

BUILDING

We are building every day,
In a good or evil way,
And the structure as it grows
Will our inmost self disclose.

Till in every arch and line
All our faults and failings shine;
It may grow a castle grand,
Or a wreck upon the sand.

Do you ask what building this
That can show both pain and bliss,
That can be both dark and fair?
Lo, its name is Character.

Build it well, whate'er you do;
Build it straight and strong and true;
Build it clean and high and broad;
Build it for the eye of God.

I. E. DIEKENG.

April 24 to May 1 is Better Home Week

Big Business Buys Mutual Protection



It is a problem to many buyers of insurance to know what kind of insurance to buy. A convincing answer is the example of outstanding industrial corporations of the country who have been MUTUAL insurance policyholders for many years.

It is significant that these seasoned buyers of insurance turn to mutual companies for protection and for the considerable saving in cost they offer to any policyholder—corporation or individual.

The savings which mutual fire insurance companies are able to make for their policyholders come from economy and conservatism in management—from intensive and intelligent fire prevention effort. These savings, under the mutual plan, are returned to the policyholders. There are no stockholders in a mutual corporation.

Mutual fire insurance offers property owners a sound, stable and unfailing protection for their investment—and because it is mutual, at a saving in cost.

Your fire insurance is an important overhead item.

A thorough audit of insurance policies is one of the services available to patrons of mutual insurance companies. If you are not definitely certain that you can properly check and analyze your fire insurance contracts, you will do well to refer them to the insurance representative. This service costs you nothing and may be the means of correcting serious defects in your fire insurance protection.

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

SALES DOUBLED

when
W. G. & M. installed
Uneeda Bakers
**CUSTOM BUILT
BISCUIT DEPT.**



"THERE are only two reasons for the 100% gain in our cracker sales," says the owner of W. . . . Grocery & Market. "1—the open shelf display . . . which attracted new customers; 2—a well-arranged, well-located department."

This display will boost biscuit sales for you, too. It saves space, saves time, encourages self-service . . . makes sales

without a word from you. You buy it absolutely at cost—less than you probably imagine—and the few dollars you spend soon come rolling home in extra profits!

Ask the Uneeda Bakers salesman for photographs, prices and plans—or write us direct. National Biscuit Company, 449 West 14th Street, New York City.



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

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



A complete line of canned vegetables and fruits

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 26, 1933

Number 2588

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Readers hereof will remember that several months ago somebody in New York started a movement to increase the use of trade acceptances, so that every time somebody sold a bill of goods he should ask the buyer for a trade acceptance instead of merely carrying it as an open account.

I pointed out at the time that this scheme involved great danger to the buyer, in that his trade acceptance would inevitably get into the hands of a third party who could collect it from him even if the goods went wrong.

So far as I can judge the plan never got very far.

It is my desire to keep the readers of these articles in touch with the subject of trade acceptances, because they are now an integral part of business, and any buyer of merchandise may be asked to sign one at any time. I therefore will discuss a recently decided case which reveals the comparative helplessness of a buyer who gives a trade acceptance, sees it going into the hands of a third party, and then finds the goods covered by it going wrong.

In this case, a concern called the Arch Manufacturing Co., of St. Louis, Mo., had a business transaction with G. Kaill, of Meadville, Pa., by which Kaill bought goods from Arch and in payment for them gave five trade acceptances, payable in from three to twelve months.

The goods were delivered, and immediately the Arch Co. endorsed the acceptances over to a third party calling itself the "Trades Securities Co." Very often in such a case if you will get into the relation between the payee of a trade acceptance and the alleged third party he claims to have endorsed it over to, you will find the third party to be merely another name for the payee. There is no evidence that any such investigation was made in this case, but it is always a useful thing to

do, especially where much money is involved.

Very well. When the goods went bad Kaill declined to pay, and was at once sued by the "Traders Security Co." on the trade acceptances. There was a trial, in which Kaill's lawyer was confined to technical questions, such as whether the trade acceptance was a negotiable instrument, and so on. He could not defend on the ground that the goods had gone wrong, because that defense would have been available only against the Arch Co.—if it had held the trade acceptances in its own hands.

Kaill's lawyer labored manfully with his purely technical questions and did succeed in convincing the lower court that Kaill had a case. He got a verdict there. There was an appeal, however, and the Appeal Court took his verdict away from him and ruled that he must pay the "Traders Security Co." to the full amount of the trade acceptances, which by this time I suppose he has done.

True, he can sue the Arch Co. for the deficiencies in the goods, but they are in Missouri and he is in Pennsylvania. From a practical standpoint he is practically through.

All this came about solely because Kaill signed trade acceptances instead of letting the Arch Co. carry the transaction as an open account. Had he done that, he could have refused payment if the goods went wrong, and the Arch Co., if it sued him, would have had to prove they were right. As it was, the Arch Co., at the trial, didn't need to come into the picture at all.

You see the giving of a trade acceptance almost never is of any advantage to the buyer, except that it may sometimes get him a little more time to pay his bill. The advantage is always mainly to the seller, in that he, by discounting the acceptance, is supplied with liquid capital to do business on. That is good for general business, and every buyer should and no doubt would be glad to help—if he does not sacrifice his own interests to do it.

The Federal Trade Commission has ordered Mahaffey Commission Co., Chicago, and C. E. Malmin, alias "Northern Agricultural Institute," to cease representing directly or by implication, in selling seed potatoes, that inspection or certification by Malmin is inspection or certification by the "Northern" or any other "agricultural institute," or that the seed potatoes have been inspected and certified by any persons whomsoever or in any manner whatsoever other than is actually the case. The company consented that an order to cease and desist be served.

Under existing conditions political inquisitions are iniquitous.

Anton G. Hodenpyl

The finest things by which to measure a man are his human qualities, those endearing attributes of sympathy, kindness, generosity, faith, love, pity. It is for these he is honored most when working amongst us. It is for these he is mourned after death.

Those who now sorrow at the death of Mr. Hodenpyl know that he had these qualities in full measure. He endeared himself to the whole city because of his love and understanding of mankind, as well as because of his quick and discerning intelligence.

The Nation loves a Lincoln because of his sympathy for human suffering, a Washington for his integrity and strength, a Franklin for his wisdom and keenness. It loves these qualities and respects the fine achievements which complemented them.

The city loved Mr. Hodenpyl as a living force for better things and will continue to revere his memory as long as time lasts. It respected him for his many and varied achievements, centered about the great undertaking he espoused and carried forward to success. Love for his humanity and respect for his work will be deepened by remembrance of his ready wit, his keen appreciation of the opinions of others, his sane outlook upon life, his understanding of things as they are, his readiness to be of help, his never-failing cheer.

Hundreds there are in the city who know how generously he helped those who were suffering, advised those in difficulties, gave of his counsel to those in need, put his shoulder to the wheel to bring a better life to Grand Rapids. His interests extended far beyond his associates, employes and acquaintances and embraced the whole city. He served regardless of class or condition.

He would wish no better testimonial than that he has left a distinct impress upon the city's life, that it is better for his having lived here for forty years and that his works will not be forgotten, but will be cherished. His works are permanent and are greater than any written tribute can ever be.

Merely a Means of Speeding Up Activity

The subject of inflation came out in the open during the past week with the abandonment of the gold standard and Inflationary bill originating from the White House. Stock and commodity prices rallied with old fashioned enthusiasm. The Inflationary bill provides for giving authority to the President to take the following action, should he deem it advisable: (1) Instruct the Federal Reserve System to inject \$3,000,000,000 of credit in the money market through market operations. If these instructions are not followed out, then the Government may issue \$3,000,000,000 of notes having no

Government bond or gold backing. (2) Reduce the gold content of the dollar not greater than 50%. (3) Allow payment of war debts in silver up to \$100,000,000 per debtor at a price not to exceed 50c per ounce.

The question in the minds of most people today, in view of this drastic procedure, is whether or not we have inflation. It would seem that the rise in commodity stock and low grade bonds has been anticipating inflation, which up to date has not occurred. The question naturally follows as to whether or not we have inflation. Many economists point to the past conservative actions of the President and maintain that he suggested these inflationary powers to forestall Congress in adopting any inflationary measures. Also, the abandonment of the gold standard will place us in a stronger position in dealing with foreign governments, who, many writers say, have been having the advantage over us in foreign trade because of their depreciated currency.

It is practically impossible to say whether or not inflation will occur and in what form. The developments that are taking place in our own situation as well as discussions with foreign diplomats will have a bearing on the ultimate policy. The investor should bear in mind that tampering with currency in order to put people in the position where they do not want currency and consequently will convert it into commodities, stocks and other tangibles creates an artificial price level.

It is hoped and believed by many that inflation can be controlled although past history indicates otherwise as usually it gets out of the control of authorities because the public always carries it too far. During the past week buying of all forms of goods was very aggressive. The industrial managements of many concerns are considering advancing prices of finished goods, which will stimulate business activity. Regardless of the outcome, it is now apparent that the new Administration has reached a new stage. As one writer commented, "Inflation is merely a means of speeding up activity."

J. H. Petter.

The average citizen—the man of small resources—must know where he stands and what he faces. Property cannot sustain the ever-increasing drain. Business, big or little, cannot stand it. The man in the street must take seriously the truism that the power to tax is the power to confiscate. He must realize that we are nearing—if in some cases we have not already reached—the point where confiscation already has begun. For almost two decades our governments—national, state and local—have been expending more than they could afford.

THREE FINAL SESSIONS

Of Retail Grocers and Meat Dealers Convention

At the second session of the thirty-fifth annual convention of the Michigan Retail Grocers and Meat Dealers Association last Wednesday forenoon the value of combining good salesmanship with an aggressive advertising program was outlined in a ten minute talk by L. V. Eberhard, of Grand Rapids, while the president of the association urged the employes to acquire a financial interest in the business as a means of building and maintaining an efficient sales organization.

R. S. Gehlert, Sr., of Detroit, discussed the subject Romance in Coffee with great care and thoroughness.

W. L. Butler, of New York, associate editor of the Progressive Grocer, talked very pleasantly on grocery topics and presented stereopticon illustrations of many successful grocery stores. He counselled the retailers to stop trying to legislate competitors out of business and told them they must make their stores appeal to the housewife.

"The retailer may think he is the boss," he said, but the real boss is Cleopatra, the housewife. She makes the rules. She must be pleased. And unless the store is trimmed to suit her, is kept clean, and is always in order, the business will fail."

John Affeldt, Jr., of Lansing, presented the following resolution, which was adopted:

Whereas—Our annual conventions are usually well attended on Wednesday, and but sparsely attended on Thursday; and

Whereas—As many members as possible should be permitted to participate in the election of officers, which are held over until Thursday; therefore

Resolved—That the committee on nominations be requested to present its report at 4 o'clock Wednesday afternoon and that action on the report follows immediately.

Resolved—That this action apply to future conventions as well as this year.

This was a surprise move by a group of delegates which was reported to be pledged against the reappointment of Herman Hanson as secretary. Friends of the secretary opposed the change in order of business, but the forces seeking a "new deal" argued that the election should be held Wednesday while there was a full attendance of delegates. They carried their point.

A debate of the question, "Cash versus Credit," featured Wednesday afternoon's program. Paul Schmidt of Lansing upheld the advantages of doing business on a strictly cash basis while Gerrit Van der Hoening, of Grand Rapids emphasized the value and importance of "charge" accounts.

Retailers were advised by F. J. Nichols of Dayton, Ohio, business administration expert, to make an early decision in regard to the advisability of adding beer to their grocery lines. He said the beverage was proving a trade stimulant in many states.

"Don't wait until the day before it becomes legal to sell beer in Michigan to make your decision," he advised. "Decide now and prepare to cash in on this business."

Nichols said many retailers in nearby states, who prepared in advance for the return of beer, reported 50 to 80 per

cent. increases in sales following the legalization of the brew, while other dealers, who made no preparations in advance, reported no gains in business. He advised grocers to stock up heavily on pretzels, rye bread and cheese even though beer is not to be handled in their stores.

Frank Doyle, Lansing wholesaler, pointed out that grocers must first obtain a Federal permit to sell beer before they can qualify for a state license. The fee is \$20 per store, he explained. Two types of licenses also are issued. Dealers making sales in larger than three-case lots are classed



Paul Schmidt, President

as wholesalers, Doyle said, while stores selling in less than three-case lots are to be licensed as retailers.

Turning from beer to a discussion of the depression, Nichols implored the grocers and meat dealers "to cheer up and wear smiles" as better times are coming again just as they have returned following 15 previous depressions in this country. He predicted prices eventually would rise higher than the levels attained in 1929.

"This is no time to wear long faces," the business expert advised. "Learn to smile. If necessary place a mirror in the back room of your store and practice smiling. If you find it difficult to smile, tell yourself a funny story. And if you have clerks in your employ who cannot smile, fire 'em and get some who can. If you will do this it will not be long before you will be smiling your way back to prosperity."

Independent grocers were urged to affiliate with some strong voluntary chain and enjoy the benefits of group buying and advertising. Nichols reported there now are 100,000 stores in voluntary chains in the United States.

The speaker criticized the salesmanship of most grocers and meat dealers for their lack of "suggested selling." He said he visited 50 stores in the last three months and bought everything the clerks suggested buying. These purchases he reported, averaged less than 18 cents per store. None of the clerks inquired whether he just had moved into the community, he said, and none asked him to call again.

"There's money to be made in the food distribution business this year if the right kind of salesmanship is used,"

Nichols concluded. "But the retailer should attempt to know every one of the 500 families in his neighborhood. If strangers come to town he should cultivate their acquaintance and perhaps welcome them in his home."

H. C. Peterson, Vice-President of the National Association of retail grocers spoke very entertainingly and profitably.

Election of officers resulted as follows:

President, Paul Schmidt;
First Vice-President, F. J. Bathke;
Second Vice-Pres. Rudolph Eckert;
Treasurer, Orla H. Bailey, Sr.
Past President, Wm. Schultz.
Directors—L. V. Eberhard, Grand Rapids; Ward Nemwan, Pontiac; A. A. Boyce, Bay City; Vincent A. Miklas, Manistee; Holger Jorgenson, Muskegon.

Three men won the 1934 meeting of the Association for Manistee. Vincent Miklas, prominent Manistee grocer, Thomas J. Keely, of the Consumers Power Co., and R. A. Fuess, advertising manager of the Manistee News-



Wm. Schultz, Past President

Advocate, extolled the advantages of their city in such delightful terms that the delegates voted to accept their invitation.

Lansing and Grand Rapids were the other cities to extend invitations.

At the annual banquet at the Pantlind Hotel in the evening Rudolph Eckert, of Flint, acted as toastmaster. Edw. G. Weir, of Grand Rapids, made a masterful oration, which was greatly enjoyed by all present. The annual ball followed the banquet.

The closing session of the convention, Thursday forenoon, was greatly entertained and edified by a talk by Walter J. Nichols, Secretary of the Food Distributors Association of Illinois.

The Committee on Resolutions presented the following report, which was adopted:

Whereas—The invasion of motor trucks on the highways of Michigan operating as common carriers, contract carriers and private carriers, operate haphazardly and without proper regulations, and

Whereas—Persons, firms or corporations operating said trucks are not required to pay a just tax and share the cost of government on an equitable basis, based on their physical assets, as is required of other types of industry, and

Whereas—No uniform schedule of rates govern the trucking transportation, as is required of the rail carriers by the public utility commission, and

Whereas—The present system of truck transportation is a burden on the tax payers of our state and discriminates against well organized and regulated established rail systems; therefore be it

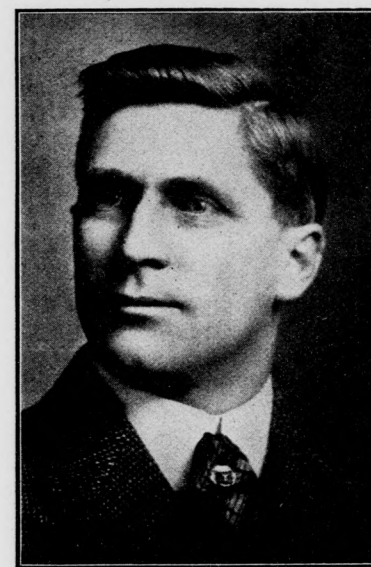
Resolved—That we, the retail grocers and meat dealers of Michigan, in convention assembled this 20th day of April of the year 1933 in the city of Grand Rapids, recommend and petition the Michigan Legislature now in session to adopt House Bill No. 364, file No. 370, providing for the control and regulation of trucking transportation, by the Utility Commission on an equitable and competitive basis; and be it further

Resolved—That our secretary be instructed to mail a copy of these resolutions to the members of the Michigan Legislature and that same also be spread on our records.

Whereas—The members of the Retail Grocers and Meat Dealers Association of Michigan have been privileged to keep posted on all matters of importance relative to their business problems during the past year, through the columns of the Wolverine Retailer, the official publication of the State Association and

Whereas—500 to 800 extra copies have been placed in the hands of retailers not affiliated with the Association each month, aiding materially in the development of the State Association and

Whereas—In addition to the valuable contacts which have been made possible by the advertising patronage of manufacturers and distributors, our



Orla H. Bailey, Sec. and Treas.

finances have been stabilized to the extent of approximately \$100 increase over balance on hand at last year's convention, in spite of the unfavorable business conditions existing; therefore be it

Resolved—That we the members of the Retail Grocers and Meat Dealers Association of Michigan in convention assembled this 20th day of April, 1933, in the city of Grand Rapids, extend our expressions of appreciation to the advertising patrons of the Wolverine Retailer; and be it further

Resolved—A copy of these resolutions be spread upon our records and published in the next issue of the Wolverine Retailer.

Whereas—The manufacturers of the four Nationally advertised brands of cigarettes have resorted to unfair and unethical practices in connection with the retailing of their products; and

Whereas—The unfair and unethical practices constitute a subsidy in the form of advertising allowances granted only to certain large retail outlets, with the understanding their cigarettes would be retailed at ten cents per package; and

Whereas—The independent retailers who purchase their supply from the regular jobbing channels would be compelled to retail said Nationally known brands of cigarettes on a "No Profit" basis in order to meet the competitive prices; and

Whereas—The practice of granting of advertising allowances to the syndicate chains, enabling them to sell said cigarettes at ten cents and derive a reasonable profit, discriminates against the independent retailers; therefore be it

Resolved—That we, the Retail Grocers and Meat Dealers Association of Michigan, in convention assembled this 20th day of April, 1933, in the city of Grand Rapids and state of Michigan, vigorously protest against the unfair discriminatory practices set forth; and be it further

Resolved—That we recommend to the independent retail trade that the sale of the four Nationally advertised brands of cigarettes be curtailed and substituted in every possible instance with independent cigarette manufacturers' products, until said discriminatory practices are discontinued and a reasonable profit is assured in retailing on a competitive basis; and be it further

Resolved—That our Secretary be instructed to publish this resolution in our official Association publication known as the Wolverine Retailer; and be it further

Resolved—That our secretary be instructed to mail a copy of these resolutions to the manufacturers of the four Nationally advertised brands of cigarettes—Lucky Strikes, Camels, Old Gold and Chesterfields.

Whereas—Our system of taxing property, both real and personal, having failed to yield sufficient revenue with which to carry on our state, county and city governmental functions, including the highly taxed welfare relief; and

Whereas—All business has suffered tremendous losses of volume in sales and in commodity values, rendering it exceedingly difficult to meet the tax demands of our various governmental bodies; and

Whereas—It is highly essential a system of taxation affording the opportunity to pay-as-we-go-type-only to replace the present system of taxing property values; and

Whereas—Our State Administration is sponsoring a straight three per cent. retail sales tax, with no exceptions or exemptions provided for on the necessities of life; and

Whereas—It is extremely difficult for many of our people not dependent upon the welfare rolls to even pay for the necessities of life and less able to pay a tax in addition thereto; therefore be it

Resolved—That we, the Retail Grocers and Meat Dealers Association of Michigan, in convention assembled this 20th day of April, 1933, in the city of Grand Rapids, respectfully petition the members of our legislature to exempt foods, which rank first as a necessity of life, from any tax, should it be deemed an absolute necessity to invoke a retail sales tax at this time upon the seriously impaired but sustaining business of our state and be it further

Resolved—That our Secretary be instructed to mail a copy of these resolutions to each member of our Michigan Legislature and spread same upon the records of our Association.

A roll call of delegates by cities revealed that municipal governments are gradually going out of the grocery business. City owned commissaries are being closed and the business returned to regular trade channels. These

changes were brought about by educational campaigns.

L. H. Thomas, of Ann Arbor, described how the retailers in his home town succeeded in getting the city government out of the grocery business. Ann Arbor copied the Grand Rapids plan, he explained, and its city store worked a hardship upon local merchants. The retailers organized and worked out a system under which the welfare families could be fed more economically, Thomas reported, by supplying dependents through regular trade channels. He said the city had saved money by closing its commissary.

President Schmidt announced at the close of the first directors' meeting Thursday afternoon that Herman Hanson of Grand Rapids will be retained temporarily as secretary until arrangements can be made, probably within thirty days, for the appointment of a full time secretary. Mr. Hanson has served on a part-time basis for several years.



Lines of Interest to Grand Rapids Council

Hey, fellers! we are all going to be on hand at the big pot luck supper to be held in the Council chamber Saturday evening, May 6, at 6 o'clock. The ladies aim to be right generous in the eats and every one is sure to get a tummyful if he comes. Of course everyone will bring something to help fill up the tables. While everybody is busy at the festive board, the Davis Tech. orchestra will attempt to drown out the noise of the feast. This will be an unusual feature. First time we ever heard of an orchestra playing while a pot luck was being served.

After the tables have been cleared away, Grand Rapids Council and the Ladies Auxiliary will hold their business meetings. At the close of the meetings another orchestra will be introduced. Slocum's orchestra will furnish terpsichorean tempo for the pleasure of those who like to trip the light fantastic. It is expected to be a right smart evenin' and every U. C. T. member and his family should be on hand to participate in fun and frolic of the party.

Many a nobody who isn't known by anybody becomes a somebody and is known by everybody, and everybody tells him they knew him when he was nobody and they knew he would be somebody someday.

Of all the vagaries which have predominated in the world's economic structure, the present crop seems to be eminently outstanding. The world with a basket on its arm, to hold a gathering of Prosperity eggs, is chasing cheap money, 'isms and various government cures while in its own back yard repose the fowls that lay the golden eggs. Personal responsibility, individual effort and work will and can produce more Prosperity eggs than any chased fantasy can ever hope to furnish. Ere we are parties to a faux

pas, let us brace our feet against a cleat of confidence in ourselves and our brothers and push down, with a mighty unison, that wall of suspicion and fearfulness and rush in to that clover filled area that is awaiting those who dare to do.

If our Southern friends who live adjacent to the Mississippi river read this item, it may cause some apprehension as to their personal safety. However, we will personally guarantee that there is no immediate danger and that they may plant their usual crops and stroll along the levees as nonchalantly as in the past. Geologists have discovered that the basin holding the Great Lakes is slowly tipping South West and that in a few hundred years the water of the three upper lakes will be spilling over into the Mississippi river valley. This occurrence will leave but Lake Erie to feed Niagara Falls and she will be but a fraction of her present size. We feel that no one at present should become exercised over the possibility of such an event, but it might be well to warn our posterity to build their houses upon rocks and high above water level rather than risk a foundation of sand and a lowly valley for a building site.

We men want but little here below, but we usually get along on less.

It took but nine days of campaigning in the third Liberty loans drive to get subscriptions amounting to \$29,000,000 but it has taken us three years to find out that we cannot raise enough to pay our current expenses without whooping the ante. No doubt we are less apt at figures lately.

Michigan, first to sanction the repeal of the eighteenth amendment and first in the production of salt to flavor the new 3.2 which we don't seem to be able to get. The state solons fiddle while thirst burns. Michigan has led all other states in the union in the production of salt for the past twenty years. In five years a total of \$37,000,000 was realized from Michigan's production. In 1931, 2,953,980 tons with a total value of \$5,760,000 came from Michigan mines. Her production of salt for that year was 26.6% of all salt produced in the United States. There are three great salt centers in the state. First, the vicinity of Midland, Bay City and Saginaw. Second, Detroit, St. Clair and Port Huron. Third, Ludington and Manistee. There is a very great possibility that you are using a home product when you pick up the salt shaker from any table in the state of Michigan.

Did you hear Al G. Guimond over WOOD Thursday evening? Through the courtesy of our local station, Al was given time to broadcast a talk on team work. He is never at loss for a subject if it embraces team work in business. Mr. Guimond is Michigan director of the team work groups and is making a swell job of handling his various duties. He has some very capable assistants throughout the state and their united efforts are getting some very desirable results.

John Rietherg has recovered from injuries suffered in a fall some time ago and has sent in his final claim to Columbus.

Archie Vis, zone representative for Nash Motor Car Co., has recovered

from an injured arm he received in a fall and is back on the job once more. Archie's new home address is 17 Lafayette avenue.

A man prepares against old age by laying up money and creating an estate to be impounded in closed banks, a woman by dieting and more beauty treatments.

H. R. Bradfield and R. E. Groom attended a meeting of the Grand Executive Committee of the Michigan Grand Council held in Owosso on the twenty-third. Matters of importance and of interest to the brotherhood at large were discussed.

You have all heard Walter Winchell yell O. K. America" over the radio? Say, his yell ain't nothin' compared to the broadcast we heard R. W. Radcliffe unloading Saturday afternoon. It seems that Rad hooked onto a right smart order Saturday forenoon and he just wanted the boys to know that he had found that corner that we have all been looking for. We also learned that he had other good luck which preceded his big order. We are interested in the brand of horse shoes he is wearing.

Irvin J. Steeby, of 1807 Horton avenue, who suffered a broken knee cap in an accident several months ago, is slowly recovering the use of his limb. It will be several weeks before he will be able to go back on the job.

A special meeting of the team work group under the direction of H. F. DeGraff held a luncheon meeting Saturday at the Elk's Cafeteria. Matters concerning team work as regarding the council were discussed and plans made for future meetings with council members.

We are glad to announce that D. E. Keyes is slowly improving. His recovery is slow, but we are hoping that it will be for better health when he does regain strength.

In April, 1918, a meeting was held in Marquette to determine ways and means of enforcing the eighteenth amendment in the Upper Peninsula, especially in Gogebic, Iron, Dickinson and Menominee counties which lie along the Wisconsin border. If our beloved solons who are vacationing in Lansing don't wake up soon there will have to be a repetition of the above mentioned meeting.

We are glad to note that the scribe from Onaway reads our columns. About the only way one can find out things is to go fishing. Now that we understand each other, we will have to check up on some of the other boys. Thanks for the invitation, Squire, we surely will look you up if we ever get money enough to get out of town.

Harry Bennett, president of the Bennett Auto Co., of Middleville, has returned from Florida where he spent the winter for his health. Mr. Bennett is one of the pioneer auto salesmen and dealers in Michigan. He has been in his present loctiona for nearly twenty-five years as a salesman and dealer. His success has been outstanding in merchandising automobiles. His word is accepted as a bond by the community he serves. It is hoped that his sojourn in the sunny Southland will have restored him to normal health and that

(Continued on page 7)

MOVEMENTS OF MERCHANTS.

Lake Linden—The Bosch Co. has changed its name to the Bosch Brewing Co.

Detroit—The Mazer Cigar Co. has changed its name to the Jacob Mazer Sons Cigar Co.

Battle Creek—The Smith Shoe Co. has been dissolved by unanimous consent of its stockholders.

Wyandotte—The Marx Co., 2907 Van Alstyne avenue, has changed its name to the Marx Brewing Co.

Cassopolis—The Kellogg Switchboard & Supply Co., has decreased its capital stock from \$6,325,000 to \$3,795,000.

Vulcan—The Penn Store Co., dealer in general merchandise, has changed its name to the Service Stores Corporation.

Detroit—The Lorne Plumbing & Heating Co., 641 West Congress street, has decreased its capital stock from \$70,000 to \$35,000.

Menominee—The Menominee-Marquette Brewing Co., has been incorporated with a capital stock of \$150,000, all subscribed and paid in.

Detroit—Bright Cleaners & Dyers, Inc., 8235 West Grand River avenue, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Continental Linen Supply Co., 429 East Elizabeth street, has been incorporated with a capital stock of \$1,500, all subscribed and paid in.

Charlotte—Marshall Field has moved his grocery stock back into his East side store, which building he owns. Mr. Field left this location five years ago.

Detroit—The Northwestern Department Store, Inc., 5663 Grand River avenue, has been incorporated with a capital stock of \$7,000, all subscribed and paid in.

Detroit—The Grinding Supplies & Service Co., 426 Superior street, has been organized with a capital stock of \$5,000, \$2,011.10 being subscribed and \$1,000 paid in.

Grand Rapids—Labotz Bros. Bakery, with temporary quarters on Coit avenue, have removed to their new modern bakery and store at 1371 Plainfield avenue, N. E.

Flint—The Tivoli Beer Genesee Distributing Co., John and Halsey streets, has been organized to deal in beers and soft drinks, with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit—The Trybus Shoe Co., 4710 Chene street, dealer in shoes and furnishings for men, has been incorporated with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Grand Rapids—The Great Lakes Brewing Co., Bridge street and Indiana avenue, has been incorporated with a capital stock of 300,000 shares at \$1 a share, \$1,200 being subscribed and \$1,000 paid in.

Detroit—The Boesky Drug Co., 5102 Hastings street, has merged its business into a stock company under the same style with a capital stock of \$10,000, \$4,000 of which has been subscribed and paid in.

Tecumseh—Tecumseh, which has been without banking facilities since Oct. 20, 1931, when the United States Savings Bank was closed, again is being served by that institution, which re-opened April 15.

Detroit—The Madison Hosiery Co., Inc., 516 Detroit Savings Bank Bldg., has been incorporated to deal in hosiery, bags, gloves and handkerchiefs, with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Home Paint & Glass Co., Inc., 13911 Meyer Road, dealer in paints, sash and doors, has been organized with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Muskegon Heights—The Muskegon Heights Beer Co., 727 Maffett street, has been incorporated to act as distributing agent, with a capital stock of 5,000 shares at \$1 a share, \$5,000 being subscribed and paid in.

Detroit—Arie Beer & Wine Distributors, Inc., 2730 Union Guardian Bldg., has been organized to deal in beverages with a capital stock of 5,000 shares at \$110 a share, \$1,000 of which has been subscribed and paid in.

Hamtramck—The Federal Furniture Co., 9823 Jos. Campau avenue, has been incorporated to deal in furniture at wholesale and retail, with a capital stock of \$25,000, \$10,000 of which has been subscribed and paid in.

Detroit—Valentine Brotz Sons, Inc., dealer in furniture and furnishings, has merged the business into a stock company under the same style with a capital stock of \$10,000, \$7,500 of which has been subscribed and paid in.

Grand Rapids—The Kent Refining Co., 29 Coldbrook street, N. E., has been organized to refine and deal in kerosene, oil, etc., with a capital stock of \$10,000, \$8,000 of which has been subscribed and paid in.

Detroit—E. J. Crowell's Distributing Co., 7405 Grand River avenue, has been incorporated for the wholesaling and retailing of beverages with a capital stock of 25,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Petoskey—Charles C. Hamiill, who conducted a grocery store and meat market on Mitchell street for a number of years and removed to California 12 years ago, died April 5, at his home, 1195 North Marengo avenue, Pasadena.

Harbor Springs—With a complete new stock, stressing sports clothing for men and women, E. P. Rosenthal has resumed business for the summer in his remodeled and redecorated store building, having recently returned from California.

Lansing—The remodeling of the first floor space in the northwest corner of the Tussing Bldg., Washington avenue and Ottawa street, is well under way. It will be occupied about May 1 by the Tussing Drug Co., recently organized.

Detroit—The Joyce Style Shops, Muskegon—Budd M. Salisbury, who formerly conducted the Walk-Over Boot Shop on Western avenue, has re-engaged in the shoe business at the same location under the style of Budd's Bootery, carrying complete lines of shoes for men, women and children.

Dowagiac—A. W. Howell, depart-

ment store, has merged the business into a stock company under the style of Howell-Fox & Co., with a capital stock of 100 shares preferred no par value and 150 shares no par value, \$15,000 being subscribed and paid in.

Ishpeming—J. L. Bradford Co., dealers in clothing, furnishings, hats and shoes for men, renews its subscription to the Tradesman and say: "It would be hard to get along without the Michigan Tradesman after reading it for the past forty-four years."

Kalamazoo—W. G. Pattison and Henry Leathers, owners of the Sherwin-Williams Paint Store, have removed the stock from its location in basement of the Hanselman Bldg. to 506 South Burdick street, where the business will be continued under the same style.

Port Huron—W. D. Smith, 67 years old, founder of Smith Brothers Groceries, bank director and lifelong resident of Port Huron, died recently in a hospital in Riverside, Calif. The body was brought here and funeral services were held in the First Methodist Episcopal church.

Battle Creek—F. J. Dowding, proprietor of the Buttermilk Shop, has purchased the Shrank Dine and Dance restaurant at 36 West Michigan avenue and is remodeling and redecorating it preparatory to opening it under the style of Dowding's Dining Cafe. Mr. Shrank will devote his entire attention to his restaurant at 89 West Michigan avenue.

Fennville—The Old State Bank has issued B schedule of service charges for personal checking accounts to become effective May 1. No charge is made where the minimum monthly balance is as much as \$300, but a service charge of 50c made on smaller amounts, with from 10 to 20 free checks allowed. The above are in keeping with charges made by most other banks to cover cost of bookkeeping, etc.

Jackson—Formation of a new bank to take the place of the Union and People's National bank is under way. Twenty Jackson citizens have underwritten \$200,000 capital in the new institution and the Reconstruction Finance Corporation will supply \$200,000 more as a minimum capital. The tentative name will be the First National Bank of Jackson. Frank W. Gay is slated as the bank's president.

Owosso—Although the Walker Candy Co., of which he was secretary, is now in receivership, J. J. Kooman, appeared in Federal Court at Bay City April 15 and pleaded guilty to a charge of the Food and Drug Act in shipping misbranded candy. Judge Arthur J. Tuttle imposed a fine of \$50 and costs, including \$10 attorney fees, to be charged to the receiver. The violation occurred April 20, 1932, and the company was placed in receivership last August.

Bay City—Joseph C. Hirschfield, prominent Bay City business man, was bound over to Circuit Court for trial on charges of attempting to bribe a public official when brought before Police Justice R. G. Phillips for examination. Prosecutor Bernard S. Frasier made a motion asking Justice Phillips to dismiss two charges, one of

perjury and another of conspiracy to bribe. They were dismissed. William A. Collins, city attorney, defended Hirschfield who was released on bonds.

Flint—Charles W. Hurd, senior partner in Hurd's Drug Store, will celebrate his golden wedding at the family home at Davison next Sunday afternoon. Mr. Hurd was married to Miss Alma E. Barrows, of Lapeer, April 30, 1883. Mr. Hurd was on the road for the Hazeltine & Perkins Drug Co. for many years, during which time he made many friends among the trade. The Drug Store in this city is mainly served by Mr. Hurd's two sons, one of whom is a member of the Michigan Board of Pharmacy.

Ionia—According to Fred Fuszek, factory manager of the Grand Valley Packing plant, the premises will be opened for public inspection the first week in May. The former Ionia tile works has been in the hands of workmen for a month for rearrangement. The plan, Fuszek said, is to employ at least forty men. The plant will use from 150 to 200 head of cattle per week, 1,200 to 1,500 hogs and many lambs and calves. Mr. Fuszek is president of the West Michigan Fat Stock Show association and former general manager of the Grand Rapids Packing Co.

Flint—Ed Shanahan, manager of the shoe department at Smith-Bridgman's, reports that 40 per cent of his total business has been in women's shoes since he added women's shoes to his department six months ago. Smith-Bridgman's is the largest department store in Flint and sells Florsheim shoes exclusively, for both men and women. The store held a style show, featuring Florsheim shoes with other merchandise for women, at Vernon, Mich., under the auspices of the Vernon school girl graduates and their mothers. Eight adult models were used for the event, besides four children. More than 200 persons attended the show.

Flint—W. Scott Kendrick, 57, owner of the Kendrick Hardware Co. store in this city, died March 21, following an illness of two months. Mr. Kendrick was well known to the hardware trade, having attended many national and state conventions, in which he took an active and prominent part. He was a past president of the Michigan Retail Hardware Association. Mr. Kendrick had made his home in Flint for the past thirty-seven years and entered business in this city more than ten years ago. Prior to that time he had traveled for a wholesale hardware house, after which he engaged in the retail hardware business in Ortonville for a short time. In the Flint Chamber of Commerce he served as a director and as chairman of the membership campaign committee in 1931, as a member of the retailers' division and of the joint retailers' and manufacturers' committee. Two years ago he was president of the Flint Retailers' Credit Bureau and at the time of his death he was director of the organization. He was also active in Masonic organizations as well as in the affairs of the Flint City Club and Flint Rotary Club. Mrs. Kendrick and two brothers of Mr. Kendrick survive.

Essential Features of the Grocery Staples

Sugar—Local jobbers hold can granulated at 4.80c and beet granulated at 4.65c.

Tea—There has been very little of interest in the first hands tea market during the week. Advices from the primary markets indicate that the proposition to reduce production has already begun. Prices in this country, however, are entirely unchanged for the week, but the undertone is steady and firm. Consumptive demand for tea is about as usual without change.

Coffee—The week's record of Rio and Santos coffee, green and in a large way, was one of dullness and weakness, largely due to news from Brazil that the surplus down there is still very heavy. In spite of the destruction of many millions of bags there is still far too much coffee at present in Brazil for the world to take care of. Prices on Rio and Santos have declined a small fraction during the week and the general feeling at this writing is easy. Milds are also a small fraction lower. The jobbing market on roasted coffee is not materially different from a week ago.

Canned Vegetables—With the spot canned food market remaining steady and only a routine interest being shown, the financial upheaval of last week had little noticeable effect in the trade, unless it was to divert attention to other commodities coming more swiftly under the influence of Washington developments. There has been no considerable trend toward future covering in anticipation of higher prices under possible expansion of the currency. The speculative sentiment so suddenly shown in financial and commodity exchanges has still to show itself. Intended acreages for new crops thus far announced indicate that there will be no shortage of the items included if plantings proceed on that basis. The intended acreage in tomatoes is put a 270,590, as against 277,640 in 1932. An acreage of 265,000 under average growing conditions, would provide enough tomatoes for a pack of 10,500,000 cases. The carryover, on the basis of consumption since last summer, is estimated roughly at 1,000,000, so that there would be somewhere between 11,000,000 and 11,500,000 cases available for the coming year, according to Government figures. This presumes that spot tomatoes will move as freely under the higher prices now in effect as they did earlier in the season when prices were low and there was considerable forced selling. Weather conditions and yields cannot, of course, be forecast. The intended acreage of beets is put approximately the same as last year. This is the second short crop, as in 1931 the acreage was 14,750 and in 1932 10,729 acres. There is a radical reduction apparent in kraut acreage, showing something like 20 per cent. below last year.

Canned Goods—Prices hold steady and generally unchanged this week, while most eyes are turned on Wall Street and the commodity markets. There is little buying interest either in spots or futures, but future sentiment is for higher prices. However, lack of any speculative interest in canned

fruits still is evident on all sides. It may be that prospects for acreage so far revealed, indicate comparatively large packs in the coming season, at least in some items or probably the fact that the great masses of wage earners will not promptly be compensated for the cheapened dollar, which casts too much uncertainty over the future. At any rate, the market is still in the making, and for the time being, the trade is content to buy for nearby requirements only. The price structure has been very well maintained, however, and as a whole is steady to higher than it was before the bank holiday. The improvement has come about naturally through an easing up of pressure selling some time ago, as well as to diminish stocks for sale in first hands. California fruits have shown such an improvement in particular.

Canned Fish—The time is rapidly approaching now when salmon will take on more life. The Northwest continues to hold Alaska varieties very firm, but there has been little activity here, at least of seasonal character as yet. Lower grade Columbia River salmon is still rather a factor on the spot.

Dried Fruits—The spurt which took place in buying just before the Jewish holidays is still largely carrying the trade along, and the demand has been in narrower volume since. However, an increased movement of fruits abroad would act to further strengthen the Coast position and eventually be reflected here, in certain sizes and grades, at least. Dried apples which eased a short time ago in New York State as a result of falling off of export business at advanced levels, should under the circumstances gain because of the currency changes.

Jobbers here report a fair to light demand for prunes, apricots and other items, but trading is still narrow and of a fill-in variety.

Beans and Peas—The market for dried beans is still steady to firm with country markets advancing. Most prices are tending upward. Red kidneys have actually advanced during the week and the whole trend of the market at the present writing is toward higher prices. Blackeye peas are also higher. The demand is only fairly active.

Cheese—Demand for cheese during the week has been fair. The market has been firm on account of light receipts.

Nuts—There have been so few cables from abroad in the past few days that the replacement market is still clouded in doubt. Prices have previously been holding steady, and under the circumstances, proportionate advances to make up for the decline in the dollar against foreign exchanges would ordinarily be expected. The question is how such advances can be passed along to buyers and manufacturers who have not been taking shelled nuts very well even at the low prices which have prevailed. For the time being, some increased interest may be noted in spot stocks, with probably a less inclination among low sellers to shade until the replacement market becomes clearer. Stocks generally are light, but adequate to meet current demand.

Pickles — Pickels remained very quiet. Prices showed no changes in either direction. With inflation putting all markets up reductions seemed unlikely, in spite of the small consumer interest.

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.

Asparagus—\$3 per case of 12 bunches; 30c per 2 lb. bunch.

Bagas—Canadian, 75c per 50 lb. sack.

Bananas—4½c @ 5c per lb.

Beets—75c per bu.

Butter—The market has made a remarkable advance of 2½c per lb. during the past week. Jobbers now hold plain wrapped prints at 22½c and tub butter at 21½c. While inflation news, developments in Washington, stock and grain market trends, are indirect influences, butter handlers appear to be more concerned in production trends. All sections of the country are reported to have had sufficient moisture and this is expected to result in adequate pasture. Some sections in Texas, however, reported to be very dry, but dry areas are not large. Then, too, some dealers also recognize the fact that more milk and cream will be available for butter production during the coming season in that herds were not closely culled last winter. Another item not overlooked by dealers inclined to be conservative is a decreased consumption of the raw materials because of an expected large beer consumption. It is not difficult to understand the reasons for conservative operations with prices at current levels, but at the same time the market to date has clearly shown that Washington news can do much with sentiment and possibilities.

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—\$1.75 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 — Michigan Jobbers pay as follows for hand picked at shipping stations:

C. H. Pea from elevator.....\$2.55

Pea from farmer..... 2.35

Light Red Kidney from farmer... 3.00

Dark Red Kidney from farmer... 3.00

Eggs—Egg trade sentiment is, of course, greatly mixed. Dealers who follow statistics continue bearish for the longer pull. On the other hand many interests influenced by inflation news operate in a manner which strongly stresses a maintained move for accumulation of commodities. The willingness to absorb the actual eggs for investment purposes is evident from the free and general increase in storage supplies. Reports on current home demands are not at all encouraging, but the future of the egg market is the consideration. Receipts are free and all advices from the country indicate continued free and general collections.

Jobbers pay 7½c per lb. for receipts, holding candled eggs at 12c per dozen for hen's eggs and 9c for pullets.

Grape Fruit—Present prices are as follows:

Florida Mor Juice\$2.75

Florida Sealed Sweet 3.00

Texas, Choice 3.25

Texas, Fancy 3.75

Texas, bushels 2.25

Green Onions—Chalots, 60c per doz.

Green Peppers—50c per doz.

Honey—Comb, 5 @ 6c per lb.; strained, 5 lb. tins, \$4.50 per doz.; 60 lb. cans, 8c per lb.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate....\$4.00

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

Hot house, 10 lb. basket..... 1.00

Lemons—The price is as follows:

360 Sunkist\$5.50

300 Sunkist 5.50

360 Red Ball..... 4.50

300 Red Ball..... 4.50

Mushrooms—28c per one lb. carton.

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126\$3.25

150 3.15

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.

Parsnips—85c 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

Decks 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, and \$4.50 for 24 qts.

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

Tangerines—\$1.90 per box or bu.

Tomatoes—Hot house, 10 lb. basket, \$1.40; 5 lb. box, 80c.

Veal Calves — Wilson & Company pay as follows:

Fancy6@7c

Good5@6c

—————

The Federal Reserve should make money more abundant and cheaper.

—————

Roosevelt has started the ball. Business alone can keep it going.

—————

Reverses revitalize redbloods.

MUTUAL FIRE INSURANCE

Selecting Your Insurance Partners

There is a corps of experts who work untiringly for you and your interests. Skillfully examining the property of merchants from all over the United States and Canada, they choose your insurance partners—accepting only those whose property meets their standards. These experts are the inspectors and underwriters of the mutual fire insurance companies which are authorized to do business in Michigan.

One of the things which differentiates mutual from non-mutual fire insurance is the fact that every piece of property that a mutual insures must first pass a careful examination. The practice of inspecting prospective risks has long been accepted and is regularly applied by all life insurance companies and mutual fire insurance companies. The reason for it is sound: policyholders of a company make their own rates. Insurance companies serve only to collect premiums from their policy holders and distribute them to those who suffer losses. If the losses are high, the rates must be correspondingly high. If an insurance company will insure substandard risks (the ones that are most likely to burn), the owners of well-kept property are penalized and must help to pay for the carelessness of the others.

Recognizing that this penalty is unfair to the owners of the select property, mutual companies will not insure substandard risks. Each piece of property they insure is first inspected to determine if it meets their requirements. Since only selected property is insured, the tax of carelessness is eliminated. Because mutual insurance companies are owned by their policyholders, the saving which results from this selection of risks and the adherence to other mutual principles is returned to the policyholders in the form of dividends.

Every mutual insurance company operates for your benefit and offers distinct advantages which you, as a merchant, would be well advised to consider thoroughly.

Stop the Sacrifice to Moloch

One of the recent advertisements sponsored by the National Board of Fire Underwriters is entitled: "Let's stop this annual sacrifice to Moloch," and depicts the statue of the ancient fire god of the Phoenicians, Moloch.

In the advertisement the public is asked to co-operate, for one reason, because everyone has a financial interest in preventing arson. Every dollar's worth of property destroyed by arson increases the cost of fire insurance because "every business must charge enough for its goods to cover bad debts." Another financial interest all have in preventing arson is that property destroyed by fire or any other means is no longer available for tax assessment. Therefore such destruction increases taxes on the remaining property. This double interest in preventing arson or destructive fire, whatever the cause, is further explained in the booklet "The Crime of Arson," which is offered free to those who write for it to the National Board

of Fire Underwriters in New York, Chicago or San Francisco.

The only fault that the general public will find with this advertisement will be the thought that cash, or stock, company premiums remain the same whether the losses be large or small. It would better advertise the mutual company than the stock company, because in the mutual the premium, or cost, is much more directly dependent upon the fire losses which the company must pay.

Pretzels in Upturn with Sale of Beer

The return of beer is already having its effect on pretzel baking. One plant in St. Joseph, Mo., is reported to have added sixty-eight employes and to be turning out 4,000,000 pretzels daily. In near-by Pennsylvania, where the largest pretzel bakeries in the world are located, the factories have been keyed up to high speed since early in March. Quotas of 5,000,000 pretzels daily (an increase of about 100 per cent) are being met by one leading baker.

Presumably the number of pretzels that will be eaten with beer will vary with the quantity of the brew that is drunk. It is estimated that nearly 20,000,000,000 small beers will be sold annually. How many pretzels does—or did—the average person eat per glass of beer? To answer this question a canvass was made of a baker's dozen of people in a position to know. Most of them ate about four pretzels with each glass of beer.

Assuming that pretzels will be eaten at this rate with, say, 2,000,000,000 of the 20,000,000,000 small beers to be sold in a year, we get a total of 8,000,000,000 pretzels, or enough pretzels two inches in diameter to make a chain that would wind around the world ten times.

The boom in pretzels finds the bakers prepared. The thirteen years of prohibition have not been unlucky for them. Even without legal beer the pretzel has become more popular in America than ever before, though, no doubt, sales to speakeasies have also been a factor.

Enactment of prohibition forced pretzel bakers to seek a new market. They had been selling almost exclusively to saloons; now they had to curry the housewife's favor. More attention was given to tastiness, and a pretzel with high standards was developed. It had to have a rich flavor, a crisp texture, a smooth, yellow-brown outside and a white inside.

Pretzel bakers began advertising the virtues of their product. Pretzels are health-builders, they said; because they are relatively hard to chew, they are good for the teeth. Also, they contain mineral elements, such as calcium, magnesium and potassium, which are energy-producing. People were urged to try pretzels and soup, pretzels and ice cream, pretzels and salads, pretzels and fish, pretzels and lemonade, pretzels and tea, pretzels and coffee, pretzels and pretzels.

Then came all sorts of innovations in the shape of pretzels—sticks, stars, fish, letters of the alphabet, half moons, nuts and other forms.

The new methods of the pretzel bakers produced results. Pretzel consump-

tion has probably doubled since the beginning of prohibition. No records were kept for the industry in pre-prohibition days or for the years immediately after, but in the six years between 1925 and 1931 alone the volume of sales increased 75 per cent.

In one important respect pretzels have remained unchanged. If the characteristic shape is desired, they still must be twisted by hand. After the dough has been prepared it is put into a rolling machine, which forces it out through a small opening and at the same time cuts it into pieces about the size of a walnut. These pieces automatically pass between a moving canvass belt and a grooved board, which rolls them out into strips about twelve inches long and as thick as a lead pencil. As the strips are carried along a moving belt, girls standing on each side pick them up rapidly and twist them. An experienced and skillful operator twists about twenty-five or thirty pretzels a minute—between 12,000 and 14,400 in a full eight-hour day.

The pretzels are now ready for the cooking process. First they are placed in boiling water to which soda has been added. Next they go under an automatic salt shaker, which covers them liberally with salt, and then into the oven. After baking comes a final drying or toasting process, and the pretzels are ready for packing and delivery.

Because a fellow has failed once or twice, or a dozen times, you don't want to set him down as a failure till he's dead or loses his courage—and that's the same thing.—George Horace Lorimer.

Valencias Small This Year

Another year of small sizes of Valencia oranges is here, according to D. D. Waynick, head of the Exchange laboratory at Anaheim, Calif. Fruit from 25 groves measured an average of 2.49 inches for outside fruit equal to size 254, or about the same as in 1932. Inside fruit measured 2.33 or 299 size, compared with 270 a year ago.

The Exchange will particularly benefit by present conditions, since a large sum was invested last season in persuading the housewife to accept small oranges by showing her that she was actually getting more juice for the same money than where she called for large sizes. One of the strong features of Sunkist publicity for several years has been its flexibility by which ruling conditions could be turned to advantage. In place of battling with trade resistance, Sunkist has moved along with the tide.

Popular Request Sale

A store in Ohio reports that its "popular request" sale was one of the most profitable it ever conducted. It was described as "the sale which the people asked for." Customers were asked what merchandise they would like to see on sale at special price reductions. To obtain the necessary information a questionnaire letter was sent to everyone on the store's mailing list. A total of 1865 questionnaires were returned. In these questionnaires the customers indicated their preferences as to merchandise. The sale was planned with this list as a guide. It is said to have been unusually successful.

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.
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WILLIAM N. SENF, Secretary-Treasurer

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President—Theodore J. Bathke, Petoskey.
Second Vice-President—Rudolf Eckert, Flint.
Secretary—Herman Hanson, Grand Rapids.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; A. A. Boyce, Bay City; Vincent A. Miklas, Manistee; Ward Newman, Pontiac.

Is This a New Angle on the Sales Tax?

What kindergarten pupils our legislators are — and I mean all of them — in the department of economics is strikingly indicated in one phase of their lucubrations on sales taxes. That is where they give alleged thought to how and to what extent and in what connections said tax may and may not be passed on to the consumer.

What a wonder it would be if those men could confine themselves to the imposition of the tax — assuming, for the moment, that any more taxes are desirable — and let commerce attend to the incidence thereof on the consumer. It seems to me that any business man must know that he can not possibly make any money out of any such impost. He must know that he can not pass on to the consumer more than the tax. He is, in fact, dead sure that competition will effectively prevent him from making his customers pay more than he pays.

It all seems just that simple to me, speaking as a practical merchant. I may be all wet, but I shall have to be shown that I am.

But here again we find the outcroppings of the increasing interference of Government in commerce, the most appallingly sinister development of recent decades. Not only may we have to pay such taxes, but we must take minute, primary grade instruction from officials whose ability and knowledge are so negative that in private capacity we should not feel safe in putting them in sole charge of a small soda dispensary — such men are to tell us precisely how we shall re-imburse ourselves.

This aspect of the threatened tax is far more vital to us as either merchants or plain American citizens than is any such tax in itself. Already we have in our Washington Department of Agriculture a bureau, composed principally of maiden ladies, which issues pamphlets, illustrated with pictures and diagrams, of instructions to the mothers of our budding male citizens how they shall make Johnnie's pants and where and by what means they shall best attach the buttons thereto.

Absurdity could go no farther, but this does not end with absurdity. It is, in fact, part of the huge superstructure which has resulted in that single department drawing on our National Treasury for 25% more money than our entire Federal Government cost in 1892.

But even that is not the worst of it. Vastly more serious is the assumption by our governing bodies of power to fine and imprison citizens who do not follow exactly the indicated instructions in recovering sales taxes from consumers. Look at some of the proposed "regulations":

On sale of ten cents you shall not impose anything for tax. Next step up the addition remains below actualities. You have to go up to \$2.50 before you can add 6c — as an "equalizer."

Look at it. Isn't it fine for the grocer—whose sales for 10c and under make up by far the preponderance of his business?

Never mind. Our Governmental ukase is that you do thus and so under such and such a penalty! Believe me, we shall soon have enough of this kind of thing in our "free America." Nothing in Russia could be worse.

It will sound glaringly inconsistent for me to write that I think our salvation may rest in the sales tax; but I do say it.

The plan I think of is thusly: A retail sales tax which applies to every line, with no exemptions whatever; applying to foods and other groceries in exactly the same ratio as to other things; with no governmental restrictions as to how it shall be passed on; with corresponding reduction in other kinds of taxes, so governments — all of them — would have no more money than now. This last could not be attained at once because nobody could know exactly what such sales tax would produce, so readjustment must come after some experience.

But readjustment would come, no question about it, on such a tax. Why? For the same reason I favor the tax, and that is this:

That in no other way can we bring home to our people, universally, the fact that taxes bear on all of us. The vast majority of our citizens are generally indifferent to tax questions because they do not pay them directly. They are easily convinced that taxes soak the rich — and they feel that's all right with them. But if they pay taxes themselves on everything, then they will watch taxes and governmental expenditures, and then we may hope not only to have reduction in taxes but to keep them down.

This is our only hope to keep our people tax-conscious, as the present saying is. At the moment everybody is aroused; but when we have achieved a moderate amount of economy, our citizens will get apathetic again, and then again the political "boys" will get back on the job and spending will be as lavish as ever.

But along with this plan must go absolutely freedom of speech.

Why emphasize that point? Have we not freedom of speech now? Well, let us see. Quite recently I received a sales-tax plan put into temporary operation in Pennsylvania; and the feature thereof that stirred my wrath was the provision that no merchant could overstate the amount of the tax on any article without being liable to heavy fine and imprisonment.

Under that provision, a little miscalculation or thoughtlessness on the part of some storekeeper might result in his saying that all of the two cents he had added to a ten-cent article was due to the new tax, when in fact the tax itself might only amount to half a cent. And for that our present day rulers, those men whom we have thoughtlessly put over ourselves to

tell us how to sew buttons on our children's pants and how to wrap and display salt mackerel, will fine and imprison such storekeeper.

If that is not destroying our freedom of speech I do not know what might be so defined.

Now, a prime element in the plan I advocate would be that every merchant should talk freely about the sales tax. He should be eager to say: "Yes, Mr. Quilty, taxes is terrible. Guv'm't sure costs scads of dough. We can't provide high hat automobiles for our elected rulers for nothing; and we all have to pay. Our only hope is to watch them guys."

That kind of talk would put daily emphasis on the cost of government in every citizen's ears—would keep him thoughtful—would be the best possible brake on excessive governmental trimmings. We should have less fancy things, like, maybe, adequate parks, but every one of us would have more money in the bank.

As for the nervousness of our politicians that we may overstate the tax case, they need not worry about that. For we merchants know that we can not overstate very much, any more than we can overcharge, because we do business in the midst of competition which is keenly alive to the chance to get our trade away from us.

Gentlemen, grocers, friends, fellow-citizens: These questions go far deeper than any mere matter of convenience or profit on groceries. They do in fact involve our liberties—freedom for which long lines of our ancestors fought and sacrificed every earthly possession for centuries. Shall we lightly give them up?

Paul Findlay.

Lines of Interest To Grand Rapids Council.

(Continued from page 3)

he may continue to serve efficiently those he has served so long.

The Putnam Candy Co. has discontinued its retail department and will handle nothing but the jobbing in the future. This change of policy eliminates eight salesmen who have been with the company for many years.

A meeting of vocational and manual training teachers of the state was held in Muskegon last week. There were about one hundred and fifty in attendance. A representative of a printing supply house, who attended this meeting, made the following interesting report: There are several complete printing plants, representing an investment of several thousands of dollars, installed in various vocational and manual training schools throughout the state. In many more, partially equipped plants have been installed. The purpose of the plants is obvious, especially those installed in vocational schools. The equipment in manual training departments is used to further training in various subjects. Printing instructions are especially valuable to those who are pursuing a business course.

Henry Ohlman has felt the call and urge of migration and has moved from his former address on Adams street to 1111 Fuller avenue. Henry should never get so befuddled but what he

can think of at least one number of his address.

Senior Counselor Wagner has announced that letters will be mailed the 28th to the wives of all the broadcasting chairmen instructing them to contact with the wives of the members who form the groups assigned to the various broadcasting chairmen. These letters instruct the recipients to arrange with the other ladies to supply certain dishes of food for the pot-luck. This arrangement will prevent an overabundance of some one thing and an under supply of another. The Ladies' Auxiliary will furnish the coffee, ice-cream, meats, rolls, sugar and butter. The plans being formulated for the big pot-luck on May 6th should bring out the biggest turnout Grand Rapids council has ever seen.

One hundred and fifty independent merchants of the city are conducting a food festival and will continue the show until May 15, when it will terminate in a big entertainment at the civic auditorium. The merchants are giving away \$1,700 worth of merchandise during the festival. They will give away a Continental ace car, a Leonard electric refrigerator, a three piece living-room suite, a breakfast suite and one hundred and fifty baskets of groceries. The Grand Rapids Sales Promotion Association is assisting the merchants in their undertaking.

Dumb? Why, she was fired from Woolworth's because she couldn't remember the prices.

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

Scribe.

If you would win a man to your cause, first convince him that you are his true friend. Therein is a drop of honey that catches his heart, which, say what he will, is the greatest high-road to his reason, and which when once gained, you will find but little trouble in convincing his judgment of the justice of your cause, if, indeed, that cause be really a just one. On the contrary, assume to dictate to his judgment, or to command his action, or to make him as one to be shunned or despised, and he will retreat within himself, close all the avenues to his head and heart; and though your cause be naked truth itself, transformed to the heaviest lance, harder than steel and sharper than steel can be made, and though you throw it with more than Herculean force and precision, you shall be no more able to pierce him than to penetrate the hard shell of a tortoise with a rye straw.—Abraham Lincoln.

Does Courtesy Pay?

A retailer tried an experiment in courtesy. On a certain day, he had his employes show only ordinary courtesy to customers. The average sale that day was 28 cents.

The next day he instructed his salespeople to extend such courtesies as calling the customer by name, showing a special interest in helping him to find the article that would best meet his need, and accompanying him to the door. That day the average sale was 90 cents.

WHILE OTHERS STARVE

While it was believed that the governmental subsidizing of the American farmer could not go much further than is proposed in the pending bill in Congress, the addition of the "cost-of-production" guarantee suggests that there may be no limit to this adventure in paternalism. The full implications of this latest provision are only beginning to be realized.

In the period 1909-1914, which has been adopted as the basis for fixing present-day prices of farm products, the farmers were exceedingly prosperous. Complaint was made, indeed, that the farmers' prosperity was at the expense of city folk, who found it difficult to pay the high prices for food. So it might be thought that a return to that price level, adjusted to the farmer's purchasing power, would give him all if not more than he needs today. But under the Norris-Simpson plan, which has been indorsed by the Senate, the farmer, however careless and inefficient, is to have an absolute guarantee against loss in conducting his business.

It has remained for Mr. Simpson, head of the Farmers' Union, to interpret this provision. He says it means guaranteeing the cost of educating the farmers' children, of medical care for his family, of operating an automobile for recreation as well as for business and in general of maintaining the "American standard" of living. The "reasonable" profit mentioned in the bill must be sufficient for these purposes.

President Roosevelt has not favored this extraordinary provision. His influence should be enough to force its elimination in conference. But he will have to make known his wishes in no uncertain terms.

FURTHER UPTURN SHOWN

Definite abandonment of the gold standard was viewed in business circles last week as likely to have only a temporary effect along the lines which were immediately witnessed. Marked results were not expected to come before credit or currency expansion starts. Although the general tendency seemed to be one of agreeing that such steps were necessary, there was also regret expressed that radical moves had to be made at a time when signs of recovery were in evidence.

The improvement in sentiment after the banking crisis and the lifting of the ban on beer had been registered in a concrete fashion by the upturn in basic industries. The weekly business index has climbed to within almost half a point of the level late in February. Automobile production exceeded the schedules of a year ago and steel output probably did the same thing last week. Railroad carloadings continued to show gains. Only building construction lags, waiting upon adequate financing.

Unless the program for handling "controlled inflation" is made very definite and includes exceptional safeguards, an element of harmful uncertainty has been brought into the long-term outlook when skies appeared to be clearing.

Coming on top of the farm bill and legislation for the shorter work week,

the "reflation" moves of last week had an immediate effect upon commodity prices. Their full influence was not reflected in the various indexes which are compiled earlier in the week. After the first spurt in speculative commodities there was a reaction which probably represented a reappraisal of prospects.

FOREIGN TRADE PROSPECTS

While domestic interests are doubtful over what the "reflation" program may mean to them, foreign factors have cause for both rejoicing and complaint. Exporters see much brighter possibilities in their markets, although their optimism must be tempered by the disappointing results achieved by Great Britain when that country left gold. Importers face additional handicaps, since they have to pay more dollars for their goods abroad and at the same time must pay higher duties on the increased base for foreign currency.

If our imports are squeezed down still further, it is very much a question how long our export sales may continue to find improved markets. We have preserved our favorable merchandise balance only through huge foreign expenditures abroad and other debits among the so-called invisible items. The decline in foreign investments and the likelihood that they will not soon revive, together with the larger expense involved in foreign travel under a depreciated dollar, put extreme pressure on the merchandise balance toward the import side.

A creditor nation normally imports more than it exports, and perhaps a normal role for the United States is closer by reason of recent developments. That question, however, is still, like so many others, on the laps of the gods. Recent figures on foreign trade disclose a trend in that direction, but decisions on a host of world economic issues within the next few months upset any calculations that can be made in the present circumstances.

DRY GOODS CONDITIONS

Easter shopping activity carried over briskly into the post-holiday period last week and enabled most of the stores to run ahead of the figures of a year ago. Improved buying sentiment that followed the bank holiday, and received additional stimulus through the legalizing of beer, was lifted further by the spectacular response of security and commodity prices to the inflationary steps taken and proposed at Washington.

Apparel and accessories proved the most active departments in the stores, but there was an upturn also in the home-furnishing divisions. Several clearance sales were launched here, and those planned for later on will probably go through according to schedule. On the other hand, inflation prospects have already cut down on the concessions which supply sources would ordinarily yield at this time.

For the first half of this month the New York Federal Reserve Bank reports that department store sales were only 5.7 per cent under the dollar volume for the same period last year in the metropolitan area. This period included the most active stretch of Easter business and compared with the post-holiday interval last year. For

the month estimates now place the decline at around 8 per cent.

The most common reaction in the wholesale markets to the inflation program during the week was the withdrawal of prices or else refusal to sell on open order or for future delivery. Apparel producers intend to hold as long as possible to present price lines.

GOLD HOLIDAY DECLARED

Once this Government decided upon a program of "reflation" it probably became necessary to abandon the gold standard externally as well as internally. Despite our position as a creditor nation there would have been a flight of capital which would have forced the same result.

Three reasons no doubt dictated the move. (1) It served to check the drive on unsound currency proposals. (2) It counteracted the deflation of seven billions caused by the closing of banks and reductions in Federal, State and city budgets. (3) It set up a definite bargaining advantage for use in the discussions with other nations on world problems.

If the inflation program is to be conducted along thoroughly conservative lines, and therefore limited to credit and not currency expansion, there would have been little need to leave gold. Therefore the signs point to a combination of methods, or at least the threatened, if not the actual, use of dollar devaluation or additional currency issues without the customary backing.

The threat of these radical changes, even if there is little intention of putting them into effect, would have been enough to force the country entirely off gold, and with disastrous consequences. A gold holiday has been adopted apparently to achieve, if possible, the same happy results in world affairs which followed the breathing space furnished by our bank holiday.

WATCHFUL WAITING

From a business standpoint the general policy taken on inflation is "watchful waiting." Buyers of merchandise and industrial materials do not intend to be rushed into commitments they may afterward regret. Very much in the foreground of their considerations is the fact that there are more than 13,000,000 unemployed and that buying power has been further reduced by bank closings and reduced Government expenditures.

Trade and industrial interests therefore, will wait for an actual rise in consumer demand before they do any additional stocking up, except on staples which may be bought a little further into the future. The common reaction to inflation prospects is that it is better to pay a somewhat higher price later on when a resale is sure than to take a chance on an expansion in sales. In fashion goods style is also a factor arguing for delay.

Some of the radical power proposed for President Roosevelt is thought likely to have contrary effects. Should a real inflation scare spread over the country, then there might be benefit in a wide scale exchange of money for goods. Hoarded currency would be driven into the marts of trade. On the other hand, long-term engagements

would be very dangerous and almost impossible, thus reducing the activity which springs from this source when the outlook is serene and stable conditions are anticipated.

TELLING US

No one need remain any longer in ignorance of what an elevator operator is, or an errand boy or a watchman, for the Department of Labor has explained what these persons do in an eighty-nine page report on "Wages and Hours of Labor in Gasoline Filling Stations and Motor Vehicle Repair Garages, 1931," just issued from the Government Printing Office.

This report tells us that a watchman "polices the premises in and around the garage at specified intervals, when it is not open for business, to guard against fire, burglary, etc." Some one was paid by the Government for getting this startling information, writing it down and printing it. Lest you may not know what an errand boy is the report says that he "carries messages and packages from place to place and does various odd jobs in the shop or office," and an elevator operator, surprising as it may seem, "operates an elevator." The report contains four pages in small type of similar illuminating explanations about inspectors, janitors, machinists, order clerks and the like.

The Secretary of Labor, who is introducing economies into her department, might find it profitable to look at this report and others like it that are sent out from time to time.

AGREEMENT ON NARCOTICS

The League of Nations has announced that it has received sufficient ratifications of the convention signed in 1931 for limiting the world manufacture and distribution of narcotics to enable this agreement to go into force July 13. A month ago only fourteen nations had accepted the convention; now twenty-six countries, including the United States, have submitted their ratifications. In the long fight to control the narcotic evil effective measures have again and again been nullified by the oppositions of certain of the manufacturing countries, which refused to allow the League the necessary authority to enforce any general limitations. It was for some time feared that the present convention would fall by the wayside. Consequently the acceptance of this agreement which will allow the League to control the manufacture of drugs at the source and place their distribution on a quota basis is a signal victory for the anti-narcotic cause. For once the members of the League and the United States have accepted certain restrictions on their sovereignty in the interest of a program of world-wide scope for fighting a common evil.

We are not sent into this world to do anything into which we cannot put our whole hearts. We have certain work to do for our bread, and that is to be done strenuously; other work to do for our delight, and that is to be done heartily; neither is to be done by halves or shifts, but with a will; and what is not worth this effort is not to be done at all.—John Ruskin.

OUT AROUND

Things Seen and Heard on a Week End Trip

Saturday's Out Around took us to Holland and some of the towns en route. Increasing evidence of the approach of spring was apparent everywhere. The conifers have taken on a greener tint and yellow crocuses and violets are to be seen in nearly every dooryard. A few warm days will add to the beautiful features Nature provides at this season of the year.

The subject most discussed at Holland at this time is the attitude of merchants and public utilities toward the tax anticipation warrants issued by the Board of Education to teachers, janitors and others employed in the public schools of the city. The warrants mature March 1, 1934, and so long as they are presented by the original owners little difficulty is experienced in securing merchandise for them. They are issued in denominations from ten cents up. The larger denominations bear interest at 2½%. If a sufficient amount of school money is in the hands of the treasury of the public schools by March 1 next they will be redeemed at that time. The expedient appears to be an excellent one, although opposition to the measure is in evidence on all sides.

I was exceedingly sorry to learn of the serious injury which had happened to John Vanderveen, who drove his car into a ditch and suffered a fracture of the skull. As a hardware dealer and furniture manufacturer he has been a good citizen of Holland for many years. I hope he survives, but was told that the chances of his recovery are against him. I sat with him on the board of the Mac Sim Bar Paper Co., Otsego, for many years and always enjoyed his courageous aspect on business affairs.

Con De Pree announces that he will soon leave Holland for California, where he proposes to make his future home. His business career has been somewhat meteoric, marred by blemishes of a personal nature which deprive him of the co-operation of people who would otherwise sympathize with him in the financial reverse which has overtaken him.

The recent death of W. H. Beach was deplored by every one I met in Holland. He did much for the city of his adoption and was always working to promote her welfare. He and Cornelius De Roo — and I think the late Heber Walsh — were the first to establish steamboat service between Holland and Chicago. They stayed by the undertaking until it assumed large proportions and did much to develop the manufacturing and fruit interests of Holland and vicinity.

Mr. De Roo left Holland some years ago, and in company with his sons, developed a large milling institution at Flint under the style of the Pioneer Milling Co. He is a good citizen and a courageous business man, no matter where he is located or under what circumstances he may be surrounded.

It seemed strange to find Kuite & Son on East River street, where they are nicely located. They were at the old location on Eighth street fifty years.

The Retail Grocers and Meat Dealers of Michigan held their thirty-fifth annual convention in Grand Rapids last week under circumstances which justified a much larger attendance. Notwithstanding the invitation of the officers and the urgent appeal I made in this department two weeks ago, the attendance was very disappointing and unsatisfactory. With everything to gain by a large and representative gathering, it is exceedingly unfortunate that the present membership should be only about 500 and that only a small percentage of that number have been present at any convention held in recent years. Despite the large promises made in order to obtain permission to publish a monthly bulletin, the income during the past year was only about \$100 more than it was the year before, showing that as a money maker for the organization it is a dismal failure. As a source of information for the members, it is also a deplorable failure, because a monthly publication is a long time between drinks.

It has long been conceded that no real progress can be made by the organization along moral and material lines until it divorces itself from the political ring which has controlled the distribution of officers for the past three or four years and enters upon a career of broadness and vision which will enable the organization to take rank with associations which do not permit themselves to be controlled by political maneuvering, which is always fatal to growth and inimical to the attainment of proper ends and accomplishments. The slimy hand of the politician was shown in the opposition to the resolution introduced by John Affeldt, Jr., of Lansing, recommending that the annual election of officers be held on Wednesday, when the largest attendance is in evidence, instead of at the last session of the convention, when only a small number is ever present. There is no provision in the by-laws as to when the election shall be held, but the adoption of Mr. Affeldt's resolution definitely establishes a time for the event hereafter, which is 4 o'clock of the big day of the convention. This is well and good if the officers carry out the commands of the members. It has been common in the past for the directors to defy the members in refusing to carry out orders the members vote to observe; also common for officers to defy the board of directors. So long as this spirit of defiance is maintained, holding conventions once a year is little less than a farce. Mr. Affeldt has protested against this defiant attitude on several occasions, but was unable to make much headway along that line until this year, when he scored a decided success, for which he is to be congratulated.

I have written along this line before, but I do not think the facts in the

case can be stated too often. When Joseph Brewer sold his public utility holdings to Martin Insull, some years ago, he received \$3,250,000. Invested in four per cent. tax free Government bonds, this sum would have earned him an annual income of \$130,000, which would have enabled him to live like a prince as long as life lasted. Did he pursue this course? No, he did not. He visioned some things he could do for the lasting benefit of his home town. Instead of buying a brick block in Chicago, he purchased a controlling interest in the common stock of the Pantlind Hotel and assumed the management of that magnificent property, which was already staggering under the effect of overbuilding. The original building contained 500 rooms. Fred Pantlind decided to add 250 rooms, which was not then justified and has never been justified since. If Mr. Brewer had not come to the rescue, the Pantlind Hotel would long ago have had to go through the process of foreclosure. He has kept the property up to the high standard established and maintained by the late Boyd Pantlind, although he has had very meager returns on his common stock purchase. No encomium can ever repay him for the service he has rendered Grand Rapids in saving this property from decay and disaster.

Mr. Brewer took hold of the distribution of milk in this community and put the business on a safe, sane and sanitary basis.

Mr. Brewer made investments in several furniture and other factories in this city, all of which have "gone bad" because of the unfavorable times.

Mr. Brewer created a golf course which is one of the finest in the world. Because the times are not conducive to the financial success of such an undertaking, he has sunk many thousand dollars in this enterprise.

Mr. Brewer acquired a controlling interest in the Morton Hotel, which would otherwise have been in the bankruptcy court years ago. The courts have held that the bonds on the property were not properly drawn, in consequence of which the building reverts to the owner of the land on which it was erected. This means a total loss for Mr. Brewer.

Mr. Brewer acquired a large interest in the Grand Rapids National Bank, which had been under the personal management of Dudley E. Waters for many years. Mr. Brewer made a mistake in recommending the transfer of the ownership of the bank to a band of bank bandits in Detroit, who soon wrecked his investment in the stock of the Detroit institution which he had taken in exchange for his stock in the local bank. Mr. Brewer carried many of his friends with him to disaster in this undertaking. The same course was taken by many Michigan bankers older in years and banking experience than Mr. Brewer, so he should not be too severely criticized for the attitude he assumed in the matter. His bank will probably obtain the return of its original capital

stock through purchase on favorable terms from ex-Governor Groesbeck, who is receiver for the Detroit Guardian bank. In the new line-up he will have 8,000 stockholders—probably the largest list of stockholders possessed by any bank in Michigan.

The Grand Rapids National Bank was rigidly investigated by examiners from Washington, who completed their report two days before all Michigan banks were ordered closed by Governor Comstock. In paying their parting call on Mr. Brewer, they voluntarily stated: "Mr. Brewer, you have the best line-up of any bank in Michigan. All your bad paper has been charged off and you have a million dollars in your vault." Notwithstanding this assurance Mr. Brewer has been unable to obtain permission from the powers that be to open his bank, but he believes the word will come from Washington before the end of the present week.

Because Mr. Brewer has been dealt with unfairly and unpleasantly by Uncle Sam, he has been blamed by nearly everyone who has suffered inconvenience by the closing of the bank. I do not think such an attitude is either fair or sportsmanlike. I have never heard Mr. Brewer say a word in protest of the criticism which has been showered on him by unthinking persons, many of whom have shared in his bounty in other undertakings. I think it is time the criticism should cease and that some public acknowledgment should be made of the remarkable undertakings he has accomplished for the community and the steadfastness with which he has stayed by the bank and its customers and stockholders in this period of stress and disaster.

I hold no brief for Mr. Brewer in this or any other matter. I have never discussed the situation with him personally. Perhaps he would rather I would refrain from discussing the matter in this department, but I cannot help thinking that a man who has done as much as Mr. Brewer has done and attempted to do for this locality should not be condemned by anyone because he has not been able to carry all of his plans into successful execution, no matter how hard he tried or how many personal sacrifices he made in the effort. When the history of his career is finally written, it will, I think, give him credit for having done as much for Grand Rapids in a material way as any of the many men who have devoted their lives to the upbuilding of the community and the protection of her best interests.

I do not feel like closing this discussion without paying merited tribute to two men who, I have always maintained, have left a vital impress on the moral and religious side of the community—the late Edwin A. Strong, and the living embodiment of energy and activity, Charles W. Garfield. Just after Mr. Strong passed his 70th birthday, Mr. Garfield and the writer paid our respects to him in a little publication entitled *The Many Sided Man*.

(Continued on page 23)

FINANCIAL

Depreciation the Result of a Flight of Capital

One of the newest of the trick inflationary arguments is that the American dollar should be permitted to seek its own level in the international market. This is based upon the belief that our currency has been overvalued and stayed at par only as a result of artificial support. Such a line of reasoning does not have the merit of being even superficially tenable. Nevertheless, it is presumed to be the reason for removing the last vestige of our being on the gold standard through placing an embargo on all shipments.

It must be clear that the currency of one country can depreciate in terms of another only as a result of an unfavorable international balance of payments. Without this condition it is impossible to have a sufficient demand for foreign currency in relation to the supply, to drive the rates above the gold export point. This statement stands without exceptions and without reservations. Before the American dollar can go to a discount, therefore, it is necessary for us to have an unfavorable international balance of payments.

Three conditions cause currency to go to discount.

For simplicity one may recognize three conditions under which an unfavorable balance of payments may exist. The first of these is then, in the aggregate, the visible and invisible items arising from normal trade and financial relations result in a balance against a country. This means that when one adds up all of the commodities, all of the payments for services and all of the capital remittances and subtracts from the total the corresponding movements in the other direction there is a net balance against the country in question. When this situation exists the currency of a country is subjected to pressure and the country must either arrange new credits, ship gold or permit its money to go to a discount in the foreign exchange market.

A second set of circumstances is found when a country for one reason or another artificially drives its currency down. One method of doing this is to use its local funds for the purchase of foreign currencies. The United States Government, for example, could drive the American dollar to a discount by purchasing foreign currencies in heavy volume. If, when the currencies got to their gold export points, metal was not permitted to be exported, the American dollar would sell below par. Such a program would mean, of course, that the United States Government itself was creating an unfavorable international balance of payments through, in effect, either transferring capital out of the country or absorbing the supply of foreign exchange and keeping it off the market.

The final circumstance under which a currency goes to a discount is when there is a flight of capital from one country to others. The effect of such a flight is to make an artificial and more or less temporary unfavorable international balance of payments.

Here, again, when the rates reach the gold export points, it becomes necessary either to permit the shipment of gold or to suffer a depreciation of one's money in terms of foreign currencies. Included in this category are the so-called "raids" on a currency.

In the last several days there has been a flight from the American dollar. This has been the cause for our currency going to a discount. Since the United States is a creditor nation on balance, if it were not for the fear of inflation in this country, not only would our currency stay at par, but it is almost certain that we would get a heavy inflow of gold. The question today, therefore, is not one of holding the dollar at some artificial level, but a question of whether we want a continuation of policies which will undermine the confidence in our financial stability to such an extent that we have a flight from the dollar.

Ralph West Robey.
(Copyright, 1933).

Brussels Sprouts Show Remarkable Popularity

New York, April 10 — Brussels sprouts have made a remarkable showing. Sales for the first quarter this year have been six times as heavy as for the corresponding period of 1932. During the last three months 42 cars of California sprouts have been unloaded; last year only seven cars were unloaded during this period.

The big increase is the result of improved packaging methods. Sprouts have been repacked into attractive quart containers that display the product nicely. It suggests that there is a big field for packaged vegetables, packed in containers that identify the product.

For Home Comfort

One of the striking phases of the last few years has been the consistent demand for increased home comfort. Business in oil burners, domestic stokers, air conditioning and refrigeration has increased regardless of what was happening to older industries.

One new campaigner for a share in this business is the automatic, portable humidifier. One recent model vaporizes a quart of water per hour, at a cost lower than that of operating the average light bulb. The method by which the water is vaporized prevents the escape of misty moisture that might damage the finish on furniture or cause warping of wood.

This humidifier is, of course, useful also in the office. The amount of work which it does is self regulated, because it works only when the humidity of the surrounding air is below normal.

Re-orders on Garden Pottery

Garden pottery retailing at \$5 or less has been re-ordered freely this week as stores report the first active consumer buying. Sun dials, bird baths and silvered globes are purchased in volume. There is little activity on merchandise priced above \$5, but producers are hopeful that demand for the better goods will improve as the sea-


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son progresses. So far this year the public reaction to novelty garden pottery, including statues of ducks, swans, frogs and other figures has been poor.

The figures which were outstanding in popularity last season are being replaced this season by more formal garden pieces.

Analysis of any security furnished upon request.

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MEAT DEALER

Some Activities of the Meat Propagandists

Syracuse housewives packed the Y. W. C. A. Auditorium on four successive days to get the latest information as to the food value of meat, preparation of meat dishes and other facts in the School of Meat Cookery conducted here by home economists of the National Live Stock and Meat Board. Hundreds of others were turned away due to lack of accommodations.

The Syracuse audiences appreciated especially the demonstrations given at the school featuring modern modes in meat cookery. It was brought out in the demonstration that a roast is no longer seared to keep in meat juices, but merely to improve the looks of the roast. As a matter of fact the latest research has shown that seared meats lose more juice than those not seared.

The point was also brought out that beef, pork, and lamb roasts should not be covered since the result is a pot-roast rather than a true roast. In addition to the subject of modern modes in meat cookery, other topics covered at the school were "Feeding the Family Easily," "Foods with a Taste Appeal," and "Hospitality with Comfort."

Through the use of a lapel microphone by the home economics director of the National Live Stock and Meat Board in a lecture given at Des Moines, Ia., thousands of radio listeners over a wide area as well as 4,000 housewives who packed the hall to capacity, were given a wealth of practical information about meat. The occasion was the annual cooking school of the Des Moines Register-Tribune. The broadcasting was over radio station KSO.

Up-to-the-minute information on cooking meat, as revealed by recent research was presented in the lecture. The audience was shown the new meat thermometer and its practical value was explained. This thermometer is credited with taking the guesswork out of meat cookery, definite temperatures having been worked out for the roasting of beef, pork and lamb cuts.

In the lecture the Board's new recipe book, "Meat for Every Occasion," was offered to those listening in over the radio and within a couple of days, requests had been received from home makers in three states.

Unusual interest shown in the National Live Stock and Meat Board's new food value charts on the part of state boards of health, has prompted the reproduction of these charts in a folder for distribution by these state agencies. In a short period of time, health commissioners in twelve states have requested 35,000 of these folders for distribution and requests continue to pour in. In addition to the charts themselves, which show the food value of meat and other common foods in terms of protein, phosphorus, iron and copper, calcium, calories and vitamins, based on average helpings, the folder contains information explaining briefly the value of each of these elements to health. The charts show the high rank

of meat in food value, since it heads the list of foods in protein, iron, phosphorus, and energy value.

That high school home economics students know their meats and are securing a wealth of practical and valuable information on meat in their classroom studies which will be valuable in their future vocation of homemakers, is indicated in a perusal of the meat essays submitted in the National Live Stock and Meat Board's 1933 meat story contest. With every section of the country represented in the entries, a wide range of meat subjects have been chosen by these youthful writers. From Massachusetts comes an essay on the subject of "The Meat Industry," while an Oregon student chooses as her topic, "Meat, the King of Foods." A young lady from Utah sends in an essay bearing the title of "Meat, a Determining Factor in the History of Civilization," and from Florida comes a symposium on "The Relation of Meat to Health." Other topics include "Meat and the Low Cost Diet," "Economics of the Meat Packing Industry," "The Structure and Composition of Meat," "Meat in a Child's Diet," "The Road to a Better Knowledge of Meat Cookery," and many others. Nationally known home economic leaders will soon be at work in the determination of the state and district essay winner and from this list the 1933 champion will be chosen.

Grocers Charging Interest on Overdue Accounts

Solution of one of the retail grocer's major problems—that of handling overdue accounts—has been found by the Appleton Grocery Co. of Berkeley, Calif., in its policy of charging interest on all accounts more than sixty days old. Under the Appleton plan, on the twentieth of each month the books are gone over and all balances more than sixty days old are marked for interest charge. The actual charge is made on regular sales slips and put through the books as such. Bad accounts, where collection seems doubtful, are not charged with interest. The interest charge is made on the merchandise balance only, so that it represents simple interest, only, not compound. The twentieth of the month was chosen for two reasons: (1) it is a slack time in the store office, permitting the additional work, amounting to three or four hours per month, to be handled with no increase or expense, and (2) bills become due and payable on the 10th of each month and subject to an interest charge sixty days later. By allowing an extra ten-day period for extra collection effort on accounts newly entered into this classification before interest is finally charged, and by waiving any interest charge if payment is received within this ten-day period, many an account has been cleared up. This plan was started two years ago on a three-months' trial basis by Appleton's. It is still being used, and with results which store executives consider very gratifying. During the first five months of this year, the store has collected 49.8 per cent. of its receivables promptly on time. This is a material increase over last year and an even bigger increase over previous years

when the present plan was not operating. During the last full year, the store collected interest amounting to 1.23 per cent. of the entire operating overhead.

Asks Stronger Food Laws

Pointing out that amendments which would cover present weaknesses in the Federal pure food and drug law have been advocated for several years by the Associated Grocery Manufacturers of America, Inc., Charles Wesley Dunn, general counsel for the grocery producers, recently wrote R. G. Tugwell, Assistant Secretary of Agriculture, and volunteered the grocery industry's help in strengthening the food provisions of the law. His Association, Mr. Dunn adds, favors holding the food vendor solely responsible in event of misleading advertising, but is against prior censorship of advertisements.

Weakness in the food sections of the law, Mr. Dunn continued, include the failure of Section 7 to empower the administrative establishment of necessary legal definitions and standards of purity for basic foods, failure of Section 8 to prevent the use of deceptively shaped and deceptively slack-filled food containers and the same section's failure to prevent false advertisement, as well as false labeling of food.

"It has been well said," Mr. Dunn concluded, "that today the principal label of a food, read by the consuming public, is its advertisement. Manifestly, such an amendment is fundamental in character. It is difficult to understand how any one can oppose it in principle. The problem is rather to assure its due form and administration. Such an amendment the board of directors of this association unanimously endorsed some four years ago. No bill to effect it was introduced in the Seventy-second Congress, but there was a bill proposing such an amendment as to drugs."

Grocers Might Want to Do This

Fresh eggs preserved in water glass in April and May will be good for cooking purposes up to next November

or December, the United States Department of Agriculture says. Water glass is a common name for sodium silicate, which may be purchased at any drug store. Preserve only clean, fresh, infertile eggs, the department warns. Dirty eggs will spoil and washing them removes the protective coating which prevents spoiling. Cracks, ever so tiny, may cause spoilage. It is a wise precaution to examine every egg by candling. The Department gives these suggestions: Clean and scald a five-gallon crock, allow it to dry, and place it where the eggs are to be stored. After heating a quantity of water to the boiling point let it cool, and mix the water glass solution in the crock by adding one quart of water glass to nine gallons of water. Place the eggs in the solution as they are available. Handle them carefully to avoid cracking, and always be sure at least two inches of the solution covers the eggs. The crock should be kept covered, to retard evaporation. The eggs may be used at any time. If they are to be boiled, a small hole should be made with a pin in one end to prevent cracking.

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PLAIN FACTS ABOUT MOTOR TRUCKS AND RAILROADS

MOST OF US have good reason to remember the fact that in the state and national elections just past, we witnessed a revolution—fought to a finish with ballots. The voters expressed themselves as being overwhelmingly opposed to the old order of things. Those individuals who make up the general public—the great mass of the people—believed that their welfare demanded a new deal in government. Economic pressure had touched each voter in some way during the past three years and aroused him to the point of vigorous protest at the polls.

Now we find ourselves in the midst of another national dispute. This time it is a battle between railroad and motorized transportation interests. Who started it? We hear it cried aloud in the market places of the country that motor trucks and trailers must be taxed still heavier—must be regulated still more closely. Is this agitation coming from the great body of the people whose goods and necessities of life are reaching them so largely by means of motorized transportation? Are these demands being made by the shippers of the country or the manufacturers and wholesalers who are being served so efficiently by motor trucks and trailers?

THE PEOPLE ARE THINKING

No, the great general public has refused to be stampeded into hasty decision on this transportation problem. The voters are still thinking as they did when they entered the voting booths at the last election. Somehow, they have made up their minds that it is time THEY were given FIRST CONSIDERATION by the officials who make up the government. In plain language, they are tired of being "kidded" by officeholders or by any man or group of men who seek to grind their axes at the public expense.

HOW TRUCKS AND TRAILERS SERVE

The trailers of today, with countless engineering refinements, bear little resemblance to the heavy units of early design. Lighter, stronger, mounted on balloon tires and equipped with Bendix-Westinghouse Automotive Air Brakes or B-K Vacuum Booster Brakes for absolute safety, they operate perfectly with the trim, efficient tractor-trucks and motor-trucks of this modern era.

And, in response to the demands of business men and the public generally, these motor trucks and trailers are hauling both raw materials and finished products at much greater speed and far lower costs than any other transportation agency can offer. Look behind the scenes in the great automobile industry and see how the intelligent use of motor trucks and trailers has released tremendous sums of money formerly tied up in huge inventories—inventories which automobile manufacturers were compelled to carry in those earlier days when speedy trucks and trailers were not available. See, too, how motorized transportation has cut out costly delays and cut down the cost of doing business for the car builders. All of these remarkable economies are reflected in the attractively low prices being asked for modern automobiles!

But the importance of motorized transportation strikes even closer to home than that. It has a direct and vital bearing on our necessities—our food—the meat we eat and the milk our children drink.

Most of this milk is brought in from territories not directly served by railroads or any other means of transportation. It is safe to say that were this transport system legislated from the highways, the price of milk to the consumer would immediately be increased at least one cent per quart.

Such concerns as Kroger and A. & P. use hundreds of trucks and trailers because they know they can get their products to the public in better condition—fresher—and at lower cost than with any other system of transportation.

These savings are passed on to the public.

WHY ASK UNCLE SAM FOR HELP?

It is difficult to believe—but true, nevertheless—that the railroads have been permitted to borrow what now totals approximately 230 million dollars from the Reconstruction Finance Corporation—money which came from the taxpayers' pockets.

Speaking of these huge loans, Senator Couzens stated, "It is perfectly plain that the credit of the taxpayers cannot be used indefinitely and yet we have the House of Morgan, and Kuhn, Loeb & Company coming to the Reconstruction Finance Corporation and begging for these loans. They attempt to assure the Reconstruction Finance Corporation that the security is quite adequate, and yet they will not themselves make these loans. . . . much of the \$12,000,000

Voters are more intelligent right now than ever before in our history—that's a substantial tribute to the gentlemen who have just been selected by the voters as their representatives. Newspapers and the radio have done much to keep the people posted—and to cause them to think for themselves. Therefore, it is becoming increasingly difficult for any private enterprise or any industry to push through the kind of legislation which will pay dividends to the particular folks who sponsor the new laws—but which will be harmful to the best interests of the people.

MUST PEOPLE PAY TOLL?

Whose interests can possibly be as important, anyway, as those of the people as a whole? Have we come to a period in this country when the people must pay toll to save an old-fashioned monopoly for a group of private corporations—when the greatest good for the most people must be sacrificed for the personal gain of a few?

But what do we mean by paying toll? Are the pocketbooks of the people being threatened by the present attack on those modern and useful transportation tools—the motor truck and trailer? Yes, because the cost of living is at stake! What determines the cost of living? Isn't it the cost of raw materials, the cost of production and the cost of distribution?

But what's this? A railroad runs near your farm. The tracks are laid on land that was given to the railroad company years ago—your grandfather gave plenty of it. Now the railroad officials are up in arms. They say you must ship your produce over their railroad.

"Hold on," you reply. "I have a motor truck and the new paved highway enables me to drive to market more quickly and realize more money from my crops. Besides, I need these extra dollars to pay for the new road."

"That may be all true," say the railroad officials. "You may be paying for this paved road that was built for all the people to use. But we have a private roadway here and we must be paid a profit on its operation—so we will insist upon much higher taxes on the operation of your motor truck and the fuel you burn, and we will seek such regulations that you cannot afford to use your truck. Then you will have to ship over our railroad and pay us a higher rate than it now costs you to haul with your own motor truck!"

How would you feel?

PROGRESS WILL PREVAIL

Remember, the general public has invested millions of dollars in improved roads. These highways pay dividends to the people on this tremendous investment when trucks and trailers roll over them—carrying the necessities of life at low cost and money-saving swiftness.

Make no mistake about it, when the people of America get the complete facts about the savings in their living expenses which are made possible through the practical use of trucks and trailers, they will insist upon enjoying all of the very real benefits made possible to them by motorized transportation. Progress will prevail. Any movement, machine or method which contributes to the common good—to the welfare of the general public—must and will go forward!

SENATOR COUZENS' STATEMENT

"It is roughly estimated there are 70,000 railroad stations that ought to be abandoned. There are many thousands of miles of branch and short line railroads not needed because service is being given more efficiently by motor vehicles. Hundreds of millions of dollars are invested in great terminal facilities for handling less than carload and other short haul business, facilities that in my judgment will never be needed again.

"While the railroads are the backbone of our transportation service, the public should not be asked to pay a return on obsolete or unnecessary facilities and more than they should be asked to pay a return on obsolete or unnecessary facilities in any other line of business.

PLAIN FACTS

1. The trucking industry is in a fight against its will—forced to protect itself against the railroads' attack.

2. Bills have been, or are being, introduced in almost every state legislature which will seriously cripple, if not entirely eliminate, the operation of trucks and trailers. (Are these bills the will of the people or are they sponsored at the request of an individual industry for their personal gain?)

3. The decrease in carloadings is in an almost direct ratio with the decline in industrial production. Railroad traffic is off largely because general business is off.

4. If every truck—private, contract, and common carrier—operating in the United States today were ordered to stop forthwith, and if the railroads could handle all the freight business that these trucks now do, the new business would add only 6.3 per cent to the total rail freight volume of today. Leave on the roads the privately-owned trucks and give the railroads the freight of the "for hire" and common carrier trucks and you would add only 3 per cent to the railroad freight business.

5. If the railroads had every ounce of truck freight traffic, they would still be 44.3 per cent behind their 1929 volume—in practically the same fix they are in now.

Speaking of these huge loans, Senator Couzens stated, "It is perfectly plain that the credit of the taxpayers cannot be used indefinitely and yet we have the House of Morgan, and Kuhn, Loeb & Company coming to the Reconstruction Finance Corporation and begging for these loans. They attempt to assure the Reconstruction Finance Corporation that the security is quite adequate, and yet they will not themselves make these loans. . . . much of the \$12,000,000 loan to Missouri Pacific went to the relief of Kuhn, Loeb and Company and the House of Morgan."

Are the railroads any different than all the other business organizations that have been hit by the period of depression? Isn't it true that the smallest retail merchants as well as the largest—the wholesalers and manufacturers generally—all have seen their markets grow smaller and their income less during the past three years? Yet—have you heard the retailer, wholesaler or manufacturer ask the state or national governments to help them by crippling competition in any way?

No! American business men—and this is especially true of the automotive manufacturers—hold the firm conviction that any business must pay a price for continued growth and success. That price is service to the public—constant improvement in quality and in the value delivered per dollar.

Why, then, should any business or industry turn to the government and cry for aid—the kind of aid which calls for the strangulation of progressive business men and the products which their ingenuity has placed at the command of the public?

Why should any industry spend thousands of dollars to enlist public sympathy so that our law-making bodies will use their powers to kill that industry's competition? Do you want to force these efficient manufacturers to go back to slower and more expensive transportation methods—and so force them to charge the buying public much higher prices for their products? You appreciate the fact that they have continuously, year after year, given all of us more value for our dollar. Why? Because they have ever been progressive, alert—quick to take advantage of new ideas, new methods, new equipment.

Isn't it reasonable for the people to insist that the managing groups of all railroads must adopt this same policy of vigorous thought and action?

ARE MOTOR TRUCK OPERATORS PROSPEROUS?

If the operators of motor trucks have taken such a tremendous volume of freight haulage away from the railroads, isn't it reasonable to assume that the manufacturers of motor trucks and trailers—as well as the operators of them—should be enjoying real prosperity at this time? Do you think this is the case? Do you know of any truck or trailer builders—or any users of this equipment—who are not suffering from the let-down in business just as all other folks? We don't. In fact, most of these people would be happy, indeed, if their present sales volume were only 50% lower than that of 1929—as is the railroad volume.

And as far as the prosperity of the motor truck users is concerned, Mr. Frank D. Fitzgerald—Secretary of State, at Lansing—has pointed out that the number of motor trucks registered in Michigan has dropped greatly since 1929. License plates were issued for 176,824 trucks in 1929; 168,004 in 1930; 153,332 in 1931, and only 135,094 in 1932. The 1932 registration showed a loss of 41,730 motor trucks in comparison with the number registered during 1929—and this reveals that 41,730 men are not working at the job of driving trucks as they were in 1929!

HOW ABOUT THE FARMER?

Just a word, now, about a man whose interests have often been overlooked or forgotten—the farmer. Suppose that you are a

5. If the railroads had every ounce of truck freight traffic, they would still be 44.3 per cent behind their 1929 volume—in practically the same fix they are in now.

6. Only 1 per cent of all trucks are in interstate service; privately owned and operated trucks amount to 85.8 per cent of the total.

7. Farmers use 27 per cent of all trucks in service.

8. Less than 10 per cent of the assets of savings banks, loan and trust companies, and insurance companies as a whole in this country are in railroad securities.

9. The Automotive Transport Industry employs more than twice as many people as the railroads.

10. Out of every dollar spent for gasoline, 30 cents goes for tax.

11. The taxes paid by commercial vehicles in 1932 exceeded taxes paid by all railroads by forty million dollars.

12. Taxes paid by highway users have increased in the three years—1929 to 1931—in the amount of 97 million dollars. Taxes paid by Class 1 steam railways declined 5 million in the same period.

farmer. You were born on the farm where you now live and labor. Your father owned it before you and his father before him. It is yours—free from debt.

Suddenly you are aroused by the rumor that a broad, paved road is to be built right past your front door. You are dismayed. You are short of ready cash. It is impossible to borrow at the bank. Your crops are bringing little return. You don't want that new road to go through because, even though it adds to the value of your farm, it means higher taxes—and you don't see how you can meet them.

But your protests are of no avail. The authorities put the road through and send you an unpleasant tax bill.

Then it occurs to you that this road offers you a way to get your produce to market in much less time than was possible before. So you load your offerings on your truck and drive almost at automobile speed to the nearest market. You arrive at the right hour to sell at the best price—the trip has been made so swiftly that your products are in prime condition. You pocket your cash receipts and say to yourself that this seems to be the one way in which you can get the most substantial value out of the expensive new road—and the only way you can pay for it.

While the railroads are the backbone of our transportation service, the public should not be asked to pay a return on obsolete or unnecessary facilities any more than they should be asked to pay a return on obsolete or unnecessary facilities in any other line of business.

"Until a few years ago the railroad industry generally was considered a monopoly. Many railroad owners have not yet awakened to changed conditions. They still think it the government's responsibility to see that they get an adequate return on all their facilities, whether or not used or useful."

SUGGESTIONS TO RAILROAD LEADERS

Instead of attempting to handicap an important industry, how much better it would be if progressive railroad leaders were to turn their entire thoughts and efforts to ways and means of solving their problems—without dissipating their resources in a hopeless attack on fellow business men who are growing and developing through following the good American plan of giving the people what they want and need. In the past twenty-five years, times have changed. The public is being educated to expect more value and consideration from the concerns that sell them service or merchandise. How about the thousands of miles of railroads which are no longer profitable—shouldn't they be discontinued in recognition of changing conditions? Isn't there a lot of railroad equipment—now obsolete—which should be written off the books and a loss taken just as other business houses have been forced to do? Aren't there opportunities to reduce overhead expenses—perhaps by the elimination of certain officials and unreasonably high salaries? Isn't it about time to lift many of the restrictions imposed upon the railroads by the Interstate Commerce Commission—to help the railroads to help themselves by having less governmental supervision instead of more? And what about scientific research by the railroads to take full advantage of engineering genius? Why wouldn't it be a splendid idea for the railroads to employ some of the men who have helped the automotive industry climb so high in efficiency and in service to the public? Can you imagine what certain automobile executives and their research engineers might do to some of "the good old ways" of railroading if permitted? You have only to consider railroad activities of the last twenty or twenty-five years to realize what gigantic steps forward can be taken by railroad leaders of vision. Surely there is wonderful opportunity here for youth and courage and brains. Far from being hopeless, it is a situation that challenges the best thought and talent of our industrial world—for there are experienced business men who believe that the railroads can be freed from the shackles of faulty thinking and, by proper co-ordination with other transportation agencies, brought to a state of efficiency which will win world-wide recognition.

THERE IS WORK FOR ALL!

Railroads, waterways, airplanes, buses, motor trucks and trailers—all have a proper place in our national transportation activities. No one system can reasonably be regarded as more important than the others. There is work for all. Let each handle the hauls for which it is most practical. For instance, the railroads can best take care of the long hauls—while motor trucks and trailers are far more efficient for the shorter hauls. Can there be any justification in taxing and taxing trucks and trailers to the point where they can no longer render a substantial economic service to the public? Is it fair to cripple trucks and trailers—to rob them of their natural advantage for the purpose of pulling their efficiency down to a level where other forms of transportation can compete with them? It is one thing or the other—either permit trucks and trailers to be used in the best interests of all the people or force us all back to the slow-going days of horses and wagons!

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 Grand Rapids.
 Secretary—Harold W. Bervig, Lansing.
 Treasurer—William Moore, Detroit.
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 Lansing.

Pointers in Regard to Spring Paint Trade

While it may be more difficult than usual this spring to make paint sales, the need for paint exists. In normal times, the amount of paint sold is only a small fraction of what should be sold; and in the last few years the tendency has been to postpone painting, so that the need for paint this spring will be more serious than ever.

In paint selling, persistence is important. If you don't sell a prospect today, you may sell him tomorrow; if you don't sell him in April, he may buy in May, in June, next fall or next year. Eventually that paint will be sold by someone; and it is more likely to be sold by the dealer who, through good report and ill, keeps after the prospect.

The paint dealer who starts business with a rush of energy and then quits because he doesn't get immediate results, is not going to build a worthwhile business. The big results are secured by the man who keeps pushing right along, season after season and year after year; and who aims, not merely to make immediate sales, but to build up an element of reputation and good-will that will help future sales.

Next to persistence, a very important factor in paint selling is the attractiveness of the stock. It is axiomatic that while the spring paint campaign is on, the paint stock should be given a prominent place inside the store, and a fair share of window display. But in addition to these things, it is worth while to see that the display, whether in the window or inside the store, is attractive.

Neat arrangement of the stock impresses the customer. It also helps the salesman in quickly securing wanted goods from the shelves. A sure way to annoy a customer is to keep him waiting while you comb through several hundred cans on the shelves for a pint or half pint size of some particular color he wants. Customers like efficient service; and efficient service can be given only where the salesman can tell at a glance if the color and size asked for are in stock. The paint arrangement should permit this quick service.

It is a singular fact that comparatively few paint orders are taken over the counter without first showing the prospect some cans of paint. Even though the color is not shown on the outside of the can, the customer in nearly every case has to see the can and juggle it a bit. If the sample can has a clean and attractive label, the customer will buy much more readily than if the label is torn or discolored. Thus care of the stock has a certain psychological effect hard to explain but very important in paint selling.

In some large paint stores, paint stock is taken weekly in the busy season. One firm carrying \$2,000 stock has so orderly an arrangement that

two clerks can take stock in less than twenty minutes. The stock is so arranged that the caller-off can tell at a glance how many cans there are in each row. Weekly stock-taking is a check on any lines becoming short, resulting in loss of sales; it also affords a check on slow selling colors.

For successful paint selling, it is good policy to have on hand a good stock of each color, and an especially good stock of the popular colors. If stock can be renewed on short notice, this is not so essential; but it is important to make sure that no sales are lost through being "just out" of some popular color. I've had a paint job held up for days, waiting for the dealer—who had assured me there was plenty in the store—to get in a quart of a particular color from the manufacturer or wholesaler. That sort of thing kills business.

It is good policy, too, to have an arrangement with the manufacturer for securing new labels now and then to replace those that may become torn and discolored. Either that, or see that cans with damaged labels are used to fill orders and the cans with clean, bright labels are retained in stock.

Dusting should be a regular feature. Dust accumulates very rapidly on top of the cans; and in cleaning the "dustless" type of cloth should be used, which picks up the dust instead of merely scattering it. Turning the cans at regular intervals, upside down, is a practice of many dealers; it keeps the pigment from all settling to the bottom and reduces the amount of stirring necessary when the paint is used.

It is often worth while to study the paint stock arrangement with a view to making it more effective. Quite frequently a simple rearrangement will make a vast improvement in the appearance of the department. Thus, one dealer placed the gallon and half gallon cans on the upper shelves, and the half pints, pints and quarts on the lower shelves. The display had a top-heavy look. One year he reversed the arrangement; put the big cans on the lower shelves and the smaller cans on top. The new arrangement looked much better, and the big cans were much more easily handled on the lower shelves.

A small town dealer some years ago developed the idea of figuring on the whole paint contract, including even labor and the selection of colors. Discussing this policy, he said:

"People don't want to be bothered with overseeing a job and wondering how it is going to come out. The man who starts to paint a house isn't generally a stickler over a couple of dollars, and is only too glad to have the supervision taken off his shoulders. Hence we decided to try out the policy of figuring on the entire job.

"The aim is, of course, to secure a bulk price that will leave us a fair margin of profit. The margin we get is not as large as that on selling paint by the can, but we catch a great deal of business that otherwise we wouldn't get. We measure the whole house, figure on the amount of paint required to give the specified number of coats, and adding the cost of application, we charge at the rate of so much a square yard. In many cases we suggest col-

ors. Where we make a specially successful job, it stands as the very best advertisement for the service we render."

In working out a policy of this sort it is of course essential for the dealer to work in close co-operation with the painters; and with this firm the painter was quite often called in before any estimate was given. In this way a mutually beneficial arrangement was established, the dealer who brought business to the painter being pretty well assured that when opportunity offered the latter would reciprocate.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court

In the Matter of Ralph L. Burrell and Frank J. Goodenow, Copartners as Burrell and Goodenow, Debtor No. 5171. The first meeting of creditors has been called for May 4, 1933, at 2 P. M. Eastern time.

In the matter of Richard M. Fruin, Bankrupt No. 5173, first meeting of creditors was held April 17, 1933. Bankrupt present and represented by John A. Wagner, Atty. Certain creditors present in person and represented by N. Beal Kelly, Robert A. Waterman and C. M. Robson, Attys. Bankrupt sworn and examined before reporter M. N. Kennedy, Kalamazoo, Michigan, trustee, bond \$500. Claims proved and allowed or referred to trustee. Meeting adjourned without date.

In the Matter of Karl J. Heinzelman, Individually and doing business as K. J. Heinzelman & Company, Bankrupt No. 5168, first meeting of creditors was held April 17, 1933. Bankrupt present and represented by Seth R. Bidwell and Warner, Norcross & Judd, Attorneys. Certain creditors present and represented by Corwin & Davidson, Knappen, Uhl, Bryant & Snow and John B. Kempsey, Attorneys. Bankrupt sworn and examined before reporter. Claims proved and allowed or referred to trustee. Fred G. Timmer, Grand Rapids, Michigan, Trustee; bond \$2,000. Meeting adjourned to May 3, 1933 at 10:00 A. M., Eastern Standard Time.

In the Matter of Major Oil Company, a Michigan corporation, Bankrupt No. 4952, final meeting of creditors was held March 7, 1933. Trustee present; certain creditors present. Trustee's final report approved and allowed. Made order for payment of expenses of administration, preferred claims and first and final dividend of 5.3%. No objection to bankrupt's discharge. Meeting adjourned without date.

April 19. We have today received the Schedules, Reference and Adjudication in the matter of Clayton N. Stratton, individually and doing business as Manufacturers Sales Company, Bankrupt No. 5188. The bankrupt is a resident of Grand Rapids, Michigan, and his occupation is that of a radio retailer. The schedule shows assets of \$1,569.77 of which \$450 is claimed as exempt, with liabilities of \$2,517.39. The first meeting of creditors will be called and note of same made herein. The list of creditors is as follows:

Ladore Willette, G. R.	\$ 5.00
First State Bank, Holland, Mich.	187.00
J. Elbers, Holland	3.94
G. L. Beach, Holland	unknown
Goodrich Silvertown Cord Station, G. R.	unknown
J. W. Knapp, Holland	10.00
Bay View Furn. Co., Holland, Mich.	50.00
George Pelgrim, Holland	unknown
J. J. Rutgers Clo. Co., Holland	19.00
Heyboer & Van Dusen, G. R.	20.00
Houseman-Jones Clo. Co., G. R.	12.00
Personal Finance Co., G. R.	unknown

James A. Brouwer Furn. Co., Holland	10.00
Hoekstra Ice Cream Co., G. R.	unknown
J. H. Kole Auto Co., Zeeland	unknown
Y. M. C. A., Grand Rapids	102.00
Dr. C. L. Watt, G. R.	unknown
Dr. M. B. Tidey, G. R.	unknown
A. G. Rasch Motor Co., G. R.	unknown
Dr. H. C. Irwin, Holland	unknown
Dr. William G. Winter, Holland, Mich.	125.00
Bain & Miller, Traverse City, Mich.	1.75
Associated Truck Co., G. R.	2.78
Bay View Furn. Co., Holland	.20
Bixby Office Supply Co., G. R.	20.52
Cathedral Press, G. R.	37.28
I. M. Clerkin, Toledo, O.	57.00
Consolidated Freight Co., G. R.	1.00
Everett Piano Co., South Haven	19.50
Gold Seal Manufacturing Company, Newark, N. J.	199.81
Grand Ledge Chair Co., Grand Ledge	6.50
Howard Radio Co., South Haven	45.47
M. H. Hutton Co., Ypsilanti, Michigan	632.09
Colin B. Kennedy Corp., South Bend, Ind.	54.56
Kester Colder Co., Chicago	47.46
Marks Products Co., Brooklyn, New York	337.49
Michigan Retail Hardware Assn., Lansing	45.00
National Specialties Co., Fort Wayne, Ind.	15.70
Nu-Light Electric Company, Newark, N. J.	218.73
Ohio Carbon Co., Cleveland, O.	53.13
Peer Electric Co., Long Island, New York	40.00
Quimby Kain Paper Co., G. R.	4.65
Richards Storage Co., G. R.	14.55
C. N. Stratton, Grand Rapids	18.99
Tobe Deutschmann Corp., Canton, Mass.	4.84
Universal Carloading, G. R.	1.19
Harry Ward Co., Cleveland, O.	93.26

In the Matter of William Miller Hardware Co., Inc., a corporation, Bankrupt No. 5156, first meeting of creditors was held April 18, 1933. Richard E. Miller, President, Herman A. Miller, Vice-President, and Robert C. Miller, Treasurer, of bankrupt corporation were present in person but not represented by attorney. Certain creditors present and represented by Belcher & Hamlin and H. D. Watts, Attorneys. Richard E. Miller, Herman A. Miller and Robert C. Miller were each sworn and examined before reporter. Claims proved and allowed or referred to trustee for investigation. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$3,000. Receiver's report and account considered and approved. Meeting adjourned without date.

Wrapping Progress

Here is a development which ought to help out a lot of small manufacturers of packaged goods. There is a new wrapping machine which can be adjusted to wrap, at the rate of from 75 to 85 packages per minute, different lots of packages ranging in size from a minimum of seven-eighths of an inch high to a maximum of twelve inches long. The machine uses paper, waxed paper, glassine, or transparent cellulose, and if there is printing on the transparent wrapper it has an electric eye to insure correct register of the design.

Gifts For Customers Who Are Ill

A retailer in Rochester, N. Y., is building goodwill and increasing sales by sending a basket of fruit to any customer who is reported ill.

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

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.

Good-Bye Wrinkles

During the past three weeks or so, American women have been discovering that they can buy cotton or rayon cloth that will not wrinkle.

The cloth has other interesting properties. It has more "body" than cloth which looks the same, but does wrinkle. (The difference in weight is 15 to 20 per cent.) It is stronger, it is not weakened by getting wet, and you can't pull holes in it as easily. This last is because the threads do not slip out of their regular position in the warp and woof, as very smooth rayon threads sometimes do.

Interestingly enough, the secret of this new cloth is in part the same as that of the waterproof cloth. That is to say, what gives the new cloth its special qualities is a patent treatment with synthetic resin.

The process was developed in England but has only recently been licensed in this country. No outsider knows exactly what resin is used, but the chances are that it is phenolic or of the urea group. Whatever the material, it is pressed into the fibers of the cloth, dried, and baked, and there it stays regardless of laundries or whatever may happen to the cloth.

Men's Fall Furnishings Active

In addition to good-sized orders on men's Summer goods, stores placed a considerable volume of advance business on Fall furnishings this week. Buying of such styles is earlier than usual, most merchants being convinced that higher prices are inevitable. Gloves, leather clothing and heavy underwear were the principal Fall items purchased, each of which has shown definite tendencies to advance. Summer clothing was also bought liberally, with tropical worsteds, crash suits, wash trousers and flannel sport coats and trousers outstanding. Reports from out-of-town stores indicated an active retail trade toward the close of last week.

Novel Aluminum Wares Gaining

Aluminum is steadily gaining in favor for decorative home utensils and is offering increasing competition to copper and pewter types. The aluminum is offered in a silver-satin finish and is featured in hand-fashioned pieces, many of which have hammered trimming details. The merchandise includes trays, relish bowls, ice buckets, pretzel, cocktail and canape dishes, ash trays and candy bowls. Wholesale prices range from \$2 to \$3.75 for the larger items and from 25 to 60 cents on smaller ones.

Sold Up on Swim Suits to June 1

In contrast to the generally slow rate of knit-goods operations, the Onyx Knitting Mills of Philadelphia, understood to be the largest producer of bathing suits in the volume range, are sold up entirely until June 1 and will not accept orders from new accounts before that date. Reorders from

old accounts will be cared for. The mill is operating full time on three shifts. The price on the pure worsted ribbed style has remained unchanged since the opening, while zephyrs and fancies have been moved up 25 to 50 cents per dozen.

Complete Plans for Father's Day

The men's wear industry set a budget of \$35,000 for the promotion of Father's Day to be held on June 18, at a meeting held last week in the Empire State Club, New York City. L. G. Gould of the Susquehanna Mills, who presided, named committees for various divisions of the trade, such as the shirt, neckwear and hat trades, to determine a basis for allocation of the costs among the interested companies. The sum of \$400 was subscribed to cover initial expenses. Charles Stecher, formerly secretary of the Associated Men's Neckwear Industries, will have charge of the work. "Remember Dad, Father's Day, June 18" was adopted as the official slogan.

Cheap Knit Goods Withdrawn

Prices on most of the very cheap knit goods lines, in which the margin of profit is slim, were withdrawn, as silk, cotton and worsted yarns moved up. This was true in hosiery, underwear and, to a lesser extent, in outerwear. An important underwear house withdrew prices on some of its low-end Summer lines. In full-fashioned hosiery, mills generally stopped quoting on the cheap silk lines. An advance in worsted yarns was responsible for slightly higher quotations on sweaters by at least one important selling agency. Agents generally reported greater activity, although not of any startling proportions.

Seek Deliveries on Stein Orders

A rush to place orders for steins developed in the earthenware market this week as restaurants and other dispensers of beer made last-minute efforts to meet their requirements. Manufacturers report that buyers who held up purchases two weeks ago in the hope of forcing lower prices began to call for goods early this week and agreed to pay prices ranging up to 25 cents each for the better types. In the glass trade producers reported that most of the demand has been met and there was little of the flurry for merchandise which marked the earthenware market.

Surprise Package Sale

Two enterprising retailers say they have used this idea with consistent success. Packages, variously valued at \$2.50 to \$10 are made up and all are offered at \$2.50.

The appeal in this type of sale is said to reside in the element of chance which the customer takes as to whether he will get \$2.50 worth of merchandise or \$10 worth. It is said that one of the advantages of this type of sale is that it induces the customer to buy merchandise that ordinarily would not be purchased.

A few years ago Lord Haldane predicted that in half a century light will cost about one-fiftieth of its present price and night will be abolished in our cities. The radiation of the incandescent lamp consists of about five per

cent visible light and ninety-five per cent. invisible heat—a most wasteful and inefficient arrangement. In a recent radio talk Dr. E. Newton Harvey of Princeton described the quest of the illuminating engineer for colder and brighter light. The cold light emitted by animals is the goal of science. Man

has produced nothing approaching the efficiency of the firefly, which emits an almost pure visible light with an increased temperature of little more than a thousandth of a degree.

Private bankers do have public uses.

YEAKEY-SCRIPPS, Inc.

160 Louis Street

Grand Rapids, Mich.

Wholesale Linoleum, Carpets and Rugs

Distributors of
 ARMSTRONG'S LINOLEUM

and
 BIGELOW-SANFORD'S CARPETS AND RUGS

MICHIGAN BELL TELEPHONE CO.



WHEN MOMENTS COUNT— TELEPHONE!

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



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Celebrating Thirty-Ninth Birthday of Moving Pictures

Los Angeles, April 22—Hollywood is just now celebrating the 39th birthday of the motion picture industry. The movies had their inception in New York in 1894, when kineoscopes or "peep shows" were placed on exhibit, consisting of a 50-foot film, an electric light, and a rapidly revolving shutter which exposed the picture in flashes to a lens through which the spectator looked. The first stars of the films were Mae Lucas, dancer from "A Gaiety Girl"; Annie Oakley, champion rifle shot; Col. W. F. (Buffalo Bill) Cody; Eugene Sandow, strong man; and Ruth St. Denis, dancer. Starting with the kineoscopes inventors, led by Thos. A. Edison, perfected movies by slow stages to the present point where the cinema has become one of the nation's chief industries. When I made my initial trip out here several years ago, I was the bearer of a letter from an influential Detroit producer which gave me the open sesame to one of the Hollywood studios. (I might say that since that time visitors have generally been excluded from these studios, and today one may consider himself fortunate if he can enter the portals of one of these institutions, due largely to the fact that sound pictures have to be produced under conditions which prohibit the introduction of even the faintest evidence of extraneous conversation.) Every visitor to California naturally wants to visit a studio, but the excuse is always made that "the slightest sound would spoil everything," and outside the late Ex-President Coolidge, it is claimed no one has succeeded in crashing the gates of one of these institutions. But the fact is that the talkies are not so hard to see, in the making, as they are to watch. Most of them are more tiresome than listening to the braggadocio indulged in by amateur golf players. They are full of action like a game of chess and of repetitions like a parrot. The Fox studios at Fox Hill occupy more ground than many a thriving village, but at that there isn't room enough there to make airplane pictures, so they have an auxiliary at Sierra Madre, and another out in the Mojave (Mohavee) desert where I have visited on occasions when they were filming some frontier story. Both of these locations are far removed from the busy lanes of travel, but at that one will find approaches to these scenes of activities congested with travelers hoping that a suspension of the rules will give them entrance, and it requires a horde of traffic cops to keep them "moving." There is nothing but an ordinary barbed wire fence to restrain the crowds and occasionally someone sneaks through, but he is usually "spotted" soon afterward, and hastened on his way. Out in Sierra Madre, for instance, one finds a sort of village, beyond which "set" are several crashed planes. On that field, at my last visit, the action centered. Around it on all sides were powerful lights and nearly everywhere one stepped on coils of electric wire as thick as ordinary garden hose. Lights, camera, microphone all seemed connected with this heavy wire. Outside the scene on which these lights focused stood electricians, cameramen and actors awaiting their call. And crowding in with them were all sorts of beings who are supposed to make up the "rabble" in mob and street scenes. There was a principal director and several aides. An order given and mechanism began to hum. "Quiet, please," someone shouted, and then the action and dialogue began. Half an hour had been spent in preparation, but the dialogue didn't last one-tenth of that time. As a girl and a man talked a microphone swung above them on a movable arm which was so manipulated that it caught every word. Then the director pointed out some flaws

and it all had to be done over again. Several hours later they were still doing it all over. Often as much as 300,000 feet of film is used in making a picture in which less than 3,000 feet is used in its completion. Of course, that was all outdoor stuff, put on with much hurly-burly, with not the same degree of accuracy that is required in a studio proper. When talkies were first experimented with half a dozen microphones were set about the stage, the sound recorded by them being carried by wire to the "mixing room," perhaps half a block away, where they were blended. But any sound recorded may be brought up or down in volume just as you do it on your radio. Now only one movable microphone is used, swinging above the actors. Thus it is unnecessary for actors in movies to speak as dramatically as they would be compelled to on the stage, and the lowness of their voices often adds to the disillusionment of the visitor. But at that many popular stars have had to content themselves with the silent screen, through lack of education, or difficulties in articulation. Some of the most popular ones in the "silents" have proven rank failures in the talkies. I have always felt the studio folks hedge the talkies with much secretiveness for purely stage effect, and they don't care to have too many of their prospective patrons become wise to the game, as it were. But they are giving their activities a touch of patient care, in order that the public may receive a full measure of satisfaction, in viewing the results of their labors, and they are making improvements daily the results of which are simply marvelous.

Mrs. Jacque Percy, formerly of Grand Rapids, now of Hollywood, in a communication to the Tradesman relative to the recent earthquake and casualties in connection therewith, makes mention of Mrs. C. W. Taggart, wife of a former manager of the Morton Hotel, Grand Rapids, who was injured in the catastrophe. I called on this lady at the Compton hospital, the other day, and am able to report her continual improvement. Mr. Taggart's whereabouts are unknown, although he has been called for through several broadcasting chains.

Herbert A. Kline, who resigned recently as a representative of Hotel Fort Shelby, Detroit, has been appointed as a special representative of the Book-Cadillac to handle the promotion of business in the state of Michigan, outside of Detroit. Mr. Klein will work with Robert K. Christenberry, sales manager of the last mentioned hotel.

The new main dining room of the Hotel Kellogg, Battle Creek, will be opened to the public on May 12. The Washington avenue entrance to the hotel, which was cut through to give access to the new addition on the rear of the building, has been completed, and is now being decorated. The kitchen has been considerably enlarged and furnishings and decorations for the dining room and the two entrance ways have been chosen to conform with the balance of the hotel furnishings.

Bertram Friedman, who has been assistant to general manager James H. Kane, of Webster Hall, Detroit, has taken over the management of Hotel Palmetto, for the Transcontinental Hotels Corporation, with which he was formerly associated.

The world-famed Beverly Hills Hotel, long one of the show places of Southern California, was closed this week, possibly permanently. It was one of the S. W. Strauss Co. properties and represents an investment of \$1,500,000. The hotel and its adjoining bungalows occupy a ten acre site in the Beverly Hills residential district, and was built

for the entertainment of movie stars and their satellites. It never paid out, and the chances are it will eventually become a dead loss to the investors.

If the Michigan legislature finally straightens out the legal tangle connected with the sale of beer, Detroit hotels will not be found "asleep at the switch." Already the principal hostellers there have formulated plans for supplying the amber fluid in a genteel manner just as soon as the law allows. At the Book-Cadillac the cafeteria will be converted into a beer garden, and the English grill on the mezzanine, will become a tavern, where liquid refreshment will be featured. At the Fort Shelby, the Spanish grill in the basement of the hotel will blossom forth as a beer garden. The Statler will make no particular changes, but will serve beer in its several eating establishments. Other principal hotels will do likewise. The Michigan legislature has a mandate from the people, voted on at the last election, to pass a law repealing anti-liquor legislation, but are doing a lot of dilly-dallying over the proposition. The hotel men propose to stir up the animals.

In some sections of the Nation the hotel men are busy trying to secure order out of chaos in the handling of the beer and wine proposition, while in others telephone charges and regulations seem to be the source of much worry. In the latter case the hotel contingent takes the position that there has been a general reduction in hotel rates, a corresponding one in the cost of various forms of service, with the single exception of phone service, which not only evidences no possibility of reduction, but, on the contrary, is now coupled with certain restrictions amounting to an increase in charges.

This week Saturday the Michigan Hotel Association will hold a sort of informal business meeting at Hotel Olds, Lansing, on the occasion of the two-day short hotel course at the Michigan State College.

Joseph Madell, manager of the Detroit, at Detroit, has appointed Howard A. Smith, recently night manager of Hotel Tuller, as general sales manager of the former hotel. Prior to his connection with the Tuller, Mr. Smith was connected with Hotel Norton.

Floyd Doherty, proprietor of Hotel Osceola, Reed City, who has been spending some weeks at Daytona Beach, Florida, has returned to take hold of the affairs of his own hotel with renewed vigor.

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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

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 head-
quarters at the

**PANTLIND
HOTEL**

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

Park Place Hotel
Traverse City

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

New Hotel Elliott
STURGIS, MICH.

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

Occidental Hotel

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

Columbia Hotel
KALAMAZOO

Good Place To Tie To

HOTEL ROWE

We have a sincere
interest in wanting to
please you.

ERNEST W. NEIR

An Ohio judge has decided that a person living in a hotel by the month, paying rent in advance on a monthly basis, is a boarder, not a guest. He is not protected as a guest and the hotel-keeper's responsibility does not extend to him. But let a Michigan jury analyze such a case and they will bring in a verdict in variance with that of the Ohio jurist.

Many members of the American Hotel Association are favorable to a move on the part of their organization for the purpose of protecting hotel keepers by insuring them against loss by "skippers" and bad check operators, a sort of co-operative arrangement similar to that employed by bankers and other big organizations. Why not? I think the idea is a very good one, which could be successfully carried out, provided such organization would punish offenders instead of compromising with them, as most hotels do at present.

A refreshing sign of the times is the announcement that the Gideon organization has found it necessary to renew their contribution of bibles in many of the hotels throughout the country.

The American Hotel Association has devised and is distributing throughout the country a sign that is decidedly worth while, which indicates that the hotel displaying same is a member of that organization, and they intend this emblem shall mean something to the public as well, in assuring them of satisfactory service. Every member of the Michigan Hotel Association is also a full fledged member of the A. H. A., and is entitled to display said sign in or on his premises, and to advertise the fact as well. It is certainly worth a tryout, as in fact every legitimate form of advertising is at the present moment. Don't wait until your hotel is full and running over before you begin your advertising campaign. Here in California the principal hotels have increased their advertising connections. Why not in Michigan?

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids

Ira F. Gordon, the expert pump salesman, returned recently from St. Petersburg, where he and Mrs. Gordon spent seven very pleasant weeks. Ira started at once for a three week trip through Wisconsin, Minnesota and the Dakotas.

Raymond G. Reid, manager of the Herkimer Hotel in Grand Rapids for the past two and one-half years, has resigned in order to take over the operation of the Reid Hotel, in South Haven, which was conducted by his father, David Reid, until his death on April 6.

Capitalistic business with us is held responsible by many for unsystematized, greedy and at times grossly excessive production, with inevitably resulting periods of reaction and unemployment. How can it justly be so held responsible when our antiquated anti-trust laws (particularly the Clayton Act) go to the length they do in exacting competition, however wasteful, harmful and chaotic, and make foresighted and logical co-operation a punishable offense? How can industry evolve and adhere to a comprehensive and balanced plan of procedure when mere conferences to that end, among those engaged in the same line of business, may expose the participants to the penalties of the law?—Otto H. Kahn.

DEATH OF ANTON HODENPYL

Tender Tribute By a Life Long Friend

Responding to your request for some words of tribute in memory of our mutual friend, Anton Hodenpyl, I feel that I can add very little to what you will say so strongly and beautifully; but possibly for the readers of the Tradesman it may be interesting to make some quotations from personal letters from Mr. Hodenpyl which reveal the character of the man. There are probably very few people who know exactly what Mr. Hodenpyl had in mind when he gave to the City of Grand Rapids the beautiful woods. And so I am quoting the exact text of the message which transferred to

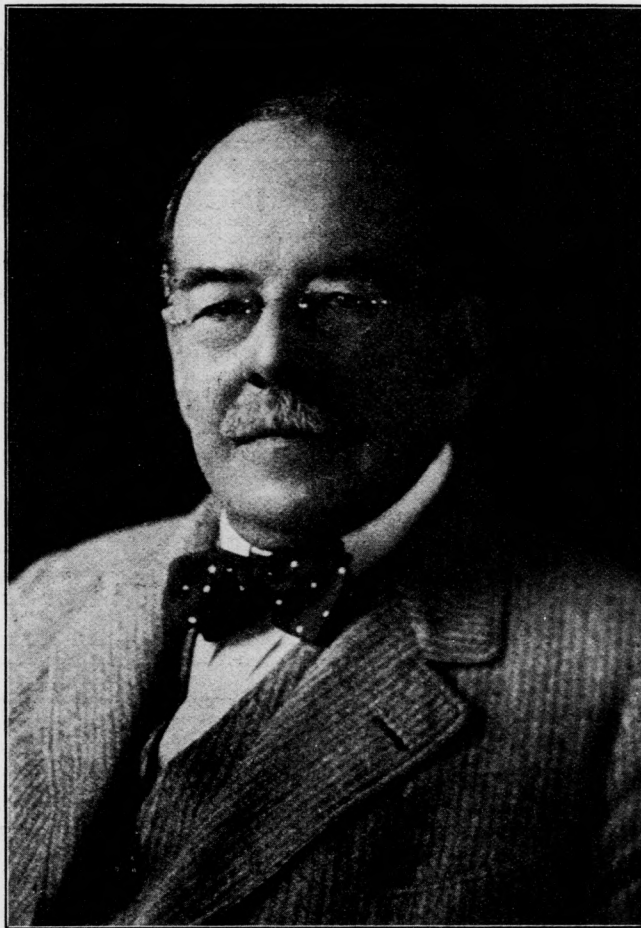
power to cut out and remove dead and down trees and trees that may obstruct the growth of other trees and cut out vistas and drives and build such roads and simple wood paths through the land as it may deem desirable or necessary; and from time to time plant additional trees, shrubs and wild flowers; the said park to be forever maintained as a piece of woods or forest park, and not as a finished park in the ordinary sense, care always to be used in the prevention and treatment of any diseases to which the said park may be subject and in keeping material and planting in the park at all times in good health and condition, said trustee to receive for its own use and benefit all rents, issues and profits that may arise from the timber thus cut and

"As time goes on this will be about the only thing of any kind remaining that can indicate to people that I ever was alive. It is all so substantial that I do not see how it can fail to remain forever and ever. And, do you know that is rather a nice feeling. It never would have occurred to me, but now that it is done and so thoroughly well done, and so gracefully done, I am glad of it, and I hope you will make my sentiments known to anyone who was interested in causing it to be done."

A couple of quotations from personal letters indicate more clearly than anything I can say the interests which commanded Mr. Hodenpyl's best thought and best work:

"My own grounds absorb all of my thought and all my time. I go to town on Monday and back the same evening. All the rest of the time is spent here, and most of the time I am out-of-doors among my trees and shrubs and wild flowers. I have never had a flower garden proper in my life; that is, a garden of cultivated flowers, and I have always particularly detested a formal garden with a sundial or a statue or a fountain in the middle. With Simonds' help I have kept these grounds as nearly natural as it is possible to do. My place is very hilly. It is all up and down hill and, of course, in many ways, this is an attractive feature, for one can get many lovely vistas down through a valley and up another hill and so on. I have all kinds of exposures, the top of a hill or the bottom of a valley or level ground, and I have a little water, not much. It comes from six springs on the lower part of my grounds, and these springs in the past million or so years have worked out an amphitheater, the banks of which are perhaps fifteen feet high and the level space perhaps seventy-five feet in diameter, with six little streams working from the six springs. This gives me a small stream, perhaps eighteen inches wide, not very much, but it is the same the year around and never varies. From the springs, the ground drops off to a pond that Simonds and I made, which is fed by the stream from the springs. The pond is perhaps seventy-five feet by one hundred and fifty feet, all planted naturally, making such a pond as one would run across in the woods. A few years ago it suddenly struck me that, inasmuch as he level of this pond was about fifteen feet below the level of the springs, we could make a little waetrfall, and Simonds carried this out beautifully. We raised the ground still higher, making a nice ravine, on which we have planted arborvitae, with the thought that, in time, this would make a dark ravine, such as one would run across in the woods. It is all working out very well indeed, but you and I know that, in this planting game, one must have vast patience and be willing to wait, sometimes a good many years, to get the effect one has in mind.

"I have never planted large material, nothing for immediate effect and, though I am an old man, I still continue to plant small stuff, and have the pleasure of watching it grow and seeing the picture one has in mind gradually develop. I go along just the same as though I was going to live another hundred years and get the fun out of



Anton G. Hodenpyl

the Park and Boulevard Association in trust for the city the tract known as Hodenpyl Woods

"West 1/2 of the S. E. fractional 1/4, Section 27, Town 7 North, Range 11 West, Grand Rapids Township, except North of Thornapple Road, for a forest park. The said lands to be maintained and preserved as a wood or woods park, for the benefit, pleasure and instruction of the people of the city of Grand Rapids, the intent being that the people of said city shall always have an opportunity of seeing in this park specimens of practically all worthy varieties of trees, shrubs and wild flowers indigenous to that locality that can be successfully grown on said premises; the said trustee to have

from any use of said land it may be put to consistent with the purpose above named."

A committee of the Boulevard Association was selected to choose an appropriate memorial to be placed in the woods as a permanent appreciation of Mr. Hodenpyl's gift. The immense boulder with the bronze tablet upon it was the selection of the committee, and Mr. Hodenpyl was not consulted because we knew the extreme modesty of the man and he would probably object to it. After the installation, a photograph was taken of it and sent to Mr. Hodenpyl, to which he responded in a letter to Mr. Lowe, a portion of which is as follows and reveals the innate modesty of our friend:

it, regardless of what may happen when I drop off. I haven't much patience with people who insist on having a finished place. They get no pleasure out of it, except perhaps the pleasure that comes to some people from owning a fine place, and they have had nothing whatever to do with the planting of it, and they miss a very great deal.

"You are an older man than I, by a few years anyway. I will be eighty in November, but I feel nearly as well as ever. My heart is not quite what it ought to be, but I am very careful, and since last January have not been allowed to walk at all. But I have a remarkably fine contrivance, an electric tricycle, which takes me everywhere, up and down hill and all over the place, so that I can boss the job just the same as I could when I was able to be out on foot. A few days ago my doctor found that my heart was decidedly better and has ordered me now to walk moderately, but to be careful and not overdo.

"One of the last things Mr. Simonds did for me was to lay out a path through a long valley that I am now engaged in developing into a Wild Garden. When he died, I named that path the Simonds Path, and it is always referred to by that name. I rather like his idea of naming his seats after you and Jessie and others. I am going to think about whether I want to do that or not. I think this wild garden is going to be very attractive and interesting. It occurred to me a couple of years ago that there was a long valley between a range of hills, where the soil ought naturally to be very good, because of the washing down from these hills. It is seventeen hundred feet long and filled largely with dogwoods, a good many old oaks and beeches, and various other varieties of trees. Through this valley I have laid out paths and am working only gradually towards a finished place. We have planted a good many Viburnums and many varieties of shrubs, not close together. In between we are gradually filling in with wild flowers and Iris, and in the middle I have a splendid Lily Garden. At the lower end, on a bank facing the south and protected from the north, I have a stretch of perhaps 200 to 300 feet planted with single roses, all of our wild roses and some of the Chinese ones. I think this will be very attractive. For ground covers through there we have many kinds of low-growing wild flowers. This is all in process of development. It is nowhere near finished and will not be for five years more probably, if I live that long. If not, I will have had the fun of doing it and someone else can do what he pleases with it, but it is all very interesting."

In another communication of last September, I find the following paragraph which reveals to us the kindness and thoughtfulness of our dear Anton in connection with those who were needy:

"I am spending much time on unemployment relief, and although we are a very small community, in the country, the distress is quite marked, for there are no industrial institutions anywhere near us, and the only em-

ployers of labor are the different estates, the owners of which are at present almost unanimously in financial straits. I am one of them myself. So we cannot employ as much labor as we would like to. However, I adopted the plan of staggering the few workmen that I have, allowing them to work this week and lay off the next, when another crew of the same size comes on. I have four single men working for me who could scarcely exist because, on half time, they did not earn much more than enough to pay for their board and lodging, which was \$10 to \$11 a week. So I let the four of them live in a vacant chauffeur's quarters over an unrented garage. They are having an awfully good time doing their own cooking and are very comfortable and manage to live on \$3.50 a week. Let us hope that there may be a turn in the near future. It doesn't look encouraging at the moment. One cannot be enthusiastic over the present conditions or the outlook, but while there is not a very great increase in optimism, I think there is much less pessimism, and that is a good start."

The leading characteristic of our departed friend was his friendliness to everybody and his thoughtfulness as expressed constantly during his lifetime.

Charles W. Garfield.

Items From the Cloverland of Michigan

Sault Ste. Marie, April 24—Better days are here again. For four years the news has been bad. Now the news is good and getting better. According to the statement put out by the President of Dun & Bradstreet that the United States now has a strong commercial credit position, brought about by liquidation of inventories and drastic reductions in operating expenses, a nucleus of thousands of sound banks around which to build an impregnable banking system and a new National administration, politically solidified, which takes office with the endorsement of a larger number of people of the United States than any previous administration has ever received. With these favorable factors as a foundation, a permanently strong economic structure may reasonably be assured.

Arthur Dawson, vice-president of the Michigan Northern Power Co. here, has just returned from a business trip in a number of Eastern cities, declares the general feeling in business and industry has not been better in two years. He says the trains are crowded, companies are receiving larger orders and there is a widespread optimism that things are on the upturn. Mr. Dawson was away two weeks, visiting such cities as Pittsburgh, New York, Niagara Falls and points in West Virginia. His observation in meeting people on trains and in hotels and visiting different industrial manufacturing plants was that conditions in general, in the East have greatly improved during the past few weeks. Patronage on the passenger trains, especially the Pullmans and dining cars, has greatly increased during April; in fact, it was his first experience on trips East during the past two years when it was necessary to make reservations in advance to be sure of accommodations. Salesmen on the road all report increase in shipments during the past two weeks. He said it may be temporary, but there is certainly every indication that business is better and everyone feels quite encouraged and pleased with the apparent present improvement in conditions, as compared with the feeling

which has existed and been so evident during the past two years. We might also add that local conditions here have also shown a marked improvement.

The American coffee shop, at 523 Ashmun street, has been extensively remodeled and redecored. The entire store has been made more attractive. Chris Guianakure, the proprietor, should be congratulated on his good taste in the arrangement of his store, where he specializes in light lunches, ice cream and beverages.

In the minds of men the future already exists. Clarence A. Paquin, formerly of the Sault, has been here in interest of the Conservation Department at Lansing, to ascertain if there are any poisonous snakes in Chippewa county. He reported to his department that he found none, which should be favorable to the tourists in spending their summers here.

Norman Hill, formerly editor of the Sault Evening News, but now secretary to Frank Murphy of Detroit, who is now Governor-General of the Philippine Islands, will continue to be Mr. Murphy's secretary and will accompany him to Manila. In leaving, Mr. Hill bids all his Northern Michigan friends good-bye, but says that some

day he will return again to Northern Michigan.

We are to have another new shoe store in the Sault. John France and Harvey Paquin will open the store at 521 Ashmun street, which is at present being remodeled and redecored. The new firm will carry a complete line of shoes. Mr. Paquin is at present in the East on a purchasing trip. Both men are well and favorably known here. Mr. France is Circuit Court stenographer and Mr. Paquin has had many years' experience in the retail shoe business and is considered one of the best shoe salesmen in the city. He will have charge of the selling, while Mr. France will look after the clerical work.

William G. Tapert.

Can It Drink Beer?

Trust Milwaukee to produce a dachshund motor. At least, that is the nickname given to a new one hundred horsepower electric motor which is less than 12 inches in diameter, with short legs. The dachshund is expected to be especially valuable for direct mounting of grinding wheels and other cutters of small diameter.

INCREASE YOUR

Candy Sales and Profits

FEATURE BULK SPECIALTIES

MADE BY

PUTNAM FACTORY

GRAND RAPIDS, MICH.

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

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.

Fake Cancer Cures as Hazard to Life of Credulous

Cancer is a very serious disease, requiring long experience and skill to treat successfully. Yet this country is infested with men and women who prey upon suffering humanity with their "surefire" cancer "cures."

These people are quacks of the lowest order, considering the dictionary definition of quack, which reads "a pretender to medical skill; an ignorant practitioner." The quack has gained a questionable reputation either by deliberately deceiving a gullible clientele or, in his ignorance, curing some simple condition and actually believing himself to have cured a cancer.

Many of these quacks who endeavor to treat a medical condition such as cancer, have had very little if any medical education. Then how can they recognize cancer when it presents itself? If they cannot diagnose cancer, how can they treat it?

The methods of treatment used by the quack are various, but consist chiefly of drugs for internal use, pastes, poultices containing some caustic, electricity, serums, and the so-called "secret cure" which the user at times knows nothing about. The quack cures are usually very expensive, but the cost to the patient is trivial compared to the value of the time lost delaying the beginning of proper treatment.

Cancer must be diagnosed and treated in its early stage in order to effect a cure. Quack treatment thus adds insult to injury by delaying proper treatment until it is too late.

Quacks may claim few deaths from cancer in their practice. This is due to the fact that the sufferer eventually turns to the ethical practitioner for help and relief when it is too late.

Many people are asking what is the recognized treatment of cancer today. Briefly, surgery and irradiation by means of X-ray and radium. Although some quacks pretend to use these, they cannot offer this treatment, because they are expensive and require special skill for their use.

Skill is achieved only through medical experience built on a foundation of long intensive training. Naturally these requirements do not go hand in hand with the get-rich-quick schemes of the advertising cancer quack.

If any person or persons have a legitimate cancer cure, it is not necessary to advertise the fact. Any of the research institutions will gladly prove or disprove the claim, and if successful the discoverer would be financially independent for life, as many countries are offering large prizes for such a discovery.

In deference to medical ethics doc-

tors do not use electric signs, nor do they advertise in newspapers, magazines or periodicals in any form, and according to the manual of professional ethics, no physician is allowed to have a "secret cure." The local medical organization or State Medical Society will gladly give information as to a doctor's standing in the community where he is engaged in active practice. In many instances this will prevent the cancer patient from falling into the unscrupulous hands of the medical quack.

However, until the perfect cure is found by the medical profession, the cancer patient should by no means give up hope. Cancer is curable in many cases, but none of these cures will be found in the hands of the advertising quack.

Voyage of Dreams

Dreams sometimes do come true. A three-year cruise on a comfortable sailing ship, with time to paint or write, with congenial companions, with new and exotic scenes and people always available and with no economic worries—all this can be no less than a dream. But sixty adventurers on the West Coast are starting out to make it come true. They have the ship, they have their equipment, they have their completed plans. They are ready for three years of adventuring.

The idea was bred by the depression, a fact which would indicate that hard times have their virtues. The sixty members of the group wanted leisure for travel, education and creative work without the inconveniences of jobs and monthly bills. Life aboard ship seemed to offer this boon. Sailing ships are cheaply run. Then two plans for meeting the expenses of life and travel were devised. The creative workers would pool their efforts and their products would be sold for whatever they would bring, the receipts to go into a general fund. The ship would be fitted with an auditorium where motion pictures could be shown, and shows would be given at various ports of call on the leisurely journey.

Staying in Business Sale

To meet the competition of stores, which advertise that they are "going out of business," a merchant in Oklahoma conducted a campaign in his local newspaper featuring the fact that he was offering a "Staying in Business" sale. "Owing to manufacturers, banks, proration, depression, backward season, lack of rain, unemployment, five-year plan, free silver, etc.," announced this store, "we are making an unusual offer this week—we are offering our new merchandise at reduced prices. But we have no intention of going out of business. In fact, the idea of this sale is to enable us to stay in business."

Welcoming New Residents

An advertising feature that has made many friends for a store in Southern Michigan is a "welcome package" presented to every new family that moves into the city.

A letter of welcome is sent by the store, inviting the new arrival to come in and receive a "welcome package," which is an assortment of merchandise.

WHOLESALE DRUG PRICE CURRENT

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

Acid	Gum	Hemlock, Pu., lb.	1 155@2 20
Acetic, No. 8, lb. 06 @ 10	Aloes, Barbadoes, so called, lb. goursds @ 60	Hem'l'k Com., lb. 1 00@1 25	
Boric, Powd., or Xtal, lb. 08½@ 20	Powd., lb. -- 35 @ 45	Juniper Ber., lb. 3 00@3 20	
Carbolic, Xtal, lb. 36 @ 43	Aloes, Socotrine, lb. ----- @ 75	Junip'r W'd, lb. 1 500@1 75	
Citric, lb. ----- 35 @ 45	Powd., lb. ----- @ 80	Lav. Flow., lb. 3 50@4 00	
Muriatic, Com'l., lb. ----- 03½@ 10	Arabic, first, lb. @ 40	Lav. Gard., lb. 1 25@1 50	
Nitric, lb. ----- 09 @ 15	Arabic, sec., lb. @ 30	Lemon, lb. ----- 2 25@2 80	
Oxalic, lb. ----- 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @1 50	
Sulphuric, lb. -- 03½@ 10	Arabic, Gran., lb. @ 35	Mustard, art., ozs. @ 35	
Tartaric, lb. ----- 35 @ 45	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 4 00@4 25	
Alcohol	Asafoetida, lb. -- 47 @ 50	Origanum, art, lb. ----- 1 00@1 20	
Denatured, No. 5, Gal. ----- 48 @ 60	Asafoetida, Po., lb. 75 @ 82	Pennyroyal, lb. 3 25@3 50	
Grain, Gal. ----- 4 00@5 00	Guaiaac, lb. ----- @ 60	Peppermint, lb. 2 75@3 20	
Wood, Gal. ----- 50 @ 60	Guaiaac, Powd., lb. ----- @ 70	Rose, dr. ----- @2 50	
Alum-Potash, USP	Kino, lb. ----- @ 90	Rose, Geran., ozs. 50@ 95	
Lump, lb. ----- 05 @ 13	Kino, powd., lb. @1 00	Rosemary Flowers, lb. 1 00@1 50	
Powd. or Gra., lb. 05½@ 13	Myrrh, lb. ----- @ 60	Sandalwood, E. I., lb. ----- 8 00@8 60	
Ammonia	Myrrh, Pow., lb. @ 75	W. I., lb. ----- 4 50@4 75	
Concentrated, lb. 06 @ 18	Shellac, lb. ----- 15 @ 25	Sassafras, true, lb. ----- 1 60@2 20	
4-F, lb. ----- 05½@ 13	Shellac, white, (bone dr'd) lb. 30 @ 45	Syn., lb. ----- 70 @1 20	
3-F, lb. ----- 05½@ 13	Tragacanth, No. 1, bbls. -- 1 60@2 00	Spearmint, lb. -- 2 00@2 40	
Carbonate, lb. -- 20 @ 25	No. 2, lbs. ----- 1 50@1 75	Tansy, lb. ----- 3 50@4 00	
Muriate, Lp., lb. 18 @ 30	Pow., lb. ----- 1 25@1 50	Thyme, Red, lb. 11 15@1 70	
Muriate, Gra., lb. 08 @ 18	Honey	Thyme, Whi., lb. 1 25@1 80	
Muriate, Po., lb. 20 @ 30	Pound ----- 25 @ 40	Wintergreen	
Arsenic	Hops	Leaf, true, lb. 5 40@6 00	
Pound ----- 07 @ 20	¼s Loose, Pressed, lb. ----- @ 75	Birch, lb. ----- 2 75@3 20	
Balsams	Hydrogen Peroxide	Syn. ----- 75@1 20	
Copaiba, lb. ----- 50@1 20	Pound, gross 25 00@27 00	Wormseed, lb. -- 3 50@4 00	
Fir, Cana., lb. 2 00@2 40	½ Lb., gross 15 00@16 00	Wormwood, lb. 4 75@5 20	
Fir, Oreg., lb. ----- 50@1 00	¼ Lb., gross 10 00@10 50	Oils Heavy	
Peru, lb. ----- 1 70@2 20	Indigo	Castor, gal. ----- 1 15@1 35	
Tolu, lb. ----- 1 50@1 80	Madras, lb. ----- 2 00@2 25	Cocanut, lb. -- 22½@ 35	
Barks	Insect Powder	Cod Liver, Norwegian, gal. -- 1 00@1 50	
Cassia, Ordinary, lb. 25 @ 30	Pure, lb. ----- 25 @ 35	Cot. Seed Gals. 90@1 10	
Ordin., Po., lb. 20 @ 25	Lead Acetate	Lard, ex., gal. 1 55@1 65	
Salgon, lb. -- @ 40	Xtal, lb. ----- 17 @ 25	Lard, No. 1, gal. 1 25@1 40	
Salgon, Po., lb. 50 @ 60	Powd. & Gran. 25 @ 35	Linseed, raw, gal. 67@ 82	
Elm, lb. ----- 40 @ 50	Licorice	Linseed, boil, gal. 70@ 85	
Elm, Powd., lb. 38 @ 45	Extracts, sticks, per box -- 1 50 @2 00	Neatsfoot, extra, gal. ----- 80@1 25	
Elm, G'd, lb. -- 38 @ 45	Lozenges, lb. -- 40 @ 50	Olive, Malaga, gal. -- 2 50@3 00	
Sassafras (P'd lb. 45) @ 35	Wafers, (24s) box @1 50	Pure, gal. ----- 3 00@5 00	
Soapree, cut, lb 15 @ 25	Leaves	Sperm, gal. ----- 1 25@1 50	
Soapree, Po., lb. 25 @ 30	Buchu, lb., short @ 50	Tanner, gal. ----- 75@ 90	
Berries	Buchu, lb., long- @ 60	Tar, gal. ----- 50@ 65	
Cubeb, lb. ----- @ 75	Buchu, P'd., lb. @ 30	Whale, gal. ----- @2 00	
Cubeb, Po., lb. @ 80	Sage, bulk, lb. 25 @ 30	Oplum	
Juniper, lb. ----- 10 @ 20	Sage, loose pressed, ¼s, lb. @ 40	Gum, ozs., \$1.40; lb. ----- 17 50@20 00	
Blue Vitriol	Sage, ounces -- @ 85	Powder, ozs., \$1.40; lb. ----- 17 50@20 00	
Pound ----- 05 @ 15	Sage, P'd & Grd. @ 35	Gran., ozs., \$1.40; lb. ----- 17 50@20 00	
Borax	Senna, Alexandria, lb. 50 @ 60	Pound ----- 06½@ 15	
P'd or Xtal, lb. 06 @ 13	Tinnevela, lb. 20 @ 30	Papper	
Brimstone	Powd., lb. -- 25 @ 35	Black, grd., lb. 25 @ 35	
Pound ----- 04 @ 10	Uva Ursi, lb. -- 20 @ 25	Red, grd., lb. ----- 45 @ 55	
Camphor	Uva Ursi, P'd, lb. @ 30	White, grd., lb. ----- 40 @ 45	
Pound ----- 50 @ 65	Lime	Pitch Burgundy	
Cantharides	Chloride, med., dz. @ 85	Pound ----- 20 @ 25	
Russian, Powd. -- @3 50	Chloride, large, dz. @1 45	Petrolatum	
Chinese, Powd. @1 25	Lycopodium	Amber, Plain, lb. 12 @ 17	
Chalk	Pound ----- 37½@ 60	Amber, Carb., lb. 14 @ 19	
Crayons, white, dozen -- @3 60	Magnesia	Cream Whi., lb. 17 @ 22	
dustless, doz. @6 00	Carb., ½s, lb. -- @ 30	Lily White, lb. 20 @ 25	
French Powder, Coml., lb. -- 03½@ 10	Carb., 1/16s, lb. @ 32	Snow White, lb. 22 @ 27	
Precipitated, lb. 12 @ 15	Carb., P'wd., lb. 15 @ 25	Plaster Paris Dental	
Prepared, lb. -- 14 @ 16	Oxide, Hea., lb. @ 75	Barrels ----- @5 50	
White, lump, lb. 03 @ 10	Oxide, light, lb. @ 75	Less, lb. ----- 03½@ 08	
Capsicum	Menthol	Potassa	
Pods, lb. ----- 60 @ 70	Pound ----- 5 12@5 60	Caustic, st'ks, lb. 55 @ 88	
Powder, lb. ----- 62 @ 85	Mercury	Liquor, lb. ----- @ 40	
Cloves	Pound ----- 1 25@1 35	Potassium	
Whole, lb. ----- 30 @ 45	Morphine	Acetate, lb. ----- 60 @ 96	
Powdered, lb. ----- 35 @ 50	Ounces ----- @10 80	Bicarbonate, lb. 30 @ 35	
Cocaine	½s ----- @12 96	Bichromate, lb. 15 @ 25	
Ounce ----- 11 43@ 13 60	Mustard	Bromide, lb. -- 51 @ 72	
Copperas	Bulk, Powd., select, lb. ----- 45 @ 50	Carbonate, lb. -- 30 @ 35	
Xtal, lb. ----- 03½@ 10	No. 1, lb. ----- 25 @ 35	Chlorate, Xtal, lb. ----- 17 @ 23	
Powdered, lb. -- 04 @ 15	Naphthaline	powd., lb. ----- 17 @ 23	
Cream Tartar	Balls, lb. ----- 06½@ 15	Gran., lb. ----- 21 @ 28	
Pound ----- 22½@ 35	Flake, lb. ----- 05½@ 15	Iodide, lb. ----- 3 64 @3 84	
Cuttlebone	Nutmeg	Pernanganate, lb. 22½@35	
Pound ----- 40 @ 54	Pound ----- @ 40	Prussiate, Red, lb. ----- 80 @ 90	
Dextrine	Powdered, lb. -- @ 50	Yellow, lb. ----- 50 @ 60	
Yellow Corn, lb. 06½@ 16	Nux Vomica	Quassia Chips	
White Corn, lb. 07 @ 16	Pound ----- @ 25	Pound ----- 25@ 30	
Extract	Powdered, lb. -- 15 @ 25	Powd., lb. ----- 35 @ 40	
Witch Hazel, Yellow Lab., gal. 99 @1 82	Oil Essential	Quinine	
Licorice, P'd, lb. 50 @ 60	Almond, Bit., true, ozs. @ 50	5 oz. cans., ozs. @ 57	
Flower	Bl., art., ozs. @ 30	Sal	
Arnica, lb. ----- 50 @ 55	Sweet, true, lb. 1 00@1 60	Epsom, lb. ----- 03½@ 10	
Chamomile, German, lb. -- 35 @ 45	Sw't, Art., lbs. 1 00@1 25	Glaubers, Lump, lb. ----- 03 @ 10	
Roman, lb. -- @ 90	Amber, crude, lb. 75@1 00	Gran., lb. ----- 03½@ 10	
Saffron, American, lb. 35 @ 40	Amber, rect., lb. 1 10@1 75	Nitre, Xtal or Powd. 10 @ 16	
Spanish, ozs. @1 25	Anise, lb. ----- 1 00@1 40	Gran., lb. ----- 09 @ 16	
Formaldehyde, Bulk	Bay, lb. ----- 4 00@4 25	Rochelle, lb. ----- 17 @ 30	
Pound ----- 09 @ 20	Bergamot, lb. -- 3 50@4 20	Soda, lb. ----- 02½@ 08	
Fuller's Earth	Cajeput, lb. ----- 1 50@2 00	Soda	
Powder, lb. ----- 05 @ 10	Caraway S'd, lb. 2 65@3 20	Ash ----- 03 @ 10	
Gelatin	Cassia, USP, lb. 1 75@2 40	Bicarbonate, lb. 03½@ 10	
Pound ----- 55 @ 65	Cedar Leaf, lb. 1 50@2 00	Caustic, Co'l., lb. 08 @ 15	
Glue	Cedar Leaf	Hypo sulphite, lb. 05 @ 10	
Brok., Bro., lb. 20 @ 30	Coml., lb. ----- 1 00@1 25	Phosphate, lb. 23 @ 28	
Gro'd, Dark, lb. 16 @ 22	Citronella, lb. -- 75 @1 20	Sulphite, Xtal, lb. ----- 07 @ 12	
Whi. Flake, lb. 27½@ 35	Cloves, lb. ----- 1 75@2 25	Dry, Powd., lb. 12½@ 20	
White G'd., lb. 25 @ 35	Croton, lbs. ----- 4 00@4 60	Silicate, Sol., gal. 40 @ 50	
White AXX light, lb. ----- @ 40	Cubeb, lb. ----- 4 25@4 80	Turpentine	
Ribbon ----- 42½@ 50	Erigeron, lb. -- 2 70@3 35	Gallons ----- 52 @ 67	
Glycerine	Eucalyptus, lb. -- 75@1 20		
Pound ----- 14½@ 35	Fennel ----- 2 00@2 60		

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

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.	95
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 20
Royal, 12 oz., doz.	4 37
Royal, 2 1/2 lbs., doz.	13 75
Royal, 5 lbs., doz.	24 50



BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 50
Corn Flakes, No. 124	2 50
Pep, No. 224	2 00
Pep, No. 250	1 00
Krumbles, No. 412	1 35
Bran Flakes, No. 624	1 80
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3/4 lb.	1 10
Kaffe Hag, 6 1-lb. cans	2 57
Whole Wheat Fla., 24	1 75
Whole Wheat Bis., 24	2 35

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

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

dandelion	2 85
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CANDLES

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

BEANS and PEAS

100 lb. bag	
Dry Lima Beans	6 25
White H'd P. Beans	2 90
Split Peas, Yell., 60 lb.	3 95
Split Peas, Gr'n 60 lb	5 25
Scotch Peas, 100 lb.	7 00

BURNERS

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

BOTTLE CAPS

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

Hart Brand	
Apples	
No. 10	4 75

Blackberries

Pride of Michigan	2 55
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Cherries

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

Gooseberries

No. 10	
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Pears	
Pride of Mich, No. 2 1/2	2 25

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. @	10
Sardines, Cal.	95
Tuna, 1/2 Van Camps.	1 75
doz.	
Tuna, 1/4s, Van Camps.	1 35
doz.	
Tuna, 1s, Van Camps.	3 60
doz.	
Tuna, 1/2s, Chicken Sea.	1 85
doz.	

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, 3/4 Qua.	55
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/4	1 00
Vienna Sausage, Qua.	80
Veal Loaf, Medium	2 25

Baked Beans

Campbells, 48s	2 30
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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 60
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

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

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

D'ced, No. 2	95
Diced, No. 10	4 00

Corn

Golden Ban., No. 2	1 25
Golden Ban., No. 10	10 00
Little Quaker, No. 1	90
Country Gen., No. 2	1 20
Pride of Mich., No. 1	80
Marcellus, No. 2	95
Fancy Crosby, No. 2	1 15
Fancy Crosby, No. 10	6 50
Whole Grain, 6 Ban-tam, No. 2	1 45

Peas

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

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 35
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Succotash

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

Tomatoes

No. 10	5 25
No. 2 1/2	1 90
No. 2	1 40
Pride of Mich., No. 2 1/2	1 35
Pride of Mich., No. 2	1 10

Tomato Juice

Hart, No. 10	4 75
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CATSUP

Sniders, 8 oz.	95
Sniders, 14 oz.	1 55
Sniders, 8 oz., Doz.	95
Sniders, 14 oz., Doz.	1 55
Quaker, 8 oz., Doz.	90
Quaker, 14 oz., Doz.	1 20
Ruby, 14 oz., Doz.	95

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 Pantellas	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

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
Competition	15 1/2
Imperial	35
J. V.	19
Majestic	29
Morton House	33
Nedrow	26
Quaker	29
Competition	15 1/2

McLaughlin's Kept-Fresh



Currants Packages, 11 oz. 11 1/2

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

Peaches Evap., Choice 09 Fancy 10 1/2

Peel Lemon, American 24 Orange, American 24

Raisins Seeded, bulk 6 1/4 Thompson's s'dless blk. 6 1/4 Quaker s'dless blk. 6 15 oz. 6 1/2 Quaker Seeded, 15 oz. 6 1/2

California Prunes 90@100, 25 lb. boxes @05 80@90, 25 lb. boxes @05 1/2 70@80, 25 lb. boxes @06 1/2 60@70, 25 lb. boxes @07 50@60, 25 lb. boxes @07 1/4 40@50, 25 lb. boxes @07 3/4 30@40, 25 lb. boxes @08 3/4 30@30, 25 lb. boxes @12 13@24, 25 lb. boxes @14 1/2

Hominy Pearl, 100 lb. sacks 3 50

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

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

Sage East India 10

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

Jiffy Punch 3 doz. Carton 2 25 Assorted flavors.

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

Lee & Cady Brands Home Baker Cream Wheat

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

PICKLES Medium Sour 5 gallon, 400 count 4 75

Sweet Small 5 Gallon, 500 7 25

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

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

PIPES 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 04 1/2 Medium 03 Poor 02

Pork Loin, med. 09 Butts 08 Shoulders 06 1/2 Spareribs 05 Neck bones 03 Trimmings 04 1/2

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

Dry Salt Meats D S Bellies 18-29@13-10-7 1/2

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

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

Smoked Meats Hams, Cer. 14-16 lb. 13 Hams, Cert., Skinned 16-18 lb. @12 1/2 Ham, dried beef Knuckles @23 California Hams @09 Picnic Boiled Hams @16 Boiled Hams @18 Minced Hams @12 Bacon 4/6 Cert. @14

Beef Boneless, rump @19 00

Liver Beef 11 Calf 35 Pork 05

RICE Fancy Blue Rose 3 60 Fancy Head 4 85

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

SALERATUS Arm and Hammer 24s 1 50

SAL SODA Granulated, 60 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages 1 10

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

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

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

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

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

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

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

Seasoning Chili Powder, 1 1/2 oz. 65 Celery Salt, 1 1/2 oz. 30 Sage, 2 oz. 30 Onion Salt 1 35 Garlic 1 35 Ponely, 3 1/2 oz. 3 25 Kitchen Bouquet 4 25 Laurel Leaves 20 Marjoram, 1 oz. 90 Savory, 1 oz. 65 Thyme, 1 oz. 90 Tumeric, 1 1/2 oz. 65

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

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

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

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

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

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

COOKING OIL Mazola Pints, 2 doz. 4 60 Quarts, 1 doz. 4 30 Half Gallons, 1 doz. 5 40 Gallons, each 81 5 Gallon cans, each 3 35

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

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 7 60 Lava, 50 box 2 25 Pummo, 100 box 4 85 Sweetheart, 100 box 5 70 Grandpa Tar, 50 sm. 2 10 Grandpa Tar, 50 lge. 3 50 Trilby Soap, 50, 10c 3 15 Williams Barber Bar, 9s 50 Williams Mug, per doz. 48 Lux Toilet, 50 3 15

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

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

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

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

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

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

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

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

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

WRAPPING PAPER Fibre, Manila, white 05 No. 1 Fibre 06 1/4 Butchers D F 05 1/2 Kraft 04 Kraft Stripe 09 1/2

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

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

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

Gunpowder Choice 32 Fancy 40

Ceylon Pekoe, medium 41

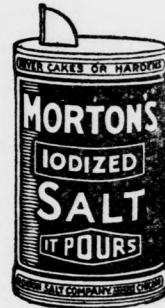
English Breakfast Congou, medium 23 Congou, Choice 35@36 Congou, Fancy 42@43

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



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

WASHING POWDERS Bon Ami Pd., 18s, box 1 90 Bon Ami Cake, 18s 1 65 Brillo 85 Climaline, 4 doz. 3 60 Grandma, 100, 5c 3 50 Grandma, 24 Large 3 50 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

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.

Industry Must Put House in Order

Surpassing all other forces the government now plans to co-ordinate finance, industry, agriculture and social progress. It was inevitable that emergency legislation, designed to "hold the line" would actually serve only as a temporary measure. The economic debacle however was averted. Now the real objective of the administration is to restore normal business conditions, put people to work and promote domestic and foreign trade.

The government now realizes that it cannot depend alone upon a plan of public works (even if it spent five billion dollars for that extra effort) to create purchasing power. The government now contends that private industry must mobilize under the government for expansion in the production of articles and materials in normal demand. Government work is not sufficient to reduce unemployment or to largely increase new purchasing power. Private industry must now be put in a position to make work and thereby create new purchasing power.

The government also realizes that the present economic plight of the United States was chiefly, if not wholly, created by our mechanism of finance. That money system of credit and banking is part and parcel of the industrial and agricultural creation of national wealth and national income. Therefore the first correction is of the mechanism of finance. In a few weeks the second correction of agricultural production and distribution will be attempted. Quite naturally, the third line of improvement will be along the lines of regulation and control of industry.

Roughly speaking, our entire population may be divided into two great categories: 1) The great majority of the people who derive income primarily from work performed; that portion of the people who are paid for what they do. (2) A small minority of the people who derive income chiefly from investments; that portion of the population who are paid for what they own. The ratio of these two categories may be as low as 95 to 5; or possibly 99 to 1.

Now the government feels that private business must be made responsible for resumption of manufacture thereby creating consumption.

Certain types of industry under the new plan would be reassembled and regulated by a government agency to see to it that it is working, not shirking its obligations of making and selling. Competition would be controlled. Hours of work and minimum rates of pay would be fixed, and some go so far as to say that the government ought to guarantee manufacturers against loss in resuming or increasing the manufacture of prescribed articles and materials.

The government now says it is time to resume action all along the line so that the movement forward will create

purchasing power. If the order is given to resume manufacture, then private employment in factories and in retail establishments will increase. This will, in turn, give purchasing power to those privately employed. The real objective of the administration is to restore normal business conditions and put the majority of people to work so that the burden of restoration will jointly rest upon private business and the government. There may be some form of government stimulation to private business to start the movement forward.

The entire plan is very reminiscent of the War Industries Board, which shoemen will remember was on the point of trying the noble experiment with shoes. But for the Armistice, the shoe industry would have been made the guinea pig of experimentation, in which regulation would have taken the place of rugged individualism.

The importance of this movement is its possible relationship to an industry so fundamental and necessary as shoes and leather. It would be almost natural to try and experiment in that field, particularly in view of the fact that shoes have been spotted ever since "War Industries" days.

Something of this sort is in the wind and it behooves the industry to safeguard its rights. But first industry must put its own house in order. That should be more easily done in view of the threat of possible regulation.

The shoe industry should not wait until the government is forced to put its house in order. It should proceed at once to a declaration of standards and possibly of grades. It should correct a situation where shoes are made at "coolie" wages and sold under false representations. It can clean house and return to economic stability with greater ease than possible any other industry in America.—Boot and Shoe Recorder.

Zone Meetings of the Michigan Bakers Association

Grand Rapids, April 22—Monday, April 24, a meeting of Zone No. 3 in Jackson at the Hayes Hotel at 3 p. m. Tuesday, April 25, a meeting of Zone No. 2 in the Association of Commerce rooms at 8 p. m. Wednesday, April 26, a meeting of Zone No. 6 in Lansing at the Olds Hotel, at 2:30 p. m. On Thursday, April 27, there will be a meeting of the Detroit bakers held at the Barlum Hotel in the evening. Arrangements have been made and a very large attendance is anticipated. Perhaps somewhere around 200 bakers, if the indications which the governors from that zone have at this time hold true. So you out-state bakers get busy if you are not going to be outdone by the Detroit members.

The following week, May 1, at 6:30 p. m. a meeting of Zone No. 4 in Kalamazoo is to be held, and a 100 per cent attendance of the bakers of that Zone is anticipated. A committee is hard at work to this end and now it seems as though this is developing into a handicap race to see which zone is going to develop the best functioning and healthiest zone organization.

Attend all of these zone meetings which are preparatory to the State convention which is to be held in Detroit under date of May 24 and 25 at the Detroit-Leland Hotel.

Remember when you appear at the state convention if there are fifty bakers in your zone and fifty bakers are represented at the convention, you are showing as healthy a turn-out as you

would where a zone has 200 bakers and only fifty of them are there.

Ample time is being given each zone now to so line up that a showing of which they may have every reason to be proud shall be made. Just as rapidly as your secretary can arrange these zone meetings, it will be done, and remember it all has to be done before the end of the third week in May. So have what ground work you can completed before the first zone meeting in your representative district.

In order that everyone may know the zone in which he is located, the following county boundaries are given:

- Zone 1. Wayne county.
- Zone 2. Livingston, Washenaw, Lenawee, Monroe.
- Zone 3. Calhoun, Jackson, Branch, Hillsdale.
- Zone 4. Berrien, Cass, St. Joseph, Van Buren, Kalamazoo, Barry, Allegan.
- Zone 5. Osceola, Newaygo, Mecosta, Kent, Montcalm, Ionia, and that part of Ottawa County from the south up to and including the city of Holland.
- Zone 6. Gratiot, Clinton, Shiawassee, Eaton, Ingham.
- Zone 7. Genesee, Lapeer, St. Clair, Oakland, Macomb.
- Zone 8. Bay, Saginaw, Tuscola, Sanilac, Huron.
- Zone 9. Clair, Gladwin, Arenac, Isabella, Midland.
- Zone 12. From but not including Holland, the part of Ottawa, Muskegon, Oceana, Mason, Lake, Manistee.
- Zone 11. Emmet, Charlevoix, Antrim, Leelanau, Benzie, Grand Traverse, Kalkaska, Wexford, Missaukee.
- Zone 12. Cheboygan, Presque-Isle, Otsego, Montmorency, Alpena, Crawford, Oscoda, Alcona, Roscommon, Ogemaw, Iosco.

Locate your zone and be prepared for your meeting when it is called.

H. J. Balkema,
 Sec'y Michigan Bakers Ass'n.

"Beer" Furniture Lines Offered

Manufacturers of novelty furniture hope to obtain a considerable volume of additional Spring business this year through the introduction of furniture for "beer" parties. Tavern-type tables, benches and chairs, manufactured in casegoods factories, were put on the market this week for sale through department and furniture stores. The new lines are intended to retail at popular prices. Bridge table producers are also making a special appeal to beer drinkers through the sale of wood-top bridge tables to which a rubberized moisture-resistant coating is applied. The bridge tables will retail at around \$4.00.

Depression develops doers.

Suit to Stop Lunches Considered by Court

After hearing the arguments of counsel, Judge Hatch in the circuit court took under advisement the suit of Mrs. Leila Y. Post Montgomery against the Central National Bank & Trust Co. and the Owl Drug Co., in which she claims the serving of lunches by the drug store violates the conditions of the sale of the former Marjorie block to the bank as the site for its tower building.

Mrs. Montgomery sold the Majorie block, opposite the Post Tavern, of which she is practically the sole owner, to the bank in 1929, and it was provided in the deed that the property would not be used for hotel or restaurant purposes for fifteen years while Mrs. Montgomery, her heirs or legal representatives were operating the Tavern. The drug store, occupying a ground floor location in the bank tower for several months, has been serving lunches in connection with its soda fountain.

Counsel for the bank argued that the clause in the deed amounted to an easement gross, attaching to the person of Mrs. Montgomery and incapable under the law of benefiting the Post Tavern Co., a third party to the transaction and a stranger to the lawsuit. It was shown that the hotel is not privately owned by Mrs. Montgomery, but is a corporation in which she owns all but three qualifying shares of some 50,000 shares of stock. The bank's attorney contended the hotel company could not be considered the legal representative of Mrs. Montgomery.

The plaintiff's counsel argued that the easement clause was inserted in the deed by the bank's own attorneys with full knowledge at the time that it was meant to benefit the hotel across the street and protect it from competition, and that the clause should be construed by the court in the interests of the plaintiff.

Briefs are to be filed by counsel within a few days, before the court announces its decision.

We shall never have more time. We have, and we have always had, all the time there is. No object is served in waiting until next week or even until to-morrow. Keep going day in and out. Concentrate on something useful. Having decided to achieve a certain task, achieve it at all cost.—Arnold Bennett.

Positive protection
plus **profitable investment**
is the policy of the

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

OUT AROUND.

(Continued from page 9)

I had hoped I could do something along that line for Mr. Garfield when he is called to his reward, but the energetic manner in which he meets and faces every problem which crosses his path leads me to the conclusion that he will outlive all those who are trying, without success, to keep pace with him in his every day accomplishments.

Gay W. Perkins, the great founder of our largest single industry, the American Seating Co., writes me the following letter illustrating the way in which some Englishmen are willing to learn from Americans:

Grand Rapids, April 20—How some Britishers swallow American propaganda!

While visiting in Paris five years ago, at a popular hotel one morning at breakfast, we noticed on the menu strawberries and ordered some. They were brought in with the hulls on, which we asked to have removed and sugar and cream for the berries, which was duly served. At a neighboring table sat four Englishmen. The two at the farther side of the table, evidently with an eye on the Americans, discovered what we were eating and told their two comrades with their backs toward us. They turned around and had ocular proof of the novelty. The next morning at breakfast we had the same neighbors and it came our turn to become observing and we found all four Englishmen eating berries with sugar and cream, apparently with relish, for on the next morning the repeated the order, proving that even if they find exceptions to our traditional queer doings they are willing to copy.

Gay W. Perkins, Sr.

A friend of the Tradesman for more than forty years writes as follows concerning present business conditions:

Lakeview, April 24—I have in mind speaking in organizations of business men and women along the lines I have referred to in articles I have contributed to your publication. I believe I can present my subjects in a manner that will interest business men and women. I feel that I can cover an angle to business relations which has been little presented, although of great importance.

If I could make my educational and economic talks of sufficient interest, I believe these organizations would be willing to remunerate me to at least my expenses and possibly more. If my views of building and protecting business were in harmony with your policy in conducting the Tradesman, it might work to our mutual advantage. I was talking with one of your old subscribers here recently who is in favor of the plans outlined in articles I wrote for the Tradesman. He says he is much in favor of the suggestions I have made and was ready to get behind such a movement. He also stated that if you were favorable toward it, it would carry a strong appeal among the merchants of the state. There was another matter he mentioned: That was, that the Tradesman is indispensable to him in his business, that on one occasion it saved him over one hundred dollars, also had given many other helps that saved him money.

I am pleased that the President has declared the Government off the gold standard. I am hoping to see silver restored as primary money, also would like to see an international agreement to this end. I believe the Government will have to take over banking or guarantee deposits, before people will again deposit money in banks. It looks to me as though bankers would have a rough road to travel for some years

to come unless the Government steps in and assures the people of safety for their funds. It looks as though we have turned that famous "corner" and that business is on the upgrade.

As to my proposition, if I do not get a job with the state, I am open for something else, so I am offering an exchange of ideas with you. I believe the Tradesman should be read by more business men and that I can convince them of this fact. If we are to control greed and protect the opportunities of youth to enter business, monopoly must be destroyed.

E. B. Stebbins.

Greenville, April 19—The independent business men of Greenville are up in arms and writing many letters to legislators from President Roosevelt down, asking for the correction of the many abuses under which they have to do business to-day. I refer to rebates, advertising allowances, quantity prices and all other types of unfair practices which enter into the unfair retail situation of to-day.

Some of these letters frankly ask the question, "If Germany locked up the chain stores because they were regarded as destructive, why shouldn't America do the same?"

We haven't very many publications which fight for us and I only wish that the Michigan Tradesman had a thousand times as many subscribers as it now has. I am sure you will endorse our fight in Greenville and hope you can supplement it with a good stiff Stowe Editorial, urging all independent business men to address letters to legislators, setting forth their side of business conditions and asking for laws to clean up the retail situation, so that the little fellow can run an honest and honorable store and be able to compete on every item of merchandise.

If we had one retail business to a man, store, gas station (or what have you?) and all buying groups were dissolved, we would soon have a prosperous competitive field. Buying groups of any kind, if guided in to power, can become abusive and destructive, so I am opposed to them on that principle.

C. L. Clark.

My Greenville friend has evidently been taking nerve medicine. He uses all the strong language in the English dictionary and then asks me to write a stiff editorial on the same subject. My thought is that merchants as a class devote too little attention to their legislators, who usually can be depended on to do the right thing if they are told emphatically what the right thing is. The more I talk with merchants along this line the more disgusted I am with their laxness in keeping in touch with their legislators, many of whom have no idea what the wishes of their constituents are. I have often thought that every local association ought to have a legislative correspondent, whose duty it would be to keep in touch with legislative matters and acquaint their representatives with the ideas of those who are responsible for their being in places of power and responsibility.

Greenville merchants have always been keen to avail themselves of any opportunity to oppose abuses in trade and throw their influence in behalf of improved business conditions. The city has nearly always had some kind of a working organization, which makes it comparatively easy to get together on matters of common interest, and register protests which have marked effect on final determinations.

E. A. Stowe.

GAIN IN AVERAGE SALE

Inflation Will Precipitate Trend Toward Rising Prices

Inflation, if it materializes as expected, will bring with it five major developments in retail merchandising, according to views expressed by leading retail executives during the week. These were summarized as follows:

1. A rise in the size of the average sale.
2. Some increase in advance buying.
3. Improved ratio of expense to sales.
4. Increased financing to carry stocks.
5. Rise in group purchasing activity.

While the experiences of German stores with inflation from 1920 to 1923 were recalled, the consensus was that, as the situation currently appears, the German developments will not be duplicated here. It was felt that inflation, if it does come, will be based primarily on controlled credit rather than currency expansion. Thus, it was believed, the future situation here will probably be more nearly comparable to the experience of England since that country went off the gold standard or to the rise which developed here during the period from 1914 to 1920.

In raising the size of the average retail sales check, which has dropped from around \$3 to about \$1.50, prospective inflation will bring about a development long desired in the retail field. This drop, retailers said, has been the chief factor in reducing gross margin, producing less dollar income out of which to pay fixed expenses and wiping out profits. The simple mathematics of the proposition show that the normal one-third mark-up on a \$3 sale, for example, leaves a gross of \$1, with the same mark-up on a transaction at \$1.50 leaving a gross of 50 cents.

Even a slight rise in the general price level, executives declared, will operate beneficially on expenses in relation to dollar sales volume. Despite actual economies in operation last year, the shrinkage in dollar sales caused the average expense ratio to rise to about 38 per cent., resulting in a loss of about 5 per cent. on sales in the department store field generally. With dollar income rising because of higher prices, the operating economies which have been put into effect will be strongly reflected in improved profits.

On the score of advance purchasing and the possibility of development of a sellers' market, the view is expressed that increased anticipation on staple goods, particularly of the low-price variety, seems likely. This will mark a deviation of some extent from the close buying policies pursued during the last three years, but executives stressed the view that they saw no need to assume speculative merchandising risks, nor would stock-control methods be applied less effectively.

With prices rising and a sellers' market developing, it is held likely that a renewed incentive will be given retailers to participate in group buying operations. With a buyers' market prevailing during the last four years and commodity prices dropping daily, group buying showed a decline

during the period except in a few outstanding instances.

Depending on the course inflation takes, new financing problems with respect to both size and value of retail inventories were foreseen. Stores during the last two years have been steadily reducing their inventory accounts and have built up their cash position. From this point on, a switch toward turning cash into merchandise may be adopted, guided by a similar development in consumer purchasing.

Retailers, it is pointed out by a well-known controller, will now have to think of replacement rather than current prices. If a rise of 20 per cent., for example, develops before merchandise is replaced, the store will be unable to replace the goods entirely from the proceeds of the sale of goods on hand. If, for example, an item retailing to-day at \$1, and having a cost of 65 cents, advances to a cost of 78 cents, the replacement will need 13 cents in additional capital. Multiply this instance by thousands of items, this controller points out, and it will be evident that inflation or even moderate price rises will require increased borrowing or possible refinancing.

In Germany, during the course of the inflation, the tremendous output of paper marks caused merchandise values to advance from hour to hour. Merchants, in common with German trade generally, lost heavily eventually.

In England, under the managed currency system, retail prices have shown a marked degree of stability, and the merchants there last year reported profits which afforded a sharp contrast with the showings made by most retail concerns in this country.

Modern indifference to the importance of Time, the tendency to lose the one thing that will never return, the disposition on the part of salesmen to waste time, particularly in the morning when time is so valuable, is an appalling American trait. The salesman who loses an hour or so a day at his desk, thinking or talking of his big plans, might do that after dinner and thus insure an increase to his own income. Thinking after dinner is proof you are a salesman during the day, not a chronic desk-chair occupant.—Slient Partner.

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Business Wants Department

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

ESTATE SALE—Of two operating drug stores. Good locations in Grand Rapids. Reasonable rental. Robert Heaney, Administrator, Grand Rapids Savings Bank Bldg., Grand Rapids, Mich. 569

FOR SALE—Cash registers, adding machines, multigraphs, store and office fixtures. Dickry Dick's, Muskegon, Mich. 571

RELIGIOUS LEADER DEAD

Dr. A. W. Wishart, Pastor Fountain Street Baptist Church

Dr. Alfred Wesley Wishart, age 67, pastor of Fountain street Baptist church for the last twenty-six years, died at his residence, 438 South Prospect avenue, Tuesday evening, April 25, following an illness of several weeks. Dr. Wishart preached his last sermon March 26. His subject was "A Practical Program for Christianity." His last appearance at the church was at a meeting Wednesday evening, March 29, when he met a group of the men of the church in the church house for an informal discussion and the laying of plans for fortnightly meetings of the men of the congregation.

Dr. Wishart suffered an attack of bronchitis early in the winter and in an effort to recuperate took a three weeks Caribbean cruise, leaving the city the middle of February. He served as chaplain on the boat, which was the same Swedish liner on which he served as chaplain during a six weeks European cruise last summer. While on this recent cruise he was taken ill, but sufficiently recovered to fill his pulpit March 12 on his return. His sermon that Sunday on the subject, "Facing the Facts of Life," was felt by many of the large congregation which greeted him on his return as a summing up of the experiences and philosophies of a rich and eventful life. Those who heard him on that occasion will long remember his sermon as a fitting valedictory to long and fruitful Christian and community service.

Dr. Wishart was born September 9, 1865, in New York City, in what is now Greenwich Village. After graduating from Colgate university, he served a brief pastorate at Troy, N. Y., then entered the Divinity school of the University of Chicago, where he won a Fellowship in church history. Upon graduation he declined the offer of a Fellowship in Oxford, England, to accept in 1895 the pastorate of the Central Baptist church in Trenton, New Jersey, where he became known as "The Fighting Parson," because of his adventurous career against corrupt political forces, crime, vice, union labor injustices and civic indifference. Soon after reaching Trenton he plunged into a fight for civic righteousness, denouncing from the pulpit the political corruption which infested the city. A little later, with two friends, he purchased the Trenton Times and for a year and nine months he had a free hand in its editorial and news policy, carrying on jointly the editorship and pastorate. His vigorous and powerful editorial pen ran the paper's circulation to the largest in the city. At the end of nearly two years of editorship he broke with the other owners of the paper over the advertising policy and not only resigned, but handed back his stock, which had become valuable.

Early in his pastorate in Trenton he attended a week-long annual meeting of praise and prayer of the ministers of the city in which no recognition was taken of the gambling dens and vice centers. At the close of the last session, he was called upon to give the

closing prayer. Instead, he took the opportunity to point out that gambling dens were flaunted openly throughout the city, that they could be closed in twenty-four hours if the mayor would order the chief of police to do so, and that the prayers of the preachers would likely go unanswered until they had aroused themselves and their congregations to the evils that were ruining the young men of Trenton.

It had the effect of a bomb shell. The mayor demanded proof and the grand jury cited him to appear with his evidence. Night and day for weeks he worked gathering names, addresses and evidence, which finally resulted in sending of twenty-one proprietors of gambling houses to jail.

had to do with good housing and city planning.

His career in Grand Rapids during the last quarter of a century has been fully as eventful. Early in his pastorate he championed woman suffrage, being state campaign manager during one election. He brought about civic revival meetings here out of which grew city planning, municipal playgrounds and parks and public health movements. He fought long and hard for a new city charter and the city commission and manager form of government. In 1911 he was one of the board of enquiry during the furniture strike, a hard-fought controversy of great bitterness.

In 1917 during the war he spent six

the Baptist denomination. He lived to see many of his advanced ideals on social and applied Christianity, for which he was originally condemned, widely accepted throughout the country. He was a staunch advocate of religious freedom and opposed to the enslavement of creeds.

Some years ago he held a public debate in his church with Clarence Darrow, the atheist, and to the satisfaction of most of those crowding the great auditorium, he completely and effectively disposed of the arguments of the great criminal lawyer. His sermons for years have been published and have received wide circulation, through the Extension Club of the church, throughout the United States and many foreign countries. During the last two years he has given much time to the preparation of a series of lessons on the Life and Teachings of Christ and the books of the Bible, written from a liberal viewpoint, for use in his own Bible school. These have been widely commended and have been in great demand.

In 1917 the old Fountain street edifice burned to the ground and since then much of Dr. Wishart's energy has gone into the building and beautifying of the new church which now stands on the original site. This building is recognized as one of the beauty spots of Grand Rapids and represents an investment of \$1,000,000. His fine taste and thorough knowledge of architecture and ecclesiastical art are reflected in this beautiful church with its auditorium seating 1700, its lovely memorial tower and chimes and the inspiring stained glass windows whose Biblical and historical themes were worked out from his ideas.

Dr. Wishart has visited Europe more than twenty-five times. His summer trips to various places of the old world provided him with material for his sermons and his winter lectures, many of which were illustrated. His world viewpoint and broad grasp of fundamental political and social movements were among his outstanding intellectual qualities.

He will be remembered for his fearlessness and his willingness to battle at all times for intellectual honesty. His death is a calamity to the community. No one can measure the good he has done in this city during the last quarter century. Thousands of people have been inspired by his preaching, and in a period of wide skepticism have been helped to reach a sound religious philosophy.

On the first Sunday of October of each year he preached an anniversary sermon from the text which he chose for the first sermon that he preached to the Fountain street Baptist congregation: "For I am determined not to know anything among you save Jesus Christ and Him crucified."

On October 5, 1931, a community dinner was tendered Dr. Wishart in celebration of the twenty-fifth anniversary of his pastorate.

Ben Dean.

The times have challenged us all—but haven't licked all.

Only selling—and buying—can bring betterment.



The Late Dr. A. W. Wishart

It was during his Trenton pastorate that he championed the cause of William MacQueen, a mild, inoffensive English labor leader, sentenced to five years imprisonment on charges later proved unfounded, of inciting a riot at the Paterson silk mills in 1902. Dr. Wishart's fight against powerful industrial groups made the issue of international interest, bringing H. G. Wells from England to take part and eventually win the persecuted labor leader a pardon.

In Trenton Dr. Wishart organized and was president of the Trenton Bureau of Charities, organized and led the anti-bribery campaign and started the Trenton civic revival meetings, which

months in France on the Y. M. C. A. staff. Following his return he was appointed by the Government as a war lecturer. During the winter of 1932 he made a vigorous fight against the politically operated system of city welfare work, which was followed by the committee of 100 with its severe criticism of prevailing welfare methods, finally resulting in a re-organization which has saved the taxpayers thousands of dollars and improved the relief service to dependent families.

Throughout his pastorate Dr. Wishart has been an outstanding champion of liberal Christianity and for many years has been ranked nationally with the leading liberal clergymen of

MODERN CUTS OF PORK

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

FRESH BACK FAT

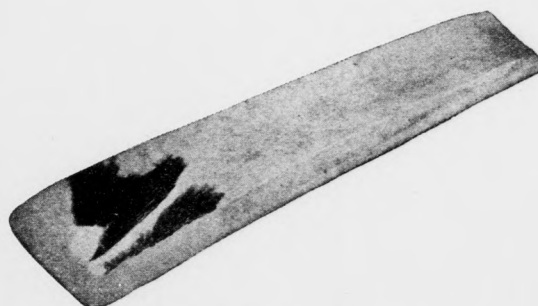
Fresh back fat can be used to advantage with cuts of meat that are deficient in fat. The back fat adds to the appearance of the meat and improves its juiciness and flavor.

Two Ways to Use Fresh Back Fat

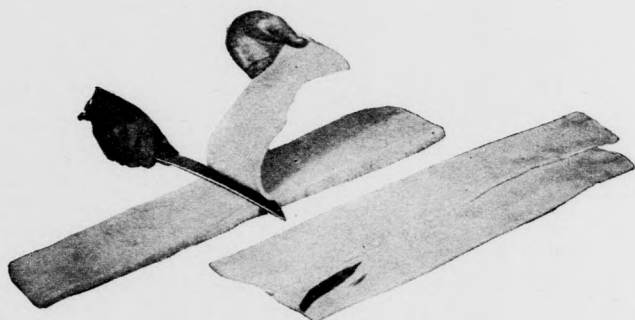
The back fat may be wrapped around the lean cuts of beef or other meat or it may be inserted into the cuts.

To Wrap Lean Cuts of Meat

The first of the two methods of utilizing back fat which will be described in this article is that of wrapping the fat around the lean cut of meat.



Art. XXVIII — Cut 1



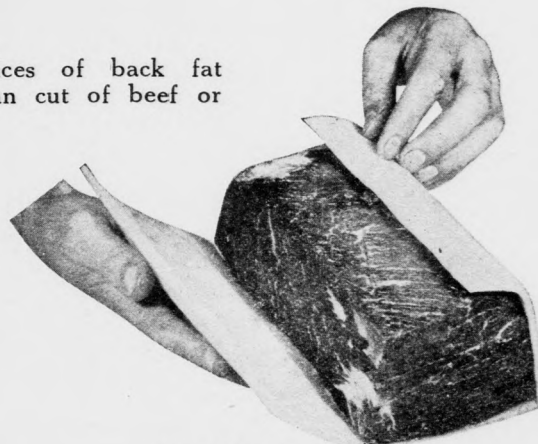
Art. XXVIII — Cut 2

1. Cut $\frac{1}{4}$ -inch slices of back fat.



Ar. XXVIII — Cut 4

2. Wrap the slices of back fat around a lean cut of beef or other meat.



Art. XXVIII — Cut 3

3. A cut of beef wrapped with fat.

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DON'T OVERLOOK THIS

Chase & Sanborn's new advertising slogan— "You'll do it better on Dated Coffee", capitalizing on science's latest discovery that fresh coffee helps us to work and play better, is building up greater sales for Dated Coffee.

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