Easter period in excellent condition for the most part.

FILLING TO MEASURE

There is a new apparatus which can fill two hundred one-pound containers in an hour with nuts, bolts, dry chemicals or anything else which moves when it is shaken, and never vary more than 1/64th of an ounce in the accuracy of each measurement. If the contents (such as bolts) are sold by count instead of by weight, this machine will do the work with guaranteed accuracy. Two hundred pounds is not its limit, by the way. Into larger containers, it can put several tons of material in one hour.

A scale, an electric eye, and a vibrator are the essential parts. Action can be button-controlled by an operator, or it can be continuously automatic. The machine may also be used with a conveyor line, and a still further variation provides two speeds, fast for the first part of the filling operation, and slow for the finish.

PRETZELS

Although considered an almost necessary adjunct to malt beverages, pretzels have not been neglected during the years of Prohibition. On the contrary, this industry has prospered, possibly because of enforced discoveries that this curlicue confection goes well with an unlimited number of refreshments. Now that beer is coming back, still more business is promised for the pretzel industry and, accordingly, more employment for pretzel benders, whose nimble fingers acquire a skill that no machine has been able to duplicate.

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

• OUT AROUND

Things Seen and Heard on a Week End Trip.

Last Saturday's Out Around included calls on my customers at Lowell and Ionia. I took with me a supply of the blanks used in securing the return of the money paid for oleo licenses and made good use of them. I was surprised to note how many merchants had read about the matter in the Tradesman and have since forgotten to make application for the rebate. Most of those I called on have \$24 coming to them, including interest from the dates of payment. I cannot understand the carelessness and indifference of most merchants in a matter of this kind when you come to consider the amount at stake. I shall undertake to keep a supply of blanks on hand at all times to meet the requirements of those who are entitled to them.

I have never had any sympathy for the so-called oleo tax, because it reacted on the stock growing farmers, who suffered great losses on account of the levy. It was, of course, brought about by the dairy farmers of the Nation, who took that method of penalizing stock growers for permitting the fat on their steers to be made into an edible food product. I think this prejudice was due largely to the fact that when the Chicago packers started making "butterine," as it was then called, they marketed it as dairy butter, which was then the great staple in the butter line, just as creamery butter is now. They made it under admirable sanitary conditions, covered it with clean cheese cloth and sheeting and packed it in boxes which had been used in shipping boots to give the new product every appearance of dairy butter. This and other merchandise deception was so cleverly accomplished that it was some time before the substitute for dairy butter was detected and became generally known. I recall that when the dairy butter men went down to Washington to secure an outrageous tax on the substitute they described its manufacture as filthy, which, of course, was not true. It was more wholesome and inviting in appearance than the dairy butter which was brought into market by the average housewife. The agitation for the first tax was started during Cleveland's administration and the bill went through both houses of Congress with a rush. Cleveland did not approve of the measure, but he signed the bill under protest, which he expressed somewhat as follows: "I do not think class legislation of this kind should be attempted. I do not think such a bill should be enacted, but in this case I am disposed to yield to the superior wisdom of both houses of Congress and sign the measure." Then we all knew that Cleveland proposed to stand as a candidate for President a second time, which he had a perfect right to do. He was defeated by Harrison, but ran against Harrison four years later and was elected. Few members of Congress voted for the measure because

they thought it was justified, but yielded to the pressure brought to bear on them by the active and unscrupulous lobby maintained by the milk farmers of the Nation. The law has been amended from time to time until animal oleo has nearly become obsolete. In my calls on the trade Saturday I failed to find a single dealer who had handled a pound of animal oleo for four years. The right to tax is the power to destroy.

My first call at Ionia was at the big factory of Fred W. Green, where I was told that orders were coming in better than has been the case for several years. Mr. Green was out of town and Mr. Lawrence was at his post of duty at the American Home Security Bank at Grand Rapids. I might have known as much without enquiry, because where duty calls there you will find Howard Lawrence every time. His very name is synonymous with duty.

As is usually the case when I visit Ionia Saturdays I was unable to park my car anywhere in the business district on the main street. I usually meet the same experience at Hastings, Battle Creek and St. Johns, but not to the same extent as at Ionia, which is one of the strongest Saturday trading towns of which I have any knowledge.

I found the business men of Ionia very happy over the opening of their re-organized State Savings Bank which has been closed for something like a year. With fresh capital and strengthened official line-up the institution is expected to make a good showing as to earnings and service to the community.

J. H. Shoemaker, general dealer at 302 East Main street, has been drafted to sit on the grand jury of the United States Court. The time the jury functions includes the dates Mr. Shoemaker usually reserves for his annual fishing vacation. He asked me how he could solve the problem, but I confessed my inability to suggest a way out.

I am glad I was never drawn on a grand jury, because I could under no circumstances have served on such an unAmerican institution—unAmerican because it is unfair to condemn a man who has no chance to defend himself; unfair because in many cases he does not even know that proceedings are pending against him; cruel because even if he is subsequently acquitted by a jury when he comes to be tried in court the sting of the indictment clings to him as long as he lives. I have a deep-seated hatred for any procedure which is conducted along surreptitious lines. I cannot understand how the American people consent to tolerate such an abuse of power. I have seen men repeatedly indicted by grand juries solely because of their being enemies of the district attorney or his assistant. In such cases the indictment is usually quashed by the presiding judge before the case comes to trial,

but the taint left by the reprehensible and utterly unfair action stays by him as long as he lives. If I were a younger man I would devote my life to the utter extinction of this abuse of power.

I hope to see a large and representative attendance of grocers and meat dealers at the annual convention to be held in this city next week. Every member of the trade I call on is urged to attend and remain to the end of the programme, which covers a wide variety of topics. I have only one fault to find with the programme and that is the election of officers is set down for the last session, when very few members will be present except the officers. I voiced the same criticism of the Michigan Retail Hardware Association, which has always made the same mistake in this respect the grocers have done. The arrangement is decidedly unfair, because it enables a little handful of the officers of any organization to perpetuate themselves in office indefinitely.

The past week has brought me many letters and telegrams from officials of both wholesale and retail drug organizations and officers of wholesale druggists and drug manufacturers concerning the call to arms I uttered two weeks ago relative to the proposed undertaking of the A. & P. Co. to establish 50,000 drug stores during the next twelve months. I have replied to all of these enquiries the best I know how, urging drastic and decisive action with as little delay as possible. I believe that effective action will follow as the result of this preliminary warning on my part.

The present Legislature is proving to be the most inefficient body ever assembled in Michigan. Absolutely nothing of a progressive character has yet been accomplished and already talk of an early adjournment is heard on all sides. Of course, the apparent inability to function is due to the absence of a leader. Governor Comstock means well, but he apparently possesses no genius for leadership, which explains the situation. President Roosevelt, on the other hand, has suddenly developed into a master leader. Knowing he can never get anywhere by depending on Congress, he asks that Congress turn over all important questions to him and he handles them admirably, while Congress looks on like dummy directors in a bank and assumes the prerogatives of "yes men."

I am glad to see the bakers of Michigan have suddenly awakened to the fact that a strong and effective organization is the only thing which will enable them to emerge from the lethargy into which they have drifted of late years. I wish them well. Of course, much depends on the character of the secretary they select to stand behind the guns. It looks as though the man who is slated for that position would be able to function to the satisfaction of all concerned. A good secretary always ensures a good association, with rapidly increasing membership. A poor secretary means a weak and unprogressive organization.

Some things make me very tired. I note by the daily papers that Post No. 18, Veterans Democratic league, Friday night voted to send a protest to Gov. Comstock against the appointment of a Republican conservator for the American Home Security bank. Because the last two men who occupied the position of director of the State Board of Pharmacy were utterly incapable of discharging the duties of the office in a satisfactory manner, the Board—all five Republicans—looked about for the best possible men to assume the duties of director. They found him in the Ferris Institute at Big Rapids. After they had decided on his selection, they learned he was a Democrat, but that made no difference because he was the best possible appointment that could be made.

For the same reason Governor Comstock appointed Howard Lawrence conservator because he is the best possible man in Michigan to take up the arduous duty of unravelling the difficulties which confront the bank. Governor Comstock fully realizes that he was not elected by Democratic votes, because there have not been enough Democrats in Michigan to elect any state officer since the war; that he owes his election to disgruntled Republicans who believed it was time to rebuke the Republican party for its misdeeds. In availing himself of the best talent to be obtained in the work of regeneration, he meets the approval of the rank and file of the best people. Ravenous partisans who whine over his attitude will never get anywhere in this world or in the world to come.

I regret to note that the hotel landlords of Michigan have made no move toward securing appropriate legislation forbidding the entertainment of dogs in hotel dining rooms and sleeping apartments. This abuse, which was not much practiced until the decadence of the hotel business, due to the depression in business, has become such a nuisance that it should be abolished by law without further delay. The landlords are too timid to end the abuse on their own account, so it has been suggested that the end be accomplished by legislative enactment. Two annual conventions have been held since this conclusion was reached, but apparently no committee has ever been given authority to proceed in the matter. Personally, I will not sleep in a bed covered with dog hairs or occupy a room where the rugs, carpets and chairs have been defiled by hirsute reminders of a canine. I surely thought Michigan landlords had more courage than they have exhibited in this matter.

Lakeview, April 8—At the last meeting of our local Chamber of Commerce, I gave my views as to action against private monopoly here in Michigan. It was somewhat along the line suggested in my last article. The reaction from my suggestions made at the meeting met with favor with those present. The indictment made by President Roosevelt against greedy wealth, in his inaugural address, is most encouraging. Senator Norris has done much investigating of Wall street bankers and their interlocking directorates in numerous large corporations. You prob-

(Continued on page 23)

FINANCIAL

"Committee for the Nation" Presents Its Program

Perhaps the most arrogant name that any group ever has taken unto itself is "Committee for the Nation." The title sounds important enough for one to conclude that the membership must have been appointed at least by the President of the United States, and perhaps even by Congress itself, convened in special session for the purpose of appointing a group to solve all of our ills. Actually it is merely the audacious title given by a group of panacea artists to their organization.

The Committee in a current release presents the "Five Next Steps" for the rebuilding of "prices and purchasing power." The program is released with the indorsement of one hundred and one business men and one economist, Professor Irving Fisher, of Yale University. The suggestions are based, to use the modest language of the Committee, upon the "specific economic surveys prepared for it and the information contributed by bankers, economists and financial experts who appeared before it as well as its own exhaustive studies."

First of the "Five Next Steps" is for the Government to guarantee "the deposits of all banks which have been re-opened." It is maintained also that "the Government would be justified in expanding the currency to protect the depositors of banks which have not yet re-opened." Second, the embargo on gold and suspension of special payments should be continued until an agreement is reached with Great Britain whereby the restoration of the gold standard may be accomplished "on a basis that will give each country the price level it desires." This is held as feasible because, according to the Committee, Congress now "can discuss and alter the monetary laws without ill effects."

Third, the United States must not only discontinue its efforts "to keep the dollar at its former gold parity," but, if necessary, must sell dollar exchange in order to drive our currency to a discount in terms of foreign currency. The purpose of this is to enable foreign countries "to pay their debts to us and to use it in buying goods from American agriculture and industries." Fourth, the gold content of the dollar is to be reduced by an amount sufficient to raise the price of gold from \$20.67 per ounce to \$36.70 per ounce. This increase of 75 per cent. is admittedly "an arbitrary temporary level." It is selected because the Committee estimates that it will bring the commodity price level to a 1926 base.

Finally, there is to be appointed a "Federal nonpartisan board" which shall have the function of stabilizing the general price level at the average prevailing from 1921 to 1930. The membership of this board is to consist of representatives from each important economic group and it is to be charged with the additional responsibility of "steadying the dollar in foreign exchange" after it has fallen to the proper discount.

The Committee for the Nation supports its program merely by making

arbitrary statements. In using the same method one may say that every guarantee of bank deposits that has been tried in this country has undermined rather than strengthened the banking system; that we could have conferences with Great Britain until doomsday on the basis on which we would return to the gold standard without its necessarily controlling the price level; that driving a currency to artificially low levels in terms of foreign currency never has given and never can give a permanent advantage to the country thus manipulating its currency; that a reduction in the gold content of the dollar will not result in an increase in the price of other than export commodities in this market except over a very long period; and finally, that no board and least of all one imbued with such ideas as those being put forth by the Committee for the Nation could stabilize the price level at any point.

Ralph West Robey.
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Some Form of Inflation Necessary

In the past week common stocks and commodities were much better. The bond market as a whole worked lower with some issues having sustained a substantial market loss. This is particularly true in the German issues as a result of the fear of Hitler's policies. However, U. S. Government bonds registered a small increase. The general Washington situation had little effect on the bond market. This is probably due to the fact that the farm and railroad problems are still hanging fire.

There seems to be some improvement industrially although it is largely seasonal business, which was formerly held back by the banking crisis. The financial structure continues to show improvement with an ease in the money market. The fact that bonds declined in the face of the ease in the money market and improvement in stock and commodity prices must be attributed to institutional liquidation and lack of investment confidence as well as inflationary talk.

This uncertainty will probably continue until the program of the administration functions and until the program outlined is successful. There is some confusion as to the various plans but it now appears that all efforts to stem the depression are practically in the Government's hands. They, of course, emphasize the maintenance of sound money and strict government economy. There seems to be an increasing belief that some form of inflation will be instituted after the necessary deflation of certain situations has been effected.

J. H. Petter.

As you think, you travel; and as you love, you attract. You are to-day where your thoughts have brought you; you will be to-morrow where your thoughts take you. You cannot escape the result of your thoughts, but you can endure and learn, can accept and be glad. You will realize the vision (not the idle wish), of your heart, be it base or beautiful, or a mixture of both, for you will always gravitate towards that


which you, secretly, most love. Into your hands will be placed the exact results of your thoughts; you will receive that which you earn; no more, no less. Whatever your present environment may be, you will fall, remain or rise with your thoughts, your vision, your ideal. You will become as small as your controlling desire; as great as your dominant aspiration.—James Allen.

Imported Textiles in Demand

Demand for imported textiles and dress accessories rose to the highest point in three years this week as retailers and jobbers called for immediate delivery of Swiss organdie for Easter requirements. Several of the larger import houses started working with night shifts last Thursday in order to keep up with the demand, and others plan to work on a twelve-hour schedule throughout this week.

Analysis of any security furnished upon request.

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MEN OF MARK

**Ernest E. Brown, New President
Ferris Institute**

On the sixth of this month E. E. Brown, former president of Southwestern State Teachers College, left Oklahoma to assume the presidency of Ferris Institute, pioneer Michigan educational institution at Big Rapids. To the leaders of education in Oklahoma the name of the new institution he heads and its founder, Woodbridge N. Ferris, teacher, statesman, and public speaker, are well known, but to the rank and file of our citizens who are interested in Mr. Brown and his future there come the natural queries. What kind of an institution is Ferris Institute? What is its size, the class of students it serves, the training and equipment of its faculty? Oklahoma has lost one of her leading educators; what of the college which has won him?

The answers to these questions reveal that Mr. Brown has gone to a very important new post; to an institution both worthy and prominent. Ferris Institute was established nearly fifty years ago, by the man who was later to become not only dearly beloved by a great host of young men and women of Michigan but also the Governor of, and later United States Senator from, that state. As shown in the latest catalogue of the Institute, "two small rooms, fifteen pupils and two instructors were the beginning in 1884 and nine years later, in 1893, the foundation was laid for the first permanent school building in the present Ferris Institute. Step by step from then on it has grown in capacity and equipment, and while it has had its ups and downs and there have been times when Senator Ferris struggled to keep the project going, it is today on a firm foundation and has an investment in equipment and buildings representing close to a half million dollars and serving annually a total enrollment of more than two thousand students."

The same source further discloses that Ferris Institute was organized "to meet the demands of two classes of students, first: that large class of men and women, who, early in life, were deprived of the advantages of school, but who in later years have come to feel the need of an education; second: ambitious students who have their own way to make in the world and need a practical education." Thus the appeal of the Institute is "to all men and women, regardless of their age, regardless of their mental attainments, regardless of their present condition, who desire to make themselves stronger and better."

Both college preparatory and regular college work are offered, with graduation from the former equipping the student to enter any regular college or university. The preparatory course is approved by the North Central Association of Colleges and Secondary Schools. The college work offered is largely vocational, embracing preparation for specialization in medicine, forestry, dentistry, law, education, pharmacy, commerce, and business, as well as a general literary training. The course of study includes also those thorough and broad courses found of-

fered by sound business colleges and universities everywhere.

Few privately owned and operated colleges in America occupy a position of prominence and influence equal to that of Ferris Institute. Its age and the dynamic personality and high ideals of its founder and president have for so many years given it such a warm place in the hearts of the citizens of Michigan that it challenges in position even the strongest state owned and operated educational institutions. Hence Mr. Brown's elevation to its presidency automatically makes him a figure of importance in the public life of Michigan. He steps from the public arena of this state into a sphere of activity equally as important and influential in his newly adopted state.

Judging from press notices, his reception by the students, faculty and friends of Ferris Institute is enthusiastic. His election as President was announced by headlines in various daily papers, supported by prominent articles discussing him and his work. The Big Rapids Pioneer, the home paper of Ferris Institute, announced



Ernest E. Brown

that "after thorough investigation of eligible candidates for president, the trustees chose Mr. Brown as being the most qualified man for the position. He was recommended to Arthur J. Butler, chairman of the Board of Trustees, by Dr. Clyde R. Miller, director of public relations of Columbia University." The article concluded with the statement that "Mr. Brown is highly recommended by public officials and educators of Oklahoma. Arthur J. Butler and Roy S. Buck made a personal visit to Oklahoma before the decision was reached."

Mr. Brown, who will be Dr. Brown within the next month when he completes all requirements at Columbia University for the Doctor's Degree, leaves behind him in Oklahoma a record of unusual achievement. A graduate of Central State Teachers College and the University of Oklahoma, from the latter of which he holds also his Master's Degree, he is author of the important bulletin, "A Statistical Survey by Counties of Education in Oklahoma," published by the State Department of Education in 1925. As an outgrowth of this bulletin, which

was based largely upon his work as Chief High School Inspector, and because of his participation in the State Educational Survey, conducted by Dr. William T. Bawden, he was privileged to write the Permanent State Aid Law for schools in Oklahoma, which passed the House of Representatives unanimously and the Senate with only two or three votes against it. His masterly handling of this bill through the legislature, although having occurred in 1927, is yet one of the legislative achievements of note discussed by educators wherever they gather in Oklahoma.

Recognition of his distinguished service to Education came in 1925 when he was awarded the General Education Board's scholarship of a year's work in Columbia University. This opportunity, to which he has added two extra summer terms, has enabled him to the required work for his Doctor of Philosophy Degree.

Among the more important of his contributions to Oklahoma is the founding of the State Honor Society, which occurred during his regime as Chief High School Inspector. Membership in this society is granted to the highest ten per cent. of the high school students throughout the state each year in accredited high schools. From 6,000 to 8,000 students are accepted as members in this society annually.

Another of his contributions is the establishment of the system of checking in detail college training of high school teachers in Oklahoma. This system has done probably more to raise the standard of the teaching profession in this state than any other single factor.

During the five years he was president of Southwestern State Teachers College that institution underwent a profound change. Where, upon his arrival the faculty comprising thirty-eight teachers could muster a total of but seventeen years of graduate training, at his departure it showed a total of sixty-six years of such graduate training. During his administration a handsome library building was erected and stocked with one of the finest lists of books to be found in any state educational library in Oklahoma. He planned, laid out and started a stadium that when completed will seat ten thousand persons—all for a total cost of scarcely \$20,000.00. He fused all the elements of support in his district into a solid enthusiastic force which made the progress of Southwestern State Teachers College noticeable to all who had contact with it. Insisting upon sound scholarship and adherence to high ideals, he was at the same time practical enough to make successful contact with the legislature which controlled his appropriations, and with the other governmental, educational and business forces affecting his school.

So much has been packed into the life of Mr. Brown that one is surprised to learn he is but forty years of age. A native of Illinois, where his parents went in an early day, met and were married, his ancestors were, on one side, civil war veterans and, on the other, a part of the immigration from Southern Kentucky to Illinois which carried with it Abraham Lincoln and his parents. Reared in a household

where both parents were assiduous and enthusiastic readers of Emerson, with consequent leanings toward transcendentalism, it is no wonder that early in life there was planted in his mind an interest in the more profound things of life. He liked to read, indulged in good books upon every occasion and took kindly to the influences of the school-room. As the eldest of a family of three boys and four girls, with a father in poor health, upon his shoulders rested many burdens to which the average boy of tender years is wholly unaccustomed.

Shortly after winning a competitive scholarship which admitted him to the Western Illinois State Normal School, at Macomb, he moved with his family to the new State of Oklahoma, near Olustee, where he and his brothers were able to earn a satisfactory livelihood upon a fine 160-acre farm. He was but fifteen years old then. His father, aware that his end was near, decided to have conferred upon him the rights of majority, and this done, deeded to him the family property. When he passed on, he left upon the shoulders of nineteen-year-old Ernest the entire responsibility of conducting the family affairs.

That the youth met these responsibilities in a manner to win the appreciation of friends and neighbors shows in the act of some forty or fifty citizens of his home school district, who went to the members of the Board of Education and instructed them to employ Ernest Brown as teacher of their school for the next year, at the high salary for those days of \$70.00 a month. Previously his ambition had carried him through a term of summer normal, which he followed with a short term as a teacher in a country school.

His advancement henceforward was both steady and rapid. For two years he taught in rural schools, then was made principal of the elementary grades in the Hollis schools. From 1915 to 1917 he was Superintendent at Erick; from 1917 to 1922, with an intermission for military service, Superintendent at Sayre; from 1922 to 1924, Assistant State Superintendent; from 1924 to 1927, Chief High School Inspector; from 1927 to 1932, President of Southwestern State Teachers College.

During all this time he was using summer terms and correspondence work to complete his education. His keen interest in education, added to his broad contact and interesting experiences, simulated his mental development to the point that it was easy for him to win university degrees.

At the end of his second year of teaching he married Miss Etta Beck, the daughter of a homesteading farmer, near Duke. They have two children, a daughter, Eloise, fourteen, and a son, Warren, nine.

Oklahoma regrets losing Mr. Brown, but his great host of friends and admirers are glad to know that he is favorably located as the new President of Ferris Institute. Those who know him best forecast that he will make a splendid record in the Michigan college. By instinct and training a research student who goes to the bottom of any problem in which he is inter-

(Continued on page 23)

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.

Some More Facts About Farm Incomes

From Kansas comes the cry: "Wheat will advance within 90 days if Congress will let it alone!"

Brass tacks information on farm incomes in various states is better than guesses based on wild hearsay. Bear in mind these are averages which, like averages in groceries, include the sub-zeroes with the super-successful; but, also like groceries, they indicate that efficiency gets results in farming.

California is first with average gross value of products per farm of \$3,460. Next is New Jersey, across the continent, with \$3,062. Then to show that the East is not so slow come in their order Connecticut, Nevada, Rhode Island, Massachusetts, Arizona, Wyoming, Iowa and Nebraska. We find, too, that Vermont, "state of abandoned farms," is ahead of Kansas; that New Hampshire outranks Minnesota and Delaware is just before Wisconsin, which is not surprising to one who knows what a garden is all of Delaware.

Let's not get the idea that agriculture has gone to the bow-wows altogether. Probably it needs not a bit of anybody's "relief" after all—all that is wanted, and that will come about anyway, is readjustment.

Final news from Chicago big meet is that wholesale grocers—a selection of them—and voluntary chains are now in the saddle, naming terms to many manufacturers: canners depressed, also brokers. The news means much to an observer of the development of fresh fruit and vegetable marketing on an all-year basis of late years.

Many grocers associations have a hard time to keep the wolf and her progeny from the door, because when grocers join voluntaries they are apt to transfer allegiance—and dues—from the association to the voluntary group. This is not universal; but it is so in cases where associations have themselves centered on some buying-group plan.

Evolution will produce another kind of association in time. Some that now suffer will survive and revive with grocer reawakening to the eternal truth that their troubles never stay put. When buying is solved, other difficulties remain or develop. There never is—never has been—should not and will not be—a royal road.

For example, it is true and can be proven that the entire retail grocery business handles, and always has handled—during the last 20 years, say, at least—certain complete lines of staple merchandise not only without profit but at absolute loss, no matter how figured. The trade—all of it—is in servitude, no less; and it will remain so until it revolts as a unit. Grocers sense this to a degree; but they do not

really know and hence have no adequate conception of what price they pay for dissension and antagonism among themselves. When individual grocers, voluntaries and corporate chains tackle such problems unitedly, all grocers will make more money than they have made hitherto.

Hence we see the merry-go-round of varied factors proceeding on its characteristically varied, kaleidoscopic way!

To illustrate, go back 20 years or so and find the Atlantic & Pacific Tea Co. taking its first great expansion into one-man stores of which the manager closed for 30 to 45 minutes at midday for eats. These were holes-in-the-wall, stocked with a few basic staples. They were distributed widely and thickly over densely populated communities.

Now from no-service we swing again to full-service. In Evanston, Illinois, the A. & P. grants credit accommodation. It is scoffed at by many associations because it is back-handed; customers making deposits against which they can charge. But Macy has always done that, so let's not be sure. Then, too, Evanston is a rich man's residence suburb where folks care more for convenience than most anything else. I incline to think we shall find that the A. & P. is not so wet after all.

And then in the far East we find a revamped full service, complete market, not operated on any slash-price plan, rendering full service. In February it did more dollar volume than in February, 1932, and showed profit instead of previous loss. Normal Saturday deliveries fall of 1932 were 800. The lowest for any Saturday this February was 1045 and the average for the month on Saturday was 1132.

Life is not going to change essentially. It will continue to be one thing after another. Business will always call for wakeful men. Others would better not apply.

For example, margins are due for further narrowing. Expenses everywhere are going down and, as one well informed expresses it, "labor is a glut on the market." These are hard, stark conditions. They are facts. Like it or not—believe it or not—the indications are plain. Men able to cope with such factors will be okeh. For others it will be just too bad. But there will be plenty of grocers to serve the public regardless.

Steel store equipment gains popularity because of beauty, practical character and the high cost of good lumber. It comes in units, readily installed, with the minimum of planning on where to put it. So, as always, nothing stands alone. Improvement and problems go together.

As one merchant puts it: Progress never ceases—but we find that some progressives do.

Another encouraging sign of the times is that hardware stores have again stocked up on old-fashioned kitchen lamps with glass chimneys, so many folks having cut off electric current, especially farmers, can still have light, and bulk coffee is in growing demand on its economy appeal. Relief—the real thing, not the political pap variety—comes now as always in the past: from the bottom up, not from the top down except,

That as I write, we have to note a tremendous, truly historic occurrence: That for the first time since our Nation was formed, we are to cut down on pension grabbing. That one fact should be sufficient to put every mother's son of us eagerly, wholeheartedly behind our President; but signs are not wanting that there is more to come. So let us all be FOR this fine man we have in the White House, and back him up with all our strength: and tell him so!

Let it ever be clear that nobody wants or has wanted that a single soldier who suffered through his service should be uncared for, nor that any of his dependents should be neglected. It is of those who suffered not at all that we must be freed if our Nation is to survive. And of these our President, aided by most commendable cooperation by the House and Senate, is freeing us.

Rumor has it that the forthcoming National convention in Atlantic City may be a frost for attendance, so many grocers feeling it their imperative duty to stay at home to stall off the sheriff. That would be unfortunate; because association activities should be carried on with extra enthusiasm in dull times, just as extra pressure is indicated for business in such seasons.

Paul Findlay.

Grocery Inventories Unusually Low Just Now

Inventories generally are at the lowest level in the last four years, and replacements are being made cautiously both by wholesalers and retailers. Trial orders are frequent to test out consumer preference, with reorders confined to the most popular items. In canned goods, stocks of peas, corn, tomatoes, green and wax beans, peaches, pears and pineapples, the seven leading staple articles, in the hands of canners on January 1st were,

in the aggregate, nearly one-fourth lower than those on the same date of 1932. While stocks of canned tomatoes on January 1 in the hands of canners were 3 per cent. larger than they were a year ago, this is accounted for by the short pack of 1931. Stocks of the other six items were lower than on January 1, 1932, the net decline in the number of cases on hand for the seven items, as a whole, being about 23 per cent. Stocks on hand were reduced by a wide margin from the total reported on October 1, 1932. The uninterrupted flow of relatively large supplies of fresh foods to central markets during January obscured the fundamentally strong statistical position of the canned goods division. This situation was changed radically during February, when exceptionally cold weather and violent storms caused a temporary curtailment of the movement from the farms and resulted in sharp rallies in prices of a number of canned goods items.

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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

MEAT DEALER

Hopes Are High for National Meet

The annual convention of the National Association of Retail Meat Dealers, which will be held in Chicago June 12 to 15, one week after the opening of the World's Fair, is expected to eclipse all previous conventions in attendance and interest. Here retail meat and food merchants will meet and discuss the many trade problems with which they are confronted today. In addition merchants will have the opportunity of attending the World's Fair, which will be the center of all attraction this year.

General Chairman H. A. Stark is keeping the three local secretaries, Charles W. Kaiser, of the Chicago Central Association; A. J. Kaiser, of the Southwest Association, and Jos. Niemierowicz, of the Northwest Association, mighty busy making preparation for the entertainment of thousands. Chairman Stark has appointed his many committees on which will be found the names of the leading food merchants of the city, many of whom operate upwards of thirty-five stores and with the National Association office, which is located at Chicago, giving its full cooperation, a real convention, long to be remembered is planned. On the reception committee are many of Chicago's leading combination store merchants who will forget business for the week to make it pleasant for the visitors.

Because the committee in charge feels that the majority of large concerns are exhibiting at the Century of Progress, the association will not feature an exhibit with its convention this year, but a splendid souvenir year book, which will be a work of art and education, will be given all who register as a keep-sake to bring back the pleasant memories of the convention.

Railroads are offering reduced fares and information has reached the national association offices of many parties and groups of thirty and fifty who have already made arrangements to attend the convention in a body.

Local associations have been active in rendering service of various kinds to their members and have reduced dues in accord with the spirit of the times: the result of which is surprising. The membership is growing in leaps and bounds, one local association taking in 70 new members in February. The retailers are realizing the need of association connections to make progress. The committee in charge of the year book have stated that many of the leading packers and wholesale grocers have already contracted for advertising space to feature their products, as this year's year book will contain many meat tests brought up to date to meet with current low live stock and wholesale prices and as the books will be preserved for years the advertising pages within will be of greater value.

The fact that the Chicago retailers entertained the national association in 1924 leaves a span of nine years since the delegates visited Chicago and with the added attraction of the world's fair many of the delegates will bring their families with them, needless to say the local and national packers and wholesalers of food products are co-

operating whole-heartedly to make the event a grand success.

A splendid program has been planned by the committee in charge and enough pleasure will be mixed with the business sessions to make it well worth any one's time to attend this convention. An invitation is extended to all retail meat and food dealers whether members or not to attend the open sessions of the convention. The three ladies auxiliaries will have a special program of entertainment for the visiting ladies who attend and register, which will keep them busy while the men are in attendance at the various sessions of the convention.

When Meats Sweat

When meats are slimy it is due to faulty circulation of air in the cooler or display case, refrigeration specialists say. When it occurs in cold weather it usually is the result of the store being unheated, the heat leakage between room temperature and box temperature being so small that the compressor is not required to run very much in order to maintain the correct box temperature. Under these conditions the running time of the compressor is not sufficient to bring the coil temperature down to the required differential below box temperature to set up and maintain proper air circulation.

Suggested remedies are:

1. Install small lamps in the warm air flues.
2. Shut off part of the cooling coil area and lower the switch setting to allow the remaining coil area to operate at a colder temperature than before.
3. Open the door of the cooler slightly to allow more rapid heat leakage.

In hot weather the trouble can usually be attributed to one of four causes: (1) Improper baffles; (2) blocked circulation due to improper placing of meats; (3) coil temperature too high; (4) too much cooling coil area.

Improper baffles may mean anything from the wrong type to no baffles at all, and is too lengthy a subject to be treated here.

Blocked air circulation due to crowding the space in and around the air flues, especially if the coil temperatures are relatively high anyway, will prevent the normal amount of moisture being taken from the meat.

Circulation is in a great measure dependent upon the difference in temperature between the coil and the box—the greater the difference the more positive is the air movement.

If the average coil temperature is too near the box temperature, circulation will be insufficient to insure dry meats. The remedy, of course, is to bring the coil temperature down by setting the controls for a lower temperature.

Too much cooling area is sometimes responsible for sweaty meats due to the fact that the excess cooling area necessarily means a higher coil temperature for a given box temperature. On installations where pipe coils of the side wall type with no baffle construction are used, the box temperature should be carried at 33 to 35 degrees and the controls set so that the pipe coils will operate as frosted coils. On the average pipe coil job the cir-

culation is not positive enough to allow the coils to operate on a defrosting cycle.

Scrapple

For making scrapple use two pig heads, two pig tongues and two pig livers. These should be cooked in an iron-jacketed kettle that will hold about 45 gallons. Cover thoroughly and then remove from kettle and cut up the same as for head cheese, viz.: the cooked meats are chopped by hand with a knife until reduced to the proper size. After the heads, tongues and livers are taken from the water, skim the grease and add forty pounds of cornmeal and five pounds of buckwheat to the water, putting in a little at a time, stirring as put in. Cook slowly for five hours. Seasoning should be added before buckwheat and cornmeal are put in, consisting of: 2 ounces white pepper, 1 ounce red pepper, 8 ounces sage, 4 pounds salt.

After the meal and water has been cooked about four hours and forty-five minutes, add the heads, tongues and livers, stir thoroughly about fifteen minutes, shut off steam, and place in a pan. When about cool, but while plastic, add to each pan top a coating of the grease skimmed from cooking.

Lard Has Highest Shortening Power

Chicago, April 10.—The discovery, based on thousands of scientific tests, that lard has the highest shortening power of any plastic fat commonly used in cooking was announced today by Wm. Whitfield Woods, President of the Institute of American Meat Packers, which is the trade, research and educational organization of the American meat packing industry.

"The outcome constitutes a scientific discovery of great importance to the

live stock and meat industry, as well as to consumers," Mr. Woods stated, "for the tests, made in the Research Laboratory of the Institute of Chicago, show that approximately three-fourths of a pound of lard has the shortening power of a pound of other plastic shortening."

"The high digestibility of lard has been definitely established by a number of impartial investigators," Mr. Woods continued. "For example, C. F. Langworthy made a study for the United States Department of Agriculture on the digestibility of fats and oils, and proved that lard is equal in digestibility to any fat. The data show that various hydrogenated vegetable oils vary somewhat in digestibility, but in no case was any of them ever found to be superior to lard. Lard, moreover, is probably the most economical shortening on the market today."

"The function of a shortening," Mr. Woods continued, "is to make a product flaky and tender, or, as the housewife and baker designate it, short."

"The tests were conducted on pie crust, which was selected for the reason that it is one of the most widely used articles of food in which the shortening agent is an important factor. The breaking strength of the different crusts was determined on a shortometer, a device adapted from machines used to test building materials."

We are told by some that we are slaves. If being a slave means doing only what we have to do, then most of us are in truth slaves, but he who does more than he is required to do becomes at once free. He is his own master. How often do we hear it said, "It was not my work." Too often we fix our minds almost entirely upon what we are going to get and give no thought at all as to what we are going to give in return.

A Big-Profit Sales Stimulator

Priced at:
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Sells at:
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Brings you:
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**RED STAR YEAST AND
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Milwaukee, Wisconsin

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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.

Spring Suggestions for the Sporting Goods Department

The great value of sporting goods, so far as window display is concerned, is that they lend themselves readily to picturesque effects. A merchant with ingenuity can evolve a lot of effective window trims at comparatively slight cost. The materials and fixtures used one year can be carried over to the next, and used again with minor variations.

Fishing tackle should be shown early. In most places it starts the spring sporting goods trade. Get in touch with the fishing clubs and invite the members to come in and see what you have to offer. Get after the unattached anglers by judicious advertising and attractive window display.

A good effect is secured by showing a trout stream in the background. In the foreground is shown the dummy figure of a fisherman with a broken line. Show the trout careening off with the other end of the line in its mouth. A stuffed fish, a wooden model painted in natural colors or even a cardboard model will give the effect. Then put in a show card with a catchy slogan, "Why didn't I buy one of those good lines from Blank's?" Such a display requires some work, but it is good.

A simpler display shows a fisherman indulging in his sport amid realistic surroundings. Such a display is not so difficult to put together. Of course you need a dummy figure. Forest or river bank can be suggested by a generous arrangement of artificial leaves, grass and moss. At the back of the window show a fisherman casting his line into a lake. The water in this, as in the previous window, can be suggested by a stretch of mirror soaped over in places.

Fishing rods, to be shown to the best advantage, have to be jointed together. Except in the very cheap grades it is seldom possible to make a sale unless the rod is shown jointed. A customer will like to see just how the rod balances and hangs. The more easily a rod can be shown the more readily it will be sold. If the clerk has to reach down into a box under the counter, or even has to joint the rod, the delay will have an injurious effect on sales.

The best way to show fishing rods is to have them either on a rack or stand (jointed) or on one of the counters or tables down the middle of the floor. In this way, 25 or 30 different rods can be shown, with the number and price marked on each rod. If it is not possible to show the rods in these ways, a sample of all styles and prices of rods can be carried in stock, and those paying the best margin of profit can be selected for particular display. It is as a rule inadvisable to give too much prominence to cheap steel rods or the low-priced split bamboo rods. These sell readily enough, with only a slight margin of profit; it is better to con-

centrate on the quality lines, stressing their strong selling points.

When a sale is made, the sample shown should be delivered to the customer. This rule should also be followed in the case of reels. Then you will have no accumulation of shop-worn stock. Reels should be shown in the case according to price and number, and the price as well as the size marked on the accompanying tag, on each reel. The tag should be taken from the reel when sold and another reel from the stock immediately put in its place.

After his fishing displays, the merchant can feature the later lines, such as baseball, tennis, canoeing outfits, yachting supplies, golfers supplies, and the like. Baseball will be, of course, the big item, as far as popularity is concerned; but no line of sporting goods should be neglected. Quite often the demand for one of the more negligible lines can be very much stimulated by judicious advertising and display and by encouraging "key" individuals to get interested in the game.

Window displays, newspaper advertising, interior display and circulars to a selected mailing list will all help to get business. It will also pay the dealer to go out personally after business.

This is not so much a matter of canvassing for orders as it is of taking a personal interest in the various sports and sporting organizations. The dealer should interest himself in the sporting affairs of the community. If some one member of your staff has special charge of the sporting goods, he should be the store missionary to the various clubs and in constant touch with their activities.

Be ready to help any movement to organize a club or association. If you have a room to spare for the purpose, put it at the disposal of the club for at least its organization meeting. Do everything you can to stimulate the sporting activities of the community. Whatever you do along this line will react to the benefit of your business; but the more unselfish and disinterested your activity, the surer it is to bring results for your business.

If you have the room, it may be worth while to run a repair department. This is, of course, conditional upon having someone on your staff capable of doing the work; either a salesman with a knack of repair work or a repair man who, in busy moments, can get behind the counter. A repair department can be extended to include bicycles. The fact that a store is in a position to give a service of this kind at reasonable prices will help to attract trade.

In handling sporting goods it is desirable not only to put on window displays as frequently as possible, but to give the line quite a bit of display inside the store. Group the sporting goods together, and, if possible, select some member of your staff to take especial charge of the department. If possible, locate the department near the front of the store, so that the goods cannot fail to be seen. Above all, see that the goods are neatly arranged and free from dust. Sportsmen like to look over the goods; and to show them fishing rods covered with dust or smeared boxes containing baseballs is a pretty

sure way to give them the impression that they are looking at old stock.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court

April 3, 1933. We have today received the Schedules, Reference and Adjudication in the matter of Percy G. Beals, Bankrupt No. 5175. The Bankrupt is a resident of Kalamazoo, Mich., and his occupation is that of a laborer. The schedule shows assets of \$500 of which the full amount is claimed as exempt, with liabilities of \$720.16. 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.

April 1, 1933. We have today received the Schedules in the matter of Wm. Miller Hardware Company, Inc., Bankrupt No. 5156. The schedule shows assets of \$19,145.86, with liabilities of \$15,261.11. The first meeting has been called for April 18, 1933, at 2 P.M., Eastern time. The list of creditors are as follows:

Personal tax on stock	\$456.58
B. F. Avery, Louisville, Ky.	.87
Adams Co., Dubuque, Iowa	40.86
American Device Mfg. Co., Red Bud, Ill.	3.99
W. D. Allen Mfg. Co., Chicago	5.84
American Stove Co., Cleveland	1.93
Arco Co., Cleveland	24.48
Aluminum Goods Mfg. Co., Manitowoc, Wis.	13.75
American Screw Co., Chicago	25.15
Aluminum Cooking Utensils Co., New Kensington, Pa.	33.78
Anderson Stove Co., Anderson, O.	65.50
Alabastine Co., G. R.	87.88
Beckley Ralston Co., Chicago	7.71
Brown & Shelter Co., G. R.	109.21
W. E. Bruener & Sons, Heber Springs, Arkansas	42.98
Belding Basket Co., Belding	7.75
Baldwin Stove Co., Cleveland	2.55
Boye Needle Co., Chicago	9.19
Barlow & Seelig Co., Ripon, Wis.	10.60
Boer Bros., N. Y.	33.49
Buhl Sons Co., Detroit	176.66
Boyer Chemical Co., Chicago	24.40
Carborundum Co., Niagara Falls, N. Y.	19.23
Carbola Chemical Co., N. Y.	29.55
C. C. M. Corp., Buffalo, N. Y.	75.12
C. K. R. Co., Cleveland	31.73
Clauss Shear Co., Fremont, O.	110.04
Corona Chemical Co., Milwaukee	11.04
Casement Hdw. Co., Chicago, Ill.	65.38
Cribbin & Sexton Co., Chicago	423.38
Detroit Vapor Stove Co., Detroit	60.08
Deshler Broom Co., Deshler, Neb.	60.08
Eugene Dietzgen Co., Chicago	7.26
Damascus Steel Products Co., Rockford	56.02
C. Emmrich, Columbus, O.	144.32
Eclipse Machine Co., Prophetstown, Ill.	232.30
Economy Plumbers Co., N. Y.	20.50
Extension Garment Hanger Co., Dallas, Texas	1.90
H. D. Edwards Co., Detroit	3.87
Ferguson Electric Co., Manistee	18.64
Filer Fibre Co., Filer City	142.22
Fulkerson Bros. Handle Co., Puxico, Mo.	38.80
Fair Ave. Park Shop & Hdw. Co., Benton Harbor	9.00
Fuller Warren Co., Milwaukee	32.24
Flint & Waling Co., Kendallville, Ind.	33.39
Frankfurth Hdw. Co., Milwaukee	1775.02
Fort Dearborn Watch & Clock Co., Chicago	1.74
Greenlee Tool Mfg. Co., Rockford, Ill.	9.67
Gilbert & Bennett Co., Chicago	59.53
Griswold Mfg. Co., Erie, Pa.	51.10
Gendron Wheel Co., Toledo, O.	116.66
L. Gould & Co., Chicago	153.86
Hill Motor Sales, Manistee	2.25
Huenefeld Co., Cincinnati, O.	58.13
Hibbard, Spencer, Bartless & Co., Chicago, Ill.	53.15
Hazeltine Perkins Co., G. R.	100.00
A. R. Haeuser Co., Brooklyn, N. Y.	17.10
Indianapolis Stove Co., Indianapolis, Ind.	90.00
Independent Electric Co., Muskegon	27.04
Jackson Fence Co., Jackson	596.16
Knappe & Voight, G. R.	6.21
Lovell Mfg. Co., Erie, Pa.	3.46
Lawrence Bros., Sterling, Ill.	88.70
H. Leonard & Sons Co., G. R.	38.35
Lloyd & Smith, Manistee	4.34
F. E. Myers & Bro., Ashland, O.	28.50
Majestic Mfg. Co., St. Louis	1.67
Mayes Brothers Tool Mfg. Co., Inc., Port Austin, Mich.	23.10
G. H. Mansfield Mfg. Co., Canton, Mass.	14.97
Midwest Products Co., Cleveland, Ohio	98.81
Martin Varnish Co., Chicago, Ill.	146.76
Martin Senour Co., Chicago	828.62
Milcor Co., Milwaukee	38.69
Moore Bros. Saw, File & Tool Co., Greenville, Mich.	168.8
Mich. Hdw. Co., G. R.	427.71
Manistee Iron Works Co., Manistee	37.50
National Stamping & Elec. Co., Chicago	13.18
Natinoal Brass Co., G. R.	92.26
Ohio Glass Co., Toledo, O.	43.56
C. H. O'Neil & Sons Co., Milwaukee	219.32

Pittsburgh Plate Glass Co., G. R.	50.00
Perfection Oil Stove Co., Dowagiac	77.57
Pritzlaff Hdw., Milwaukee	2064.65
Pere Marquette Line Steamers, Co., Manistee	3.05
Quick Meal Stove Co., St. Louis	2.38
Quaker City Rubber Co., Phila, Pa.	20.00
Richards Wilcox Co., Aurora, Ill.	12.69
Jas. B. Rhodes, Kalamazoo	6.56
J. F. Rittenhouse Co., Akron, O.	31.73
J. Rauschenberger Co., Milwaukee	99.64
Reed Mfg. Co., Canadana, N. Y.	42.28
Ranney Refrigerator Co., Greenville	15.05
Round Oak Furnace Co., Dowagiac	55.04
Sheboygan Coaster & Wagon Works, Sheboygan, Wis.	17.14
Savory Co., Inc., Newark, N. J.	45.82
Safe Padlock & Hdw. Co., Lancaster, Pa.	29.22
W. B. Stevens & Son, N. Y.	13.37
Sherwood Hall Co., G. R.	6.86
Schantz Implement Co., G. R.	.73
A. G. Spalding Co., Chicago	48.11
Simmons Hdw. Co., Toledo, O.	348.12
Speich Stove Repair Co., Milwaukee, Wis.	21.08
Sargent & Co., New Haven, Conn.	2.90
J. H. Schults Co., Manistee	25.85
E. Tressing Co., Chicago	.74
Tennessee Stove Co., Chattanooga, Tenn.	5.58
Toledo Plate Glass Co., Toledo, O.	84.96
U. S. Graphite Co., Saginaw	7.56
Union Cutlery Co., Olean, N. Y.	25.63
Upson Walton Co., Cleveland, O.	56.37
Union Steel Products Co., Albion, Mich.	13.80
Valentine Co., Chicago	1.37
Vaughan & Bushnell, Chicago	33.27
Wisconsin Abrasive Co., Milwaukee	4.56
S. A. Weller Co., Zanesville, O.	52.09
West Bend Aluminum Co., West Bend, Wis.	45.84
Wooster Brush Co., Wooster, O.	83.42
Western Union Telegraph Co., Manistee	1.63
Yale & Towne Mfg. Co., Stamford, Conn.	9.52
Wm. F. Zumpfach, Milwaukee, Wis.	138.35
American Printing Co., Manistee	73.25
Howard Bottrell, Manistee, Mich.	7.75
Globe American Corp., Kokoma, Ind.	352.81
Detroit-Michigan Stove Co., Detroit	104.01
Merkle Brom Co., Paris, Ill.	32.25
Manistee County Savings Bank, Manistee	2750.00
Olson Lumber Co., Manistee	3.85
Manistee News Advocate, Manistee	1.00
Manistee Co. Savings Bank, Manistee	70.00

April 3, 1933. On this day final meeting of creditors in the Matter of John Starr Clark, Bankrupt No. 4862, was held. Bankrupt only present. Trustee's final report approved and allowed. Bill of attorney for bankrupt approved and allowed. Claims proved and allowed. Made order for payment of administration expenses and first and final dividend of 1.5%. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to Clerk of U. S. District Court.

In the matter of Judson Price, Bankrupt No. 4994, final meeting of creditors was held under date of April 3, 1933. Fred G. Timmer, trustee, was present in person. Kim Sigler, attorney, present for certain creditors. Trustee's final report and account approved and allowed. Order made for payment of expenses of administration, preferred claims and first and final dividend to creditors of 15.3%. No objection to discharge. Final meeting the adjourned no date.

In the Matter of Valley City Oil Co., a Michigan corporation, Bankrupt No. 5149, first meeting of creditors was held April 4, 1933. McAllister & McAllister, Attorneys, present for the bankrupt; certain creditors present in person and represented by Hilding & Baker and Boltwood & Boltwood, Attorneys. Bankrupt's attorney stated that it was impossible for Don G. McAfee, president of the bankrupt corporation, to be present. David R. Eason, Grand Rapids, Michigan, trustee; bond \$1,000. Meeting adjourned to April 11, 1933 at 10:00 A. M., Eastern time.

In the Matter of Leo E. Conkli, individually and doing business as Golden Star Record Co., Bankrupt No. 5151, first meeting of creditors was held April 4, 1933. Bankrupt present and represented by Cornelius Hoffius, Attorney. Claims filed only. Bankrupt sworn and examined without reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$100. Meeting adjourned without date.

April 4, 1933. We have today received the Schedules, Reference and Adjudication in the Matter of Hilton A. Piper, Bankrupt No. 5176. The Bankrupt is a resident of Muskegon Heights, Michigan, and his occupation is that of a salesman. The Schedule shows assets of \$82,125.00 of which \$700 is claimed as exempt, with liabilities of \$219,704.49. The first meeting of creditors will be called and note of same made herein. The list of creditors are as follows:

Taxes due and owing \$ 420.13
Rot Alberts, Muskegon 4,000.00
Sanford P. Wilcox, Grand Rapids 13,000.00
Sanford P. Wilcox, Grand Rapids 3,500.00
Peoples State Bank for Savings, Muskegon 2,989.54

(Continued on page 22)

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.

Show New Store Display Fabrics

Widely varied types of decorative fabrics for window display of Summer merchandise are now being placed on the market. Intended as a background for bathing apparel, a rubber fabric features a realistic surf or waterfall effect. An open-weave cloth, without seams, permits use over a comparatively long space without the lines of the display being broken. A new mottled imitation leather material is being shown which is suitable for either floor or background. It may be walked upon without damage and is washable. Increasing use of cork cloth is being made by men's stores for window backgrounds.

Misses' Ribbed Hosiery Cut

The hosiery market was disturbed during the week by a break in the price of misses' 300 needle ribbed combed goods below the 85c per dozen level, which had been prevailing for some time. As a result several producers decided to bring their mercerized numbers, which are usually quoted slightly higher than the combed styles, down to 85 cents per dozen, thereby enabling retailers who buy from jobbers to sell them at 15 cents a pair. Some producers are of the opinion that the lower quotations are only temporary and that the former prices may be restored shortly.

Wider Laces Move More Freely

Wider types of cotton and silk laces are selling in increased quantities, with a big business being done in narrow Alencon lace for underwear. Alencon and cord effects predominate in the cotton laces, with the silk varieties stressing Chantilly and Bohemian types. Lace-trimmed linen and novelty dance handkerchiefs have been moving in good volume. The linen merchandise is being sought for graduation, confirmation and wedding promotions. A scarcity is noted of Puerto Rican embroidered handkerchiefs.

Launch New Store Display Items

French nude is the new shade making strong headway in display manikins. This hue is of the medium sun-tan type and is being widely sampled by leading stores. For millinery display, new heads made of goatskin leather are just being offered, which give a very "soft" appearance to the face. The simulated hair is of kid, permitting hats to be put on and taken off easily. The heads are equipped with glass eyes. New forms being introduced for evening wear display are being slenderized as much as possible and are "cut" low in the back.

Defer Men's Wear Council

Plans for the formation of a men's wear council are in abeyance at the present time and will probably be deferred until the Fall. The organization committee feels that at this time main emphasis should be placed on the efforts of the men's wear division of the

Better Business Bureau and that this group will be able to cope with any unfair practices which may develop. By Fall, it is felt, the economic situation will have cleared and the industry may be in a better position to support a project such as the council.

Most Blanket Lines Now Priced

With the opening this week by Catlin-Farish Company, Inc., of the Arnco and Arnall blanket lines, most of the leading ranges have been officially priced. The Arnco part-wools and Arnall all-cottons were priced in line with the market. Since the opening of the lines very little buying has appeared, as buyers apparently are not entirely satisfied with the new basis. It is reported that a good-sized amount of advance business was booked by some mills at levels below the official opening, and whether large buyers will be willing to pay the new figures is a question in the trade. Sellers, however, feel confident that wool will move up shortly and assist in strengthening the blanket market.

Hard Surface Rug Call Up Slightly

A slight increase in sales is noted this week by manufacturers of hard-surface floor coverings. The pick-up is seasonal, however, and confined to only a portion of the sales area. The volume involved, producers admit, is too small to have any noticeable effect upon the market generally, which is quiet. Spring buying throughout the country has been so restricted that the manufacturers are now having difficulty in deciding upon styles for the Fall season. No definite, consumer preferences have been apparent, they said, because purchasing has been scattered over a wide range of both prices and styles.

Summer Lamp Orders Placed

A substantial volume of orders for popular-price lamps for late Spring and Summer sale was placed in the wholesale market this week. Small pottery table lamps with parchment shades were in principal demand in ranges up to \$7.50. More than 40 per cent of the orders were for lamps to retail around \$3 and \$4. There was a limited call for regular Spring merchandise in ranges up to \$18. The preference in regular goods was for bridge and other styles of floor lamps. Silk and silk and rayon shades were specified for the floor lamps.

Dry Goods Jobbers Still Cautious

Despite the prevailing opinions in the primary textile markets that prices will advance as a result of impending national legislation, dry goods wholesalers continue to purchase cautiously. Organdies are the one item which they buy in large volume. In other lines, jobbers cover only their immediate needs, in addition to placing some advance business on blankets. They report that the recent stronger tone in gray cloth prices are being reflected in various finished goods lines.

Better Rayon Demand Expected

Both the knitting and weaving trades look forward to at least a slight increase in demand for rayon cloth and other products, following the price reduction. The persistent rumors of the last few weeks has retarded buying to a great extent, and orders for even im-

mediate needs are held up. Cloth sellers insist that present quotations anticipate the reduction, but it is regarded as likely that buyers will press for further concessions. Rayon and rayon mixture hosiery may be cut about 5 cents per pair, it was thought. The DuPont Rayon Company announced yesterday that it had made new prices in line with the Viscose cut. Other producers are expected to make similar announcements shortly.

Pre-Easter Sales Help Curtains.

Curtains which can be retailed at \$1 or less are in sharper demand this week and the majority of curtain manufacturers are operating plants at 75 per cent. of capacity. Less than three weeks ago the rate of operation

was well below 50 per cent. throughout the market. Special pre-Easter promotions now under way in retail stores account for the improvement. Purchasing delays incident to the bank holiday have retarded the normal movement of goods this season, producers said yesterday, and they predict that preliminary showings of Fall lines will be delayed at least a month as a result.

To insure good health: Eat lightly, breathe deeply, live moderately, cultivate cheerfulness, and maintain an interest in life.

The wise man is his own best assistant.—Walter Scott.

MICHIGAN BELL TELEPHONE CO.



FRIENDLESS?

No! But she has no telephone with which she may call friends or be called by them. For that reason, frequently, she is not included when "spur of the moment" bridge, dinner, theatre and dancing parties are arranged.

A telephone in the home is almost indispensable if you have a room or garage to rent, or if you are advertising in the "For Sale" or "Wanted" columns of the newspapers.

A telephone in the home "Pays its Way".



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Earthquake Stories Which Are Absolutely Untrue

Los Angeles, April 8—I am indeed pained to learn of the death of that most estimable woman, Mrs. Frank Ehrmann, of Kalamazoo. I have known the Ehrmann family for many years and they have always been among my choicest friends. Outstanding in her intelligence, kindness and hotel as well as home affairs, she surely established a standard which might well be followed by others. To her husband and family I extend my most sincere sympathy.

One of the favorite indoor sports in this community right now is the telling of sensational stories regarding casualties in the recent earthquake, which bear a little relation to the truth, apparently, as do the Eastern reports which so grossly exaggerated the effects of the tremor. Every story related is "personally known to be true" by the teller, according to his version. He was told it by a doctor or a teacher or a welfare worker who was right there. Oh, yeah? Here are some of the favorite themes: That an elementary school building collapsed, killing 60 little children in the gymnasium; that a school plunge collapsed, killing forty boys who were swimming. (As though elementary school children or high school boys would be indulging in gymnastics or swimming at 6 o'clock in the evening, or that the mourning of bereaved fathers and mothers could be stilled into secrecy.) That one undertaker reported 90, or 40, or 100 bodies in his establishment which were not included in the casualty list. Of course the fact that no trace of such bodies or their identities or their families can be found does not interfere with this ghoulish tale. That an expectant mother was dragged from the ruins, a raving maniac, a week after the catastrophe. That a man, trapped under a beam, was dragged from the Long Beach debris, also a raving maniac, a week after the event. That a woman, trapped in a rest room, turned up a week or so afterward. All reported to be maniacs, but apparently none of them made so by lack of sustenance. That in places the earth opened up a foot or two, and then closed up again, shearing away all the tires of the automobiles on the road. This phase is always offered by eyewitnesses. There are many other tales, of course. But to date these fairy stories are favorite bed-time offerings at social gatherings and club meetings in a city already done much harm by exaggerations of the quake. And—needless to say—all of them are absolutely untrue.

The convention guest is undoubtedly a good thing to have at your hotel occasionally, but so much more valuable is the fellow who comes along several times a year and leaves a few dollars in your collection plate. You may crowd him out at convention time, but he is gritty enough to come back for more punishment, especially if you give him the glad hand as though you really mean it.

I notice by my Detroit paper that Michigan hotels are being inspected by state authorities. This has been attempted several times, but the results have not been announced and I trust if the work is continued the authorities referred to will use funds placed at their disposal judiciously. I think from my own knowledge I might be in a position to offer a few pertinent suggestions which might help them along in their investigations. There are, in this good, old world of ours, a lot of people who think they could conduct almost any class of business much more satisfactorily than those who are filling the jobs. That's the reason they always

have so much time to think they could do all these things. Maybe Michigan has a place for a few of such. However, since the induction of the way-side inn into the game it has been felt, even by hotel proprietors themselves, that for sanitary reasons at least an inspection by parties with vested authority is desirable. Each resort is supposed to be checked for adequate and safe water supply, sanitary toilet facilities, with a proper check on the disposal of garbage, etc. There should also be a careful investigation into the food sources, especially those for milk supply. These are wise provisions and it is to be hoped they will be carried out to the very letter. The matter of cleanliness in hotels has been a subject of state regulation for a number of years, but my personal observation leads me to the conclusion that such regulations were perfunctorily enforced. It doesn't matter much if the sheets are a few inches short of the prescribed length, but it is an affair of great moment if the blankets and quilts are unclean. Other states have had hotel inspection for some time. If it can be kept out of politics and the appointment of inspectors made from the ranks of such as have a practical knowledge of hotel requirements, it ought to be worth while. Otherwise it will mean absolutely nothing, and will be of no benefit to anyone.

Hotel Blackstone, Chicago, after much talk and guesswork, is going to be reopened as a hotel and not as an office building, as has been conjectured. The National Realty and Investment company, engaged in hotel operation elsewhere, has taken a lease from the Metropolitan Life Insurance Company, and Roy Carruthers will be managing director. A piece of news, in connection therewith, which will interest my Michigan friends, is that George Lindholm, who assisted Mr. Carruthers in the operation of the Book-Cadillac in its earlier days, will assist the latter in the operation of the Blackstone. Mr. Lindholm is at present manager of Hotel Drake, Chicago, and has a bunch of friends wherever he is known.

J. W. Wood has taken over the management of the American House, at Detroit, which has been remodeled and redecorated.

There is some talk of Ernie Richardson, who until recently was conducting Hotel Wolverine, Detroit, taking over Hotel Vincent, Benton Harbor. I hope it can be arranged, for the Vincent needs just such an individual as Mr. Richardson, who is familiar with conditions in that city, to place it on the map in the position it should occupy—top of column, next to reading matter. D. J. O'Connor, the present manager of the hotel, and head of the operating company which controls it, announced some time ago that he had no desire to remain as manager, and this leaves an opening which, owing to long experience and an extended acquaintance Mr. Richardson is fully qualified to occupy. I presume this would mean, also, that "Dick" Murray, the former's son-in-law, would be with him in the undertaking. What a re-union I would enjoy with these good people when I return to Michigan for my summer visit.

Howard V. Heldenbrand, scion of a race of real hoteliers, who has been connected with the Durant, at Flint, for some time, is assuming the management of Hotel Waldron, Pontiac, a modern hotel with 100 rooms—ultra modern, I might say. Howard, who is a writer on hotel topics, of no mean ability, is possessed of certain characteristics which go to make the successful hotel man, and I expect good news hereafter from that quarter.

There is much discussion among the hotel men throughout the nation as to

just what method to apply in handling sales of the new 3.2 beer. There ought not to be much difficulty involved in solving the problem, if the hotel and restaurant operators will confine themselves to legitimate sales of that particular article, instead of taking the position the former saloon operators did, in considering a license to sell liquor as a special privilege to commit burglary, hold-ups and possibly murder. I believe in the future that the sale of all beverages will be safeguarded the same as they are in most of the foreign civilized countries, which lift them into the channel of legitimacy. The various hotel and kindred organizations have taken a firm stand in the matter, which ought to have an important bearing on future actions. In the meantime let's try and be good-natured as well as supremely happy.

In the town of Annaheim, a short distance from Los Angeles, church socials, luncheons and dinners became so numerous that the restaurant and cafe men finally called upon the Chamber of Commerce for a solution of their problem of an ever decreasing number of patrons. The church people were called in and explained that the membership had been serving the public at large because it was considered a community need. When the facts were presented and the nearness of failure of some of the caterers explained because of this unusual condition, the ministers admitted the fault of their congregations and agreed to co-operate in eradicating the practice. Why isn't this a very brilliant solution of the whole problem? This encroachment is felt almost everywhere, but the real facts have not heretofore been brought to the surface. Hereafter instead of bewailing your fate, call a conference of all who are thoughtlessly engaging in this type of competition, and the chances are your troubles will be ironed out.

Sometimes I wonder if we are not getting back to the good, old days which preceded those when "big business" began to sit up and take notice. Then each man owned his own business. He was a cobbler, carpenter, tailor or mason, he owned his own shop and tools. Then all at once consolidations began—became an accepted fact. The corporation owned the shop, the tools and the business, and the former proprietor became dependent on someone else for a job. Then came along the consolidation of the small stores, so that, instead of a hundred different institutions there were the department store, which owned its own delivery system, had its own window trimmer, did mass advertising, went

ALL GOOD ROADS LEAD TO
IONIA AND
THE REED INN
Excellent Dining Room
Rooms \$1.50 and up
MRS. GEO. SNOW, Mgr.

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

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

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

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

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

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

into the business even of feeding the public and a thousand and one other things. But from my personal observation and what I have had told to me by chain store conductors, there is a possibility that consolidation has out-consolidated itself. Quite likely specialization became such a force that even some of the bigger concerns are beginning to realize that it is much better to devote one's energies to some one thing and let specialists handle other lines. It has really got so far along that when a delivery truck comes to your door with the name of some great merchantile institution gaudily painted on its sides it may not mean anything at all. The truck may be owned by a private express company who is performing this service on a contract. If you eat lunch or drink an ice cream soda at a drug store fountain, you may not be patronizing the drug store at all, but you may be really enriching the coffers of some large catering establishment. The cigar counter where you buy your cigar may be controlled by another lessee. A new, large department store I know of in Los Angeles, is really but a community of small dealers who sublet certain space for bartering their own wares. If you buy haberdashery you are simply patronizing a small shop keeper, and the same may be said of shoes and even toilet appliances. This is often apparent when one looks over the advertising of many of the so-called department stores, and notices the lack of co-ordination in exploitation. In a general way, however, the effect upon the patrons is about the same, but it makes a vast difference with the managers if they are in reality handling their own affairs, even if they are following a fashion set by someone else. Sometimes it is a good plan to accept the advice of the other fellow, especially if he has been educated in the school of actual experience. It is worth the while of the average small merchant to occasionally take stock of himself in order to make sure that he is not subjecting himself to handicaps which ought not to be tolerated. My experience as a road salesman availed me much when I afterward became a hotel conductor, but I never lost sight of the value of co-operation with other conductors and learning of their methods. Conditions are daily changing. Why not keep up with them and not take the time to study them up afterwards?

Frank S. Verbeck.

Items From The Cloverland of Michigan

Sault Ste. Marie, April 10—The new deal has given the Soo a new postmaster. This time we have for the first time a woman postmaster in the appointment of Mrs. Mary A. Ripley. Her appointment is significant and is in keeping with the modern trend of women playing an active part in governmental functioning. Mrs. Ripley deserves credit for her activities, which has helped win this appointment. Her many friends know that she will succeed.

Election is over. Congratulations all around. Now let's get back to work.

It looks as if we have to wait until we can get beer made in America. Prohibition of export to the United States of beer, ale and porter, wines, etc., has been lifted by the Canadian government at Ottawa, but it is not likely that very much of the brews will enter this port. "The duty on beer, ale, porter and all malt brews is \$1 per gallon, while the duty on wines varies. The average wine duty is about \$1.25 per gallon." Chas. Williams, the customs collector here, has received no official word about the importation of 3.2 per cent. beverages.

We are to have another new doctor here. The latest arrival is Doctor Henry Moorehouse, osteopathic physician and surgeon, who will open offices

at 136 Ridge street, ground floor, in the Partridge and Barnes block. The doctor will specialize in the removal of tonsils by the electro-surgical method. For the past three years Dr. Moorehouse has been engaged in practice at Gladstone.

Jerry Lynch, of the Lynch Timber Co., is inspecting the land near Bodi lake, preparatory to his lumbering operations which start there within the next few days. It seems like good news to hear of lumber operations starting up again, as it reminds us of the good old times we enjoyed years ago.

Our city commission is doing things now. At the last session they cut out the salaries of the city manager and other city and county officials, also asked the gas company to make a lower rate. Everybody is doing it. Why not we?

Little Willie wants to know if the Government cannot do something about all the toy banks which are being liquidated.

Earl Turk and William Higgins have taken over the billiard parlor formerly conducted by Young & Mowhiney, at 109 West Spruce street. They will continue to handle cigars and tobacco in connection with the billiard parlor. The new proprietors were formerly members of the coast guard attached to the Great Lakes division here.

The new Andary store in the Waco block is now opened for business with a complete line of new merchandise and all new fixtures, furniture, modern equipment and shelves. The new store is one of the most attractive in the city.

R. R. Reinhart, formerly traveling salesman for the Hekman Biscuit Co., of Grand Rapids, has been appointed city treasurer, and has resigned his position as traveling salesman. James Lapish has been selected to succeed Mr. Reinhart for the Hekman Co.

Miss Grace Jones has opened a new hat shop and ladies furnishings in connection with the Bailey boot shop on Ashmun street. The shop is maintained exclusively for women by women. All of the fixtures have not yet arrived. The shop will be equipped in modernistic furnishings and shades of old rose and beige.

William G. Tapert.

When On Your Way, See Onaway

Onaway, April 11—Election week is past history. George Graves, popular west side grocer, becomes the newly elected city commissioner. Will B. Gregg was re-elected justice of the peace, third term for four years. Only five townships out of sixteen going Republican and entire number favoring repeal of the eighteenth amendment, although Onaway proper gave by far the largest per centage of votes against repeal. It might have been worse. Now watch results.

Harry Webster, superintendent of Black River ranch, comprising some twenty thousand acres, is aiming towards developing a very interesting place—enclosures of a good many acres of deer park, together with the wild animals which abound in the vicinity—wolf, fox, coyote, elk and a possibility of getting a buffalo. Harry also states that as a curiosity he may add a Republican to his collection if a specimen can be found, although the species is becoming very rare.

Trout fishing will soon be the pastime—a perfect network of trout streams in the vicinity of Onaway. The East and West branches of the Black River, Big Rainy, Little Rainy, Canada Creek, Milliken Creek, Pigeon, Big and Little Ocqueoc, Tomahaw, Ox Bow, Silver Creek, McMaster, Bowen Creek, all teeming with either speckled or rainbows—all open for fishing May 1. That tingling sensation which starts at the finger tips about this time of the year and gradually extends the entire length of the arm until, becoming unbearable, the affliction compels the

sufferer to jump from his bed about 3 o'clock a.m. May 1, rain or even snow will not stop him. There is only one remedy for the malady—freedom and plenty of bait.

Squire Signal.

Death of John A. Green

In the death of John A. Green at his home in Cleveland on the night of April 1 the trade has lost one of its staunchest members. He was 79 years of age and was apparently enjoying his usual good health until stricken with a sudden attack of indigestion. Although retired many years from active grocery business he never relinquished his interest in and support of every movement directed towards the advancement of what we term the individual grocer. During his long career he served as Secretary and as President of the National Association of Retail Grocers. He has acted as their representative and spokesman on many important occasions both in this country and abroad. He made trips around the world, studying conditions in the grocery business in the countries visited and the result of these observations he gave to his fellow grocers in many interesting letters, many of which have appeared in this paper and in talks and addresses before trade meetings and conventions. He was ever the champion of fair dealing and just consideration for all factors in the trade.

For many years John Green (Uncle John as many of us called him) and his late wife, Kate, were familiar figures at all conventions in the Food Trade, National, State and local. He gave freely of his time and money in carrying on this good work. Besides

his loyalty to and great interest in grocery trade matters he will be best remembered for his adherence to those principles which stood for right and good; for a character full of love for his fellows and while always quick to defend the right we never knew him to speak ill of any. His was a long and busy life and while his friendly personality will be missed his memory will be kept fresh and living for the good he has done.

Funeral services were held at his late home on Wednesday, April 5.—American Grocer.

H. V. Heldenbrand writes as follows: "I thought you might be interested to know that I am leaving the Durant, where I have been connected for the past eighteen months, to return to Pontiac to take the management of Hotel Waldron, effective April 1. The rooms are unusually comfortable and well-furnished, and the rates are scaled to the present-day market. An attractive coffee shop will be conducted from the standpoint of pleasing the palate without displeasing the expense account."

What's Your Average?

00 per cent.—I won't.
10 per cent.—I can't.
20 per cent.—I don't know how.
30 per cent.—I doubt it.
40 per cent.—I wish I could.
50 per cent.—I think I might.
60 per cent.—I might.
70 per cent.—I think I can.
80 per cent.—I can.
90 per cent.—I will.
100 per cent.—I did.

Retail Conditions as Viewed by Market Authority

Dr. Paul H. Nystrom

Retailing during 1931 suffered tremendous blows. Sales in 1929, according to the census of distribution, amounted to \$50,000,000,000. For 1931 they were certainly below \$40,000,000,000. Specialty shops handling the finer qualities of goods in the higher price ranges were hit the hardest. Home furnishings probably came second. Department stores have had the most severe test in their entire history. Food stores, generally speaking, have suffered the least.

The outlook for 1932 is for a continuation of the same conditions as have prevailed in 1931. Even when general business improves it will take some time before retail trade will start to share. There is no likelihood of improvement during the spring season over the sales of a year ago. Retailing can do but little more than wait on more fundamental economic improvements, the most necessary of which is a stabilization of confidence in our banking and monetary system. In the meantime good planning for most retail stores involves budgeting to secure sales approximately the same as last year.

This does not mean that opportunity for retail ability is closed. Consumer interest in fashion is as keen as ever. The desire for satisfactory service is probably stronger than ever. A wholesale mistake made by many manufacturers and retailers during recent months in marked cheapening of qualities of goods leaves a wide open door of opportunity to individual concerns for aggressive promotion in the sales of goods of quality at reasonable prices.

Dr. Paul H. Nystrom,

Professor of Marketing, Columbia University.

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.

Some Practical Hints for the Prescription Room

It is, of course, agreed by all that the prescription room is the heart of the pharmacy, the nucleus about which the entire pharmaceutical universe revolves. The more time one devotes in the prescription laboratory the greater are his opportunities to come in contact with those little and big problems the solutions of which make the sailing smoother. There are one hundred and one details which can be accomplished with swifter dispatch and greater efficiency because of either greater thought devoted to the details or because of longer experience. In this article I shall endeavor to pass on to my pharmaceutical friends, not some unusual laboratory practices or trick manipulations, but a few little, practical hints which may make the work in the pharmaceutical room a little less burdensome.

For instance, there often arises the problem of labelling stock bottles in the cleanest, neatest and cheapest way. Labels often come off and leave one in the dark as to what the bottle contains. The best and cheapest way that I know of labelling bottles, and also the safest is to paint the name of the contents directly onto the bottle. Make up a solution of the following:

Methyl violet.....0.1 gm.
Best white shellac.....10.0 gms.
Alcohol (95%)25.0 cc.

Shake thoroughly, and apply to bottle either with a small, very fine brush, or toothpick.

The problem of compounding a palatable castor oil is one that often confronts the druggist. There are perhaps a score of methods of getting up such a mixture. At the time of taking they are decoyingly sweet, and later this is succeeded by a bitter taste in the mouth. The following method is not only the cheapest way of compounding a palatable castor oil, but, as far as I know, the best. The method is as follows: Mix an ounce of castor oil with an ounce of glycerine and add 2 drops of oil of cinnamon. Children will really love to take this mixture.

Just as much as palatable medicines are desired for internal administration just so much are non-messy, non-staining preparations desired for external application. The greatest drawback of iodine treatment is its staining propensity. That is why the manufacturers of patent iodine ointments stress the fact that their iodine ointments don't stain. The druggist can put up a stainless iodine ointment with as much ease as he can one that stains. The following is the simplest and best that I know of:

Iodine in fine powder.....½ oz.

Oleic acid 1 oz.
Soft paraffine 2 ozs.

Mix the iodine and oleic acid gently while stirring on a water bath, until combination takes place. Then add the paraffine, stir, allow the ointment to cool. Lanoline may be used as a basis if preferred.

Quite often a customer comes in inquiring for something that will remove iodine stains from linen. There are many preparations on the market which can remove iodine stains, but they are quite complicated in composition and also rather expensive. The simplest solution that I know of which can be safely applied to linen or other cloths which will remove the iodine stain completely and without injury to the material is a saturated solution of Epsom salts. You can quite readily imagine the profit you can make by dispensing this to remove iodine stains!

Many women complain that the cold cream they get from the druggist is too greasy and hard to apply to the skin. A little thought along this line has produced a cold cream which is lacking these drawbacks. If you want to get the reputation of dispensing a superior cold cream the following is the best formula I know of:

White wax1 oz.
Spermacei1 oz. 1 dr.
White petrolatum.....2 oz. 2 dr.
Stearic acid.....2 dr.
Dried sodium carbonate.....30 gr.
Rose water.....2 fl. oz.

To overcome the bitter disagreeable taste in quinine prescriptions is a great achievement. There are many elaborate and quite expensive formulas, but the simplest and cheapest one that I know of is the following:

Quinine (the alkaloid).....512 grs.
Ol. Limonis3 drs.
Potassilim carbonate.....15 grs.
Simple syrup.....12 ozs.

Rub the oil of lemon and the potassium carbonate together in a mortar, adding four ounces of the syrup. Add the quinine to the remainder of the syrup. One dram of this mixture will contain 5 grains of quinine.

You have perhaps noticed that most of the manufacturers now have a celluloid capping over the bottles of their liquid preparation. This adds a desirable air of attractiveness to the bottle. A patient's resistance to pay is greatly overcome when he is handed his medicine attractively gotten up. You can apply celluloid cappings to all of your prescriptions at very little cost. The following mixture is a simple and inexpensive one to produce liquid celluloid for celluloid cappings:

Gun cotton4 gms.
Boric acid1 gm.
Colophony25 gms.
Hoffmann's anodyne100 gms.
Color (any aniline dye will do, red, green, etc.) sufficient quantity. Mix and allow to stand, with occasional agitation to complete solution.

Most druggists mix up tincture of benzoin, glycerine and rose water when "benzoin, glycerine and rose water" are called for. The result is usually a muddy mixture with which the customer is much dissatisfied. With a little care a perfectly clear solution can be obtained. In order to accomplish this mix the tincture with a little talc, add the rose water, filter and add the

glycerine. The result is a beautifully clear solution and a satisfied customer.

The problem of massing deliquescent and liquid substances is a perennial one. Let's take potassium iodide as an example. The simplest procedure is to mix together one part of beeswax and three parts of castor oil by the aid of gentle heat. Mix thoroughly and cool. The KI is then massed with this and put into capsules. Any other deliquescent or liquid can readily be substituted for the KI.

The problem of putting up a good zinc oxide ointment is one that is continually confronting druggists. The following might help him in this perplexity:

1. Lard makes an ointment that develops a disagreeable odor and one that granulates.

2. Lanolin makes an ointment with an unpleasant odor even when fresh. This becomes more disagreeable in time.

3. Yellow petrolatum makes an ointment that develops a disagreeable odor.

4. White wax gives an ointment that has some disagreeable odor and one that is liable to shrink as time goes on.

5. Ointments made with yellow petrolatum and lanolin are likely to show some separation of oily drops.

6. The ideal ointment is made with white petrolatum 65 parts, paraffine 15 parts, and zinc oxide 20 parts.

It frequently happens that a patient suffering from heart disease requires iron as well as digitalis. Quite often the iron will produce an incompatibility with the tannin of the digitalis. However, this is overcome when the prescription consists of the following proportion of the ingredients:

Tincture of Digitalis..... 1 dr.
Tinct. ferri perchlor.....½ dr.
Ac. phos. dil.....½ dr.

Aq. chloro. q.s. ad.....4 ozs.

There are also one or two general laboratory hints that I think would prove useful at times to the prescription compounder. Those of us who use rubber tubing in our manipulations want to make it last as long as possible. Here is an excellent way to do it. Carefully wash off all the talc. Then dry and paint the tubing with a syrupy solution of the best quality of caoutchouc in pure benzin. When this has dried a second coating is applied. This tubing will by this treatment be made perfectly impermeable to gases and will last almost indefinitely. The tubing of the physician's stethoscope is identical with that used in the laboratory. I have done this little service for quite a few of my physician friends free of charge. They have been not only mightily pleased by this little favor, but the prescription room business has also benefited by this little bit of extra work. It does not take long to do, but it will certainly win you not only valuable friendship, but business as well.

Very often the glass stopper gets stuck in a bottle and no amount of tapping or heating it will budge it. In fact, too much of either will break the stopper and permanently seal the bottle. The very simplest method that I know of which will loosen a glass stopper is to dip the neck of the bottle into a solution of hydrogen peroxide and the stopper will become loose at once.

I have passed on these little hints in the hope that at least one or two of them, if not more, will prove of value to some of my pharmaceutical colleagues. They are not intricate manipulations which require unusual skill or apparatus. They will certainly help to make some of the work a little less difficult, and a few, I hope, will reflect in the books with an increased amount

SPRING AND SUMMER SPECIALTIES

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

Hazeltine & Perkins Drug Co.
Grand Rapids
Michigan

of business. If any of these hopes are realized I shall certainly feel well repaid. Take a little thing like filling capsules. For instance, it is a rather good idea to keep the tips of the fingers dusted with lycopodium. This prevents smearing the outside of the capsules if the powder is sticky. You will get a much more satisfactory finished product if you will roll the filled capsules between the folds of a cham-ois skin.

There are many children who cannot take the ordinary cod liver oil. The mother will ask for a palatable cod liver oil preparation. You can very easily prepare one yourself and dispense it at a much greater profit than those prepared by the pharmaceutical houses. Here is how it's done:

Saccharin ----- 0.5
Compound Spirit of Orange ----- 20.0
Cod Liver Oil to make ----- 1000.0
Dissolve the saccharin in the spirit and mix with the oil. Chill and filter through paper, returning the first portions until they run clear. Keep in cool place.

To reduce the bad tastes of various preparations it might perhaps be useful to remember that a 10% solution of disodium phosphate diminishes the bitter taste of a 10% digitalis infusion and of a 1/10 solution of strychnine nitrate. A 10% solution of acid sodium phosphate renders a 10% solution of veronal-sodium practically tasteless.

A simple way to incorporate peppermint oil in pills or tablets is to rub it down with an equal quantity of powdered medicinal soap, then mass as prescribed.

To preserve the labels on the prescription room bottle it is desirable to apply a label varnish over them. The cheapest and most efficient that I know of is made from:

Copal ----- 4 ozs.
Ether, acetone, alcohol (95%) ----- 5 ozs.
of each ----- 5 ozs.

The following, properly speaking, is not a prescription room hint, but it is of value in the general appearance of the store. In the winter time the windows have a disagreeable habit of becoming frosted and hiding the displayed merchandise from the public. This can be prevented as follows: Make a mixture of two drams of granular acacia to one pint of water. Apply this solution with a well saturated cloth in an even film over the window and allow to dry without rubbing. This will keep the windows free from frost. The same procedure works also for preventing the steaming of the mirrors in back of the soda fountain.

Prescription difficulties are easily solved if a little thought and care is exercised. I shall present a few typical prescription difficulties and their solution. For instance quite often a patient brings in a prescription reading:

Potassium chlorate ----- 2 drs.
Tincture of myrrh ----- 4 drs.
Water q.s. ad ----- 8 ozs.
A pleasant and presentable mixture is made by dissolving the potassium chlorate in about six ounces of water and the mixture previously mixed with four ounces of mel boracic. Strain, and add the balance of the water. A clear solution will result.

Another common prescription difficulty is presented by:

Ichthyol ----- 3 gms.
Extract belladonna ----- 20 gms.
Cacao butter ----- 3 gms.

If the unmelted cacao butter is mixed with the extract and ichthyol lumpy, resinous masses will separate. The best method is to dissolve the ichthyol and extract separately in a very little water, then evaporate the solutions with the melted, but not too hot, cacao butter.

A favorite cough remedy which is seldom filled properly consists of:

Ammonium chloride ----- 4 drs.
Ext. liquorice (liq.) ----- drs.
Tr. camphor co. ----- 12 drs.
Water q.s. ad ----- 6 ozs.
Both ammonium chloride and the acid benzoic in the tincture tend to throw down a precipitate of glycerhiza. This may be cleared up by a few drops of dilute ammonia.

Quite often the following prescription difficulty comes up:

Zinc oxide ----- 2 drs.
Lanolin ----- 2 drs.
Lime water ----- 3 ozs.
Olive oil ----- 3 ozs.

This prescription is best filled as follows: Mix the oil and lanolin (in a warm mortar if a large quantity) then add the zinc oxide, then incorporate the lime water gradually.

Sometimes a customer with a black eye will trot in and ask for something to take the discoloration away. The best black eye paint that I know of is made with bismuth subnitrate, 2 parts color with carmine or calamine to skin tint. Wash the bruised area with a mixture of glycerine 1 part, water 5 parts, dry and apply the powder. The black eye will disappear. This is a very simple and inexpensive procedure but it will be very much appreciated by the patron.

Julius Levine.

Clayton Quayle Falls to Death

Clayton Quayle, former Gwinn business man, either leaped or fell from a sixth story window in a sanatorium in Battle Creek, Wednesday night, and met instant death. He had long been despondent and unable to work.

Mr. Quayle, a son of Mr. and Mrs. Richard Quayle, was born in Ishpeming 42 years ago and attended the local schools and Lawrence college, Appleton, Wis. He was associated with his father in business in Gwinn, where they had a large department store. This business was sold a year or more ago.

Possessed of a splendid baritone voice, Mr. Quayle was frequently heard in concerts in different places in this country.

Surviving are his wife and four children, Richard, Barbara, Robert and Donald; his parents, Mr. and Mrs. Richard Quayle, of Gwinn; and two sisters, Mrs. Charles C. Hawes, of Ishpeming, and Miss Mildred Quayle, of Gwinn.

Mr. Quayle held membership in Zenith lodge, Knights of Pythias, and the Negaunee lodge of the Masons.—Ishpeming Iron Ore.

I do not care to fool any man; when he discovers I have fooled him, he will do me more harm than my cunning did me good.—E. W. Howe.

WHOLESALE DRUG PRICE CURRENT

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

Acid		Gum		Hemlock, Pu., lb.	
Acetic, No. 8, lb.	06 @ 10	Aloe, Barbadoes, so called, lb. gourds	@ 60	Hemlock Com., lb.	1 00 @ 25
Boric, Powd., or		Powd., lb.	35 @ 45	Juniper Ber., lb.	3 00 @ 20
Xtal, lb.	08 1/2 @ 20	Aloe, Socotrine, lb.		Juniper W'd, lb.	1 50 @ 175
Carbolic, Xtal, lb.	36 @ 43	Powd., lb.	75 @ 80	Lav. Flow., lb.	3 50 @ 4 00
Citric, lb.	35 @ 45	Arabic, first, lb.	40 @ 40	Lav. Gard., lb.	1 25 @ 1 50
Muriatic, Com'l., lb.	03 1/2 @ 10	Arabic, sec., lb.	30 @ 30	Lemon, lb.	2 25 @ 2 80
Nitric, lb.	09 @ 15	Arabic, sorts, lb.	15 @ 25	Mustard, true, ozs.	@ 1 50
Oxalic, lb.	15 @ 25	Arabic, Gran., lb.	35 @ 35	Mustard, art., ozs.	@ 35
Sulphuric, lb.	03 1/2 @ 10	Arabic, P'd, lb.	25 @ 35	Orange, Sw., lb.	4 00 @ 4 25
Tartaric, lb.	35 @ 45	Asafoetida, lb.	47 @ 50	Origanum, art, lb.	1 00 @ 1 20
Alcohol		Asafoetida, Po., lb.	75 @ 82	Pennyroyal, lb.	3 25 @ 3 50
Denatured, No. 5, Gal.	48 @ 60	Gualac, lb.	@ 60	Peppermint, lb.	2 75 @ 3 20
Grain, Gal.	4 00 @ 5 00	Gualac, Powd., lb.	@ 70	Rose, dr.	@ 2 50
Wood, Gal.	50 @ 60	Kino, lb.	@ 90	Rose, Geran., ozs.	50 @ 95
Alum-Potash, USP		Kino, powd., lb.	@ 1 00	Rosemary	
Lump, lb.	05 @ 13	Myrrh, lb.	@ 60	Flowers, lb.	1 00 @ 1 50
Powd. or Gra., lb.	05 1/4 @ 13	Myrrh, Pow., lb.	@ 75	Sandalwood, lb.	
Ammonia		Shellac, Orange, lb.	15 @ 25	E. I., lb.	8 00 @ 8 60
Concentrated, lb.	06 @ 18	Ground, lb.	15 @ 25	W. I., lb.	4 50 @ 4 75
4-F, lb.	05 1/4 @ 13	Shellac, white, (bone dr'd) lb.	30 @ 45	Sassafras, true, lb.	1 60 @ 2 20
3-F, lb.	05 1/4 @ 13	Tragacanth, No. 1, bbls.	1 60 @ 2 00	Syn., lb.	70 @ 1 20
Carbonate, lb.	20 @ 25	No. 2, lbs.	1 50 @ 1 75	Spearmint, lb.	2 00 @ 2 40
Muriate, Lp., lb.	18 @ 30	Pow., lb.	1 25 @ 1 50	Tansy, lb.	3 50 @ 4 00
Muriate, Gra., lb.	08 @ 18	Honey		Thyme, Red, lb.	11 15 @ 1 70
Muriate, Po., lb.	20 @ 30	Pound	25 @ 40	Thyme, Whi., lb.	1 25 @ 1 80
Arsenic		Hops		Wintergreen	
Pound	07 @ 20	1/4s Loose, Pressed, lb.	@ 75	Leaf, true, lb.	5 40 @ 6 00
Balsams		Hydrogen Peroxide		Birch, lb.	2 75 @ 3 20
Copaiba, lb.	50 @ 1 20	Pound, gross	25 00 @ 27 00	Syn.	75 @ 1 20
Pir. Cana., lb.	2 00 @ 2 40	1/2 Lb., gross	15 00 @ 16 00	Wormseed, lb.	3 50 @ 4 00
Pir. Oreg., lb.	50 @ 1 00	1/4 Lb., gross	10 00 @ 10 50	Wormwood, lb.	4 75 @ 5 20
Peru, lb.	1 70 @ 2 20	Indigo		Oils Heavy	
Tolu, lb.	1 50 @ 1 80	Madras, lb.	2 00 @ 2 25	Castor, gal.	1 15 @ 1 35
Barks		Insect Powder		Cocoon, lb.	22 1/2 @ 35
Cassia, Ordinary, lb.	25 @ 30	Pure, lb.	25 @ 35	Cod Liver, Norwegian, gal.	1 00 @ 1 50
Ordin., Po., lb.	20 @ 25	Xtal, lb.	17 @ 25	Cot. Seed Gals.	90 @ 1 10
Saigon, lb.	@ 40	Powd. & Gran.	25 @ 35	Lard, ex., gal.	1 55 @ 1 65
Saigon, Po., lb.	50 @ 60	Lead Acetate		Lard, No. 1, gal.	1 25 @ 1 40
Elm, lb.	40 @ 50	Xtal, lb.	17 @ 25	Linseed, raw, gal.	65 @ 80
Elm, Powd., lb.	33 @ 45	Powd.	17 @ 25	Linseed, boil., gal.	68 @ 83
Elm, G'd, lb.	33 @ 45	Licorice		Neatsfoot, extra, gal.	80 @ 1 25
Sassafras (P'd lb.)	45 @ 35	Extracts, sticks, per box	1 50 @ 2 00	Olive, Malaga, gal.	2 50 @ 3 00
Soaptree, cut, lb.	15 @ 25	Lozenges, lb.	40 @ 50	Pure, gal.	3 00 @ 3 00
Soaptree, Po., lb.	25 @ 30	Wafers, (24s) box	@ 1 50	Sperm, gal.	1 25 @ 1 50
Berries		Leaves		Tanner, gal.	75 @ 90
Cubeb, lb.	@ 75	Buchu, lb., short	@ 50	Tar, gal.	50 @ 65
Cubeb, Po., lb.	@ 80	Buchu, lb., long	@ 60	Whale, gal.	@ 2 00
Juniper, lb.	10 @ 20	Buchu, P'd, lb.	@ 60	Opium	
Blue Vitriol		Sage, bulk, lb.	25 @ 30	Gum, ozs., \$1.40; lb.	17 50 @ 20 00
Pound	05 @ 15	Sage, loose pressed, 1/4s, lb.	@ 40	Powder, ozs., \$1.40; lb.	17 50 @ 20 00
Borax		Sage, ounces	@ 85	Gran., ozs., \$1.40; lb.	17 50 @ 20 00
P'd or Xtal, lb.	06 @ 13	Sage, P'd & Grd.	@ 35	Paraffine	
Brimstone		Senna		Pound	06 1/4 @ 15
Pound	04 @ 10	Alexandria, lb.	50 @ 60	Paper	
Camphor		Tinnevela, lb.	20 @ 30	Black, grd., lb.	25 @ 35
Pound	50 @ 65	Powd., lb.	25 @ 35	Red, grd., lb.	42 @ 55
Cantharides		Uva Ursi, lb.	20 @ 25	White, grd., lb.	35 @ 45
Russian, Powd.	@ 3 50	Uva Ursi, P'd, lb.	30 @ 30	Pitch Burgundy	
Chinese, Powd.	@ 1 25	Lime		Pound	20 @ 25
Chalk		Chloride, med., dz.	@ 85	Petrolatum	
Crayons, white, dozen	@ 3 60	Chloride, large, dz.	@ 1 45	Amber, Plain, lb.	12 @ 17
dustless, doz.	@ 6 00	Lycopodium		Amber, Carb., lb.	14 @ 19
French Powder, Coml., lb.	03 1/4 @ 10	Pound	37 1/2 @ 60	Cream Whi., lb.	17 @ 22
Precipitated, lb.	12 @ 15	Magnesia		Lily White, lb.	20 @ 25
Prepared, lb.	14 @ 16	Carb., 1/4s, lb.	@ 30	Snow White, lb.	22 @ 27
White, lump, lb.	03 @ 10	Carb., 1/16s, lb.	@ 32	Plaster Paris Dental	
Capsicum		Carb., P'd, lb.	15 @ 25	Barrels	@ 5 50
Pods, lb.	60 @ 70	Oxide, Hea., lb.	@ 75	Less, lb.	03 1/4 @ 08
Powder, lb.	62 @ E5	Oxide, light, lb.	@ 75	Potassa	
Cloves		Menthol		Caustic, st'ks, lb.	55 @ 88
Whole, lb.	25 @ 35	Pound	5 12 @ 5 60	Liquor, lb.	@ 40
Powdered, lb.	30 @ 40	Mercury		Potassium	
Cocaine		Pound	1 25 @ 1 35	Acetate, lb.	60 @ 96
Ounce	11 43 @ 13 60	Morphine		Bicarbonate, lb.	30 @ 35
Copperas		Ounces	@ 10 80	Bichromate, lb.	15 @ 25
Xtal, lb.	03 1/4 @ 10	1/4s	@ 12 96	Bromide, lb.	51 @ 72
Powdered, lb.	04 @ 15	Mustard		Carbonate, lb.	30 @ 35
Cream Tartar		Bulk, Powd., select, lb.	45 @ 50	Chlorate, Xtal, lb.	17 @ 23
Pound	22 1/2 @ 35	No. 1, lb.	25 @ 35	powd., lb.	17 @ 23
Cuttelbone		Naphthaline		Gran., lb.	21 @ 28
Pound	40 @ 56	Balls, lb.	06 1/4 @ 15	Iodide, lb.	3 64 @ 3 84
Dextrine		Flake, lb.	05 1/4 @ 15	Permanganate, lb.	22 1/4 @ 35
Yellow Corn, lb.	06 1/4 @ 15	Nutmeg		Prussiate, Red, lb.	80 @ 90
White Corn, lb.	07 @ 15	Pound	@ 40	Yellow, lb.	50 @ 60
Extract		Powdered, lb.	@ 50	Quassia Chips	
Witch Hazel, Yel-low Lab., gal.	99 @ 1 82	Nux Vomica		Pound	25 @ 30
Licorice, P'd, lb.	50 @ 60	Powdered, lb.	15 @ 25	Powd., lb.	35 @ 40
Flower		Oil Essential		Quinine	
Arnica, lb.	75 @ 80	Almond,		5 oz. cans., ozs.	@ 57
Chamomile, German, lb.	35 @ 45	Bit., true, ozs.	@ 50	Sal	
Roman, lb.	@ 90	Bit., art., ozs.	@ 30	Epsom, lb.	03 1/4 @ 10
Saffron, American, lb.	35 @ 40	Sweet, true, lb.	1 00 @ 1 60	Glaubers,	
Spanish, ozs.	@ 1 25	Sw't, Art., lbs.	1 00 @ 1 25	Lump, lb.	03 @ 10
Formaldehyde, Bulk		Amber, crude, lb.	75 @ 1 00	Gran., lb.	03 1/4 @ 10
Pound	09 @ 20	Amber, rect., lb.	1 10 @ 1 75	Nitre, Xtal or Powd.	10 @ 16
Fuller's Earth		Anise, lb.	1 00 @ 1 40	Gran., lb.	09 @ 16
Powder, lb.	05 @ 10	Bay, lb.	4 00 @ 4 25	Rochelle, lb.	17 @ 30
Gelatin		Bergamot, lb.	3 50 @ 4 20	Soda, lb.	02 1/4 @ 08
Pound	55 @ 65	Cajeput, lb.	1 50 @ 2 00	Soda	
Glue		Caraway S'd, lb.	2 65 @ 3 20	Ash	03 @ 10
Brok., Bro., lb.	20 @ 30	Cassia, USP, lb.	1 75 @ 2 40	Bicarbonate, lb.	03 1/4 @ 10
Gro'd, Dark, lb.	16 @ 22	Cedar Leaf, lb.	1 50 @ 2 00	Caustic, Co'l., lb.	08 @ 15
Whi. Flake, lb.	27 1/4 @ 35	Cedar Leaf, Coml., lb.	1 00 @ 1 25	Hyposulphite, lb.	05 @ 10
White G'd., lb.	25 @ 35	Citronella, lb.	75 @ 1 20	Phosphate, lb.	23 @ 28
White AXX light, lb.	@ 40	Cloves, lb.	1 75 @ 2 25	Sulphite, Xtal, lb.	07 @ 12
Ribbon	42 1/4 @ 50	Croton, lbs.	8 00 @ 8 25	Dry, Powd., lb.	12 1/2 @ 20
Glycerine		Cubeb, lb.	4 25 @ 4 80	Silicate, Sol., gal.	40 @ 50
Pound	14 1/4 @ 35	Erigeron, lb.	2 70 @ 3 35	Turpentine	
		Eucalyptus, lb.	75 @ 1 20	Gallons	52 @ 67
		Fennel	2 00 @ 2 60		

GROCERY PRICE CURRENT

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

ADVANCED

H. P. Beans
Kraft Paper
Green Split Peas

DECLINED

V Camp Pork & Beans
Kaffee Hag
Sanka
Gold Dust

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

Royal, 2 oz., doz. 93
Royal, 4 oz., doz. 1 80
Royal, 6 oz., doz. 2 20
Royal, 12 oz., doz. 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, 1/2 oz. 1 10
Kaffe Hag, 6 1-lb. cans 2 57
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
Sanka 6-1lb 2 57

Amsterdam Brands

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

BROOMS

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

BRUSHES

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

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

CANNED FRUITS

Hart Brand

Apples

No. 10 4 75

Blackberries

Pride of Michigan 2 55

Cherries

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

BOTTLE CAPS

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

Gooseberries

No. 10

Pears

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

Black Raspberries

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed, No. 1 2 75
Clams, Minced, No. 1/2 2 40
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 35
Lobster, No. 1/4, Star 2 00
Shrimp, 1, wet 1 45
Sard's, 1/4 Oil, Key 4 25
Sardines, 1/4 Oil, k'less 3 35
Salmon, Red Alaska 1 90
Salmon, Med. Alaska 1 45
Salmon, Pink, Alaska 1 20
Sardines, Im. 1/4, ea. 6@16
Sardines, Im. 1/2, ea. 25
Sardines, Cal. 1 00
Tuna, 1/2 Van Camps. 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 2 70

CANNED VEGETABLES

Hart Brand

Asparagus

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

Baked Beans

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

Lima Beans

Little Quaker, No. 10 8 25
Baby, No. 2 1 70
Pride of Mich. No. 2 1 60
Marcellus, No. 10 6 50

Red Kidney Beans
No. 10 3 75
No. 2 85
8 oz. 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 30

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

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

Squash
Boston, No. 3 1 35

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

Tomatoes
No. 10 5 25
No. 2 1 40
No. 2 1 40
Pride of Mich., No. 2 1/2 1 35
Pride of Mich., No. 2 1 10

Tomato Juice
Hart, No. 10 4 75

CATSUP
Sniders, 8 oz. 95
Sniders, 14 oz. 1 55

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

OYSTER COCKTAIL
Sniders, 11 oz. 2 00

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

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

CHOCOLATE
Baker, Prem., 6 lb. 1/2 2 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
Competition 15 1/2

McLaughlin's Kept-Fresh
COFFEE
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, Baby 1 25
Pet, Tall 2 50
Pet, Baby, 4 dozen 1 25
Borden's Tall, 4 doz. 2 50
Borden's Baby, 4 doz. 1 25

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

CONFECTIONERY

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

Mixed Candy
Kindergarten 14
Leader 09 1/2
French Creams 11 1/2
Paris Creams 12
Jupiter 09
Fancy Mixture 14

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

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

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

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

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

Specialties
Italian Bon Bons 16
Banquet Cream Mints 17
Handy Packages, 12-10c 80

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

CREAM OF TARTAR
6 1lb boxes 4

DRIED FRUITS

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

Apricots
Evaporated, Choice 10 1/2
Evaporated, Ex. Choice 11 1/2
Fancy 13
Ex. Fancy Moorpack 15 1/2

Citron
10 lb. box 24

Currants
Packages, 11 oz. ----- 11½

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

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

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

Raisins
Seeded, bulk ----- 6¼
Thompson's s'dless blk. 6¼
Thompson's s'dless blk. 6
15 oz. ----- 7¼
Seeded, 15 oz. ----- 7¼

California Prunes
90@100, 25 lb. boxes...@05
80@90, 25 lb. boxes...@05½
70@80, 25 lb. boxes...@06
60@70, 25 lb. boxes...@06½
50@60, 25 lb. boxes...@07¼
40@50, 25 lb. boxes...@07¾
30@40, 25 lb. boxes...@08¾
20@30, 25 lb. boxes...@12
18@24, 25 lb. boxes...@14½

Hominy
Pearl, 100 lb. sacks -- 3 50

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

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

Sage
East India ----- 10

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

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

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

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

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

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

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

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

JELLY GLASSES
½ Pint Tall, per doz. 38

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

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

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

MINCE MEAT
None Such, 4 doz. ----- 6 20
Quaker, 3 doz. case ----- 2 65
Yo Ho, Kegs, wet, lb. 16¾

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

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

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

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

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

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

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

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

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

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

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

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

Mutton
Good ----- 04½
Medium ----- 03
Poor ----- 02

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

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

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

Lard
Pure in tierces ----- 5¼
60 lb. tubs ----- advance ¼
50 lb. tubs ----- advance ¼
20 lb. pails ----- advance ¼
10 lb. pails ----- advance ¼
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 6
Compound, tubs ----- 6½

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

Smoked Meats
Hams, Cer. 14-16 lb. 12½
Hams, Cert., Skinned 16-18 lb. @12
Ham, dried beef
Knuckles ----- @23
California Hams ----- @09
Picnic Boiled Hams ----- @16
Boiled Hams ----- @13
Minced Hams ----- @12
Bacon 4/6 Cert. ----- @14

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

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

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

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

SALERATUS
Arm and Hammer 24s 1 50

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

COD FISH
Peerless, 1 lb. boxes 13
Old Kent, 1 lb. Pure 25

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

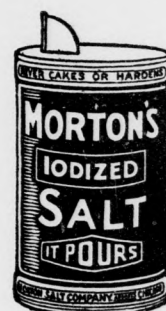
Lake Herring
½ Bbl., 100 lbs. -----
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

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

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

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

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



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

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

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

SOAP
Am. Family, 100 box 5 60
Crystal White, 100 -- 3 50
F.B., 60s ----- 2 00
Fels Naptha, 100 box 5 00
Flake White, 10 box 2 85
Grdma White Na. 10s 3 50
Jap Rose, 100 box ----- 7 40
Fairy, 100 box ----- 3 35
Palm Olive, 144 box 8 25
Iava, 50 box ----- 2 25
Pummo, 100 box ----- 4 85
Sweetheart, 100 box -- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 50, 10c 3 15
Williams Barber Bar, 9s 50
Williams Muz, 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 ----- @43
Pepper, Black ----- @23

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

Seasoning
Chili Powder, 1½ oz. -- 65
Celery Salt, 1½ oz. -- 80
Sage, 2 oz. ----- 80
Onion Salt ----- 1 35
Garlic ----- 1 35
Poneltz, 3½ oz. ----- 3 25
Kitchen Bouquet ----- 4 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Turmerci, 1½ oz. ----- 65

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

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

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

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

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

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

COOKING OIL
Mazola
Pints, 2 doz. ----- 4 60
Quarts, 1 doz. ----- 4 30
Half Gallons, 1 doz. 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 You, 9 oz., doz. 2 00
A-1, large ----- 4 75
A-1 small ----- 2 85
Caper, 2 oz. ----- 3 30

TEA
Japan
Medium ----- 16
Choice ----- 19@28
Fancy ----- 32@36
No. 1 Nibbs ----- 31

Gunpowder
Choice ----- 32
Fancy ----- 40

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. 9c
Market, single handle 95
Market, extra ----- 1 60
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, sp. ----- 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. 7c
Mouse, tin, 5 holes ----- 65
Rat, wood ----- 1 0c
Rat, spring ----- 1 00
Mouse, spring ----- 20

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

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

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

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

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

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

SHOE MARKET

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

Common Foot Trouble That Needs More Consideration Dr. A. Schwartz

Corns (most common of all foot ailments) must enter into the consideration of all good shoe fitters. At how many fittings have you heard your customer complain "when your feet hurt, you hurt all over"? The customer does not expect but hopes that you may advise him intelligently.

Most prominent of all questions troubling the layman and the shoeman are: (1) What is a corn? (2) What is its cause and cure? and (3) What is the relationship of shoes to corns?

Corns are not unnecessary evils attaching themselves to feet promiscuously. There is always an underlying cause responsible for their growth, and with that cause eliminated, they are usually curable. It has been definitely proven by clinical and shoe store records that shoes are responsible for at least 90 per cent of all corns. Proof of this is offered by the following example: An individual who has been bedridden for a period of two months or more will discover to his amazement that his corns have disappeared. After a month of wearing shoes following his discharge from bed, the corns will reappear at their previous sites. No more convincing proof is necessary to corroborate the above statement. Modern shoes are basically the cause of corns.

For all practical purposes, then, it is agreed that shoes are the fundamental cause and cure of corns. An enormous percentage of these growths can be eliminated by the conscientious and well-trained shoe salesman. When shoes are both the causative and curative agents of corns, the natural conclusion is that in the judgment of the shoe fitter lies the balance between cause and cure.

Now let us get to the "kernel" of this corn situation. A normal, unblemished foot molested by the pressure of ill-fitting shoes must retaliate with corns. Why? Because the foot is forced into malposition by the poorly-fitted shoe long before the period of "breaking in" of the shoe has ended. It is really the foot that is "broken" in this "breaking in" process. The first reaction of the foot to ill-fitting shoes is mechanical (the foot being forced to adjust its size to that of the shoe): (1) doubling of joints of toes, (2) overlapping or too close proximity of toes. These reactions predispose the toes to the initial irritation.

Now let us examine the most common site of corns—the little toe. This toe is composed of three bones and two joints. Because joints are the logical points of corns, we have two potential areas to consider. An ill-fitting shoe forces the tip of the little toe to double on itself or swing under, above or too closely to the fourth toe. In any case of these malpositions, the joints are exposed to irritation. When the toe is doubled, the joint is so raised, as to be

irritated by the toe-box of the shoe. Where the toe is forced under the fourth toe, it must withstand body weight at an angle and be irritated by the innersole of the shoe.

In the case of the little toe being above the fourth toe, it is again even more severely irritated by the toe-box of the shoe. And when the fifth toe is too close to the fourth, the corresponding joints irritate each other to develop soft corns. Soft corns are not so named because of their weakness or failure to give pain. Corns between the toes are kept soft and spongy because of the moisture that is ever present between toes.

The first reaction of the skin to pressure and irritation is inflammation (increased blood supply). This initial sign would readily disappear if the cause were promptly removed. When the pressure persists, the inflammation becomes chronic, with an enlargement of the blood vessels supplying the part. These engorged blood vessels bring an over-abundance of blood cells to the site. Blood cells being skin food, the layers of the skin are forced to add one on top of the other at the point of irritation. The shoe pressure on these piled-up layers of skin hardens the tissue and the lesion commonly known as corn is developed. The height of the growth is determined by the persistence of the pressure.

Corns are differentiated from callouses by a small nucleus or center in the corn that penetrates deeper into the layers of the skin. Pressure is then transmitted through the corn, the normal layers of the skin and onto the inevitable nerve which transmits the symptom of pain. The growth of the corn continues indefinitely as long as any irritation remains. Well-fitting shoes will eliminate most of the corns even at this stage. It is only when there is a severe mechanical deviation, such as tendon contraction or joint ankylosis, that a cure cannot be anticipated.

There are no roots to corns. Contrary to lay opinion and commercial advertisements, corns are positively not root construction. Frequently the nucleus or depth of the corn is mistaken for a root. It would be a simple task to remove roots by operative procedure, the same as teeth, if this theory were correct.

Drawing an analogy to the cause of corn development, let us suppose that you undertook to dig a ditch. After a day of this unfamiliar work your hands would be sore and blistered (the same reaction as that of the feet to the initial irritation of the shoe). A continuation of this form of labor would produce a layer over the palms of the hands as a protection from the irritation of the implements (similar in reaction to that of the feet). Your hands, now well-hardened, can withstand this unusual work indefinitely. On returning to your usual work, however, you would lose all traces of callous.

All changes, manifested either in the hands due to the friction of the shovel handle or to the feet due to shoe pressure, were of nature's own purposeful creation. Soreness (inflammation and increased blood supply) and blistering is nature's method of counteracting an irritant or a foreign body. Callous is

her agent to protect the underlying tissues and membranes. Nature defeats her own purpose in her unselfish desire to help the foot. She is ignorant of the fact that an undue and severe burden is thrust on our feet. Because of this, callous does not restrain foot aches, but incites them. Modern civilization with its hard pavements, long standing, ill-fitting shoes and lack of foot hygiene is really too much for nature to cope with. When you consider the abuse that people give their feet, plus the unnecessary evil of badly fitting shoes, it is miraculous that we suffer as little as we do with our feet. Our feet are abused more, and yet retaliate less, than any other part of our body.—Boot and Shoe Recorder.

Proceedings of the Grand Rapids Bankruptcy Court. (Continued from page 14)

National Lumberman's Bank, Muskegon	1,825.00
C. E. Johnson, Muskegon	2,500.00
Hackley Union National Bank, Muskegon	67,069.20
F. L. Flanders, Muskegon	5,000.00
Arctic Dairy Products Co., Detroit	2,550.00
National Lumberman's Bank, Muskegon	750.00
Hackley Union National Bank, Muskegon	18,000.00
Wm. D. Hardy Co., Muskegon	176.44
Charles W. Latimer, William J. Wilson, Frank E. McKee, Charles W. Porter, Alice W. Latimer, Muskegon, Mich.	79,399.72
Hackley Union Natl. Bank, Muskegon	174.01
Piper Motor Sales, Muskegon	1,381.68
Y. M. C. A., Muskegon	6.00
Community Chest, Muskegon	31.25
Otter, Inc., G. R.	24.00
Yager's Bootery, G. R.	15.30
Jeane's Shop, Holland	21.95
E. A. Rood, Grand Rapids	11.13
Mueller's Jewelry, Muskegon	15.00
Herpolsheimer Co., G. R.	21.89
Wagner-Kelly, Muskegon	1.50
Paul Steketee & Sons, G. R.	16.88
Wurzberg Dry Goods Co., G. R.	13.35
Westin Hdwe. Co., Muskegon	20.00
South Flats Co., Muskegon	150.00
Ottawa Co., G. R.	50.00
Norris, McPherson, Harrington & Waer, G. R.	1,074.50
Mercy Hospital, Muskegon	19.00
Dr. V. S. Laurin, Muskegon	18.00
Walter Johnson, Muskegon	15.48
The Dasiels Co., Muskegon	56.95
Bunker & Rogoski, Muskegon	1,252.00
F. S. Sanford, South Bend, Ind.	90.68
Ole Peterson, Muskegon	5.78
Tannehill & Steele, Muskegon	48.00
Dr. Ward L. Chadwick, G. R.	29.50
Reid & Graff, Muskegon Heights	19.15
Tom Minshull, Muskegon	21.24
Dr. Dykeman, Muskegon	20.00
Walter's Pharmacy, Muskegon	41.81
D. Christie, Muskegon	60.00
Dr. John T. Hodgen, G. R.	15.00
Drs. LeFevre, Muskegon	147.00
Edwards Lumber Co., Muskegon	13.28
Bakers Trust Co., Muskegon	225.00
Garnett Flower Shop, Muskegon	18.65
Prosperity Laundry, Muskegon	251.00
Muskegon Country Club, Muskegon	30.80
Century Club, Muskegon	23.05
Square Clothing Co., Muskegon	10.00
Towner Hdwe. Co., Muskegon	10.79
Arbor Floral Co., Muskegon	11.05

Chaddock, Winter, Mulder & Alberts, Muskegon..... 71.50
R. J. Quigley, Muskegon Heights 17.25
Price Dry Cleaners, Muskegon... 135.00
Magoon, Conger & Swanson, Muskegon..... 16.50
Hollan d Furnace Co., Holland... 62.55
Alice-Jane Shop, Muskegon..... 6.90
Wm. D. Hardy & Co., Muskegon 30.70
April 5, 1933. We have today called a first meeting of creditors in the matter of Hilton A. Piper, Bankrupt No. 5176. The date is April 18, 1933, at 10 A. M., Eastern time.

April 6, 1933. We have today received the Schedules, Reference and Adjudication in the Matter of Edna May Oplais and Isabelle Brown, co-partners, Bankrupt No. 5177. The Bankrupts are residents of the City of Grand Rapids, Michigan, and their occupation is that of buying and selling apartments. The schedule shows assets of \$3550.00 with liabilities of \$9694.65. 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:
James Beason, G. R. \$300.00
Welmers-Dykman Fuel Co., G. R. 203.65
John Yowalish, G. R. 300.00
Charles Harrison, G. R. 35.00
Glenn Cain, G. R. 96.92
G. R. Herald, G. R. 40.00
George Brouwer & Co., G. R. 147.25
Earl Streeter, G. R. 28.84
The Hill Plumbing Co., G. R. 2000.00
DeBoer Heating Co., G. R. 1800.00
Gerard Wiersma, G. R. 20.00
Cowan & Washburn, G. R. 214.69
Bishop Furn. Co., G. R. 4000.00
John VanderWal, G. R. 5.00
Frank D. McKay and wife, G. R. 503.30

April 6, 1933. We have today received the Schedules, Reference and Adjudication in the matter of Modern Beverage Co., a corporation, Bankrupt No. 5178. This concern is located at Kalamazoo, Michigan. The Schedule shows assets of \$2630.63 with liabilities of \$5572.65. The first meeting of creditors will be called and note of same made herein. The list of creditors are as follows:
Roy Tucker, Kalamazoo..... \$325.00
Joe Slumkoski, Kalamazoo..... 156.00
Joe Polka, Kalamazoo..... 156.00
Elanor Jubb, Kalamazoo..... 48.00
Isadore H. Sklansky, Kalamazoo. 452.63
Allen, William, Kalamazoo..... 5.00
Artic Dairy Products, Detroit... 342.20
Consumers Power Co., Kalamazoo 19.11
Calif. Fruit Growers, Chicago... 27.00
Crown, Cork & Seal, Chicago... 1.00
Detroit News, Detroit..... 10.80
R. E. Fair, Kalamazoo..... 60.89
Foxhead, Waukesha, Wis. 553.00
Halpert Tire Co., Kalamazoo... 39.40
Charles C. Hires, Phila., Pa. 104.00
Hurty Peck Co., Indianapolis... 147.52
Kal. Chemical Co., Kalamazoo... 10.00
Kal. International Co., Kalamazoo 30.37
Kalamazoo Gazette, Kalamazoo... 10.00
Liquid Carbonate Co., Chicago... 175.00
M. & T. Battery, Kalamazoo... 1.67
Mattison & Myers, Detroit..... 45.97
Michigan Bell Tel. Co., Kalamazoo 9.60
Mich. Bottlers Assoc., Detroit... 10.00
Mundet Cork Co., Detroit..... 108.75
National Fruit Flavor, New Orleans, La. 246.70
Frank Pasch, Milwaukee..... 24.75
Pure Carbonic Co., Chicago... 45.00
Prima Co., Chicago..... 1686.17
Progress Paint Co., Cleveland... 81.25
Rose Tire Co., Kalamazoo..... 70.59
Rae Sklansky, Kalamazoo..... 100.00
Tasty Products, Chicago..... 98.00
Vera Cola Co., New York City... 13.50
Welfare Federation, Kalamazoo... 5.00
Zera Ice, Detroit..... 86.38
Joseph S. Folz, Kalamazoo..... 100.00
I. H. and Rae Sklansky, Kalamazoo 150.00

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

Positive protection
plus profitable investment
is the policy of the

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

DETROIT DOINGS

Late Business News From Michigan's Metropolis

Considerably more than a quarter of a million destitute Detroiters were very near the brink of actual chaos last week and in imminent danger of the loss of the meager means of survival now at their disposal. As these pages have declared for some weeks the task of providing the bare necessities of life for more than 250,000 persons on Detroit's welfare rolls is the largest and most important problem with which the community is beset.

For some months the welfare load has been carried for the most part by funds from the Reconstruction Finance Corporation. The R. F. C. finally took the position that no more money could be given Detroit until the state of Michigan extended some direct relief to its destitute citizens. The state treasury, being nearly bereft of all funds, was not in a position to comply with that demand.

With \$2,800,000 of the R. F. C. welfare funds tied up in the frozen banks and with the city coffers emptied to a point where city payrolls were weeks in default, the outlook for the welfare families of the city was indeed very dark. This situation was further complicated by the fact that food merchants had gone the absolute limit in extending credit to the municipal welfare department, and were compelled to announce that further credits must be denied, at least until the January bills were paid.

On several previous occasions an actual crisis in welfare funds has existed in the city. Formerly, however, the welfare load was considerably lighter than at present. At the last moment in the previous crises something amounting almost to a miracle has happened and food and shelter for the hungry and the sick has been forthcoming.

It began to look, last week, as if we had reached an impassable point. However, on Wednesday afternoon Governor Comstock and leaders of the House and Senate in Lansing wired the R. F. C. with assurances that certain funds not allocated for road purposes from the weight and gasoline taxes will be made available by state law for direct welfare work. This is taken as adequate assurance for the R. F. C. and that additional funds for Detroit's needy will be forthcoming.

It was a narrow escape from a serious situation. Saturday, April 8, was the deadline. Without more R. F. C. funds there was no place to turn.—Detroit.

Industrial activity in the Detroit area is continuing to exhibit a moderate improvement. According to the report of the Industrial Department compiled April 6, power consumption for the first three days of the week showed an improvement of 3.5% over the first three days of the previous week. The industrial employment index for the last of March was 41.8 as compared with 33.5 on March 15, representing an increase of approximately 25% from the low point due to the banking situation. The power consumption index for the full month of March was 81.5

as compared with 101 for February, a decline of 19.5%.

Current figures indicate that local conditions are picking up steadily, but slowly. Building permits last week amounted to \$32,000 as compared with \$28,000 the previous week. The working day average of passengers carried by the D. S. R. amounted to 712,000 as compared with 669,000 the previous week. This is an indication of a continued upward trend in employment. Deliveries of passenger cars in Wayne County for the period March 23rd to 31 amounted to 740. This is more than a 50% increase over the last period reported and is actually 28% above the same period a year ago.

William J. Chittenden, Jr., resident manager of the Book-Cadillac, celebrated his birthday March 21 and was featured in a story in a local newspaper on that occasion, tracing his career from its beginning in 1891, immediately after his graduation from St. Paul's School in Concord, N. H., under his father in the famous old Russell House. He worked up to a high post in that house and when the Pontchartrain was erected on the site he became one of its proprietors. When that hotel closed, he went to the Morton, in Grand Rapids, as manager, later becoming resident manager of the Book, then manager of the Detroit-Leland, and finally returning to the Book in 1931.

Those Spring sales or offensives which are traditional in the automotive industry have not been canceled for the year 1933. They merely are being held in abeyance. Present indications, however, are that this state of affairs is destined for an early termination. Motor executives have been waiting for the psychological moment, and with sales continuing to show a slow, but steady, upward trend, the consensus in Detroit is that the last week in April or, early May at the latest, will bring the forward march order.

Motor company sales departments have interesting detailed items, if not record figures, to report these days. Two such which appeared during the past week, concerning used car sales and the conditions of the motor market in small towns. With reference to the former, it is recorded that dealers in some localities are selling four used cars for every new machine. Although spotty, new-car buying in smaller centres of population is beginning to trend upward; quite emphatically so in some places.

Hardly a week passes that some bit of news from Washington does not have its repercussion in Detroit. The latest to have such an effect is the proposed early conference between Federal and State officials on the subject of gasoline tax evasions. The need for such a session, it is felt here, is a reflection of the fact that taxes are well above the point that stimulates bootlegging and its attendant evils.

All business men dislike change from the status quo, because they have adjusted their affairs and practices to the existing rules of the game, and hate to think about new adjustments.—Frank A. Vanderlip.

They that govern the most make the least noise.—Selden.

OUT AROUND.

(Continued from page 9)

ably noticed the senate has appointed a committee to conduct a grand jury investigation of J. P. Morgan & Co., Kuhn, Loeb & Co., Dillon-Reed Co., etc. I also notice the great press associations are to be probed for publishing false statements and news, also suppressing facts that the people should know, all at the behest of big business.

I would be pleased to know your views, as to an organized effort on the part of business men and women, also interested citizens, in prosecuting trusts and monopolies doing business in this state. The recent move of the A. & P. chain, to enter the drug field is but another blow upon the heads of independent merchants. A movement of this kind in this and other states would hasten action in Congress to absolutely clean up on monopoly throughout the Nation. Our neglect of this mushroom growth of Monopoly is at the bottom of most of our economic troubles.

I feel a strong urge to speak to business men and women, through their local organizations, as I feel the time is ripe to strike a death blow to private monopoly. No one can better lead in such a movement than business men and women. Neither the educators nor churches can bring about the great moral reforms needed in business life.

Such a movement would not only bring humanitarianism into business, but it would affect our entire National welfare. If we are to continue a just and successful Nation, we must protect the birthrights of American youth. We have permitted greedy wealth to largely destroy their rightful opportunities to enter business.

With greedy wealth so largely in control of the newspapers and magazines of this country, the people have been lulled to sleep by its propaganda. The old time spirit of our forefathers had become numb. However, let us be thankful there is evidence of an awakening. I feel that we should not depend entirely upon the views of the few we elect to Congress and legislatures; that organizations of business men should be awake and alert to every move, also backing up their representatives with words of counsel and encouragement. Then we can hope to get business back upon the track and going forward.

E. B. Stebbins.

Saginaw, April 10—As you no doubt know, the State of California has on their books a law which prohibits the selling of merchandise in one part of the state at a price different than that being sold in another part of the state unless reason can be shown that the cost in one instance is greater than in the other.

You also are no doubt aware of the fact that the larger chains make a practice of taking a staple commodity and they will sell that commodity at a very much lower price in one section than in another, the price depending upon how badly they wish to cripple other competition in some one market.

Last week there was passed in the Senate of the Ohio legislature a bill aimed to curb this vicious practice and it went through the senate without a dissenting vote. This bill will be taken up in the House this week.

Our Association believes that the passage of this bill through the Michigan legislature would aid materially in eliminating some of the practices which are resorted to to-day by the National chains and would be a curb on the stifling competition which they create in markets in which they wish to destroy their competition.

I am enclosing a copy of this bill and when you have an opportunity, I would be very much pleased if you would look it over and write me as to

your reaction and also as to what kind of co-operation you believe we can get from other trade associations throughout the state who are affected by this same plan of competition. In Ohio, this bill was fathered through the legislature by the State Grange, as the same practices prevail in farm produce as prevail in trade marked items, and this most of the farm organizations are aware of.

P. T. Green.

Sec'y Mich. Wholesale Grocers Ass'n. I have gone over the draft of the Ohio measure with care and thoroughness and feel that it is worthy of the consideration of Michigan merchants. Unfortunately it is now too late to introduce it in the Michigan Legislature so its enactment in this state will have to be held in abeyance for two years. In the meantime we will have ample opportunity to note how it functions in Ohio.

E. A. Stowe.

MEN OF MARK

(Continued from Page 11)

esed, and thoroughly experienced as he is in building sound and satisfactory courses of study, also a trained college executive, it appears altogether likely that he will quickly impress his ideals and personality upon Ferris Institute. His several years of service as secretary of the Presidents' Club, a group composed of the six presidents of the State Teachers Colleges of Oklahoma, wherein he was called upon to make a careful study of the many curriculum and administrative problems which came before this body, enables him to take to his new position rare equipment to make it one of the outstanding educational plants in the nation. Scholarship, genuine character building, adherence to sound business policies, complete loyalty to scholastic requirements demanded of a standardized American college—these are the solid rock upon which he can be expected to build his student body, faculty and business office.

Oklahoma's loss is Michigan's gain.—Harlow's Weekly.

The progress of the world depends upon the men who walk in the fresh furrows and through the rustling corn; upon those who sow and reap; upon those whose faces are radiant with the glare of furnace fires; upon the delvers in mines, and the workers in shops; upon those who give to the Winter air the ringing music of the axe; upon those who battle with the boisterous billows of the sea; upon the inventors and discoverers; upon the brave thinkers.—Robert G. Ingersoll.

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

Business Wants department

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

YOUNG married man wishes position in store. Several years' experience as manager. George Watson, 600 West "A" St., Iron Mountain, Mich. 566
WANTED—Drug store location. Have stock and equipment. Address No. 467, c/o Michigan Tradesman. 567

Some Activities of the Brewing Business

The latest statements from brewers indicate that two serious conditions exist at the present time. The breweries are incapable of filling the numerous quantity of orders on hand and many of them are experiencing wartime difficulties of securing deliveries from sources of supply for brewers' supplies and equipment. One brewery received an order for fifty-five carloads while waiting for deliveries on an order of approximately eight carloads of supplies. With similar conditions indicated throughout the entire industry, railroad carloadings should be appreciably benefited during April as a result of the action of Congress.

National advertisers will watch with special interest the developments which occur as a result of the statement by Attorney-General for the State of Virginia, who insists that no publication bearing beer advertising can circulate within the State. This is in contrast with the generally accepted opinion that publications bearing beer advertising may circulate in any State if publication of the advertising is legal in the State in which the magazine is published.

Brewing equipment manufacturers report that the possibility of complete mechanization and electrification in breweries is extremely remote, due to the absolute necessity for skilled human technique in brewing. Apparently no conceivable application of technocratic doctrines can replace the human senses in tasting, observing and smelling beer during processing operations.

According to the Dow Service Daily Building Reports, all northern New Jersey has taken on new life as a result of the rehabilitation of brewery plants throughout the northern half of the State. Brickyards have exhausted their stocks in Middlesex county. Reports from New York, Ohio and other States indicate that a similar impetus to building has resulted from legalization.

In the opinion of one statistical service the direct effect of legalization upon the idle architect, builder and material man will be quicker and more far-reaching than the automobile and radio buying era, combined, after the post-war depression.

A preliminary analysis of estimated state taxes resulting from legalization of beer places the national total at approximately \$63,000,000 for the states in which beer would be immediately available. In the opinion of many legislators this new source for revenue may eliminate the necessity for the adoption of emergency legislation such as sales taxes in several of the states.

The fear of price-cutting in beer merchandising to three cents a glass led Detroit Post No. 1, of the Veterans' Democratic League, to pass a resolution which provided that five cents a glass should be established in the public interest as the minimum price. This, together with other incidents, points to the fact that the public not only wants beer, but it also wants the trade stimulus which profitable

merchandising would have upon wholesale distributors and retailers alike.

Druggists in Massachusetts and Maryland and other states have vigorously protested the sale of beer in drug stores on the ground that it would hurt their pharmaceutical trade.

Chain store methods of distribution may be adopted by large breweries if several proposed distribution plans are carried out in practice. Bulk handling in large tank trucks will carry the product from the brewery to intermediate bottling or dispensing stations and small trucks will be used for route delivery and local service.

Gabby Gleanings From Grand Rapids

August Schuhardt engaged in the meat business at 743 Jefferson avenue forty-three years ago. He is still there, conducting business along modern lines in association with his son.

Articles of incorporation have been filed with County Clerk Neumann for the Thomas Wholesale Grocer Co., 42 Grandville avenue, by C. Thomas, 2001 Robinson road. Authorized capital stock is given as 500 shares of common at \$100 a share. The paid in capital is \$25,000. Besides C. Thomas, the other members of the board of directors are Donald C. Thomas and Blanche Thomas. The officers are as follows: President and Treasurer, Clarence Thomas; Vice-President, Blanche Thomas; Secretary, Donald C. Thomas. The corporation will conduct a wholesale business, handling merchandise for the Thomas chain stores in South Bend and Mishawaka and conducting a cash and carry stock for local retailers. Mr. Thomas' restrictive contract with the Kroger outfit expires in September, when he will probably re-establish a new chain of groceries in Western Michigan.

The Hecht Produce Co. has taken the agency for the Anheuser Busch products in Western Michigan, covering all the towns from Holland to Mackinaw City.

Stewart Lutz, who has acted as receiver for the Henderson Milling Co., 1505 South Division avenue, for the past year, has sold the estate to Bert Henderson, who will continue the business under the name of the Henderson Mills.

A creditors meeting will be held here next week Tuesday, April 18, according to announcement of the referee in bankruptcy of the Wm. Miller Hardware Co., of Manistee. The creditors should be well represented to bring influence upon the referee in the selection of a proper trustee. The one who has charge now, Mr. Bolton, may be absolutely honest, but he has had no experience in the hardware business. The stock should be sold without further delay to save additional operating expense, to the end that the creditors may receive a fair portion on their claims.

At a meeting of 150 independent retail grocers of Grand Rapids, held at the Y. M. C. A. Monday evening, it was decided to hold an independent spring festival from April 10 to May 15. Tickets which cost the dealer \$2 per \$1,000 will be handed out to all customers between these days on the basis of one ticket for every 50 cent

purchase. These tickets will be raffled off on the evening of May 15 at a meeting held at the civic auditorium when the following articles will be drawn by the holders of lucky tickets: One \$850 Continental automobile, one Leonard electric refrigerator, one living room suite, one breakfast suite, fifty large baskets of food.

A stirring address will be given by Rev. J. W. Fifield, Jr., in advance of the drawing of the prizes. Much interest is manifested in the undertaking.

Two more Red and White stores will be opened Saturday—B. Wiersma, and Economy Food Shop, both of Zeeland.

Cheapening the Dollar

Secretary Wallace presents a plea for "controlled" inflation of the currency in an interview, given before his appointment to the Department of Agriculture, which appears in the current issue of Collier's. He suggests that the dollar be cheapened by increasing "the price of gold from \$20.67 to \$30 an ounce or, in other words, reduce the number of grains of gold behind the dollar from 23 to 15 or 16 grains." This is not a new idea. Back in the days of the Populists, the Farmers' Alliance and the Greenbackers, farm groups were clamoring for inflation in order that they might pay their debts with cheaper dollars. Mr. Wallace's suggestion is chiefly significant because of the important position which he occupies and because of his activity in fostering a new farm-relief program.

A New Job For Paper.

A few years ago the discovery was made that shiny surfaces are important in heat insulation. Insulating material does not have to be thick and solid if its surface will reflect rays of heat as a mirror reflects rays of light. Applying this discovery, one paper company developed a shiny surfaced corrugated fiber insulation for refrigerators.

Advantages discovered in the refrigerator business were the release of more space for food storage, because the new insulating material is compact; lowering of shipping costs, because the insulation is light; and savings operation through reduction of heat leakage. Now it is expected that this paper insulation will find a place in building construction, in air conditioning, and possibly in keeping beer cool while it goes through the streets in trucks.

Choose Summer Volume Colors.

Pure white and five shades of blue lead the Summer volume colors chosen by the color coordination committee of the National Retail Dry Goods Association. The blue tones chosen comprise vellum, heaven, aqua and the two accent hues of dome and clipper. Pink was also stressed, together with honeymelon and the yellow hues of gold and sunnite. The greens comprised chicon and hart greens, with mascara and runkle representing the browns. A Florida member reported that white with 40 per cent, blue with 25 and pink with 20 per cent were the three leading colors there.

Riches insulate.

Completes Retail Promotion Guide

Several hundred promotional ideas, resulting from a composite analysis of the promotions of more than fifty leading stores are featured in the Daily Planning Guide, just completed by the sales promotion division of the National Retail Dry Goods Association. The guide is designed to stress the seasonal importance and promotional value of leading departments and to stimulate advance thinking on the major promotions for every month of the year.

Urge Sales Plan for Canned Fruits

A suggestion that retail grocers who conduct meat departments try to increase sales of canned fruits, particularly pineapples, through displaying them in conjunction with roast ham and other meats, is advanced by the National Wholesale Grocers' Association. In co-operation with pineapple and other fruit canners, the grocery group is suggesting methods by which retailers can attain a more rapid turnover in canned goods lines. The jobbers also advocate greater attention to the sales possibilities in other food combinations through proper displays and local advertising.

To The Grocery Ladies of Michigan

Grand Rapids, April 11—The Grand Rapids Ladies' Convention Committee extend a cordial invitation to all the ladies of the Retail Grocers and Meat Dealers of Michigan to accompany their husbands to the convention April 18, 19 and 20.

The Committee have arranged for a tea Tuesday afternoon, April 18, at the Grand Rapids Women's City Club at 3:30 in the afternoon and to be followed with a tour of the city.

Wednesday forenoon at 10 a.m. automobiles will be provided and a trip made to the famous Getz farm at Holland, with stop over at the Hekman biscuit plant, and luncheon at the Warm Friend Tavern at Holland.

The above features are in addition to the entertainment scheduled on program of the convention, providing for an entertainment Tuesday evening at the civic auditorium, also banquet and ball Wednesday evening at the Pantlind hotel.

Mrs. John Hekman,
Chairman Ladies Reception Committee.

General Warning

If the Federal Farm Bill, which is now on its way through Congress, passes in anything like its present form, every product mentioned in it will undoubtedly sharply advance almost at once. This particularly includes flour and other wheat products. Readers of this paper are advised to keep in touch with the Farm Bill and watch the markets on the food products which are affected by it.

Seven New Readers of the Tradesman

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

H. J. Balkema, Grand Rapids
Henderson Mills, Grand Rapids
Theo. C. Williams, Grand Rapids
John T. Wiersema, Muskegon
Ray G. Eckert, Ionia
Lepley-Wilson, Greenville
Plumb & Nelson Co., Ludington

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

MODERN CUTS OF PORK

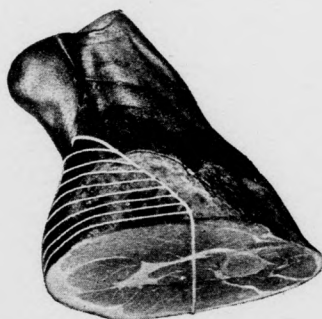
This is the twenty-sixth of a series of articles presenting modern methods of cutting pork which are being introduced by the National Live Stock and Meat Board.—Editor's Note.

THREE MAJOR CUTS OF SMOKED HAM (con'd)

Two of the three major cuts of smoked ham—the butt and the center cut—have been covered in previous articles of this series. This leaves the smoked ham shank, suggestions for the use of which are now presented.

FIVE WAYS TO USE SMOKED HAM SHANKS

It is often a problem to utilize the ham shank. Five ways are to be suggested for using it. The first two of these are contained in this article. The remaining three will appear in an early issue.



Art. XXVI—Cut 2

HAM SHANK WITH HEEL MEAT SLICED

One suggestion for using the ham shank is to slice the heel meat as indicated in the picture above.



Art. XXVI—Cut 1

A display of heel slices together with the remainder of the shank.

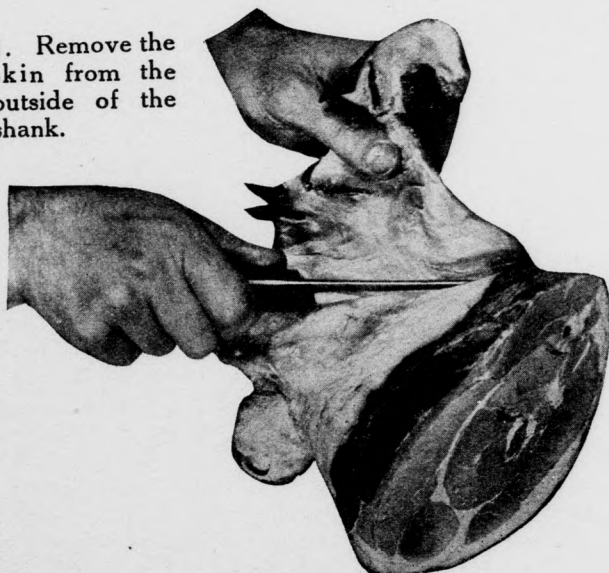


Art. XXVI—Cut 3

HAM SHANK SLICED

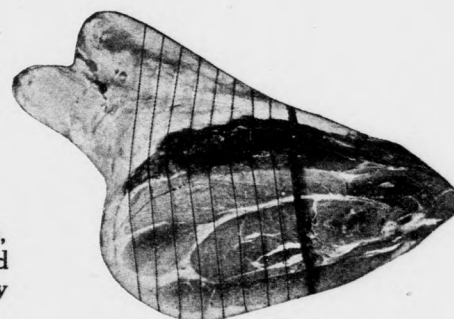
Slicing the ham shank has proved to be a very effective way to utilize this cut. The slices not only are tender but are attractive in appearance.

1. Remove the skin from the outside of the shank.

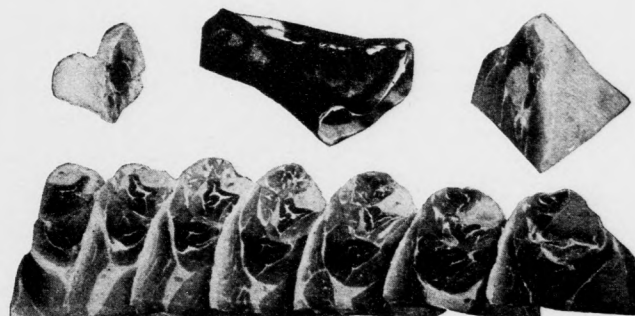


Art. XXVI—Cut 4

2. To obtain ham shank slices, the shank (skin off) should be sliced as indicated by the lines on the picture.



Art. XXVI—Cut 5



Art. XXVI—Cut 6

3. A display of ham shank slices. The knuckle may be used for seasoning.

Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

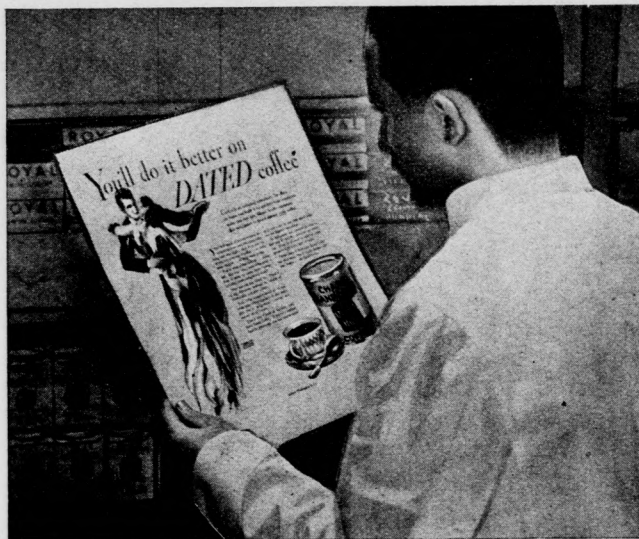
Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service



Of course you have seen this advertising

Chase & Sanborn's new advertising slogan, "You'll do it better on Dated Coffee", is telling people of science's latest discovery that **fresh** coffee is stimulating and enables us to work and play better. As a result, thousands of new customers every day are turning to Dated Coffee.

Make this advertising work for you by putting your selling efforts behind Dated Coffee. Display it prominently and suggest it to all your customers. Then you'll enjoy more sales and unusual profits . . . and all the advantages of the Standard Brands Merchandising Policy—frequent deliveries, adequate stocks, small investment, quick turnover and fast profits.

CHASE & SANBORN'S DATED COFFEE

A PRODUCT OF
STANDARD BRANDS INCORPORATED

Wholesale Only

Wholesale Only

DISTRIBUTORS of PINE TREE Brand FARM SEEDS

Vigoro

Inoculation

Semesan

Bulk

GARDEN SEEDS

Packet

Vegetables and Flowers

We specialize in

LAWN GRASS and GOLF COURSE Mixtures

SEEDS

Write for our special prices

INSTANT SERVICE

Telephone 4451

ALFRED J. BROWN SEED CO.

25-29 Campau Ave.

Grand Rapids, Mich.

Wholesale Only

Wholesale Only

S

TRENGTH

COMPANIES REPRESENTED HAVE

Assets \$65,931,787.14
Surplus \$23,396,338.15

ERVICE

Correct Insurance Coverage
Engineering Advise

SAVINGS

12½% To 40%
According To Classification of
Property

THE MILL MUTUALS AGENCY

LANSING, MICHIGAN

Mutual Building

Phone 20741

DETROIT OFFICE

Transportation Bldg.

Phone

Randolph 0729

GRAND RAPIDS OFFICE

Grand Rapids Trust Bldg.

Phone

95923