

My Mother's Love

The turbulent tide of the mutable years
May bring to me pleasure, may bring to me tears;
May bring to me honor, may bring to me shame;
May lead me to infamy, lift me to fame—
It matters but little—this truth comes to me,
That whatever I am, or whatever I be;
Though crowds may applaud me, though mobs may deride
One love still is constant, whatever betide.
That constancy nothing of earth may disprove;
It beams like a star in the heavens above;
'Tis my mother's unchanging, unchangeable love.

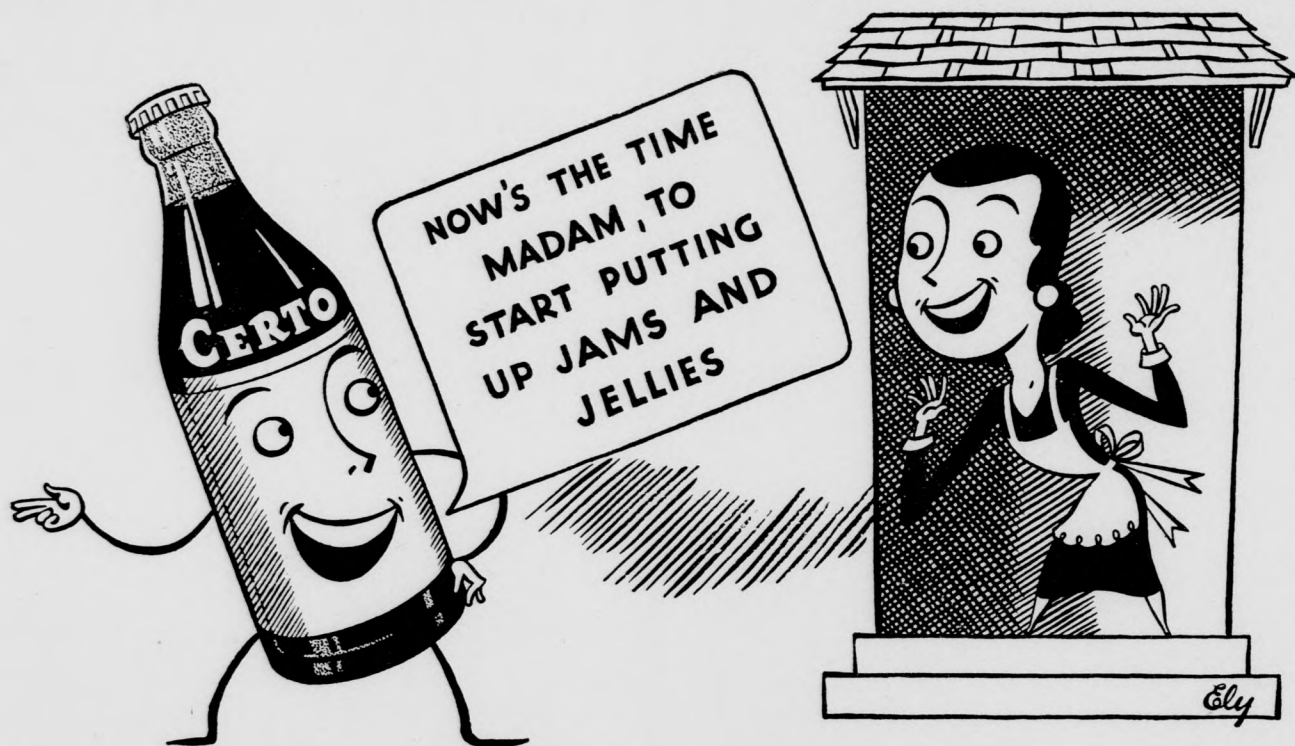
I've seen love's refulgence beam forth on the face
With a glory and beauty no limner could trace;
I've seen its bright halo encircle the head
And its aureole flame in the glory it shed;
And yet these have faded, as fadeth the light
Of the day at the silent approaches of night,
For builded on passion and selfish in trust
The fabric dissolved to its basis, the dust.

But my mother's love beams like a tremulous star;
Its radiance guides me by pathways afar;
Howe'er I may wander, how wayward I be,
It beams as unchanging as ever on me.
A rainbow of promise it forms of her tears
Which arches the void of my prodigal years,
And spanning the course which the angels have trod
It borrows its hues from the glory of God.

A love so unselfish, so true through the years,
I'll nevermore meet down this valley of tears;
I may seek the world over but seek it in vain
For a love like the love of my mother again.
Its constancy nothing of earth has disproved;
It lives though my mother from earth is removed;
It calls like the tremulous note of a dove;
It beams like a star in the heavens above—
My mother's unchanging, unchangeable love.

Cadmus E. Crabill.

SUNDAY, MAY 7, IS MOTHER'S DAY



IT SELLS YOUR SUGAR, FRUIT and GLASSES!

*Principal Products
distributed by*
**GENERAL FOODS
SALES CO., INC.**

POSTUM CEREAL
INSTANT POSTUM
GRAPE-NUTS
POST TOASTIES
POST'S BRAN FLAKES
WHOLE BRAN
DIAMOND CRYSTAL SALT
JELL-O
LOG CABIN SYRUP
MINUTE TAPIOCA
WALTER BAKER'S COCOA
WALTER BAKER'S CHOCOLATE
MAXWELL HOUSE COFFEE
AND TEA
FRANKLIN BAKER'S COCONUT
CERTO
CALUMET BAKING POWDER
LA FRANCE
SWANS DOWN CAKE FLOUR
SATINA
SANKA COFFEE

"Ask the General Foods Salesman!"

**Certo launches great-
est nation-wide advertising
campaign to promote home
jam and jelly-making . . . and
increase your sales of ALL jelly-
making needs. Tie up with it!**

MR. GROCER: Here's the big
jelly-making campaign for 1933!
Here's the big advertising job
that stands squarely back of
your efforts to sell fruit, sugar,
glasses, paraffin and Certo dur-
ing the jelly-making season.

In magazines, farm papers,
large and small town news-
papers, and radio we are urging
women: "Make jams and jellies
at home!" And every woman
we sell becomes your customer

for four or five jelly-making needs.

The full weight of the Certo
campaign is scheduled right in
the jelly-making season—when
it will get quickest action and
greatest results *for you*. Tie up
with it. Feature jelly-making
displays. Tell your customers
about Certo—the product that
makes jelly-making at home
easy and certain. Certo is a
product of General Foods.

**LET ME BRING
SOME OF THIS
BUSINESS INTO
YOUR STORE!**



CERTO

MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, MAY 3, 1933

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

Prices are going up; employment and profits will follow.

Statistics as a pointer and measuring rod of future business trends are almost futile at this time. The power just now is not in business, but is in the political forces of government.

More and more business is surrendering—quite willingly, it seems—to the guiding forces at Washington.

At last a workable differentiation between "inflation" and "reflation" has been advanced. The former refers to the printing press plan of currency increase, the latter to expansion of credit. It is believed that President Roosevelt favors reflation.

Saunders Norvell, president of Remington Arms, said last week in a talk before the Sales Executives' Club of New York, "Most statistics bore me. I watch just one index—the prices of raw materials. When these prices go up I know that business will be better, and when they go down I know that business will go down with them."

In the same talk he said that it was becoming increasingly difficult for his company to buy adequate supplies of copper and lead. This checks with reports we get from many manufacturers, who seem to sense an upturn in prices and are trying to protect their raw material needs for several months to come. Prices of almost all basic commodities have had a steady rise since early in March. Grains have jumped more than one-third.

Wheat prices have soared sensationally in recent weeks, and as is true also of corn, cotton, rye and sugar, are higher than at this time last year.

The steel companies have been very active recently in purchasing scrap steel at rising prices. In normal times the price of scrap steel is an excellent barometer of business conditions a few months hence.

All new Federal building work is held up pending the working out of

the building program, except that contracts advertised by the old administration are being let as scheduled. Many states are holding up on road building contracts until the status of Federal aid for highways is determined.

President Grace of the Bethlehem Steel Corporation reported on April 11 to stockholders that several of their plants which had long been idle are now reopened: "We are in no sense pessimistic about our situation."

Sixty-three per cent. of the increase in freight loadings in the last four weeks has come from merchandise freight, mostly manufactured goods. Percentage declines from last year were the smallest in several months.

Estimates prepared by the thirteen Shippers' Advisory Boards indicate that freight car loadings in the second quarter will fall only .3 per cent. below the corresponding period of 1932. This would be more encouraging if these boards had not been consistently optimistic in their estimates since the depression began.

The Merchandise Manager of the New York Saks Fifth Avenue store claims that in the last fortnight there has been more buying of diamonds, fine luggage, furs and pearls than in any period since 1929.

Automotive sales since the ending of the banking holiday have been singularly good. March sales to consumers of the General Motors Corporation gained 12.2 per cent. over February and were only 2.6 per cent. less than last March. Preliminary reports for April indicate that sales are slightly better than last year.

Retail sales of Chrysler and Ford thus far in 1933 have run ahead of a year ago. Those two companies and General Motors have registered 88 per cent. of the new cars this year, the bulk being in the low-priced classes.

Despite the interruption caused by the Bank Holidays, the business of the U. S. Steel Corporation held up remarkably well in March, and the unfilled tonnage was down only 13,198 tons at the end of the month.

The improvement in retail sales in most sections of the country during the first half of the month seems to have gone somewhat beyond seasonal expectations. The release of frozen banking money, the return of beer, and higher commodity prices combined to bring this about.

Department store sales in March showed a decrease of 27 per cent. in dollars from last year, as against declines of 23 per cent and 20 per cent. in February and January. In making the comparison of this March with last year, allowance should be made for the fact that Bank Holidays had a crippling effect, and also that Easter fell in March last year.

A month ago we reported that in January wholesale stocks in nearly

every section of the country declined at a much faster rate than sales. February, according to reports from the Federal Reserve Banks, did not carry through. Based on incomplete returns, it seems that stocks declined more than sales in fifteen instances, while the reverse was true in twenty-three.

Deliveries of new Studebaker cars in the last ten days of March were ahead of any other ten-day period since June, 1932. The Eastman Kodak Co. this spring is running more advertisements than ever before. Continental Oil Co. has signed more than 1,000 new dealers for its "bronze" gasoline since the advertising campaign started on Jan. 24. Armand Company has released what is called the biggest local newspaper advertising campaign ever conducted by a toilet goods manufacturer. Lydia Pinkham agrees with Roger Babson that advertising can restore prosperity. The company this year is spending \$1,000,000 in 2,000 newspapers and one-third of a million more for thirty million booklets, and for window displays and counter cards.

Many advertisers of food and drug products will be on pins and needles until a new bill being prepared by Assistant Secretary of Agriculture Tugwell, is presented to and disposed of by Congress. This bill calls for departmental censorship over all food and drug advertising copy, and advertising agencies would be held jointly responsible with manufacturers for false representation advertisements. Such censorship, if enacted, would hold up the release of timely newspaper copy, and might possibly discourage some advertisers, but the bill has a distinct bright spot. Consumers might believe advertising claims more readily if they knew that they had been approved by the government.

For the first few months of the year business failures dropped 20.8 per cent. from the corresponding period of last year, and the insolvency index at the end of March was the lowest since August, 1931. The latter month is usually the lowest month of the year, while the March index is always close to the highest.

Seek Artificial Flower Novelties

Manufacturers of artificial flowers are experimenting this Spring with new paper finishes and other novelties with which to attract Fall business. The new lines will be opened in the middle of August and domestic producers feel that some change is advisable to maintain consumer interest. Last Fall the trade had a brief success in promoting the "fish-skin" flower and glass products but the bulk of sales were on paper blossoms priced around 10 and 20 cents per spray. Many of the manufacturers are considering the possibility of reviving the wax flower for specialty promotions for the coming Fall.

Retail Activity Spurs Orders

New York, May 1—Reflecting the excellent retail trade at the week-end, described as the best since Christmas, orders reached the wholesale markets here in substantial volume. Many buyers were here, several of the large out-of-town stores being represented by large staffs. The mail orders received by the resident offices were numerous. Growing emphasis developed on Summer lines, particularly cotton dresses and gloves, swagger coats, blouses, suits of lightweight fabrics, millinery and home furnishings. Clearances are being confined to fur-trimmed merchandise.

Primary cotton and wool goods selling agents were almost swamped last week by the rush of orders appearing from various sections of the country. On a few types of goods minor advances were made several times during the week, with less reluctance on the part of buyers to pay the higher prices than heretofore. An additional rise of 2½ to 5 per cent. was considered on blankets, but no definite action has been taken. A further shortening of discounts of about 7½ per cent. on sheets was also under discussion. On the average, such discounts have been reduced about 10 per cent. in the last few weeks.

Grocery Volume Up 9 Per Cent.

Sales gains of 5 to 10 per cent. in volume of branded grocery items were registered by leading manufacturers of nationally branded goods in the first quarter of this year, compared with the corresponding period in 1932, according to reports of sales executives. The upward trend is even more marked this month, with sales expected to top March figures by 6 per cent. and show an increase of 12 to 15 per cent. over April last year. Sales of foods in bulk form, such as barreled flour, also show a small gain. The tonnage of bulk goods moved in the first quarter this year is estimated at two per cent. over the first three months of 1932.

Cosmetics Volume Holds Well

Face creams retain leadership in the volume being done in cosmetics at the present time, with re-orders showing marked steadiness in the face of economic conditions. By comparison with other industries, trade surveys are said to show the cosmetics trade has suffered only slightly. Face powders in a wide variety of tints, nail polishes, shampoos and bath salts in novel containers are also being actively ordered. The trade looks forward to a good season in Summer specialties, with initial orders now being placed for lotions and sunburn preparations.



Lines of Interest To Grand Rapids Council

Every U. C. T. member and his family should attend the pot luck supper to be held Saturday evening at 6 o'clock in the council chamber in the Moose Temple. Arrangements have been made so that an ample variety of food will be available. Music will be furnished for the supper by the Tech orchestra. Following the supper, Grand Rapids Council and the Ladies Auxiliary will hold their meetings. At the close of the meetings Slocum's orchestra will present a dance program. Be on hand at 6 o'clock and help make this meeting a real spring round-up of old friends.

The following is a definition of what some people call a buyer: This was handed to us by John Millar, who has sold goods for one house for fifty years. If he does not know what the definition of a "buyer" is—well, there is no use trying to find anyone who does know. Of course, this definition is not applicable to every individual of that title, but just a resume of what does constitute a hard boiled guy. "The typical buyer is a man past middle age, intelligent-spare-wrinkled-cold-passive-noncommittal in our eyes—like a cod fish—polite in contact—or at the same time unresponsive, cool, calm and damnably composed as a concrete post or a plaster of Paris cast. A very human petrification with a heart of feldspar and without charm or the friendly germ—minus bowels—passion—or a sense of humor. Happily they never reproduce and finally all of them go to h—."

Of all the edicts issued and laws passed, the one we fear the least is the one demanding the return of hoarded gold to circulation. Most of us have had our gold in circulation so long that it doubtless will need to be weighed again to give full value to the recipients.

Now that France and England are so chummy that France can borrow money from her, their traveling expense will be appreciably lower when it comes time to argue the lender out of the idea that the debt should be paid.

Our school teachers who have received notice of a substantial cut in salary for the next school year should really envy Claud Cullen, teacher from Detroit, who has been sentenced to from 2½ to 20 years in Ionia Reformatory. The depression will be ended by the time he is released and in the meantime he will be able to keep his certificate valid by being given the task of reorganizing the educational system of the prison. Some people get all the breaks.

We are prepared to hear the stories from the boys who let the big one get away. We do not believe the speckled beauties will notice any depression in the amount of devotees of Isaac Walton who will attempt to lure the finny tribe from their habitat.

We yonkers who attended the Old Time Traveling Men's party in the Chamber of Commerce building Saturday afternoon and evening were surprised to see so many of the old, old timers who are still bright of eye and keen of intelligence. Many in their eighties are still active in the selling field and perfectly capable of giving the younger chaps plenty of competition. A detailed write-up of the party will be contributed to these columns by Roy Randall, official scribe for the old timers association.

H. R. Bradfield, Secretary-Treasurer of Grand Rapids Council and owner of a prosperous insurance business, has moved his offices from the Michigan Trust building to the Houseman building. His hegira will land him in suite 219. His telephone number will remain the same. He will be glad to welcome his friends in his new quarters.

Won't be long now. Our interest in the coming of the new beverage is comparable to that of the weary desert traveler who anxiously peers into the sand covered distances for that spot of green verdure which denotes an oasis. After reaching that long sought goal, we no doubt will rest momentarily and then prepare to continue our journey toward still another spot for liquid refreshments.

We have been informed that the Grand Executive Committee of the Michigan Grand Council has ordered that there be but one paid delegate from each council sent to the Grand Council session to be held in Bay City Saturday, June 10. Each delegate sent will represent the other elected delegates of his council. We heartily concur in the economy move and believe that under present conditions, brevity and economy go hand in hand. Grand Rapids Council is entitled to six delegates, but the membership rests assured that their interests will be safeguarded by the delegate selected to represent them. Further, we believe the Supreme Council should make some such move. Any monies saved from the expense of the delegates and honorary visitors and not needed elsewhere, could find plenty of work to do in the charity fund.

Ed. Donahue, city salesman for the Putnam Candy Co., for many years, has engaged in the candy jobbing business and will service his old trade. Grand Rapids Council wishes Ed. success in his new venture.

Nick Loeks, of 346 Visser Place, has secured a connection with Freyling & Mendels, florists at Ottawa and Monroe. Nick will be connected with the sales department and will be pleased to serve any of his friends who need anything in the line of flowers or shrubs.

Charles W. Jones, age 80, of 25 Rochester court, salesman for the Widcomb Furniture Co., for fifty years, passed away last week and was laid to rest Friday in Oak Hill cemetery under the auspices of his Masonic lodge. Mr. Jones was the dean of furniture salesmen and enjoyed one of the widest acquaintances of any salesman in the city. He was a member of Grand Rapids Council for twenty-nine years and was also a member of the Grand Rapids Traveling Men's Benefit Association. He leaves to mourn

his departure, two daughters, Miss Elizabeth Jones and Mrs. May Kortlander, and a son, Paul W. Members of Grand Rapids Council extend their deepest sympathy to the members of the family.

Frank Holman has been busy for the past several days trying to figure out why some one should send him a wire collect at 2 o'clock in the morning and contain nothing but, "everything is rosy."

Usually you can tell by the energy a man applies to a spade whether his mind is occupied with vegetables or bait.

Harry Nash and Lee Lozier did a very nice business in and around Jackson the past week. The boys feel elated over the feat because the banking conditions in that section are not so encouraging. They believe the thing paramount to their successful week is the fact that the dealers in that locality have the sagacity to recognize quality merchandise at economy prices.

Fish with hands have been discovered in the South Seas. These, it is believed, were developed telling other fish how big the fellow was they got away from.

Charley Ghysels up and shoots down a cash prize offered by his firm to the men who get the greatest dealer co-operation in advertising tie-up. The Salada Tea Co. does many things to help the retail trade get the most out of their National advertising campaign. They recognize that their traveling salesmen are the best means for making this extensive help available to the retailer and they reward the hustlers with valuable cash prizes. Charlie pulled down a prize last year so we believe he is in line for honorable mention.

Word has reached us that Earnest Henschel, of Muskegon, one-time owner of the Henschel Hotel, corner Pine and Western avenue, and a member of Muskegon Council, passed away on April 27. His funeral was held Saturday afternoon with interment in Muskegon.

It may be, as scientists assert, that earth-worms really sing, but the intelligent creatures maintain a heavy silence when one wishes to mobilize a few of them for fishing purposes.

John B. Olney has shown the spirit of the times by purchasing a new car. He not only gives work to seventy-one men for one day, but he has prepared himself to talk modernism to his trade. John contends that one cannot expect to present a modern program with any great enthusiasm while driving a passe model car. We believe his stand is correct and that much good could be accomplished and trade recovery hastened if more salesmen and their houses would emulate this spirit.

You can't tell. Maybe a fish goes home and lies about the size of the bait he stole.

There may be some wonderment as to the brevity of the column this week. Your scribe hastens to inform you that he was invited out in the country to spend the week end. If you are adepts at using your imagination, it will not be necessary for us to explain that in this particular case the appetite was mightier than the pen. Please be informed that we are not passing up any

freely given viands during the temporary slump in business.

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

Scribe.

George McKay and His Boys Meet Again

The seventh annual reunion of the Old Time traveling salesmen was held at the Association of Commerce, April 29. The meeting began at 3 o'clock in the afternoon and at 6 o'clock about seventy Old Time Travelers and their wives banqueted, after which a regular program was carried out. The banquet consisted of cream of tomato soup, celery, olives, chicken a la king, mashed potatoes, salad, brown bread and rolls, brick ice cream, cake, coffee.

These annual reunions were conceived by George W. McKay a number of years ago, to be held the last Saturday in April of each year, and they have been growing in popularity with the old timers ever since. Mr. McKay was elected chairman of the first meeting and since that time has acquired the offices of president, secretary, treasurer and board of directors: and Saturday night was again unanimously re-elected to all of these offices.

The meeting was called to order by Mr. McKay and the invocation was pronounced by Dave A. Drummond, after which the entire company joined in singing one verse of America, with Mrs. Storey at the piano. After the banquet, which was most wonderfully served by the manager of the Association of Commerce dining room, Mr. McKay very kindly thanked everyone for their interest in these annual affairs and read a number of communications which he had received from old timers who could not get to the gathering, as follows:

Los Angeles—Greetings to all my old friends who may be there with you to-night. I am heart and soul with you all for the best time you ever had. And I wish you health, happiness and prosperity for all time; and if I had wings I'd be right there on the spot, and the gayest of the lot. It would seem just awful good to see these old friends once again. As to the recent quake it was pretty bad. Of course, Long Beach got the worst of it this time. Mrs. Brooks and I have lived here in Los Angeles twenty-two years, and the city has never been the center of a quake and the queer part of it is they never come in the night. Now, I must relate a little story about the two maiden ladies who lived at Long Beach, California, and tender hearted as could be. They had purchased a turkey for their Sunday dinner of March 12, but they began his preparation the afternoon of March 10. Applying the ax was not to their liking. So they took this bird out to the garage and gave him chloroform and while he was unconscious they dry-picked him clean of his feathers. They then went to the house for a knife with which to decapitate him. Then came the now memorable quake of 5:55 p.m. When the dust settled, the ladies were startled to meet in their yard a completely nude and extremely indignant turkey. The story goes that they knit-

ted a sweater and trousers for him, but they never did kill him.

Charles S. Brooks.

Traverse City—Last year I made a solemn promise to attend the next meeting of the Old Time Traveling Men, but you know, George, things in the last twelve months have changed, and perhaps we all have looked at things a little different in the meantime. With all the good resolutions I did make I find it impossible to be with you and the boys. We are just home from the first long vacation I have had in over forty years, having spent nearly six months in the State of California. We left there just four days before the earthquake. We drove about 3,000 miles during our stay there sight-seeing, had a wonderful time and it did us both a lot of good. Kindly remember us to all at the party.

A. W. Peck.

Detroit—Greetings to all. Mrs. Andrew and I have just returned from a month's stay in California and really feel that we ought to stay home now, but we may come over.

Ed. P. Andrew.

Grand Rapids—As it looks now it will be impossible for us to attend for which we are sorry.

E. H. Snow.

Owosso—Nothing would please me more than to be there with the boys, but that pleasure is not for me. Hope you all have the best time ever.

Fred J. Hanifin.

Grand Rapids—I have an engagement ahead of this which I can't very well cancel. Am sorry it happened just so.

Henry Raman.

Grand Rapids—Very sorry can't be with you at this time. Kindest regards and best wishes to all.

Albert R. Atwood.

Glendale, Calif.—Thanks for remembrance of my father, Harvey Baxter, but sorry to say he passed away last Nov. 21. Wishing you all a royal good time.

C. B. Baxter.

Grand Rapids—On account of sickness I will be unable to attend our seventh annual reunion Saturday night, which I regret very much. I know I will miss a good time, not being able to see my old friends. I wish you all a very enjoyable time.

D. N. White.

Mr. McKay then introduced Leo A. Caro as the toastmaster of the evening, who called upon Charles Chown to lead them in community singing, with Mrs. Storey again at the piano. Several old familiar songs were sung, after which the Chown family, consisting of Mr. and Mrs. Chown, son and daughter, entertained with several very appropriate songs. The daughter rendered a couple of trumpet solos, accompanied by her mother on the piano. Mrs. Chown is the daughter of Dave Drummond and Mr. Drummond is justly proud of the whole Chown family. John H. Millar, Jr., son of one of the oldest traveling men in Grand Rapids, then entertained with two or three very appropriate songs.

The toastmaster then introduced Rev. H. McClung, pastor of the First Methodist church, who gave a most wonderful address, the principal theme of which was for people to keep faith in themselves, mankind and God. After Mr. McClung's very able talk Mr. Caro

called upon several of the Old Time traveling men to give a few moments' talk, among them being Manley Jones, Walter Lawton, Verne McConnell, Wilbur Burns and others.

As it was then nearing 10 o'clock, Mr. Caro said that while he would like to have every one of the Old Time traveling men there say a few words he deemed it advisable that the meeting be closed promptly at 10 o'clock and he read a prayer which he had received just that day from D. E. (Daddy) Keyes, who was prevented from being present on account of illness:

I pray the prayer the Easterners do,
May the peace of Allah abide with you,
Wherever you stay, wherever you go
May the beautiful palms of Allah grow.
With the days of labor and nights of rest,

May the love of Allah make you blest.
So I touch my heart, as the Easterners do,

May the peace of Allah abide with you.

The meeting was then closed by the entire company singing one verse of Auld Lang Syne.

One of the invited guests was Glenn Young, who has been in the shipping department of the Brooks Candy Co. as long as the writer can remember.

Rufus Boer and his wife were in attendance. A few weeks ago Mr. Boer was in Traverse City and the manager of Park Hotel gave him an old hotel register used there in 1904. Mr. Boer brought this register to the meeting and presented it to Mr. McKay to place with the great many other interesting collections he has made pertaining to Old Time traveling men. This excited a great deal of interest among the old timers, many of whom found their names in this register quite a number of times. Dave Hoogerhyde, who traveled a great many years for P. Steketee & Sons found his name on the register, only it was signed simply "Dave," because he claimed even if he did sign his full name no one would be able to pronounce it.

It is certainly worth the time and effort of any old time traveling man eligible to attend these reunions to see the genuine pleasure that George McKay gets out of these meetings. We believe Mr. McKay has the most comprehensive collection of photographs and information about the traveling fraternity who were on the road between the years of 1880 and 1915 that would be possible to get together. He always has his album of photographs and clippings with him at all of these meetings and they are thoroughly enjoyed by a great many people who attend during the afternoon.

During the year since the last meeting the following eligible Old Time traveling salesmen have passed to their reward.

Geo. W. Alden, April 23, 1932;
W. W. Tanner, May 6, 1932;
George A. Pierce, May 12, 1932;
George W. Calder, May 17, 1932;
George A. Coffey, May 18, 1932;
Edward Wells, July 3, 1932;
Otto Weber, July 8, 1932;
Alonzo Herold, Aug. 9, 1932;
Alfred J. Brown, Oct. 19, 1932;
Alvah Brown, Nov. 26, 1932;
Russell W. Bertsch, Nov. 27, 1932;
W. D. Beach, Dec. 5, 1932;
Elmo J. Edmonds, Jan. 2, 1933;

Wilbur R. Keasey, Jan. 24, 1933;
Wm. E. Van Ess, Feb. 20, 1933;
Bert Bodwell, Feb. 20, 1933;
Harry C. Rindge, March 18, 1933;
Edward C. Mangold, Mar. 26, 1933;
Wm. B. Holden, April 12, 1933.

Roy Randall.

Main Street Should Buy on Main Street

We read much these days of "Buy British," and "Buy American," buy this and buy that. We read of inflation, deflation, gold standards, silver standards, wheat dollars and barter and trade. Not being well enough versed in any of these subjects to write of them, we must be content to watch the daily papers and magazine articles to gain an inkling of what they mean and how they may or may not work out.

But we can write of what we hear and see. We hear a universal cry of wishing for better times. We hear merchants complain of the unfairness of chain store competition, while in some cities individual merchants are beating the chains at their own game. We hear a merchant complain of the enormous business done by the mail order houses, yet he blithely mails out a check or money order to some big city mail order wholesaler for goods for his own personal use, but which he does not stock, of course. His next door neighbor merchant has these goods, but then—it is "every man for himself."

We see a bright new sign in an independent clothing store, "Buy Local," "Give work to your fellow townsman." The people passing see the sign, but if they know the manager of this store they can see him crossing the street to the big chain grocery store to buy his foodstuffs. As he comes out with arms loaded and a happy heart, for has he not put the "Big Local" sign on his window, we turn and see the foreclosure notice on his neighboring independent grocer's padlocked doors.

In former days we saw the banker walking even as Benjamin Franklin walked, with a loaf of bread under each arm. But in Franklin's case the bread was baked in an independent bakery, in an independent city in independent America, while the bread under the banker's arm was of a brand baked, bought, transported and sold under the watchful eyes of a greedy chain, watching to hammer down the price of the farmer's wheat; watching

lest the men in their bakery earn more than a bare living; watching that their trucks operate night and day under the guidance of underpaid, overworked, sleepy drivers; watching with an eagle eye the local branch manager lest he, too, have an adequate pay envelope; watching that no starving mouths might have a crust of bread before the nickel or dime is dropped into their greedy maw; watching to crush the home owned bakery around the corner; watching lest the bank might have their deposit one moment longer than necessary before sending it to Wall street. Watching, ever watching, trusting on one, not even themselves.

So the banker buys the bread baked and sold by the chains in chain bound America!

Main street asks for help, but first of all Main street must help itself. The clothier must turn his steps from the chain grocery store, the grocer must patronize his local hardware instead of sending checks and money orders to Chicago for his personal needs. The local druggists and jewelers and doctors must buy their children's dresses from the local dry goods store instead of driving twenty-five or fifty miles to the big city centers. The plumber might easier cross the street to the local market than walk two blocks to the big chain store. The Main street variety store has a hard time competing with the chain branch of the big city five and ten.

Does the variety owner ponder over this as he slips into the local chain store unit to purchase at ten cents his favorite brand of cigarettes?

How can Main street expect the rest of America to trade with them if they do not trade on Main street themselves?

Sam Sugarsax.

Women's Club Sale

A sale increase of 200 per cent. over the ordinary Saturday is reported to have been obtained by an Eastern merchant as a result of allowing the local Women's Club to run his store for a day. Members of the club acted as sales people and handled 900 transactions, accounting for \$3,300 of business. It is added that these sales were not made at the expense of the normal volume, since business before and after the event was up to average. The club "publicized" the event, and received a certain percentage of the day's gross.

INCREASE YOUR

Candy
Sales and Profits

FEATURE BULK SPECIALTIES

ORDER FROM YOUR JOBBER

PUTNAM FACTORY

GRAND RAPIDS, MICH.

MOVEMENTS OF MERCHANTS.

Oxford—The Oxford Lumber & Coal Co. has decreased its capital stock from \$75,000 to \$37,500.

Midland—The Midland Contracting Co. has decreased its capital stock from \$100,000 to \$50,000.

Grand Rapids—Hoekstra's Ice Cream, Inc., has changed its name to The Puritan Ice Cream, Inc.

Detroit—The Peschke Packing Co., 2600 East Grand Blvd., has decreased its capital stock from \$100,000 to \$25,000.

Pinconning—The California Inn, Inc., has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Center Line—The Walker Products Co., Inc., 10 Mile Road and Van Dyke, has changed its name to the Walker Brewing Co.

Detroit—J. Levin & Sons, 1040 Randolph street, wholesale tire dealers, have reduced their capitalization from \$35,000 to \$5,000.

Detroit—The Detrola Radio Corporation, 3630 West Fort street, has increased its capital stock from \$50,000 to \$100,000.

Grand Rapids—The Michigan Dental Supply Co., 35 Fountain street, N.W., has decreased its capital stock from \$75,000 to \$50,000.

Kalamazoo—Protection Products, Inc., 2305 Superior street, waterproofing auto tops, furniture and canvas, has decreased its capital stock from \$166,000 to \$32,000.

Detroit—The Capitol Public Market, Inc., 837 West Vernor Highway, has been organized to conduct a food market with a capital stock of \$2,500, all subscribed and paid in.

Detroit—The Phillips & Weber Co., 5109 Trumbull avenue, has been incorporated to deal in hardware, plumbing, etc., with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Acme Cone and Pretzel Co., 3910 Michigan avenue, has been incorporated with a capital stock of \$50,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Pontiac Distributing Co., 9375 Mack avenue, has been organized to distribute legal malt beverages with a capital stock of \$1,000 all subscribed and paid in.

Muir—L. C. Dawes, Lyons druggist, has moved his stock and fixtures to Muir and opened a modern drug store. Muir has been without a drug store the past three years.

South Haven—The Sunset Dairy Products Co., has been organized to deal in milk and milk products with a capital stock of \$50,000, \$17,050 being subscribed and \$1,000 paid in.

Kalamazoo—The Kalamazoo Waste Materials Co., 417 Porter street, has been organized to deal in scrap metals and other waste with a capital stock of \$10,000, all subscribed and paid in.

Wyandotte—The Beverage Distribution Co., 30 Superior Blvd., has been incorporated with a capital stock of 600 shares no par value, book value, \$10 each, \$2,000 being subscribed and paid in.

Kalamazoo—The C. W. S. Co., 405 West Michigan avenue, has been organized to produce and deal in crude

oil and gas with a capital stock of \$16,000, \$9,000 being subscribed and paid in.

Detroit—The General Wholesale Food Mart, Inc., 1599 East Warren avenue, has been incorporated with a capital stock of 1,000 shares at \$10 a share, \$10,000 being subscribed and paid in.

Norway—Walter Dudy, aged 48, proprietor of Dudy's Hardware, died suddenly at his home from a heart lesion caused 22 years ago when he rescued a man in a boat accident at Hamilton lakes.

Detroit—The Stanley Steel Co., 434 East Milwaukee street, has been organized to conduct a jobbing and brokerage business in steel and iron with a capital stock of \$10,000, all subscribed and paid in.

Brighton—The Island Lake Hotel Co., with business offices at 1925 First Nat'l Bank Bldg., Detroit, has been incorporated with a capital stock of 200 shares at \$10 a share, \$2,000 being subscribed and paid in.

Lansing—The Capital Distributing Corporation, 217 South Grand avenue, (rear) has been organized to warehouse and distribute beer, with a capital stock of \$10,000, \$5,000 being subscribed and \$1,000 paid in.

Pontiac—The Oakland Beverage Co., 24½ West Huron street, has been organized for the wholesale distribution of legal beverages with a capital stock of \$5,000, \$2,000 of which has been subscribed and paid in.

Detroit—The Gerson Jewelry Co., 136 Michigan avenue, has merged its business into a stock company under the style of Gerson's Inc., with a capital stock of \$10,000, \$7,500 of which has been subscribed and paid in.

Dearborn—Carl Strobel, hardware dealer at 13928 Michigan avenue, has merged the business into a stock company under the style of the Carl Strobel Hardware Co., with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Silverstein Produce Co., Inc., 3005 Barlum Tower, has been organized to market fruits, produce, nuts, etc., with a capital stock of \$15,000 common and \$3,000 preferred, \$3,900 being subscribed and \$3,000 paid in.

Hamtramck—The Martha Washington Bakery and Pastry Shop, 10335 Jos Campau, has merged the business into a stock company under the style of the Martha Washington Bakery, Inc., with a capital stock of \$1,000, all subscribed and paid in.

Port Huron—The Parker Oil Co., 320 Grand River avenue, has been organized to deal in petroleum products, auto parts, tobacco and beverages, has been incorporated with a capital stock of \$10,000, \$2,500 of which has been subscribed and paid in.

Detroit—The Lepire Paper & Twine Co., 2425 Riopelle street, wholesale and retail dealer in paper and twine, has merged the business into a stock company under the same style with a capital stock of \$50,000, \$6,000 of which has been subscribed and paid in.

Detroit—Collord, Inc., 1588 Pasadena avenue, has been organized to manufacture and deal in rubber, rubber compounds, adhesives, has been in-

corporated with a capital stock of \$10,000 preferred and 5,000 shares at \$1 a share, \$15,000 being subscribed and \$8,550 paid in.

Lansing—The Natale Shops, Inc., 124 South Washington avenue, dealer in silk underwear and hosiery for women, has merged the business into a stock company under the style of the Natalie Hosiery Shops, Inc., of Michigan, with a capital stock of \$20,000, \$15,000 of which has been subscribed and paid in.

Detroit—Not only are Detroit retail merchants having their best business for a year, with the demand for wearing apparel, automobiles, household furniture and jewelry at peaks, but some dealers report three-year records shattered in the strongest revival since the depression began. About \$1,000,000 was spent Saturday in the retail market alone, half of it going to downtown merchants. A large amount of cash was involved, the result of a 30 per cent. dividend by the two old national banks, which have now released about \$85,000,000 of a total of \$131,000,000 available to depositors. Some automobile dealers are reported to have sold all cars on hand under a wave of buying indicating long-overdue replacements. Some automobile plants revised production schedules 100 per cent. upward, recalling many workmen. One large department store declared a 110 per cent salary bonus for all employees.

Manufacturing Matters.

Muskegon Heights—The Morton Manufacturing Co., special machinery, has decreased its capital stock from \$300,000 to \$200,000.

Detroit—The Christen Products Co., 315 Orleans street, manufacturer of auto accessories, has changed its name to the Autocraft Corporation.

Detroit—The Majestic Cigar Co., 5006 McKinley avenue, has been incorporated to manufacture and sell cigars with a capital stock of \$2,000, all subscribed and paid in.

Detroit—The Hiawatha Shoe Co., 300 West Jefferson avenue, has been organized to manufacture and deal in shoes with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Boldt Cigar Manufacturing Co., 3430 Michigan avenue, has been organized to manufacture and sell cigars with a capital stock of \$2,000, all subscribed and paid in.

Detroit—Icy-Mold Vending Devices, Inc., 633 Prentiss street, has been incorporated to manufacture and sell vending devices with a capital stock of \$10,000, all subscribed and paid in.

Sault Ste. Marie—The Rheinbrau Brewing Co. has been incorporated to manufacture and sell beverages, with a capital stock of \$250,000, \$1,000 of which has been subscribed and paid in.

Benton Harbor—The Benton Harbor Toy Co., Fourth and Park streets, has been incorporated to manufacture toys and novelties with a capital stock of \$5,000, all subscribed and \$3,500 paid in.

Saginaw—The Michigan Bud Products Co., 1751 Genesee avenue, has been organized to manufacture and sell malt beverages, with a capital stock of

\$250,000, \$100,000 being subscribed and paid in.

Detroit—Damperman, Inc., 6541 Grand River avenue, has been organized to manufacture and deal in mechanical and electrical equipment, with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The A. M. H. Company, 5861 Forsyth street, has been organized to manufacture and sell heating supplies with a capital stock of \$50,000, of which \$2,500 has been subscribed and paid in.

Detroit—A. Joffe & Company, Inc., 1043 Woodward avenue, manufacturer of furs and fur apparel, has been incorporated with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Grand Rapids—The Zof Manufacturing Co., 1715 Pontiac Road, manufacturer of depilatory process and silk preservative, has been incorporated with a capital stock of \$2,000, all subscribed and paid in.

Detroit—Mount Clemens Natural Minerals, Inc., 953 Penobscot Bldg., has been incorporated to manufacture and sell soaps and bath salts with a capital stock of \$20,000, \$4,260 being subscribed and \$1,000 paid in.

Detroit—The Lenon Corporation, 17743 Northrop avenue, has been organized to manufacture and deal in electrical machines with a capital stock of 5,000 shares at \$10 a share, \$29,000 being subscribed and \$28,500 paid in.

Port Huron—Krug & Co., Bard and Michigan streets, has been organized to manufacture and distribute beverages with a capital stock of \$50,000 preferred and 5,000 shares at \$1 a share, \$31,500 being subscribed and paid in.

Monroe—J. L. P. Gentil, 27 East Front street, manufacturer and dealer in jewelry, has merged the business into a stock company under the style of Gentil's, Inc., with a capital stock of \$50,000, \$20,000 of which has been subscribed and paid in.

Detroit—The Covered Wagon Co., 11855 East Jefferson avenue, manufacturer, also distributor, of all types of trailers and parts, has merged the business into a stock company under the same style with a capital stock of \$50,000, \$5,000 being subscribed and paid in.

Grand Rapids—The Manufacturers Supply Co., 64 Ionia avenue, S. W., dealer in machinery and manufacturer of hardware specialties, has merged the business into a stock company under the same style with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The Zynda Bros. Products Corporation, 4232-68 Riopelle street, manufacturer of liquid malt, has merged the business into a stock company under the style of the Zynda Brewing Co., beer, other beverages and malt, yeast, syrups, etc., with a capital stock of \$100,000, all subscribed and paid in.

Grand Rapids—The Zodont Corporation, 208 Transportation Bldg., has been incorporated to manufacture and sell automatic tooth brushes and tooth powder, with a capital stock of 10,000 shares of class A at \$1 a share and 40,000 shares of class B at \$1 a share, \$50,000 being subscribed and paid in.

Essential Features of the Grocery Staples

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

Tea—Everybody in this country is expecting higher prices on teas owing to shifts in exchanges and also in the plan to reduce production. Prices in this country have as yet made no important change, though there have been fluctuations both ways in primary markets. Consumptive demand for tea is about as usual.

Coffee—During the week Rio and Santos coffee, green and in a large way, has moved both up and down, but not very far in either direction. Early in the week there were some small fractional advances, but later they were practically all lost by declines. Both spot and future Rio and Santos remain about unchanged from last week, although futures are a little less stable than spot Rio and Santos. Milds show change during the week. The jobbing market on roasted coffee is about where it was a week ago. Consumptive demand for coffee shows no change from what it has been.

Canned Fruits—Efforts have been made to get Florida grapefruit up above 82½c, Tampa. At the very low prices which prevailed, a great movement of grapefruit has taken place, but keen rivalry among a few of the larger packers has kept grapefruit at prices which are abnormally low. California prunes are unchanged, but firm at higher price levels in peaches. Stocks left unsold are largely in the hands of those larger packers who resisted price selling in recent months.

Canned Vegetables—Down in the Maryland peninsula much greater activity has been reported. In fact, one house reports the best week in several months. While business done thus far has primarily been in tomatoes, a good volume of it has included peas and string beans. Spot and future tomatoes start the week off unchanged. Southern spot peas are cleaning up very nicely. The new crop in Delaware was recently reported as somewhat retarded by unfavorable weather, which, with other uncertainties about the future, have caused numerous withdrawals. New asparagus is to be embraced in the upward trend, it is said, and since no large scale covering of future requirements has taken place, at least in this market, packers still have the situation in their own hands. A moderate pack this season would be the best guarantee that asparagus can be listed in the items which have thus far started the turn upward.

Canned Fish—Prices on Alaska salmon are now higher, although the advance in Red salmon which is largely held by a few of the larger packers officially goes into effect Monday morning. Some smaller holders of reds have already announced higher prices. Pink salmon, of course, has been fixed at \$1 on the Coast for the past few days, and unsold stocks of these are largely concentrated in a few hands, who have still several months to market their supply. The supply of pinks still unsold is somewhere between 200,000 and 300,000 cases, probably closer to the smaller figure, on the basis of the last statistics available. Prices on

new Japanese crab meat came out during the week on a lower basis by about \$2.50 for halves. Russian crab meat has been selling fairly well in this country and they are expected to meet the Japanese prices. Japanese tuna is higher than it was, owing to the exchange conditions. Foreign sardines are somewhat firmer. No change in domestic.

Dried Fruit—The dried fruit market, along with everything else, has been climbing to higher ground in California. Prices on the spot show mild, fractional changes, but the general line of goods are well below replacement costs. There has been a good steady tone to business here, which was stimulated considerably in the closing days of last week by developments in all lines of foodstuffs, and of course, in Washington. An encouraging pick-up was noted particularly in Thompson raisins here. Brokers and jobbers pretty generally agree that raisins have been moving in a better way and the smaller trade has been taking the opportunity of broadening out inventories, while it is still possible to do so at prevailing prices. Large distributors of dried fruits here, principally the jobbers, are getting away from extreme selling competition, with the result that the spot price structure has firmed up considerably, and red ink business is beginning to take on a different hue. The demand for fruit has been fairly broad. Medium sized California prunes are in fairly good demand, with apricots pretty well held.

Beans and Peas—Financial measures which are going through in Washington have caused practically all varieties of dried beans to advance during the past week. The market at present is firm with a chance of even higher prices. The demand has not improved proportionately, but is better than it was. The same applies to dried peas.

Cheese—Cheese is firm and a little higher for the week, but the demand is just about so so. There were two small fractional advances during the week.

Nuts—The nut market here has taken on more life, particularly in shelled varieties from abroad, but domestic shellers are also showing higher price ideas, as they feel that the present situation is one justifying higher returns. Holders of pecans were said to be firmer in their price ideas, particularly on unshelled nuts. The Levant filbert market abroad has taken a very sharp jump upward, creating a stir here among importers. Spain's prices are a little higher, while France is unchanged.

Olives—Mounting replacement costs brought about an advance of 5c per gallon for most grades of olives. All but the large queens were advanced, the big sizes being unchanged because of the light demand for them. Pepper stuffed queens all were higher. Manzanilla unchanged since there has been a fairly liberal stock of these on hand. Consumer interest wider, the firmer tone of the market bringing out some desire to build up low inventories.

Olive Oil—The olive oil market is firm to somewhat higher on the spot, due to light holdings, increased demand and the higher replacement costs

on oil for shipment from Italy and Spain, because of the decline in the dollar. There is now fairly good activity in the oil market and many importers are closely sold up.

Syrup and Molasses—Sugar syrup remained unchanged during the week with a steady demand and a light production. The market has been healthy for several months. Compound syrup being affected by the advance in corn, advanced another 15 cents per 100 pounds during the week. Buyers are beginning to take notice. Molasses shows no change and quiet demand.

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 2½ lb. bunch.

Bananas—4½c @ 5c per lb.

Beets—75c per bu.; new, 75c per doz. bunches.

Butter—The market is 1c lower than a week ago. Jobbers now hold plain wrapped prints at 21½c and tub butter at 20½c. Inflation news, together with stock and grain market trends, continue major influences in the butter trade. With the new producing season not far distant, there is little in supply and demand developments to encourage a position on either side of the market. Current reports lead many to believe production will be large and general. Butter fat prices are somewhat higher in many sections of the country and should prove to be an incentive for free collections of milk and cream. Then, too, it is generally stated that herds are intact; in fact, many dealers think more cows are on farms because of the limited culling of herds during the winter period. All in all, however, the speculator controls and for the time being at least he seems to be only concerned in Washington developments.

Cabbage—75c per bu.; new from Texas, \$3.25 per 75 lb. crate; new from Mississippi, \$4.50 per crate.

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

Cauliflower—\$2.25 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:

Pea from farmer.....\$2.35
Light Red Kidney from farmer.. 3.25
Dark Red Kidney from farmer..\$3.25

Eggs—Jobbers pay 7½@8c per lb. for receipts, holding candled eggs at 13c per dozen for hen's eggs and 10c for pullets. Weekly statistical information discloses further good gains in holdings. The figures reported clearly show that the surplus is largely in the four principal markets. Interior points in fact have been storing lighter. This is evidenced in the weekly increase compared with last year. Current holdings are undoubtedly well within 2,000,000 cases in excess of last year.

Scattered reports on country collections indicate a decrease comparatively, but the decrease is not considered general enough for much lighter storing the balance of May. Trade sentiment decidedly mixed. Statistical experts talk bearish, while the many responsible for recent upturns use inflation as a basis for further bullish endeavor.

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.; home grown, 40c per doz.

Green Peppers—50c per doz.

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

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate—\$3.75
Imperial Valley, 4s and 5s, crate. 4.25
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 3.25
176 3.25
200 3.25
216 3.25
252 3.25
288 3.25
324 3.25
Red Ball, 50c per box less.

Indian River oranges are sold on the following basis:

126\$3.75
150 3.75
176 3.75
216 3.75
252 3.75
288 3.00

Bulk, \$3.75 per 100 lbs.

Onions—Home grown, 60c per bu. for medium yellow. Domestic Spanish, \$1.40 per crate.

Parsley—50c per doz. bunches.

Parsnips—85c per bu.

Potatoes—Old, 50c per bu. on the local market; Idaho bakers, 28c for 15 lb. sack; new, from Florida, \$2.50 per bu.

Poultry—Wilson & Company pay as follows:

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

Radishes—40c per doz. bunches hot house.

Spinach—90c per bu. for home grown.

Strawberries—Louisiana command \$2.50 per case of 24 pints, and \$4.50 for 24 qts. from Tenn.

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

Tangerines—\$1.90 per box or bu.

Tomatoes—Hot house, 10 lb. basket, \$1.50; 5 lb. box, 85c.

Veal Calves — Wilson & Company pay as follows:

Fancy6@7c
Good5@6c

MUTUAL FIRE INSURANCE

How Experts Make Ashes Talk

Scientific fire detectives are surely on the job with a Sherlock Holmes system. The firebug finds that he is in a game that he can't beat. Popular Mechanics brings to us an amazing article on just how these fire detectives follow every spark of a clew in exposing the arson fiends.

Two men in plain clothes prowled through the still smoking ruins of what an hour before had been a pretentious building. One of them stooped to pick up a piece of charred wood while the other carefully transferred to a paper some fluffy ashes which the wind already was scattering. These and other pieces of debris were collected and carried to a laboratory where trained members of the city's arson squad subjected them to a microscopic third degree. Late that same night, one of the investigators flew to a city 500 miles away where the owner of the building, on a pleasure trip, was preparing to return home.

"I've just heard about the fire," he exclaimed when the investigator introduced himself. "It's a mystery to me. How did it start?"

"You know, because you did it," was the reply.

"What do you mean?" demanded the owner. "That fire happened this morning and I've been out of town since yesterday afternoon."

"I'll tell you," replied the investigator. "This morning you were out playing golf and at 11 o'clock you went to the clubhouse to make a phone call. You called your store, and as no one was there, you listened until the bell had rung fourteen times. Then you hung up and resumed your game."

"The bell clapper of the phone in your office was tied down with a weak string that you had learned would break on fourteen rings. Just before you hung up, the clapper broke loose and struck a nail that discharged a blank cartridge that you had fastened in a wood block. The flare from the cartridge ignited five gallons of gasoline in a glass bottle, the bottle broke under the heat, and the flaming gasoline spread over the floor and burned up your insured merchandise. Come along with me."

"Every combustible liquid leaves its own telltale marks on the wood. A rough plane without cross cracks indicates that alcohol was used. If the plane is smoother but with cracks, kerosene was employed, and so on."

"A typical trick in the past was to carry heavy insurance on a stock of expensive goods. Then the fire bug would move the goods out, substitute shoddy material in their place, and start a fire. In that way he could obtain the insurance money and still own the goods. But that is no longer popular, even with fragile furs and feathers. The microscope enables us to differentiate between the burned hair and skin of an expensive fur and its charred counterfeit."

With the recent improvements in detection methods, fewer fires are ascribed to such causes as spontaneous combustion or electrical short circuits.

The whole art of arson detection is based on the fact that practically every

material burns at a different temperature and leaves its own distinctive mark in the ashes.

As a result, eighty-five per cent of arson suspects in Los Angeles in the last few years have been convicted.

Failure to Reject Goods Within Time Limit

The practice of including a time limit in orders for goods within which a buyer must make complaint if he has any, is followed by many wholesalers, jobbers and manufacturers. And unless defects in goods are latent and such that a timely inspection would not reveal, or the seller has been guilty of fraud, the courts have quite generally upheld provisions of this kind.

In other words, where a retail merchant signs an order for goods, that contain a time limit in respect to complaints, it's up to him to register any complaint he may have within the time named. Otherwise, he may be bound for the price of the goods even though they fall short of complying with the order as given. For illustration.

In one case of this kind, a merchant ordered a quantity of sheeting from a manufacturer. The order contained, among other things, the following provision:

"These goods shall not be returned, nor will allowance be made for any cause after 30 days from receipt nor after goods are cut."

In due time the merchant received a shipment of these goods, and, without making any inspection whatever, placed them in his wareroom until they might be needed. Several months thereafter, when the goods were inspected for the first time, it was discovered that the sheeting had runs and no cross threads and thereby did not comply with the order. Now, at this point it may be noted, the sheeting was shipped in burlap rolls, and the alleged defects therein were plainly observable upon inspection. In other words the defect was not latent.

In this situation, the merchant refused to accept the shipment and wrote the manufacturer for instruction as to its disposition. The latter in reply pointed to the time limit stipulation in the order, and took the position that since the complaint had not been made within thirty days after receipt of the goods it would not be honored. The merchant refused to pay, and the manufacturer sued.

The trial court found in favor of the manufacturer, on the ground that the time limit for complaints in the order was valid, and that since the merchant had not complied with it he was bound for the price of the goods. From judgment on this the merchant appealed, and the higher court in affirming the judgment reasoned:

"Except as to a very few of the rolls, (of sheeting) the evidence that the goods were defective at all was that 'runs' showed at the edge of the cloth, when the burlap at the ends of the rolls was pulled open. And the defect relied on the 'runs' or spaces in the cloth at intervals, where there were no threads running across it, was apparent on merely looking at the goods, and was not concealed in any way except by the fact that the cloth was

wrapped in burlap. This was not such a latent defect as defendant (merchant) was excused from looking for and discovering within thirty days, having agreed that no allowance should be made 'for any cause' after the expiration of that time. * * *

"The parties have a right by contract to fix and limit the purchaser's right in this respect, and such a stipulation is binding upon them, unless waived, as being a condition precedent to the right of the purchaser to a remedy for breach of the warranty, and a limitation upon the time within which that right must be asserted, and a failure to comply with it precludes a recovery by the purchaser on account of such breach."

So that ended the case, with the merchant being held liable for the

contract price of the sheeting, on the ground that his failure to complain within the thirty days provided for in the limitation in the order was valid and binding on the parties thereto.

In the light of the facts and holding of this case, it is clear that a merchant should make a point of complying with a time limit stipulation of this kind where such appears in an order for goods. And, for his own after protection, should see that an inspection of incoming goods is made, and complaint for defects filed if any are found, before the expiration of the time limit provided in the order. Otherwise, as we have seen, a buyer may forfeit valuable rights by mere delay at this time, in the event that a shipment of goods prove defective upon inspection.

Leslie Childs.

Mutual Insurance

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

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

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

Finnish Mutual Fire Insurance Company

444 Pine Str., Calumet, Mich.

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

320 Houseman Bldg., Grand Rapids, Mich.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Michigan

WILLIAM N. SENF, Secretary-Treasurer

PURSUIT OF THE DOLLAR

It Is Too Often Only Unbridled Greed

What most business men and women need to know is not more business technique but how to create buying power. Both business knowledge and consumers' welfare must figure in any balanced business plan. Any condition which affects employment is of vital importance to merchants, as it has a direct bearing upon their business. Thus it is clear that the merchant should not confine his mind and vision entirely within the walls of his place of business, but he should look out and ahead and study carefully any changes that may affect his welfare. Nothing can help him more than a good trade journal, which acquaints him of progress in his own line, and also brings news which have have an important bearing upon the business outlook. Such a trade journal is as important to the merchant as a compass is to a ship captain, who relies upon it to keep his ship free of dangerous rocks and shoals. One of the most important dangers ahead of the independent merchant today is the spread of monopoly in the line on which he depends for his success and living. A good merchant must be a student of social, political and economic conditions, as all have a direct influence upon his future.

We are in the midst of the greatest crisis in our national history. What our congress and new president does within the scope of the present session, will show whether those guilty of high treason to American business, will be punished for their crimes and misdemeanors toward the people. Thus far, there is every reason to be encouraged. Not in the last forty years have we had a president, brave and righteous enough to attack greedy wealth in the interests of humanity. We all know the prostration of business is man made and not the results of either famine or pestilence. The president's charge that greedy money-changers have defiled the temple of justice and civilization, stands unquestioned. Under its silence and cunning a gigantic system has been set up, which guides the flow of money and wealth to the coffers of the few. These heartless demons have trampled the Golden Rule into the dust. They deny millions of our citizens the right and opportunity to earn an honest living for themselves and families. Though they have eyes, they see not, ears and they hear not, while they live in every comfort and luxury. Their greed is never satisfied. "Live and let live" carries no appeal to them, as they continue to seek further control of the necessities of the people.

When we view the wreck and ruin throughout the Nation and the human suffering that has followed, it should stir the blood of every man and woman to enlist for war upon this enemy, which the president has so scathingly indicted. Silently it invaded the home and removed many of its former comforts and pleasures. It has left many sick and discouraged and many sought relief in death. It denies the right of youth to enter into the broad field of business life, as is shown by its destruction of the smaller independent merchant. Ever since greedy wealth

began its attacks upon the people of this Nation through its conspiracy, which demonitized silver, then a primary money upon a parity with gold, it has become more bold. It assailed Congress decade after decade and succeeded in inducing it to enact many special privilege laws, which permitted them to exact higher prices for their products. This was done under the guise of higher wages to labor. Many believed them and the policy of special privilege was continued until the country finally awoke to the conditions which distress us. Through this fatal policy, over ninety per cent. of the National wealth was in possession of a few. Thus does run the trail of the serpent. We must not only "bruise its head," but we must annihilate it.

It is the hope of the people that we now have a president and Congress more interested in our welfare and happiness than in assisting big business to exploit us. It has been clearly demonstrated that a democracy can be so manipulated as to possess all the evils of a despotic tyranny. A people's government is not a success unless the people keep themselves awake and on guard so they can see that their rights are not usurped. As long as a nation permits its government to be used as a money-gathering machine for exploiters and job holders, just so long will there be oppression and suffering. As we all know, the power to tax is a power that can destroy. Most of us realize we are now close to the danger line.

Some contend that the power of money and this machine age developed by big business are but the evolution of time and that we must adjust ourselves to it. We have been told it has lifted the burden from the backs of those who labor and given them leisure for the enjoyment of the good things of life. It has lowered the cost of production and given the consumer a lower price upon what he must buy. It is a benefactor to mankind. Let us analyze the fallacy of these claims: Money is a power for good or evil, depending upon how it is used. It is a necessity of modern business and vital to the welfare of all. Like the air we breathe, it should have full and free circulation and no one should be permitted to control such a vital necessity, hence the need of government, rather than private control. The machine age is to be commended only as it adds to human happiness and well-being. The automatic, labor saving machine has been developed to a high degree, and the chief end in view was to reduce labor costs and add to the profits of the owner. There has been no consideration given as to its effect upon the lives of the men it displaced. By its use cost of production was lowered, which permitted a lower price to the consumer and at the same time returned an increased profit to the manufacturer. The lower price product is held up as evidence that the machine age is a blessing. As we examine this claim and compare it with the distress and loss of buying power of those the machine has displaced, we find it is a case of increased profits for a few, against the increased distress of the many. This is not a theory, as we have a distressing example of it in the pres-

ent crisis. The trouble is that those who control industry through monopoly place their so-called rights above the common welfare. The dollar blinds them to human suffering. The claims of this machine age are much like the old time theology of predestination, which held that our lives and fate were pre-ordained. At birth it was settled as to whether the child should become a saint or a sinner. Nothing could change the life to which it had been destined. Thus we are told we must adjust our lives as ordained by those controlling this so-called machine age. We must remember there are two sides to human progress: One is the opportunity to acquire our needs for necessary comfort and happiness; the other is the right to attain it. Human rights should always come first. This is the primary function of a government and unless it can meet this requirement it should be changed or destroyed.

Thus have we the fruits of unbridled greed before us. In its pursuit of the dollar it has endangered its own citadel, which is being bombarded by the righteous wrath of the people. It has violated the laws of God and of the Nation. It has been weighed in the balance and found wanting. Thus does history repeat itself, for this is not the first time that greed has halted the progress of civilization. Let us uphold the hands of the president in his sincere efforts to liberate the industrial slaves of greed. The emancipation proclamation, embodied in his inaugural address, shows where his sympathy rests. If you are with him, write or wire him your encouragement, also tell your members in congress.

This war for human freedom must go on until every able bodied man is assured of a job, that he may live and care for those depending upon him. Every American youth passing from our high schools and colleges must have an opportunity to enter business, if he desires. Industry must be so adjusted that labor will have needed employment. This is absolutely more important than the use of automatic machines operated spasmodically with a few, leaving millions dependent upon public charity.

If Christ were here upon earth, his first concern would be the welfare of the distressed. Human welfare was always first with Him. Thus must we set ourselves to this task. Unless this machine age can be readjusted so as to operate to the welfare of humanity, it must be set aside. No man is as happy as the one who labors. This is his natural right. A certain amount of leisure is also needed, but not more than he desires. A man is the highest type of human being. To place his welfare beneath that of a machine shows how greed has hindered the progress of the world.

E. B. Stebbins.

A Business Man's Philosophy

Hard times compelled me to move my desk to a part of a building where I seemed hemmed in by walls. I had windows facing an alley, but twelve feet across the alley daylight was shut out by a dull gray skyscraper.

I worked in this cell for three months before I discovered what was

oppressing me. The trouble was that the farthest object on which I could focus my eyes was less than thirty feet distant. I dislike to admit inability to conquer my environment, but I had to confess reluctantly that I was smothered by these walls.

I established a supplementary desk in another corner of the building where the windows faced the backs of tall buildings several hundred feet away. I could glance over the tops of the buildings and see the sky for a million miles. The relief was instant.

Windowless buildings may come into fashion but I want nothing to do with them. It seems to me that the human spirit needs the soothing effect that distance gives. I realize now why the seashore is so relaxing. It has the charm of the far-away horizon. The same peace of mind and spirit is obtained on shipboard when the sea is quiet and one looks out at the moonlit night.

Japanese Goods Purchased

Feeling in this country against Germany has worked to the advantage of importers of Japanese-made baskets, toys and similar novelties. Orders for large quantities of these goods have been transferred from houses handling German products to Japanese establishments in the last ten days. In the chinaware trade, importers of Japanese sets are sharing with those handling Czechoslovakian wares the benefits of anti-German feeling. Producers of both types of chinaware are credited with booking a considerable volume of Fall business which under normal circumstances would be placed with German suppliers.

Rising Prices Spur Grocery Trade

Manufacturers of grocery products are undertaking to stem the flow of orders for future deliveries from jobbers and corporate chain organizations. The steady rise in prices on many of the raw commodities they require has placed the grocery producers in a difficult position in attempting to figure costs on future shipments. In one line, the packaged rice branch of the trade, prices for brown rice have advanced to \$3 a hundred weight, a rise of 50 per cent. over the levels prevailing last week. Similar increases in other commodities are reported and manufacturers are convinced that the upward trends will continue for some time.

Says England Is on Upgrade

Business conditions in England are better than they are in the United States and are showing steady improvement every month, E. F. Weston, president of the Weston Electrical Instrument Co., told the Export Managers' Club of New York, at a luncheon meeting in the Hotel Pennsylvania last week. Mr. Weston added that a home building boom has started throughout England and houses valued at around \$5,000 to \$10,000 are going up in large numbers. Sales of American goods in the English market, he added, are restricted to items on which United States producers hold a monopoly.

Three high C's: Courtesy, Cheerfulness, Courage.

Lack cheerfulness and you lack success.

THE NEWBURGH STAMP

The Post Office Department is continuing the custom of issuing commemorative stamps, one which has proved not only interesting to students of history and to collectors but also profitable to the Government. Last year the operation of the Philatelic Bureau at Washington, which sold only part of these stamps, showed a profit of \$300,000. The latest "commemorative" one is the Newburgh stamp, of the three-cent denomination, which was issued last Wednesday, the 150th anniversary of Washington's order to "cease firing" which marked the close of the Revolutionary War.

It was on another April 19, in 1775, that the war may be said to have begun with the skirmishes at Lexington and Concord and "the shot heard round the world." According to this reckoning, as authoritative as any, even though historians can present a case for dates both earlier and later, founded on deeply significant events, the War of Independence lasted just eight years to a day.

This new stamp, portraying the Washington headquarters at Newburgh, still standing, is a fitting supplement to the array of stamps issued last year in celebration of Washington's bicentenary. It was from this town that the famous "Newburgh addresses," urging the Revolutionary veterans to seek what would now be called a bonus and other benefits, were anonymously dated, and it was here that Washington received and rejected a petition to become King. While there is danger of overdoing the issuing of special stamps, Newburgh's claim to consideration is as valid as that of many other communities which have been signalized.

The next issue will be that of the Chicago World Fair stamps, of which the plates are now ready for the presses. Philatelists thus far have no cause for complaint that the new Administration is not helping to promote their hobby, nor is it likely that they will have, since the President is known to be an enthusiastic member of their fraternity.

MONTH BROUGHT UPTURN

A month of extra-ordinary developments closes with many highly radical steps for dealing with the economic situation in the proposal or enactment stage but with also very definite proof of a greatly improved state of business. Perhaps in the week there was more of a disposition in business quarters to hold up decisions because of the currency and labor legislation being considered and yet the momentum already acquired kept the trend upward. The closer threat of inflation promoted business transactions even as it seemed to place some curb on speculative activity.

That business gains have been actual and not imaginative is borne out by another rise in the weekly index, which has been advancing steadily since the week ended March 18. The increase in April has amounted to 4½ per cent. The latest gain was brought about by the sharp rise in the steel activity series and continued increases in the power and automobile series. Carloadings for the week were a little

lower when there is usually an increase.

For the month the steel mills just about doubled their operations. They have benefited by the increased call from the automobile industry, from can manufacturers and smaller consumers. Railroad buying has improved, but the building industry is reporting even lower figures. Flight of capital from fixed return investment would prove a severe blow to construction.

While speculative commodity prices suffered a setback during the week, other products were quite firm and often higher. In the month the general rise in wholesale commodity prices was about 5½ per cent. and quotations appear to be moving into better balance. Thus, farm products, foods and textiles have seen the sharpest advances, while fuels, building materials and chemicals, which formerly were "stabilized" well above the general price average, have been more or less stationary.

DRY GOODS CONDITIONS

The brisk pace in retail trade was well maintained during last week and sales on several days ran ahead of last year's figures. Demand sprung up for late Spring and Summer goods, both in apparel and home furnishings. Grocery business approached normal and led to exceptional activity in the wholesale markets. Currency measures were given as the reason for a sudden interest in fine jewelry.

From present estimates the month just closed produced a department store volume that should prove less than 10 per cent. under last year's, which would be the best showing in a long time. Since the drop in retail prices over the year has been around 14 per cent., this loss would represent an actual gain in unit volume.

Due to reduced stocks at both retail and wholesale, and the outlook for rising prices, the situation on clearance sales has changed considerably in the last two weeks. Store executives are questioning the advisability of pushing the promotions they planned and are impressed with the advantages of regular selling. The call for new designs in seasonal merchandise also has its influence in this direction and the many special events scheduled for May also have their influence in this direction.

Operations in the wholesale merchandise markets last week exceeded expectations. Piece goods and staple purchases to avoid future price increases were remarked especially, although the demand was quite broad. Prices were advanced or withdrawn in numerous instances. Inflationary prospects come on top of very low inventories and are thus doubly effective.

WHY CRIME THRIVES

Why do not the State Legislatures pass laws intended to make certain forms of crime more difficult?

Louis McH. Howe, confidential secretary to Mr. Roosevelt and executive director of the National Crime Commission, has tried to answer this question. His theory is that the legislatures are indifferent because the public is indifferent. The political officeholders, as a rule, do not trouble them-

selves with matters which do not mean votes for them. And the general public is only spasmodically interested in crime prevention. After some particularly outrageous crime people will say that something ought to be done about it, but in a few weeks they forget.

Mr. Howe speaks of the importance of laws against the sale and possession of machine guns such as are used by racketeers in killing those who are making trouble for them. There is no legitimate peace-time use for such weapons. They should be found only in governmental arsenals and never in the hands of private citizens. But the state legislatures are not forbidding private citizens to possess them.

There is likewise need for a more rigid regulation of the sale of tear-gas bombs. The police may need these devices in an emergency. No private citizen can have any legitimate use for them. But criminals have been using them. It should be as difficult for them to get possession of this weapon as to buy a machine gun.

Laws regulating these matters would help. But many other things can be done to reduce crime and to bring the guilty quickly to punishment if those whose duty it is to act would only realize their responsibility. Mr. Roosevelt is a member of the National Crime Commission. He may do something to arouse public sentiment.

TERRIFIC RESPONSE

Virtual passage of the farm relief-inflation bill, while hearings on the 30-hour work week proposals go on and a "national industry recovery act" modeled on the lines of the War Industries Board is being whipped into shape for submission this week, leave business interests breathless. Action and leadership were demanded, but no one imagined the response would be so terrific.

It is natural under the circumstances, therefore, that some sentiment is developing in business toward urging a halt in the program. It is pointed out in such quarters that time should be allowed to work out whatever benefit lies in them. Emphasis is placed on evidence of business recovery which is manifest and which might be spoiled by too much experiment.

On the other hand, there are numbers of business men who are quite willing to go along with the "new deal." A rounded program is necessary, as they see it, to accomplish the most good. They recall that half-way measures in the past were probably responsible for huge losses.

That the laissez-faire elements in trade and industry have been greatly reduced in the emergency was testified to during the week by the amazing results of a survey conducted among 151 business leaders by the National Industrial Conference Board. A majority was recorded as in favor of the reflationary program of the government.

THE NEW WOMAN'S COLLEGE

What the new College of Liberal Arts for Women in the University of Pennsylvania will be like is indicated by the announcement from Dean Odgers. For the present the same course of study will be offered to women that is offered to men and the same

professors will do the teaching. Those women who intend to teach will remain in the college for two years and will then be transferred to the School of Education, where they will remain three years more, thus having a five-year training course, the first in the country. Dean Odgers states that later special courses will be arranged for those who intend to enter the schools of medicine, law and dentistry. What, if any, changes will be made when the women's college has a separate plant of its own away from the campus of the university does not yet appear.

OVER AND UNDER MOUNTAINS

British aviators fly over Mount Everest; French and Italian engineers plan an automobile tunnel under Mont Blanc. The world has reached a point at which it recognizes no barriers to transportation. Instead of detouring or seeking some low pass, we take mountains in our stride and pass either over them or under them as we will. It is nothing new to tunnel under the Alps, and even though Mont Blanc is the highest peak in Europe the proposed Chamonix-Courmayeur bore does not present any great difficulties to modern engineering. It would be only eight miles long, somewhat shorter than either the St. Gothard or the Simplon railroad tunnel. Nevertheless, an automobile tunnel, so greatly shortening the route between France and Italy, is an innovation even for Switzerland. Its construction would be the third of comparable undertakings in recent years. It was only in 1929 that the longest tunnel in this hemisphere was completed, the Cascade Tunnel, 7.79 miles in length, built by the Great Northern Railway, and in 1930 that Italy opened its eleven-mile tunnel under the Etruscan Apennine range. It is time that the Alps looked after their laurels. We only hope that the motorists who take this short route between France and Italy will somehow find time to see more of Mont Blanc than its interior.

THE FEAR OF CANCER

The menace of cancer is sinister enough without being made worse by excessive fear. Dr. C. A. Gerster, chairman of the New York City Cancer Committee, points out three facts which ought to be generally known. These are: first, that cancer is curable in many cases if it is discovered early and treated promptly and properly; secondly, that it can be avoided by the removal of conditions which cause chronic irritation, and thirdly, that it is not contagious and not inherited. Many persons deliberately refrain from going to a doctor when they notice suspicious symptoms because they believe that every cancer is incurable from the very beginning. This is not true. A better understanding of the facts would lead people to seek competent advice more quickly and in many instances with the effect of saving themselves from a dread disease.

"Dating" of food products is spreading. Already widely followed in the coffee and milk fields, the practice has been extended to bread by an Indianapolis bakery, and to potato chips by an Ohio concern.

OUT AROUND

Things Seen and Heard on a Week End Trip

I had the pleasure of making two Out Around trips last week. Friday afternoon I undertook to call on those merchants in Belding and Greenville who had not yet sent in their claims for the return of the money they handed over to the Government during the past four years for oleo tax. I found the grocers and meat dealers in both places very appreciative of the service I undertook to render them. Belding business men were happy that they have two industrial establishments running to full capacity—the Belding Basket Co. and the Jay Petter hosiery factory. At first some people were not very appreciative of the efforts the Grand Rapids broker made to give Belding a valuable manufacturing establishment, but the payroll distribution of \$4,500 every two weeks has won the day for Mr. Petter and his associates in the undertaking. With these two institutions as a nucleus I believe the other vacant factories will be converted into hives of industry in the near future.

I found Greenville merchants quite disappointed over the failure of the Gibson Refrigerator Co. to function to its full capacity, as it did a year ago. I was told that the condition which confronts the company is inability to obtain financial accommodation at the banks—a condition which I find prevails in every city and town I visit. With President Roosevelt and nearly every other public administrator urging the banks to "loosen up" and furnish financial assistance to worthy institutions I am at a loss to understand why the banks take the stand they do and thus retard the return of normal conditions and good times. I am afraid this reticence on the part of the banks will deprive them of many friends who would come handy along with the resumption of business a little later.

F. H. McKay, grocer at 221 South Lafayette street, has been doing some corresponding on his own account recently and is receiving some very interesting replies. One reply is from Senator Couzens, who evidently has very little use for independent merchants. His reply is as follows:

Washington, April 17—I have your letter of the 13th, stating that it is reported that Germany locked up its chain stores because they considered them a bad thing for the country.

May I point out to you that I have not received one single complaint from any of my constituents except those in business themselves, complaining about the chain stores? In other words I have had no complaint whatsoever from consumers; that is, purchasers from the chain stores. Surely, if the millions of my constituents who patronize the chain stores wanted them put out of business, they would write me about it. I could not consider injuring the chain stores unless my constituents who patronized them expressed the desire to have them put out of business.

James Couzens.

Senator Vandenberg writes as follows:

Washington, April 17—This will reply to your letter of April 14. I am not

familiar with the bit of German history to which you refer—(unless it was part of the anti-Jewish campaign)—but I shall be glad to look it up.

The whole chain store problem is receiving careful study in Washington. Personally, I have always believed in decentralized American business and the maintenance of decentralized community life.

Warm personal regards and best wishes.

A. H. Vandenberg.

Congressman Hart, of the Eighth district, is evidently very friendly to chain stores, judging by his letter, which is on the theory of "Let George do it":

Washington, April 17—Replying to your letter of April 13, I wish to assure you that I am not in favor of any one monopolizing retail merchandising.

I believe the way to reach them is through local and state governments, rather than national.

M. J. Hart.

Leslie T. Barber, Montcalm county representative in the House of Representatives, is about as noncommittal as they make 'em, judging by his letter:

Lansing, April 17—Answering your letter of April 13, with reference to locking up chain stores, as has been done in Germany. This, as you know, would be an impossibility in the United States.

I have no doubt there will be a bill passed before this session is closed for a chain store tax which should put chain stores on the same basis with other merchants. However, the essential thing at this time which we must have, if the various governmental units from the local municipalities to the state continue to function, is a general sales tax.

There has been considerable opposition on the part of the retail merchants to the sales tax. The chain stores have taken advantage of this situation and, in hopes of being able to evade the chain store tax, have persistently lobbied for a sales tax.

Leslie T. Barber.

I am glad to be able to present these letters to my readers, because they are informative in character as showing the trend of the minds of the men quoted.

Saturday afternoon I made the acquaintance of a very interesting man in Wayland by the name of Warren Rankin, who formerly managed the Pet Milk Co. plant at Wayland. He subsequently was transferred to Kentucky, where he managed a Pet milk plant in that state. Liking Michigan better than Kentucky, he returned to Wayland, purchasing an eighty acre tract of swamp land in the Gun Lake district. He has since been raising carrots and onions. Last year he produced sixty-five carloads of carrots and twenty-five carloads of onions, on which he has not yet realized one penny.

I am informed that the bank at Wayland has paid off the \$39,000 it owed the R. F. C. and will soon be in a position to re-open for business.

At Shelbyville I was sorry to learn that D. D. Harris has suddenly discovered that he has a heart and that it is not in very good condition. Pending recovery, he is confined to his home. Mr. Harris will be 74 years old this month. He was engaged in the mercantile business at Shelbyville when I started the Tradesman, nearly

fifty years ago, and called on me about that time to discuss the establishment of a cheese factory. I told him where he could obtain an outfit which he subsequently purchased. I think he continued the production of cheese about thirty years. He has always been very popular with the trading community contiguous to Shelbyville. I hope to see him make an early and complete recovery.

Is Uncle Sam dishonest? I realize that many of my readers may be somewhat shocked over this question, but I think I can prove I am right by citing the manner in which he collected millions of dollars from the merchants of the United States for oleo tax, which the Federal Supreme Court recently held to be illegal. Did Uncle Sam then send an army of inspectors around to collect claims against the Government, so that the money illegally obtained might be returned? Not by a jugful. The merchants who were promptly penalized by Uncle Sam if they sold a pound of nut oleo without having obtained a tax receipt giving them authority to do so were left to shift for themselves. Thousands of the merchants will probably never learn that they are entitled to the return of their money. Michigan merchants would probably never have heard of the situation but for the alertness of the writer in digging up the decision in the court of last resort and notifying its friends in trade that they are entitled to the return of the money they paid to the Government under a wrong interpretation of the law. Considering how energetic Uncle Sam is in insisting on the payment of every penny due him, I think he is dishonest in not being equally active in acquainting his victims of the situation when the shoe is did not make any attempt to right the think of a man, a bank or a business house who was paid money not due and and not make any attempt to right the wrong? We would very soon come to a severe conclusion regarding the moral and legal status of the recipient. Why should we judge Uncle Sam by any other standard?

I am naturally very much amused over the manner in which merchants who are not subscribers to the Tradesman treat my calls on them when I leave them blanks which they can fill out and send to Detroit to secure the amounts due them. I have made it a rule of life to treat all merchants alike, whether they take the Tradesman or not. I suppose I am foolish to do this, but I have gotten so in the habit of helping people I am in a position to help that I keep on rendering assistance to all who need it, whether they appreciate it or not or whether they thank me or not. In most cases our non-subscribers accept the situation with apparent indifference by placing the blanks on a shelf and turning on their heels. At Otsego last Saturday I met a merchant of this type. Twenty years ago he met my suggestion that he subscribe for my paper with jibes. I have since watched his rating by the mercantile agencies and note he has made little progress. I had never since crossed his threshold until last Saturday when I handed him a

blank and told him it would bring him a check from Uncle Sam for \$27 if properly filled out and mailed to Detroit. He accepted the blank from my hand without a word. It takes all kinds of people to make a world.

Herbert B. Thompson, of the Detroit Better Business Bureau, sends me his plan of liquidating closed banks, which represents the work of two years by himself and associates. The plan is confined to seven closely written pages. I have not had time to digest it thoroughly, but hope to be able to do so during the coming week. The character of the man who is responsible for this effort entitles it to careful consideration.

I called on an attorney last week who has had much to do with the Federal courts, including several years as United States District Attorney. He spoke of my wholesale criticism of the grand jury system in this department two weeks ago. I asked him if I was right or wrong. "Both," he replied. "It saves the Government much money in looking up evidence in many cases. A man is indicted for some crime. He has no means of finding out who the witnesses against him are. If he is guilty, he will plead guilty. On the other hand, some of the men indicted are innocent and are subsequently acquitted by the regular court jury. It is true, as you say, that the disgrace attending the indictment clings to a man as long as he lives. That is the bad feature." My criticism was based mainly on indictments which were due to personal malice on the part of the prosecuting officers. I have never known a vicious and vindictive prosecutor to be removed from office because of his abusing the privilege of his office. The trial judge usually quashes such causes before they come into court, in which case the prosecuting officer seeks to secure vengeance in some other avenue of endeavor.

May 1 has come and gone. To me the day is forever memorable as marking the sixtieth anniversary of the introduction of Lee M. Hutchins to the drug business. The initial ceremonies took place in the drug store of Taylor & Cutter, of Ionia, with whom Mr. Hutchins remained until he removed to Detroit to take an important position in the wholesale drug establishment of James E. Davis & Co. in 1887—soon to be promoted to assistant manager. On June 13 Mr. Hutchins will face another anniversary—the thirty-fifth anniversary of his coming to Grand Rapids to take the position of credit man for the Hazeltine & Perkins Drug Co. A few years later he became manager of that establishment, which is now universally conceded to be the model wholesale drug house in America. This condition has been brought about by the ability and energy of Mr. Hutchins and the trusted lieutenants he has selected with great care and thoroughness to assist him in accomplishing this result. On Oct. 14 Mr. Hutchins will face still another celebration—the seventy-ninth anniversary of his birthday. Few men in this world have made the record Mr.

(Continued on page 23)

FINANCIAL

Commodity Prices Should Advance One-Third

During the past week the passage, by the Senate, of the Inflation and Farm Relief bills added fervor to the stock speculation and the market has been very strong. Evidences of business improvement continue but it is questionable as to whether or not this is seasonal as well as speculative enthusiasm, resulting from inflation. It is a question of normal recovery as against artificial stimulation.

It is believed that extreme inflationary powers will not be used by the President, that controlled credit inflation through open market operation will be attempted first. This program is considered as having good possibilities of success inasmuch as deflation is quite a ways along and banks are relieved of threats of gold withdrawals. There is, also, an indication that the government will attempt to aid in putting bank credit to work.

While it seems that business is vastly improved and likely to get better because of higher commodities and security prices, investors should bear in mind that the upturn is due to speculative enthusiasm. As mentioned in last week's article, many writers think that inflation legislation was put through by the President to take away from Congress powers that they might abuse. It seems, however, that inflation is absolutely here and that higher commodity and stock prices are bound to occur.

It appears as if the investor should immediately invest his money in commodities, real estate, speculative bonds and common stocks and that the salaried man should protect himself by purchasing additional necessities and stocking up on clothing for his family and further protecting himself by the purchase of real estate or signing of leases on rented homes.

It seems certain that commodity prices should rally as high at 33 1/3 per cent above present prices and the public would do well in taking advantage of this present low price on manufactured goods in addition to an investment program.

J. H. Petter.

Open Market Policy and Threat of Inflation

One of the basic claims made by the inflationists is that the threat of an increased price level will cause banks to lend more freely. It is maintained that if the Federal Reserve will buy \$3,000,000,000 of Government obligations, and this is backed up with a policy in Washington that prices have to rise, the member banks will be willing to finance almost anything that comes along. Those who take this position are ignorant of the most elementary principles involved. From the point of view of banks lending to business a threat of inflation is one of the greatest handicaps imaginable.

To support their position the inflationists say that the condition today is quite different than it was a year ago when the Federal Reserve carried through the greatest open market operation in the history of banking. That operation, we are told, failed because

people hoarded money in the form of currency, because a large amount of gold was exported, and, finally, because the banks had debts which they paid off with the new funds. Today with the gold embargo, restrictions on hoarding, and the banks comparatively free of debt it is said we would be certain to get an entirely different result.

The difference pictured between 1932 and today is correct only in its superficial aspects. The volume of rediscounts now is only approximately half what it was when the open market policy was initiated a year ago. Further, neither money hoarding nor an export of gold is available as a means of protection. Nevertheless, this does not mean that an open market policy would be any more effective. Quite the contrary, such a policy today would be, if possible, even more of a failure than the one a year ago.

This is because the policy would be introduced with the assurance that we are going to have inflation. How far this inflation will go and how long it will last, however, are questions which cannot be answered. Banks, accordingly, would be in a position where they could afford to make loans to business only in case they are willing to toss out the window the last shred of moral responsibility for the safekeeping of their depositors' funds and to take the most dangerous kind of a gamble. As compared with a bank making loans on the basis that we are going to have an inflationary increase in prices, having them bet on horse races with our money would be a conservative practice.

Consider, for example, what the position of a bank would be if it made a large volume of loans running for sixty or ninety days and the inflationary rise broke before the maturity of the credits. Quite obviously the institution would find that it was in a hopeless mess and instead of having loans which could be paid off at maturity it would possess the worst kind of a frozen portfolio.

Instead of the banks viewing the artificial raising of prices with favor, accordingly, they must recognize such a process as creating a situation in which their whole business is converted into a poker game. The only increase in credit which they can afford to give is for the financing of speculation, and even this is filled with danger. A large open market policy with the threat of inflation, therefore, will not cause more credit to be available to the ordinary business man. Rather, it will be of value only to the speculators. Judging by the action of Washington in the last two weeks, however, this will be favorably viewed, for apparently the Administration finally has decided that the real "forgotten man" in this country whom they must rescue is the speculator.

Ralph West Robey.

[Copyrighted, 1933.]

Nourishine Manufacturing Co., Los Angeles, vendor of "Nourishine," a hair dye and coloring treatment, agrees to discontinue representing that the product will restore gray hair to the original color, banish dandruff, invigorate the roots of the hair and promote hair growth, when such are not the facts.

A. & P. Sells Dead Mouse in Tea

The A. & P. Co. has lost another case in which a verdict against it was upheld by the Pennsylvania Supreme Court. The charge was selling tea which contained a decomposed mouse that poisoned a woman.

This case arose in one of the A. & P. Co.'s Pittsburgh stores and it was brought by Daniel Madden and his wife, the wife being the one who was poisoned. Mrs. Madden, one of the plaintiffs, testified that she purchased from the defendant at one of its retail stores one-half pound of mixed tea—Oolong and Gunpowder; that one variety was taken from a can and the other from a bin with a scoop and mixed by the clerk and the mixture placed in a paper bag and sealed with glue paper; that she took the bag home and a short time later opened the seal, reached in the bag with her fingers twice and removed sufficient tea to make several cups; that she then took a can which she had previously bought from defendant for the purpose, wiped it out, dumped the tea into it, placed a tight lid on the can and set it in the cupboard; that she brewed several cups for the evening meal of which her son drank part of one and she consumed three, two with her supper and a third when she finished her dishes; that the first cup had a bitter or sour smell and she thought she had made it too strong; that the third cup was darker and "stronger in the taste"; that shortly after drinking the tea she was nauseated, became sick at her stomach, after going to bed she vomited violently, and on the third day called a physician; that she was ill three months and had the attention of two physicians part of the time. She further stated that on the second day she opened the can containing the tea and noticed a foul odor; that she called her husband who found a mouse in the tea; and that, in her words, "The mouse was all crushed and it had a green color. I think it would be dead about a week or ten days because it was sort of kind of dried up. It was getting sort of dried—maybe longer than that." One of the

attending physicians called by the plaintiff testified that in his opinion the illness came from drinking the tea with the mouse in it.

The A. & P. Co. contended at the trial that there was no evidence that it had been negligent in any way, but the court applied the fixed rule that when food is sold at retail, an implied warranty goes with it that it is fit to eat or drink. The jury rendered a verdict for the woman which was upheld on appeal.

White Elephant Sale

To get rid of its "dead-head" merchandise, a "White Elephant Sale" was conducted by a store in the Southwest. A four-page advertisement, headed "White Elephants Among Our Souvenirs," was run in the local newspaper. The quality and condition of the merchandise was described humorously, but with perfect candor. Old and shopworn merchandise; items no longer in style, etc., were listed for what they were. It is reported, however, that most of it had been taken before noon on the day of the sale.

BUYING AN INTEREST in SILVER FOAM Brewing Company

Means an
Interest in
a Going Concern.

Honestly
Capitalized.


OFFERING PRICE
\$1.00 Per Share.

Send for Circular
SILVER FOAM BREWING CO.
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Analysis of any security furnished upon request.



J. H. Petter & Co.
Investment Bankers
343 Michigan Trust Building
Phone 4417

 West Michigan's oldest and largest bank solicits your account on the basis of sound policies and many helpful services . . .

**OLD KENT
BANK**
2 Downtown Offices
12 Community Offices

C. B. Kelsey, Investments

INTELLIGENT SUPERVISION OF HOLDINGS

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

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

Thirty-Six Other Sales

As will have been noticed, all the ideas described in this issue have in them certain elements of freshness and originality. These are important qualities—they attract attention. However, the name or idea given a sale must always be secondary to the values offered, and to the manner of conducting the sale. Year after year certain old stand-bys continue to be successful because of good merchandise and good merchandising. As reminders, this list of "old reliables" is included: Anniversary sales, Basement sale, Birthday sale, Business Promotion sale, Consolation sale, Department Managers sale, Dollar Day sale, Easter sale, End-of-Month sale, "Ensemble" sale, "Factory to You" sale, February sale, Founders sale, Golden Jubilee sale, House Cleaning sale, Investment sale, January sale, July sale, Manufacturers' Outlet sale, "Men's Only" sale, Mill End sale, Nine-Cent sale, Oddment sale, Odds and Ends sale, One-Cent sale, Room-Making sale, Rummage sale, Sample sale, Slack Hour sale, Spring sale, St. Patrick's sale, Vacation sale, Weather sale, Week End sale, White sale.

Adequate Stock Must Be Maintained

We do not wish to keep an extra large stock of merchandise on hand. By buying in smaller quantities we can keep a greater variety with the same amount invested and have our money do double duty in that manner. But we must remember that we cannot make a profit on articles not in stock. We cannot sell and make a profit on articles that "we are just out of today." Watch your stock with an eagle eye. Keep a want book and use it. Purchase enough to last until another shipment can arrive. People like to trade at a store which has what they want and when they want it.

The evil of idle dollars tied up in surplus "deals" in the store room is no worse than the idle empty space on the shelf or counter. You cannot make a profit on the things you haven't got.

Sam Sugarsax.

Proceedings of the Grand Rapids Bankruptcy Court

In the Matter of J. Amuel Baltzer, Bankrupt No. 4938, final meeting of creditors was held under date of April 3, 1933. Fred G. Timmer, trustee was present. Campbell & Campbell were present as attorneys for the bankrupt. K. B. Mathews was present representing certain creditors. Trustee's final report and account was approved and allowed. Balance of Bills, notes and accounts receivable was sold to Clay F. Olmstead, of Ludington, Mich., for the sum of \$5.00. An order was made for the payment of expenses of administration, preferred claims and for the declaration and payment of a first and final dividend to general creditors of 4.7%. Certain creditors appeared by attorney and indicated opposition to bankrupt's discharge. It was therefore determined that no certificate be rendered either for or against the granting of said discharge. Final meeting adjourned without date.

In the Matter of Hilton A. Piper, Bankrupt No. 5176, first meeting of creditors was held April 18, 1933. The bankrupt was not present but was represented by Warner, Norcross & Judd, Attorneys. Creditors were represented by Butterfield, Keeney & Amberg, Attorneys. By agreement the matter was adjourned to May 4, 1933 at 10:00 A. M., Eastern Standard Time.

In the Matter of William Den Braber, Jr., Bankrupt No. 5182. The first meeting of creditors has been called for May 5, 1933, at 10 A. M. Eastern time.

In the Matter of Whitney E. Vance, Bankrupt No. 5186. The first meeting of creditors has been called for May 5, 1933, at 11 A. M. Eastern time.

In the Matter of Oscar H. Packard, Bankrupt No. 51184. The first meeting

of creditors has been called for May 5, 1933, at 11 A. M. Eastern time.

In the Matter of Halsted and Doornenbal, Bankrupt No. 51181. The first meeting of creditors has been called for May 5, 1933, at 2 P. M. Eastern time.

In the Matter of Walter H. Brooks, Bankrupt No. 570. The first meeting of creditors has been called for May 8, 1933, at 10 A. M. Eastern time.

In the Matter of Fred E. McNitt, Bankrupt No. 5187. The first meeting of creditors has been called for May 8, 1933, at 11 A. M. Eastern time.

In the Matter of Frank Bucher, Bankrupt No. 5185. The first meeting of creditors has been called for May 8, 1933, at 2 P. M. Eastern time.

April 22, 1933. We have today received the Schedules, Reference and Adjudication in the matter of Ernest Thomas Baldwin, Bankrupt No. 5110. The bankrupt is a resident of Cannon Township, Kent County, Michigan, and his occupation is that of a farmer. The Schedule shows assets of \$5,335.26 of which \$4,854 is claimed as exempt, with liabilities of \$11,526.58. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

April 22, 1933. We have today received the Schedules, Reference and Adjudication in the matter of Harold Smitter, Bankrupt No. 5189. The bankrupt is a resident of Grand Rapids, Michigan, and his occupation is that of a truck driver. The schedule shows assets of \$30.00 of which the full amount is claimed as exempt, with liabilities of \$1,291.66. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

April 24, 1933. We have today received the Schedules, Reference and Adjudication in the matter of American Paper Chemicals, Inc., Bankrupt No. 5191. This concern is a Grand Rapids Corporation and the assets are located at Kalamazoo, Michigan. The schedule shows assets of \$20,800.00 with liabilities of \$4,740.21. The first meeting of creditors will be called and note of same made herein. The list of creditors are as follows:—

Associated Truck Lines, Kal'zoo—	\$ 2.87
Asbestos Service Co., Kalamazoo—	1.78
Arctic Dairy Products Co., Kal—	27.00
Bond Supply Co., Kalamazoo—	296.43
Booth Bros., Sault Ste. Marie, Mich	100.00
Birmingham & Prosser Co., Kal—	1.50
Chas. G. Bard, Kalamazoo—	50.57
Bixby Office Supply Co., G R—	2.70
Consolidated Ashcroft Hancock Co., Bridgeport, Conn—	134.14
Clover-Leaf Motor Truck Transportation Co., Detroit—	1.59
The Creamery Package Mfg. Co., Chicago—	45.48
Consumers Power Co., Kalamazoo	348.57
Columbian Storage & Transfer Co., G. R.—	1.38
DeSmit Sheet Metal Works, Kal—	57.67
D R C Foundry Co., Kalamazoo—	208.35
The C H Dutton Co., Kalamazoo—	6.55
Dunkley Co., Kalamazoo—	30.76
Frank Enrick Mach Co., Kal—	9.75
Electric Construction & Mach Co., Kalamazoo—	62.07
Ernst & Ernst, Grand Rapids—	237.50
Ernest Wise, Kalamazoo—	28.16
Fidelity Corp. G R—	800.00
Viscosity Oil Co., Kalamazoo—	6.90
Filer Fibre Co., Filer City, Mich—	19.50
Vruwink Printing Co., G R—	21.70
Galloup Pipe & Supply Co., Battle Creek—	20.90
Globe Mfg Co., Kalamazoo—	2.00
Gandy Belting Co., G R—	30.19
A D Hughes Co., Wayland, Mich—	74.19
City Treasurer, Kalamazoo—	30.80
Hazeltine & Perkins, G R—	12.31
Dr. Edgar A Honey, Jr., Kalamazoo	3.00
The Hollow Center Packing Co., Cleveland, O—	12.10
Kalamazoo Vegetable Parchment Co., Kalamazoo—	.36
Kal. Awning & Tent Co., Kal'mazoo	11.50
Link-Belt Co., Chicago—	3.97
Mundet Cork Corp., Hillside, N J—	35.80
Mich. Lithographing Co., G R—	9.75
Mich Interstate Motor Freight Co., Kalamazoo—	8.64
M & T Battery & Electric Co—	1.75
Mich Bell Tele Co., Kalamazoo—	67.42
Olmstead Agency, Kalamazoo—	28.21
Ed Oosterling, Kalamazoo—	1.00
The Procter & Gamble Dis. Co., Detroit—	298.50
Paper Makers Chemical Corp., Wilmington, Del—	21.86
Perry Testing Laboratory, Detroit	12.00
Standard Oil Co. G R—	10.25
E. H. Sargent & Co., Chicago, Ill—	60.49
The South Side Lumber & Fuel Co., Kalamazoo—	342.88
Ralph Ernest Seeger, G R—	100.00
Factories, Inc., Kalamazoo—	1048.32

In the Matter of George McCullom, Bankrupt No. 5050. The final meeting of creditors has been called for May 9, 1933, at 11 A. M. Eastern standard time. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

In the Matter of Jacob E. Arney, Bankrupt No 5021. The final meeting of creditors has been called for May 9, 1933, at 2 P. M. Eastern standard time. The trustee's final report will be approved at such meeting. There probably will be a dividend for general creditors.

(Continued on Page 19)

Home Baker Flour

The Ideal Family Type

Fancy Quality

Low Priced

Satisfied Consumers

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

Sold by Independent Dealers Only.



LEE & CADY

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.

Must Get Facts in Order To Think Straight

A recent meeting was held by various milk distributors on the invitation of officers of a local grocers' association, the effort being to devise some scheme to correct present evils. Of course, there was plenty of loose talk, but after that discussion was narrowed to certain basic fundamentals, by the quiet remark of one grocer. He said:

"Gentlemen, it is conceded that producers are not getting enough, that they want more. We agree that distributors are making nothing on the present basis and there is no argument that grocers who now sell milk at from one cent to five cents per quart are losing money.

"But there is nothing to be gained by sitting here figuring a total based on what producers sought to have, plus normal margin for distributors and grocers. We can not hope to attain ideal conditions all at once, for the reason that right now there is an overwhelming surplus of milk. What we may hope to do is achieve some improvement—reduce actual losses—at first, and that we may begin to do if we start from the right end.

"Let us begin with thinking of what consumers generally will pay and yet drink milk freely—more freely than now. Then that figure can be split among us, not profitably at this time, but, as I say, so losses may be reduced."

The speaker then advanced the suggestion that the consumer probably would use milk freely at 7c per quart. The grocer could then take 1c and the distributor another cent, which would leave 5c for the producer—and that would make a good start.

Several of the better grocers present fell in with this suggested scheme. Then the chairman of the meeting, a local association official, said, "O, but that won't do. Grocers need not less than 1½c a quart, and some of our members can not get by even on that, because the average expense is about 16 per cent. and many have 18 per cent.

Let us leave the meeting now and consider such statements. A most discouraging fact is how such half-baked thinking persists. It is the most serious obstacle to real progress among ordinary grocers. Only those capable of reasoning far beyond such elementary factors—like, for example, the speaker quoted at length above—can possibly be kept in business.

For, like what the first speaker said—that we must start with a price on which milk will sell—here are some other facts in skeleton form:

1. That no general average of expense can be charged against rapid-turning, basic staples. Such items move profitably on a margin less than the average expense.

2. That with exceptions so few as to be negligible, the grocer whose expense is 18 per cent. can not hope to survive and the association which attempts to carry men of that class will find itself waterlogged in short order.

3. That only a select few grocers can get by whose expense is 16 per cent.

Exceptional grocers, a few of them, run along right now with average expense at 18 per cent and higher, but they are exceptional in character of trade, in the range of their stock and service, in the peculiar ability of the men at the top. One such I know has never passed a dividend, but let grocers generally hesitate to class themselves with such men, for they are really few and far between.

In the same regions where such grocers operate are family service grocers whose expense ranges 10 to 11 per cent. Such a grocer can make fine money on an average margin of 15 per cent. But such a man is likewise exceptional, and one of his points of difference is this: That if you should go to him to buy, you might find that he did not want your trade and would politely but firmly tell you so.

If that sounds odd, let me say that it indicates to my mind what grocery associations soon must do: cross examine applicants to see whether they have any right to be in business before they take them in.

The average gross margin, taken across country right now is 17 per cent. and expense averages 13 per cent. or under. How can anyone carry men whose average expense is 18 per cent.?

Individual market men, who run their own business individually, either with or without voluntary purchasing connections, were operating last June in Los Angeles and making money at 15 per cent. gross; and that applies to the entire line of groceries, meats, fruits, vegetables, bakery goods and all other items regularly grouped today in any general market.

The latest news from Newark, New Jersey, is that the former Piggly-Wiggly man who is running the Big Bear says flatly that he can operate on 9 per cent. gross and make money.

I am stating facts without much comment. Anyone can do his own thinking thereon. My urgent suggestion is that grocers bestir themselves and give real consideration to such facts and factors. For economics has a way of ruling that merchandise shall eventually travel from producer to consumer by the shortest route.

One line of work toward betterment is indicated in a story recently told by the Stroller in the Philadelphia Grocery World. He writes of what he saw in a grocery store, thus:

"A woman came in and I saw what she bought: three can's of Campbell's soup, a carton of cigarets and three tins of milk. She charged 'em.

"'Well, Bill,' says I, 'there's a good day's work right there.' 'Huh,' he says, 'I guess so!' 'Between the two of us, Bill, how much did you make on that order?' 'Make?' says he, 'I figure I lost 13 cents.' 'What you mean is that if that dame hadn't come in you'd be 13c better off?' 'That's right.' 'Well, why in heck do you do it? There ain't any law to make you sell stuff for less

than cost, is there?' 'I have to do business, don't I?' 'You don't have to do that kind of business, by gosh!' 'Well, I have to keep people coming in here, don't I?'

Then Stroller related how a customer of his went over his list of customers for those who paid him profits. Selecting those whose business did not pay, he told his clerks to charge them regular prices on all specials and let them stay away if they did not like it. It was not easy to do, but he got rid of them and found he made money by it. But "Bill" argued that he could not sell stuff at regular prices—"Couldn't be done."

"It could be done. It is done. I do it," rejoined Stroller. "Would I go on selling you month after month if there was no profit in it?"

"You're crazy," rejoined "Bill"—which is about as intelligent an answer as his kind of grocer ever makes.

The story takes me back more than twenty years, when this grocer went through the same process of examining customers' accounts, selecting those that were profitable; then making the rest profitable or getting rid of them.

And like Stroller, I answer it can be done and that business benefits from

the doing. Such selection is just one part of the job of any grocer who expects to make money out of his business; and, believe it or not, it works magic in any store. If this seems odd to you, look about you at the plain fact that some grocers make money every month in every year.

Paul Findlay.

Replacements now will aid in gaining first place later.

Some day scarcity will throw buyers into panic.



do so many doctors say:

"CARNATION MILK for babies"?

Many baby specialists are prescribing Carnation Milk. They know they can depend on its pure, nourishing goodness. And mothers, when Carnation Milk is prescribed, must follow the doctor's orders. . . . Hold the good-will of these mothers. It's valuable to you. Be sure you have Carnation Milk on hand.

Carnation Milk

"From Contented Cows"



WORLD'S LARGEST-SELLING BRAND OF EVAPORATED MILK

FRIGIDAIRE
ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS

WITH FAMOUS COLD CONTROL AND HYDRATOR

All Models on Display at Showroom

F. C. MATTHEWS & CO.
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FOOD DEALERS!

BECAUSE THERE IS AN EVER-INCREASING DEMAND FOR POSTMA RUSK FLAVOR AND GENUINE GOODNESS, YOU ARE URGED TO "CASH IN" ON POSTMA POPULARITY AND CLEAN, STEADY PROFIT-MAKING. KEEP STOCKED!

POSTMA'S GOLDEN CRISP RUSKS!

Made by the

POSTMA BISCUIT CO. . . GRAND RAPIDS, MICH.

MEAT DEALER

Future of Egg Business Regarded as Uncertain

The rapid increase in visible stocks of eggs, the continued increase in country collections and the maintained prices do not seem to balance satisfactorily, a situation which raises a doubt in ultimate stability in the egg trade.

Dealers in eggs are undoubtedly keyed up at the moment. They are not inclined to disregard governmental influences, particularly the seriousness of inflation in its relation to a probable price boom. Should inflation develop along the lines generally anticipated at the moment, it is not difficult to understand the reason for so many interests storing eggs—that is, using their reserve funds for the purpose of shelled accumulation.

During the storing season in 1932, a most conservative trading policy was adopted. Prices, as a result, were held at attractive levels and storage accumulations were at a minimum comparatively. At that time consumption of eggs in rural districts was undoubtedly much in excess of this year and there was evidence to show that home demands in distributing centers were also measurably enlarged because of the attractive prices.

Consequently, with storage stocks sharply larger, it is reasonable to believe that consumption of eggs is under last year.

Analyzing the statistical position of the moment brings out the fact that the recent government monthly report on storage holdings showed an excess of 1,121,000 cases compared with last year. The total holdings in the country on April 1 aggregated 1,821,000 cases. This compared with a five-year average of 1,294,000 cases.

The rate of storage movement since the opening of April has been fully sustained. At this time there is a large and pressing excess and all indications lead many operators to predict an excess above 2,000,000 cases at the peak this year. Analyzing this indicated supply in the light of all facts, there is reason for some doubt. In the first place it is to be remembered that much of the buying is and has been, prompted by the belief in inflation. In the second place, just so many eggs have been consumed during the past few years regardless of price, and in the third place the eggs this year are being stored by varied interests and holdings greatly scattered.

Another fact which has been proved in past performances of the egg market is that best years have resulted from concentrated holdings. That is, the supply in storage was in the hands of just so many dealers and no more. During the past ten years at least fewer hands in the distribution of storage eggs have led to profitable terminations.

All in all, the future of the egg trade is still a question, a mystery so to speak. Prompted by the inflation wave, many dealers talk bullish and operate accordingly. Based on supply alone the egg situation seems topky. But in the light of all facts there is need for caution in that the eggs are available

and a reduced competition for the supply would not greatly reduce accumulation, although it would undoubtedly lead to more attractive trading levels, at least a partial insurance against losses during the season of distribution.

Egg handlers have faith in governmental developments and it is this faith which is mainly responsible for the general investment wave and the constant talk of higher prices to the close of the current year.—Joseph M. Cohen in Chicago Journal of Commerce.

Questions and Answers of Interest To Grocers

No. 1. Question: Will bananas sell faster when displayed in "hands" or by hanging the full stems in the display window?

Answer: Many careful tests have proven that bananas will sell faster with less loss and greater profit when displayed in "hands" each of which carries a price card.

No. 2. Question: Why do labels carry the warning to remove contents from the can as soon as the can is opened?

Answer: Some canners believe that food in an open can, a part of which has been consumed, presents a less attractive appearance than if the food were transferred to a dish of suitable size.

No. 3. Question: Does rust on a can indicate spoilage?

Answer: Not unless the rust has penetrated the can and caused a leak.

No. 4. Question: What is the technical definition of ginger ale?

Answer: Ginger ale is the carbonated beverage prepared from ginger ale flavor, harmless organic acid, potable water and a sirup of one or more of the following: sugar, invert sugar, dextrose, with or without the addition of caramel color.

No. 5. Question: What is meant by book value?

Answer: Book value is usually cost price less depreciation, or an estimate of what the business would bring at a liquidation sale.

No. 6. Question: Is it proper to charge the business with rent when the merchant owns the building?

Answer: Yes. A merchant should realize something on his investment and charge the business with a rent in proportion to the rents of other stores in the same locality.

No. 7. Question: When did the barber pole come into use and what does it mean?

Answer: The barber pole dates back to the early middle ages when barbers were also surgeons and dentists. The two spiral ribbons painted about the pole represent two long fillets or bandages, one twisted around the arm before bleeding and the other to bind it. At first real bandages were used, but later for convenience the pole was painted.

No. 8. Question: What kinds of sweet corn make the best packs for canning?

Answer: The Department of Agriculture says that the following kinds make the best packs of canned corn: Country Gentlemen, Golden Bantam, Golden Giant, Improved Golden Ban-

tam, Bantam Evergreen and Charlevoix.

No. 9. Question: What precaution must be taken with cinnamon?

Answer: Since cinnamon deteriorates when exposed to the air it is important that the package remain closed at all times.

No. 10. Question: What are truffles?

Answer: Truffles are a fungus growth, that grow a few inches underground. They grow something like

potatoes, apparently without root or leaves, and thrive in chalky or clayey ground. Efforts to grow them commercially have not been successful.—Kentucky Grocer.

Here then are my three business truths: Profits are in goods delivered—not in orders; tell the truth to your banker and make him believe in you; let your men know that you work harder than they do.

Demand Increasing for MICHIGAN APPLES WITH FLAVOR

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

KENT STORAGE COMPANY
GRAND RAPIDS MICHIGAN

Rademaker-Dooce Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

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

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



A complete line of canned vegetables and fruits

HARDWARE

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

Catering To the "Kitchen Shower" Trade

The June wedding gift trade is, or should be, a considerable factor in the hardware business at this season of the year. It is quite true that weddings occur at all seasons, and that gift lines are saleable all the year round; but June is the recognized month of brides and provides a splendid opportunity for the hardware dealer to emphasize the gift possibilities of his stock.

Now is a good time to plan for this June business. But a preliminary to featuring gift lines for June is the featuring of those lesser articles which constitute "shower" gifts.

The "shower" is a recognized pre-nuptial function. Some friend of the bride-to-be puts on a little party for a number of the remoter friends—folk not likely to be invited to the wedding, yet who appreciate the opportunity to get together, have a jolly evening, and remember the prospective bride with some inexpensive gift. The bride is there to receive congratulations. Often several showers are held in honor of a prospective bride. Linen showers and kitchen showers are the most popular; and the "kitchen shower" falls within the hardware dealer's scope.

A considerable share of the local "shower trade" will probably come to the hardware store anyway; but additional trade can be secured by judicious newspaper and display advertising. This may advantageously be timed early in May—since the fore-handed hardware dealer will wish to start his June bride publicity in advance of the month, say between the middle and end of May.

Coincidentally, the outfitting of the new home is also an important matter for the hardware dealer, whose stock includes so many of the essentials; and it is quite possible to tie the two ideas together in your publicity.

A "shower window" can be put on toward the middle of May, or even a little later. The figure of a June bride, an umbrella over her head, with a "shower" of small articles suspended from the top of the window by invisible wires and scattered about the floor of the window, is a stunt frequently used to good advantage, and adds effectiveness to any display.

The display should carry out some idea worth getting across to your public. A great thing is to impress the public with the gift possibilities of the hardware stock. Hence, the stocky type of window is usually good.

For instance, a display can be devoted to "Suggestions for Kitchen Shower Gifts." The aim of such a display should be to show as comprehensive a variety as possible of small and low priced articles suitable for shower gifts. Naturally, the recognized kitchen utensils should all be included; but the hardware dealer who knows his stock can work in a lot of little items that might easily be overlooked.

Or a window trim might take as its topic "May Showers for June Brides." The slogan, incidentally, is a good one—a paraphrase of the familiar "April Showers Bring May Flowers." Such a window should aim to suggest a wide variety of showers in addition to the traditional "kitchen shower."

Thus, the display could show a variety of aluminum utensils with the show card, "Why Not an Aluminum Shower?" or electrical devices with "An Electrical Shower Is Just the Thing" or granite ware or wooden ware or cooking utensils or small articles of hammered brass or crockery if you handle these lines. A good many hostesses are anxious for novelty and if you can suggest some new sort of shower you will reap the benefit in added business.

The young people on your sales staff can quite often do some helpful work in a quiet way. Usually they belong to church and social organizations of one kind and another; and are apt through these contacts to get early information as to prospective weddings. With this information the next step is to find out who of the bride's friends are likely to entertain for her; and the tactful salesman can sound them out as to prospective showers. And, of course, suggest new ideas—the aluminum shower, the electrical shower, or some similar hardware feature.

Some dealers have gone to considerable pains to handle this business so as to help gift purchasers avoid that bane of such events—the duplication of gifts. One dealer put a tactful young clerk in special charge of this department. He had mimeographed tally sheets with gift suggestions. The bride's name would be noted at the top of the sheet. When a purchase was made, the item was checked off. Suppose somebody wanted a gift for an electric shower for Miss So-and-So. The clerk glanced at his list. "An electric iron? I guess that's been bought already. But here's a nice little bedroom lamp. Or how about a toaster?"

The hardware dealer might of course have saved trouble by selling electric irons to everybody, and then exchanging them afterward. But the check-list system he adopted gave an excellent and appreciated service. The purchaser had the assurance that, so far as that store was concerned, his gift would not be duplicated. And the fact that such a service was given by Blank's Hardware Store tended to draw business in this particular line.

Some dealers have got good results from a "Bride's Assistance Department." The department is revived early in May. Circular letters are sent out to prospective brides, tactfully volunteering the assistance of the store in selecting necessary articles for the new home.

A tactful approach is essential. The appeal of the circular letter should not be too obvious. The best plan is to establish yourself and your store on a friendly footing with the recipient. If the contact can be established personally by yourself or some member of your staff, so much the better. You stand in the best position, of course, with young people whom you have known for some years and who have come to appreciate your friendliness

and to rely on your judgment and who will naturally turn to you for suggestions and advice in outfitting the new home.

Catering especially to trade in this way involves some departure from routine storekeeping. But in times like these routine storekeeping is not enough; the hardware dealer must be prepared to put forth special efforts to secure trade.

Victor Lauriston.

Kitchen Utensil Demand Limited

Uncertainty over the trend of prices in the small housewares industry brought active buying to a halt in the wholesale market this week. Buyers have held up their orders awaiting definite word from manufacturers regarding prices, but the producers are still marking time until the extent of the present inflationary movement can be accurately judged. At the present time manufacturers of kitchen utensils and similar wares are filling small orders for immediate delivery at regular Spring prices, but are refusing to book advance business.

How To Keep From Growing Old

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Digging in is the only way to dig up orders.

Welcome These Men they may save you money

When one of the Federal Mutual representatives calls on you — welcome him. He has come to help you with your insurance problems and to explain the Federal's plan of protection. Each of the men listed to the right is thoroughly experienced in the fundamentals of insurance. He will be glad to intelligently audit your insurance policies without any obligation. He will make recommendations that will be of benefit to you and the protection you carry on your business. One of these men is near you, possibly your neighbor. If he hasn't called, telephone or write to him for full information about the Federal Mutuals. He can place your fire and windstorm insurance in sound companies that have saved policyholders substantial amounts on the cost of their protection for over a quarter of a century.

G. J. DIAZ

Box 239
132 Rockwell St.
Jackson, Mich.

H. F. GILLASPY

Box 375
Marquette, Mich.

R. M. HARDEN

Box 270
817 Congress St.
Saginaw, Mich.

P. F. KARNER

180 East Huron St.
Pontiac, Mich.

H. W. LUCE

Union Guardian Bldg.
Detroit, Mich.
Telephone Cadillac 8140

C. H. MARSH

Box 1001
1942 Oakland Drive
Kalamazoo, Mich.
Telephone 6927

C. A. STOCKMEYER

4800 Spokane Ave.
Detroit, Mich.
Telephone Garfield 8148

JAMES TIMMER

1161 Alexander
Grand Rapids, Mich.
Telephone 73645

Federal Hardware & Implement Mutuals

Retail Hardware Mutual Fire Ins. Co.
Minneapolis, Minnesota

Hardware Dealers Mutual Fire Ins. Co.
Stevens Point, Wisconsin

Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

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.

Hollow Ware Market More Active

Interest in metal hollow ware of all kinds increased in the wholesale market this week as buyers for retail stores began purchasing late Spring requirements. Early orders for June goods were received by producers of sterling silver and of plated ware. Articles to retail under \$15 are still of paramount interest to buyers of sterling, although a fair volume of purchasing was done in the ranges up to \$30. Pewter and plated hollow ware calls are limited to goods priced below \$10 in most instances. Manufacturers have produced only a few new numbers for the late Spring trade because of the small amount of business done this year.

Return of Beer Hits Tea Set Sales

Only a limited selection of iced tea sets will be offered by manufacturers of table glassware this season. The advent of beer has killed most of the interest in tea sets and buyers are calling for specially designed beer pitchers and mugs instead. The tea set demand formerly constituted a major part of table glassware production at this season of the year. Producers are moving cautiously in designing the beer sets, as new molds are expensive and the manufacturers are not sure at this time whether beer consumption figures will hold up once the novelty wears off.

Taupe Lead Fall Woolen Hues

Taupe tones and dark neutral gray are featured in thirty-six woolen shades for Fall, by the Textile Color Card Association. Brown taupe and mole taupe receive special emphasis as do smoke brown and beige taupe. In the grays, cartridge gray is stressed. Browns, particularly in reddish effects, were also outstanding. The range includes burnt brown, Chona and liqueur brown. Complementing the browns and toupes are a group of new beige hues. Hempbeige was described as the Fall version of the string color now receiving much attention for Spring.

Swim Suits, Rayon and Denims Up

Various textile advances instituted during the week have been followed up by important producers. The Suffolk Knitting Co., one of the leading knitted outerwear producers, advanced plain worsted and zephyr swim suits and men's and women's ribbed sport coats 50 cents to \$1.50 per dozen. The du Pont Rayon Co. raised prices on its viscose process yarns 3 to 10 cents per pound, in line with the advance made by the Viscose Co. on the previous day. Denim prices were moved up ½ cent to a basis of 9½ cents for the 2.20-yard construction, covering June and July delivery.

Price Uncertainty Slows Rug Sales

Uncertainty over prices and a reluctance on the part of importers to accept orders until the dollar's position

in international exchange becomes more settled, hampers trading in the imported rug market. Although most importers are quoting prices fifteen per cent. above those of last week, they show a reluctance to sell goods even in small lots and reject requests for large quantities of merchandise. No orders for future delivery are accepted. Importers say they hope to be in a position to quote firm prices by the middle of next week.

To Push Men's Summer Wear

The first week in June was chosen for opening the retail Summer season in men's wear at a luncheon meeting last week of the men's and boys' wear committee of the merchandising division of the National Retail Dry Goods Association. Full co-operation will be given plans to make men more style conscious and the meeting endorsed the movement in which manufacturers will spend \$50,000 to signalize Father's Day on June 18. Leading men's wear retailers attended the meeting, which was presided over by J. Wesley Heare of Montgomery, Ward & Co., chairman of the committee.

Blanket Prices Up 5 Per Cent.

Further price advances in various textile lines have been announced. The Nashua Manufacturing Co. raised prices 5 per cent. on its part-wool blankets containing not less than 5 per cent. wool and those having less than 25 per cent. Leaksville blankets were moved up a similar amount on all styles. Cannon Mills shortened discounts 5 per cent. on fine-count muslins. Some wash goods houses marked up quotations 2 cents a yard from the low point on plain color rayon taffetas, which can be carried over from one season to another.

More Rug "Drops" Bought

Facing the prospect of higher prices for hard-surface floor coverings, retailers have taken increased quantities of "drop" patterns of both the linoleum and felt-base rugs. The "drops" released a few days before the country went off the gold standard are priced at 5 to 15 per cent below regular Spring levels. Manufacturers say that the call for goods has increased in the last three days and that at the present rate of buying the stocks of discontinued patterns will be cleared before the close of the week.

Glass Trade Makes Steady Gains

The steady improvement in the demand for flat glass, heavy production of beer bottles and a healthier demand for better-grade table glassware gives every indication that April will be the best month of the year for the glass industry. What proportions the normal demand for beer bottles will have still is uncertain and will be until the situation stabilizes. The better grades of pressed glass tableware, especially types of hotels and restaurants, are in excellent demand.

Onyx Raises Swim-Suit Prices

Price advances ranging from 50 cents to \$1.50 a dozen on bathing suits have been announced by the Onyx Knitting Mills. The plain worsted numbers are increased 50 cents to \$1 per dozen, while the zephyr styles are marked up 75 cents to \$1.50 per dozen. Officials

at the local selling offices attribute the advance to the higher yarn prices now prevailing, which is created by the rush for goods from mills. It is expected that other mills may follow the Onyx action shortly.

Advertising can fight adversity.

The extensive experiments with unemployment insurance, which have been undertaken in other countries, as well as the limited experiments in this country, present convincing evidence that, for unemployment in all its aspects, insurance is not a proper solution.

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.



SOMEONE IS ABOUT TO GET A JOB

A job is open! The employment manager runs through his list of qualified men and considers several. One of them has a telephone and can be reached quickly. He gets first chance.

Other things being equal, the applicant or former employee who can be reached by telephone is quite likely to get first call.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

Los Angeles and Santa Barbara Earth Quakes Compared

Los Angeles, April 29—In a letter received from Elmer H. Dearth, a substantial citizen of Detroit, he tells me he is making preparations to move back to Minnesota, after a residence in the Motor City for over twenty years. I have had the honor of the acquaintance of this gentleman for at least forty-five years or more. He began his career in Minnesota publishing a country newspaper, entered into politics at an early day, and, after filling several local offices of trust, became state insurance commissioner, a position he held for several years, going from there to Detroit where he assumed the duties of president of the General Casualty Co., retiring a few years ago. It seems as though we had always been friends. I sold him his first newspaper outfit and have kept up with him ever since, literally placing my feet on his desk when he was an insurance official. He has a most interesting family—grown up now—and a most charming wife, all of whom have added to my pleasure while visiting Detroit. Minnesota is some distance away but it will not keep me from continuing this most happy acquaintance.

The same source which brings me the news of the resignation of Raymond Reid, manager of Hotel Herkimer, Grand Rapids, to take the management of Reid's Hotel, South Haven, tells me of the death of his much beloved parent, "Dave" Reid, who owned and conducted that hostelry for many years, always successfully. I doubt if Michigan ever produced a more interesting character than this particular individual, and I am prepared to say he enjoyed the friendship of every one he knew, including a veritable host of traveling men who made his hotel their temporary home for a long period of years. He was good to me, treated me like a prince, and helped me in furthering the interests of the Michigan Hotel Association, during that period when I was honored with its secretarial duties. I will not soon forget his many kindnesses. Raymond, his son, who had his hotel training at Reid's Hotel, has been wonderfully successful in his management of the Grand Rapids Herkimer, and I have no doubt that he will add new luster to the South Haven establishment.

Much has lately been published concerning the California earthquake, but from recent observations made at Santa Barbara, which suffered a similar catastrophe eight years ago, I am not so sure but what this seeming misfortune at Long Beach may not have been a blessing in disguise, similar to operations at said city of Santa Barbara. In the latter case not only were the builders of public buildings and business buildings fired with enthusiasm to make their city beautiful, distinctive and the natural development of its ancestry, but through their local chamber of commerce and kindred institutions a campaign was carried on to influence the builders of small homes. The result is a city of good taste, with so many beautiful small homes that seven years in succession Santa Barbara has taken first prizes in National contests, such as that of Better Homes of America. The millionaires of Santa Barbara have simply had to hustle to keep the small home owners from outdoing them in beautification. Santa Barbara was one of the original Mission cities, but she has outgrown old time systems, keeps her antiquities in fit order, but goes in strong for the newer and better things. She has no industries and does not want them. She is not ambitious to become a large city. She prefers to be the sort of place beauty lovers

will fall in love with and help beautify. Lolita Armour (Mrs. J. J. Mitchell) for instance fell in love with it and the Mitchells have such a lovely garden at Montecito that when you see it you are inclined to forgive her ancestors for all the years they held you up on the price of bacon. When you see the hotels there, which are finer than you will discover in cities ten times her size, you will understand. Her Biltmore is very lovely, the Samarkand is famous as a honeymooner's Mecca, and about the only complaint I am registering concerning them is that their surroundings are so beautiful one really feels he is wasting time in eating. In addition to the mission church there used to be an old adobe theater in Santa Barbara, which they still talk about. It was owned by a man named Loharo, an actor and musician who also operated a bar. Leo Carrillo, born in the old Carrillo mansion not far away, learned to act in that theater and Walter Huston is said to have made his first serious attempt at acting there. Ruth St. Denis used to dance and many other illustrious persons made their debut in the establishment. Now there is a wonderful new community playhouse on the site of the old one, and it carries the old title.

After deciding to abandon the property to fate the owners of the Blackstone Hotel, Chicago, took a second thought and decided to refurbish it instead in time for the opening of the world's fair. And I am led to understand that Roy Carruthers will be responsible for its well being and his former able assistant at the Book-Cadillac, George W. Linholm, will be contact man, which will prove the consummation of a well-laid plan to make it a greater success than ever.

Hotels all over the country seem to have become active as if by magic and the claim is made that it is all on account of the return of beer to its legitimate status in this country. Chicago hotels, particularly, are jubilant over results already attained. Out here there is much said about beer activity. Baron Long, well-known to Michigan operators, owner of the U. S. Grant hotel at San Diego, reports that in four hours his new beer garden dealt out 19,200 glasses of the amber fluid, which would indicate something stirring. Well, anyhow, the hotel men are entitled to a break, and if it comes through the beer channel I feel that I can honestly say it "might have been worse."

William A. Brewer, president of the Brewer Realty Co., Saginaw, was re-elected president of the Bancroft Hotel Co., of that city. Henry M. Hollister, manager for years of the hotel, and former president of Michigan Hotel Association, still retains management of the institution.

Mrs. Bety Knox, of Toledo, Ohio, has purchased Hotel Flint, at Flint,

**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

Store, Offices & Restaurant Equipment

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ALL GOOD ROADS LEAD TO
IONIA AND

THE REED INN

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



CODY HOTEL

IN THE HEART OF THE
CITY OF GRAND RAPIDS

Division and Fulton

RATES

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

**CODY CAFETERIA IN
CONNECTION**

Park Place Hotel Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Asst Mgr.

New Hotel Elliott STURGIS, MICH.

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

Occidental Hotel

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

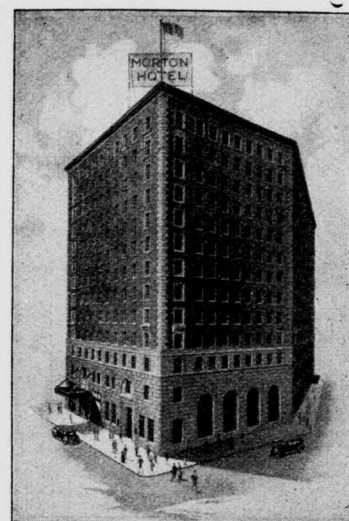
Columbia Hotel

KALAMAZOO
Good Place To Tie To

HOTEL ROWE

We have a "sincere
interest in wanting to
please you.

ERNEST W. NEIR
MANAGER



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

400 Rooms—400 Baths

Menus in English

MORTON HOTEL
PHILIP A. JORDAN
Manager



The Pantlind Hotel

The center of Social
and Business Activities in Grand Rapids.

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

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

from Stephen Hart. The interior of the building has been entirely remodeled and decoration of the lobby and guest rooms is under way. Mrs. Knox plans to open a capacious dining room on the first floor, which will be a new departure.

The Hotel World reports that "about 300 daily, including many blue-bloods of the Gold Coast, Chicago, are making the lantern room of Hotel Drake their daily rendezvous, partaking of George Lindholm's 50 cent buffet lunch." Well, I'm glad they "let George do it." He always impressed me as being the chap who could.

And now to California comes Thos. C. Riley, who has sold his interest in the Dresden Hotel, Flint, and has settled down on 418 South Rexford Drive, Beverly Hills, right among the flowering eucalyptus trees. Well, I will soon look him over and make a detailed report to his army of good friends back home. He ought to make a good neighbor, for he certainly knows all about hospitality from the word "go." I hope Will Rogers doesn't spoil him.

John R. Thompson, Jr., Chicago, has finally succeeded to the restaurant business established by his late father. The young man lost control of the business in 1930 when a group of capitalists, including the late William Wrigley, secured control of it; but its popularity waned considerably and now much is expected in results under the return of Thompson to head the institution.

A novelty in dining room service has been adopted at the Detroit-Leland, under General Manager Otis M. Harrison. The main dining room has been redecorated in Dutch Colonial style, and a few days ago was opened as the "Colonial Room." The color scheme is done in a delicate pastel shade of blue and pale gold, even being carried out in the table linen, and in the modified Dutch Colonial costumes of the waitresses. The menu is arranged to fit in with the general scheme.

For the information of my Michigan friends I will state that I intend starting "back home" sometime next week, arriving at my destination about May 15. Any correspondence intended for me should be forwarded from now on to the Tradesman office.

A cheerful word can't do any harm. According to one of the Lansing newspapers the number of traveling salesmen being sent into the state is on the increase. And all this notwithstanding the fact that the banking moratorium hit the Wolverines harder than almost any other species. Well, it won't hurt to spread the news around a bit.

Out here, and I presume elsewhere, for some reason unknown or because it makes a man look younger, going without a hat has become quite a fad. It really doesn't make a man look younger, according to my ideas, it merely proclaims his inexperience. Soon, very soon, according to scientists, it will make him look a great deal older. From going bareheaded in the open he will return to keeping his hat on indoors to hide that bald spot at the back of the top of his dome. There are climates in which it may be a mark of respect to take off one's hat as a salute to the sun when it happens to pay a brief visit, but it is just as well to pay a little attention to the scalp requirements, and encourage the hatters.

Sunday, the 30th has been indicated by California's legislature and Governor as Roosevelt day, and it is going to be celebrated on a gigantic scale.

Even Los Angeles' mayor, who insulted Candidate Roosevelt on his pre-election visit here, by refusing to meet him officially, is tumbling all over himself by trying to square himself with his constituency.

What the public thinks about the hotel industry is one of the most important problems in hoteldom. If, in the conduct of his business, one gives the impression of being grasping and unhospitable, the proposition is bound to suffer from lack of support and without public co-operation there is not only going to be a curtailing of revenues but the attendant possibility that legislation derogatory to hotel interests may be encouraged. I believe it is true, however, that a majority of the fraternity are realizing the fact that with the overbuilding of the industry throughout the entire country, it is going to be quite necessary for "every little movement to have a meaning of its own," and endeavor to fill the gap by commercializing personality to a larger degree than ever before. In fact we are going to get back to the point of demarcation establishing the line between the real honest-to-goodness landlord and the type known as "managers," who are puffed up with authority and conscious of seeming importance.

Hotels in Wisconsin will not hereafter be allowed to make an added charge to hotel patrons for telephone service. The railroad commission forbade it, but one of the larger Milwaukee hotels appealed the case to the state supreme court which handed down a decision to the effect that "a hotel telephone is merely an extension of the company system and a charge in excess of the legal rate is discriminatory." Naturally they were bound to do this in keeping with frequent prior decisions relative to regulations of public utilities. The hotel man advertises hotel room telephone service as one of his attractions. If he is wise he will readjust his rates so as to include this added cost without ostentation.

Frank S. Verbeck.

Items From the Cloverland of Michigan

Sault Ste. Marie, May 2—If beer will bring back prosperity, we may as well start now. It looks as if there will be plenty of opportunity to get all that is wanted. Many contractors and builders have been hard at work for the past two weeks, building additions, remodeling hotels and eating places and new places ready to open at the first call. Others have made preparations to rent their newly equipped rooms to those who decide to enter later or as soon as they are able to raise the necessary entry fee. Years ago the Sault had a motto: "With lake Superior back of us, nothing can stop us," but with the coming of beer we are wondering what will happen for the future. Time will tell.

Larned Runnels, a former Sault boy, but for the past year a resident of Lansing, has returned to his old home town, where he expects to remain. Mr. Runnels has been located in several cities, but is convinced that the good old Sault is the best yet. He was the publisher of a local advertising paper called the Reminder before he left the Sault, which was not a financial success, and he is undecided as yet what he will take up for the future.

Edward Reidy, who for many years conducted a grocery store at the corner of Spruce and Magazine streets, has leased the store to F. L. Bagnall, former manager of the Soo Co-operative Branch store on Ridge street. The store has been redecorated and a stock of groceries, fresh and smoked meats, fruits, vegetables and baked goods has been installed. Mr. Bagnall has had years of experience in the business and needs no introduction to the trade. A

delivery service will be conducted in connection. The location is one of the best in the West end of the city and Mr. Bagnall should make a success in his new venture.

Hope Frederick, formerly manager of the Northwestern Leather Co., but now representing the Marathon Paper Co., of Wausau, Wis., paid the Sault a visit last week, being the guest of his sister, Miss Leah Frederick, while here. He left Saturday for Grand Rapids.

Eddie Wynn reports the return of good times and says the wolf at his door has gained seven pounds.

Mr. and Mrs. Adolph Belanger, of Kinross, have opened a new store at Kinross, also a new gas station across the railroad track. They expect to build several log cabins near the new location—and establish a tourist park. The new approach from U.S. 2 highway will be lined with evergreen trees, making the approach very attractive.

John Waara has opened a new tailor shop at 544 Ashmun street, formerly occupied by the Karmelkorn store. Mr. Waara was formerly in the clothing business at 207 Ashmun street. The store will be known as the New Era tailor shop.

L. L. Cole, representing the Beecher, Peck & Lewis Co., of Detroit, spent last week soliciting business in the Cloverland territory. He reports business very encouraging and can notice a better feeling with the merchants, who are buying in larger quantities than they did last year at this time.

Beer may not make people prosperous, but there seems to be a pretty general agreement that it is about as cheap a way as any to make 'em feel prosperous.

Mrs. V. F. Atkins, owner of the building at 1904 Ashmun street, formerly occupied by A. Garapic, is going to open a grocery store, which will be known as the Hill Top store. The store is being redecorated and rearranged and will carry an up-to-date stock of new groceries, confectionery and soft drinks. This is Mrs. Atkins' first business venture on her own account, but she also has been doing demonstrating at some of the large stores for the past two years and has a valuable knowledge of merchandising, which is a valuable asset in her new venture. She will give the business her personal attention, also will carry a fine line of home baked goods. The business will be a cash and carry store. Mrs. Atkins has many friends here who wish her every success in her new venture.

John France, our well known and popular court stenographer, met with an accident last week which nearly cost his life. He was en route to Detroit on a purchasing trip with his partner, Mr. Paquin, for the new shoe store which is to open here next week. While near Grayling, he stopped his car in order to pick arbutus, which he noticed near the highway. After getting out of the car and in crossing the road he noticed several cars coming at a rapid speed. He had to throw himself on the pavement in order to avoid being hit. His head struck the pavement and there was fear for a time that there might be a slight concussion of the brain. He was taken to the Mercy hospital at Grayling, where he is still confined. One of the cars took a button off his coat and went into the ditch, so it was surely a close call. Mr. France is getting along nicely at the hospital and expects to be back within the next few days in time for the opening of the new store.

Recalling the Southern colonial in pre-Volstead days in the dining room of a big hotel, where food had to be ordered, if one had a drink.

"Bring me a big steak, a bulldog and a quart of Bourbon whisky."

"Just why the bulldog, sir?"

"To eat the steak, you ignoramus."

The smelt fishing near St. Ignace was a great success while it lasted.

Carp creek was lined for over a mile with smelting parties, who spent the night taking many bushel baskets of the smelts home to distribute to friends who preferred to spend the nights in bed. It was a sight to see the smelters with the dip nets fishing, with fires burning along the shores. Lunch was served similar to a picnic and apparently a good time was had by all.

Edward Reidy, who disposed of his stock last week to F. Bagnell, has been in the grocery business for the past twenty-three years and is retiring to enjoy the remainder of his days without further business cares. He will take a trip around the country in the near future, then will make the Sault his home.

William G. Tapert.

Future Plans of the Putnam Factory

Grand Rapids, April 28—In discontinuing our jobbing business, which, of necessity, called for an increasingly large line of outside merchandise, we are enabled to put our entire attention and efforts on our own products exclusively by featuring them through the jobbers who have also been our customers for many years. It also avoids the embarrassing situation of our salesmen being in direct competition with our jobbing customers on the same goods.

The new arrangement makes it now possible for our jobbers' salesmen to feature our products without this conflict or duplication of sales efforts.

We have arranged for the placement of all of the older salesmen in other capacities in our organization. Our Western Michigan representative, A. C. Van Buren, who has been actively connected with us for over seventeen years, has been assigned to cover the jobbing trade in the Lower Peninsula of Michigan, outside of Detroit. W. E. Cole will have charge of our traffic and shipping departments. Ed Donahue, our city salesman for over thirty years or more, will embark in the candy jobbing business and serve his old customers as heretofore. R. B. Gane will also serve his trade as a jobber.

We have recently added considerable new machinery to our factory equipment in anticipation of greatly increased volume of business, which also places us in a position to meet the competition of the largest manufacturers in the country.

J. W. Putnam,
Mgr. Putnam Factory.

Battle of Coffee Brands in Chicago

The battle of coffee brands in Chicago is a keen one. The Thos. J. Webb Co. started a drive for sales with an offer of free coffee for return of labels from each can. McLaughlin has had a coffee maker campaign under way for the past several weeks, offering an enameled coffee maker at 79c with a pound purchase of Manor House brand. Beidermann Bros. use Cannon towels, aluminum ware and other premium lines. Hills Bros. report a bang-up jig-saw puzzle tie-up on leading brands. Durand-McNiell-Horner use a free marble premium on one of the coffee brands. Kasper adopted the Owen Illinois vacuum glass pack for a new sales idea on Sip of Gold coffee brand. Maxwell House and Chase & Sanborn brands, also Del Monte and Beech-Nut, are pushing hard for sales in Chicago, using all forms of publicity, including radio programs. Recently the Market Wholesale Grocers introduced a coffee department in charge of Tom Ward, formerly with the Sokol Co.

Among the new bearers of advertising messages is a spoon for the medicine cabinet, equipped with a small handle which clips around a bottle cap.

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.

The Price of a Prescription

The belief that the druggist's profit on the preparation of prescriptions is enormous is widespread. The layman and the jokesmith are fond of continuously repeating the charge. One tale-bearer put it: "The druggist fills a little bottle with water, colors it red, and charges you a dollar for it."

Unfortunately, many of the members of the medical profession do not help to refute this sort of slander. A very influential citizen, with professional attainments, recently gave it as his opinion that the high charges made by druggists for putting up prescriptions had much to do with the high cost of getting well, and that in these times this was a factor in prolonging the depression.

The insistence of an over charge in this case led to an investigation. A copy of the prescription was obtained, and the aid of experts familiar with the cost of drugs was invoked. The prescription called for the modern antipyretics, some of which are high priced, to be mixed and put into eighteen capsules. The experts estimated the cost of the drugs, plus the cost of the empty capsules, the box, label and wrapper, to be forty-seven cents. The general overhead charges in conducting a drug store have been agreed to be twenty-eight per cent. This charge added to the cost of the ingredients in this charge added to the cost of the ingredients in this prescription makes the cost of the prescription as delivered to the patient sixty-eight cents, and for it the druggist received seventy-five cents. The druggist's net profit was about seven cents, or slightly over nine per cent.

Against the apparent net profit of seven cents on this prescription, there might be added a cost for special equipment, skill, and a possible charge for loss through carrying the stock of the slow-selling drugs which it contained.

The druggist's profit on this particular prescription was evidently nil, and, in addition, he received a sinister reputation for overcharging.

Why is it that the public is quite unnecessarily imbued with the idea that the prices charged by druggists for compounding prescriptions are exorbitant? The plumber makes a high charge for stopping a leak, and his patron smiles. The restaurant keeper makes a cover charge of two dollars, puts on the bill an exorbitant charge for a steak, to which are added extras, tips, etc., and everybody is happy. It is acknowledged that the wares of the patent medicine maker are sold at a price of from two to three hundred per cent. above the cost of the ingredients. In these transactions the consumer—the buyer—has been led to believe that he is getting the worth of his money, and he makes no complaint.

But when the customer is handed a box holding a few pills, or a small vial containing what he considers only colored water—whatever the price be, he thinks that he is being overcharged.

Unintentionally, he is often misinformed by the prescribing doctor, who carelessly names a ridiculously low price as the proper one to pay. The situation is further complicated by the fact that the dispensing physician ordinarily makes no charge for the drugs which he dispenses, and the patient thinks that they must be cheap.

The ancient apothecary made no charge for the drugs which he dispensed, but he obtained a goodly fee for the incantations and ejaculations which he uttered in preparing and dispensing them.

The preparing and dispensing of a prescription must be accompanied by good salesmanship. Handing it over the counter with a simple "Thank you" falls far short of this. The invitation to "call again" is quite out of place, as the customer is inwardly hoping that the medicine will cure him and that he will not need to "call again."

In a store where prescriptions are dispensed the whole atmosphere should be filled with pharmacy. Customers should be made to see and know that it is a pharmacy. There are cases of successful shrewd pharmacists who make it a special point to show physicians, heads of families and others, their facilities for the handling and dispensing of drugs.

The delivery of the prescription should be accompanied by words that will inspire confidence. The buyer of a prescription should be convinced that the drugs therein have been selected, tested, and prepared for his especial purpose; that the compounding has been carried out by dispensers carefully trained and with the highest skill known to the art of pharmacy. As one writer phrases it: "Into the package should be wrapped the spirit and soul of pharmacy." A message inspiring confidence, hope and cheer should go out to the user of the medicine. A woman lying on a sick bed was handed a package of medicine. She looked at it and exclaimed: "Ah! This comes from Blank's Pharmacy. I shall label it 'faith,' for I know that it will cure me."

Statistics show that there are 165,000,000 prescriptions dispensed annually in this land. Some pharmacists dispense as few as one a day. Others dispense fifty a day. And there are pharmacists who dispense five times this number.

Profitable sales of sick room and home needs supplies accompany the prescription business.

The prescription business builds a permanent prestige and goodwill for a store.

There should be no "cut rate" for a prescription.

A prescription will bring a good price and profit when dispensed under the halo of pharmacy.

Fred B. Kilmer, Ph. M.

Inflation promises to help, not hurt, holders of second-grade bonds.

Opposes Sales of Beer Through Drug Stores

In view of the discussions in Congress, in the pharmaceutical and lay press, and by individuals, of the proposed distribution of beer and other alcoholic beverages through drug stores, and because of the unfortunate effect which its adoption would bring upon the profession of pharmacy, it was believed by officials of the American Pharmaceutical Association that the Association should promptly announce its position with respect to the question.

Acting for the Association in the interim between meetings, the Council of the A. Ph. A. has adopted the following resolution:

Whereas—During recent discussions in the Congress of legislation proposed to legalize the manufacture and distribution of alcoholic liquors for beverage purposes, it was suggested that malt liquors might be distributed through drug stores, and

Whereas—The pharmacists of the United States are now charged by law, with the difficult duty of distributing on prescription, alcoholic liquors for medical purposes, the proper discharge of which duty requires for the best interests of public welfare and public health, that it be kept strictly separated from the distribution of such liquors as beverages, and

Whereas—It must be apparent from the platforms of both political parties, that alcoholic beer and other malt liquors are wanted by the people as beverages and not as medicines, and that they must be distributed under the strictest police supervision and regulation, and

Whereas—The distribution of alcoholic malt beverages in drug stores would be most inappropriate because it would be contrary to the essential purpose and important responsibilities

of pharmacy in relation to the people and to public health, and because, through such distribution, an activity foreign to its purposes and ethics would be introduced; therefore be it

Resolved—That the American Pharmaceutical Association hereby records its earnest protest against any legislation permitting or requiring pharmacists to distribute beer and other alcoholic malt beverages in any form and of any higher alcoholic strength, for beverage purposes, and be it further

Resolved—That copies of this resolution be forwarded to the President of the United States, the President of the Senate, and the Speaker of the House of Representatives, with the request that officials of the Association be heard in connection with the further consideration of such proposed legislation.

E. F. Kelly,
Sec'y American Pharmaceutical Association.

Drug Demand Seasonally Better

With the approach of warm weather, drug wholesalers and retailers have started to place initial orders for pharmaceuticals popular during the Summer. Buying to date, however, is somewhat behind that of last year, a decline of ten per cent. being estimated in most quarters. Activity centers around sunburn lotions and creams, special types of cosmetics, such as the darker shades in powder and similar products. The lower prices now quoted by manufacturers on these types will reduce the dollar volume of retailers somewhat during the Summer months, it was said.

Deflation having gone beyond control, reflation was a mild danger contrasted with other potential ones.

The noblest patriot is he who nobly does his daily duty.

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

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 11)

In the Matter of Olivet Elevator Co., Bankrupt No. 4967. The final meeting of creditors has been called for May 9, 1933, at 10 A. M. Eastern standard time. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the Matter of Newaygo Engineering Co., Bankrupt No. 5123, final meeting of creditors was held April 21, 1933. Fred G. Timmer, Trustee, was present in person. Bankrupt present by W. J. Bell, President. Bondholders Committee represented by Carl J. Riddering, Attorney. Trustee's final report and account approved and allowed. Bill of attorney for trustee approved and allowed. Bill of attorney for bankrupt allowed subject to payment of expenses and other charges prior to its payment. Report of H. R. Moore, Receiver, approved and allowed. Made order for payment of administration expenses, secured and preferred claims as far as funds would permit; no dividend for general creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to the U. S. District Court.

April 25, 1933. We have today received the Schedules, Reference and Adjudication in the matter of Abraham Morrison, Bankrupt No. 5193. The Bankrupt is a resident of Grand Rapids, Mich., and his occupation is that of a dealer in Scrap metal, rags, etc. The Schedule shows assets of \$959.99 of which \$500 is claimed as exempt, with liabilities of \$15,386.41. The Court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

April 24, 1933. We have today received the Schedules, Reference, Adjudication and Order Appointing Receiver in the Matter of Bert M. Heth, doing business under assumed name of Heth Bros., Bankrupt is a resident of Grand Rapids, Michigan, and operated a hardware at 1163 Madison Avenue, S.E. The schedules show assets of \$12,146.85, of which \$615.00 is claimed as exempt, with liabilities of \$8,948.53. A list of creditors scheduled are as follows:—

City of Grand Rapids (Preferred taxes)	\$1,504.98
Ralph Vandenberg (Preferred labor)	151.00
Old Kent Bank (Secured)	3,750.00
Behler-Young Co., G. R.	28.36
The Brundage Co., Kalamazoo, Michigan	101.30
Brown-Sehler Co., G. R.	15.53
Buckeye Aluminum Co., Wooster, O.	7.75
Buhl Sons Co., Detroit, Mich.	13.98
The Bunting System, N. Chicago, Illinois	73.00
Chicago Paint Works, Chicago, Ill.	171.82
Commercial Credit Co., G. R.	72.47
Connor Foundry Co., G. R.	15.75
Corwin, Norcross & Cook, G. R.	32.75
J. C. Decker, Inc., Montgomery, Pa.	9.57
Enterprise Aluminum Co., Massillon, O.	7.26
Gardner Wire Co., Chicago, Ill.	13.40
Goodell-Pratt Co., Greenfield, Mass.	26.01
L. Gould & Co., Chicago, Ill.	6.25
G. R. Furnace & Heating Co., G. R.	2.40
G. R. Ornamental Iron & Wire Works, G. R.	6.00
G. R. Paper Co., G. R.	13.56
Grandville Sheet Metal Shop, Grandville, Mich.	10.75
G. R. Merchants Service Bureau, G. R.	48.15
G. R. Wood Finishing Co., G. R.	19.10
Hartwell Bros., Memphis, Tenn.	12.61
Hayden Supply Co., G. R.	196.33
Heth Oil Heating Co., G. R.	39.02
Hibbard, Spencer, Bartlett Co., Chicago, Ill.	10.00
Hillsdale Screen Co., Hillsdale, Michigan	11.47
Holland Ladder Co., Holland, Mich.	7.28
E. F. Hoeksema, G. R.	14.18
Home Comfort Co., St. Paul, Minn.	15.75
W. C. Hopson Co., G. R.	38.85
Huyge & Backert Co., G. R.	26.63
Hyde Fuel & Lumber Co., G. R.	70.90
H. B. Ives Co., New Haven, Conn.	10.80
John Jelsema, G. R.	13.88
H. Leonard & Sons, G. R.	104.37
Lindstrom Tool & Toy Co., Bridgeport, Conn.	11.25
Macklanburg-Duncan Co., Oklahoma City, Okla.	30.28
Manufacturers Steel Supply, G. R.	2.10
Madison Square Advertiser, G. R.	34.20
Mich Warming & Ventilating Co., Grand Rapids	19.10
Harry Meyer, G. R.	6.67
Midwest Bicycle & Toy Co., Detroit, Mich.	85.50
C. W. Mills Paper Co., G. R.	7.66
Monarch Printing Co., G. R.	11.25
Muller Electric Co., G. R.	3.55
National Brass Co., G. R.	12.85
Chi-Namel Co., Cleveland, O.	111.81
Pack & Mack Co., N. Y. City	28.84
M. W. Pittenger, G. R.	4.41
Pittsburgh Plate Glass Co., G. R.	7.05
R. F. Polski Mfg. Co., St. Paul, Minn.	13.31
E. M. Proos, G. R.	5.25
Reed Mfg. Co., Newark, N. J.	7.85
Rempis & Duus Foundry Co., G. R.	291.86
Robinson Mfg. Co., Detroit, Mich.	24.98
Savory, Inc., Buffalo, N. Y.	15.34
John Seven Co., G. R.	28.20
Shakespeare Co., Kalamazoo, Mich.	4.19

Sherwood-Hall Co., G. R.	1.45
Wm F. Stadel, G. R.	1.75
States Rubber & Supply Co., Chicago, Ill.	24.07
Standard Oil Co., G. R.	5.64
Tanglefoot Co., G. R.	45.26
Tishken Pdcets Co., Detroit, Mich.	2.33
Thomas & Elliot Garage, G. R.	25.48
Vanderstel's, G. R.	3.60
Wagner Mfg Co., Sidney, O.	.17
Weeks Elec Co., G. R.	.50
S. A. Weller Co., Zanesville, Ohio	6.67
Well-Made Doll Co., New York, N. Y.	20.63
Westinghouse Elec Supply Co., Detroit, Michigan	24.00
Wheeling Corrugating Co., Wheeling, W. Va.	18.29
Poster Stevens Co., G. R.	123.05
Central Union Trust, Cleveland, O.	550.00
Mrs. George Davis, G. R.	90.00
Olive M. Harrison, G. R.	135.00
Rempis & Duus, G. R.	25.00
Huyge & Backert Co., G. R.	22.38
Hayden Supply Co., G. R.	75.00
Old Kent Bank (notes endorsed by bankrupt)	3037.50

April 25, 1933. We have today received the Schedules, Reference and Adjudication in the Matter of George Hoodhood, Bankrupt No. 5194. The bankrupt is a resident of Grand Rapids, Michigan, and operated a grocery store at 405 Division Avenue, S. W. The schedules show assets of \$1085.23, of which \$450.00 is claimed exempt, and liabilities of \$3,187.34. Creditors scheduled are as follows:

Freda Skaff, G. R. (Chattel mtge. on stock and fixtures) Value of securities—\$1200; amount of debt not given	\$32.64
R. Gerber & Co., Chicago	5.47
Voigt Milling Co., G. R.	26.35
Lee & Cady, G. R.	10.00
W. D. Lyman, M. D., G. R.	184.23
Abe Scheffman & Co., G. R.	63.40
John N. Gernack, G. R.	35.94
Rademaker-Dooce Grocer Co., G. R.	10.00
Linsey, Shivel & Phelps	65.38
Hazel Arbog, G. R.	200.00
Tom Cassis, G. R.	69.00
Jos. Siegel Jewelry Co., G. R.	11.50
Meraat-Ul-Gharb, New York City	10.00
Os-Samer, New York City	13.30
H. J. Heinz Co., G. R.	28.83
Johnson Paper & Supply Div., Kalamazoo	3.30
Huyser Bros., Beaver Dam, Mich.	3.21
Herrud & Co., G. R.	763.39
Ellis Bros Co., G. R.	80.56
Ferris Coffee & Nut Co., G. R.	3.45
A. J. Kasner Co., Kansas City	5.60
S. Abraham, G. R.	19.30
The Blodgett-Beckley Co., Toledo, O.	5.20
Laug Bros, G. R.	17.80
The Coffey Ranch, G. R.	18.39
Blatz Brewing Co., G. R.	102.27
A. Cassatly & Co., New York City	12.88
Consumers Power Co., G. R.	3.00
Michigan Bell Telephone Co., G. R.	1.00
G. R. Gas Light Co., G. R.	160.00
Muller Bakeries, Inc., G. R.	5.50
W. F. McLaughlin & Co., Chicago	10.79
Mike A. Skaff, G. R.	5.75
Dr. O. H. Gillette, G. R.	

In the Matter of Lionel Cox, Bankrupt No. 5017, final meeting of creditors was held April 24, 1933. Trustee and bankrupt present in person. Trustee's final report and account approved and allowed. Bill of attorney for bankrupt allowed, subject to deductio for lack of funds. Claims proved and allowed. Order made for payment of administration expenses as far as funds would permit; no dividend for creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

In the Matter of John Austin Palmer, Bankrupt No. 5025, final meeting of creditors was held under date of April 3, 1933. Fred G. Timmer, trustee, was present only. Trustee's final report and account approved and allowed. Balance bills, notes and accounts receivable sold to William J. Romkema, Grand Rapids, Mich. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to general creditors of 1.3%. No objection to discharge. Final meeting adjourned without date.

In the Matter of Modern Beverage Co., a Michigan corporation, Bankrupt No. 5178, first meeting of creditors was held April 27, 1933. Bankrupt present by Isadore H. Slansky, Pres., and represented by Joseph S. Folz, Atty. Creditors represented by Jackson, Fitzgerald & Dalm, Attys. Isadore H. Slansky sworn and examined before reporter. Claims proved and allowed; labor claims not allowed at this time. M. N. Kennedy, Kalamazoo, Michigan, trustee; bond \$500. Meeting adjourned without date.

In the Matter of Elmer Lewis Black, Individually and d/b/a Black's Family Shoe Store, Bankrupt No. 5179, first meeting of creditors was held April 27, 1933. Bankrupt present and represented by Robert H. Burns, Atty. No creditors present or represented. Claims filed only. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$500. Bankrupt sworn and examined before reporter. Meeting adjourned without date.

A good way to relieve the monotony of your job is to think up ways of improving it.

WHOLESALE DRUG PRICE CURRENT

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

Acetic, No. 8, lb. 06 @ 10	Gum	Hemlock, Pu., lb. 1 155@2 20
Boric, Powd., or	so called, lb. 30 @ 60	Hem'l'k Com., lb. 1 00@1 25
Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 3 00@3 20
Carbolic, Xtal, lb. 36 @ 43	Aloes, Socotrine, lb. 75 @ 80	Junip'r W'd, lb. 1 500@1 75
Citric, lb. 35 @ 45	Powd., lb. 80 @ 80	Lav. Flow., lb. 3 50@4 00
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 40 @ 40	Lav. Gard., lb. 1 25@1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. 30 @ 30	Lemon, lb. 2 25@2 80
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @ 1 50
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. 35 @ 35	Mustard, art., ozs. @ 35
Tartaric, lb. 30 @ 40	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 3 00@3 25
Alcohol	Asafoetida, lb. 47 @ 50	Origanum, art., lb. 1 00@1 20
Denatured, No. 5, Gal. 48 @ 60	Asafoetida, Po., lb. 75 @ 82	Pennyroyal, lb. 3 25@3 50
Gal. 4 00@5 00	Guaiaac, lb. 60 @ 60	Peppermint, lb. 2 75@3 20
Grain, Gal. 50 @ 60	Guaiaac, Powd., lb. 70 @ 70	Rose, dr. 250
Wood, Gal. 50 @ 60	Kino, lb. 90 @ 90	Rose, Geran., ozs. 50 @ 95
Alum-Potash, USP	Kino, powd., lb. @ 1 00	Rosemary
Lump, lb. 05 @ 13	Myrrh, lb. 60 @ 60	Flowers, lb. 1 00@1 50
Powd. or Gra., lb. 05 1/4 @ 13	Myrrh, Pow., lb. 75 @ 75	Sandalwood, E. I., lb. 8 00@8 60
Ammonia	Shellac, Orange, lb. 15 @ 25	W. I., lb. 4 50@4 75
Concentrated, lb. 06 @ 18	Ground, lb. 15 @ 25	Sassafras, true, lb. 1 60@2 20
4-F, lb. 05 1/2 @ 13	Shellac, white, (bone dr'd) lb. 30 @ 45	Syn., lb. 70 @ 120
3-F, lb. 05 1/2 @ 13	Tragacanth, No. 1, bbls. 1 60@2 00	Spearment, 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		Thyme, Wh., lb. 1 25@1 80
Muriate, Po., lb. 20 @ 30		Wintergreen
Arsenic	Honey	Leaf, true, lb. 5 40@6 00
Balsams	Pound 25 @ 40	Birch, lb. 2 75@3 20
Copaiba, lb. 50 @ 1 20	Hops	Syn. 75 @ 120
Fir, Cana., lb. 2 00@2 40	1/2 Lb., Loose, Pressed, @ 75	Wormseed, lb. 3 50@4 00
Fir, Oreg., lb. 50 @ 1 00	Hydrogen Peroxide	Wormwood, lb. 4 75@5 20
Peru, lb. 1 70@2 20	Pound, gross 25 00@27 00	
Tolu, lb. 1 50@1 80	1/2 Lb., gross 15 00@16 00	Oils Heavy
Barks	1/4 Lb., gross 10 00@10 50	Castor, gal. 1 15@1 35
Cassia	Indigo	Cocoonat, lb. 22 1/2 @ 35
Ordinary, lb. 25 @ 30	Madras, lb. 2 00@2 25	Cod Liver, Norwegian, gal. 1 00@1 50
Ordin., Po., lb. 20 @ 25	Insect Powder	Cot. Seed Gals. 90 @ 1 10
Salgon, lb. 40 @ 45	Pure, lb. 25 @ 35	Lard, ex., gal. 1 55@1 65
Salgon, Po., lb. 50 @ 60	Lead Acetate	Lard, No. 1, gal. 1 25@1 40
Elm, lb. 40 @ 50	Xtal, lb. 17 @ 25	Linseed, raw, gal. 72 @ 87
Elm, Powd., lb. 38 @ 45	Powd. & Gran. 25 @ 35	Linseed, boil., gal. 75 @ 90
Elm, G'd, lb. 38 @ 45	Licorice	Neatsfoot, extra, gal. 80 @ 1 25
Sassafras (P'd lb. 45) @ 35	Extracts, sticks, per box 1 50 @ 2 00	Olive, Malaga, gal. 2 50@3 00
Soapree, cut, lb. 15 @ 25	Lozenges, lb. 40 @ 50	Pure, gal. 3 00@5 00
Soapree, Po., lb. 25 @ 30	Wafers, (24s) box @ 1 50	Sperm, gal. 1 25@1 50
Berries	Leaves	Tanner, gal. 75 @ 90
Cubeb, lb. 75 @ 80	Buchu, lb., short @ 50	Tar, gal. 50 @ 65
Cubeb, Po., lb. 80 @ 85	Buchu, lb., long @ 60	Whale, gal. @ 2 00
Juniper, lb. 10 @ 20	Buchu, P'd, lb. 25 @ 30	
Blue Vitriol	Sage, bulk, lb. 25 @ 30	Oplum
Pound 05 @ 15	Sage, loose pressed, 1/2s, lb. 40 @ 45	Gum, ozs., \$1.40; lb. 17 50@20 00
Borax	Sage, ounces @ 85	Powder, ozs., \$1.40; lb. 17 50@20 00
P'd or Xtal, lb. 06 @ 13	Sage, P'd & Grd. @ 35	Gran., ozs., \$1.40; lb. 17 50@20 00
Brimstone	Senna	Paraffine
Pound 04 @ 10	Alexandria, lb. 50 @ 60	Pound 06 1/2 @ 15
Camphor	Tinnevela, lb. 20 @ 30	Papper
Pound 50 @ 65	Powd., lb. 25 @ 35	Black, grd., lb. 25 @ 35
Cantharides	Uva Ursi, lb. 20 @ 25	Red, grd., lb. 45 @ 55
Russian, Powd., @ 3 50	Uva Ursi, P'd, lb. @ 30	White, grd., lb. 40 @ 45
Chinese, Powd. @ 1 25		Pitch Burgundy
Chalk	Lime	Pound 20 @ 25
White, dozen @ 3 60	Chloride, med., dz. @ 85	Petrolatum
dustless, doz. @ 5 00	Chloride, large, dz. @ 1 45	Amber, Plain, lb. 12 @ 17
French Powder, Com'l., lb. 03 1/4 @ 10	Lycopodium	Amber, Carb., lb. 14 @ 19
Precipitated, lb. 12 @ 15	Magnesia	Cream Whl., lb. 17 @ 22
Prepared, lb. 14 @ 16	Carb., 1/2s, lb. @ 30	Lily White, lb. 20 @ 25
White, lump, lb. 03 @ 10	Carb., 1/16s, lb. 32 @ 35	Snow White, lb. 22 @ 27
Capicum	Carb., P'd, lb. 15 @ 25	Plaster Paris Dental
Pods, lb. 60 @ 70	Oxide, Hea., lb. 75	Barrels @ 5 60
Powder, lb. 62 @ 75	Oxide, light, lb. 75	Potassa
Cloves	Menthol	Caustic, st'ks, lb. 55 @ 88
Whole, lb. 30 @ 35	Pound 5 12@5 60	Liquor, lb. @ 40
Powdered, lb. 35 @ 40	Mercury	Potassium
Cocaine	Morphine	Acetate, lb. 60 @ 96
Ounce 11 43 @ 13 60	1/2s @ 10 80	Bicarbonate, lb. 30 @ 35
Copperas	Mustard	Bichromate, lb. 15 @ 25
Xtal, lb. 03 1/4 @ 10	Bulk, Powd., select, lb. 45 @ 50	Bromide, lb. 51 @ 72
Powdered, lb. 04 @ 15	No. 1, lb. 25 @ 35	Carbonate, lb. 30 @ 35
Cream Tartar	Naphthaline	Chlorate, Xtal, lb. 17 @ 23
Pound 22 1/2 @ 35	Balls, lb. 06 @ 15	powd., lb. 17 @ 23
Cuttlebone	Flake, lb. 05 1/4 @ 15	Gran., lb. 21 @ 28
Pound 40 @ 54	Nutmeg	Iodide, lb. 2 70@2 93
Dextrine	Pound @ 40	Permanganate, lb. 22 1/2 @ 35
Yellow Corn, lb. 06 1/2 @ 15	Powdered, lb. @ 50	Prussiate, Red, lb. 80 @ 90
White Corn, lb. 07 @ 15	Nux Vomica	Yellow, lb. 50 @ 60
Extract	Pound 25 @ 25	Quassia Chips
Witch Hazel, Yellow Lab., gal. 99 @ 1 82	Powdered, lb. 15 @ 25	Pound 25 @ 30
Licorice, P'd, lb. 50 @ 60	Oil Essential	Powd., lb. 35 @ 40
Flower	Almond, Bit., true, ozs. @ 50	Quinine
Arnica, lb. 50 @ 55	Bit., art., ozs. @ 30	5 oz. cans, ozs. @ 48
Chamomile, German, lb. 35 @ 45	Sweet, true, lb. 1 10@1 60	Sal
Roman, lb. 90 @ 90	Sw't, Art., lbs. 1 00@1 25	Epsom, lb. 03 1/4 @ 10
Saffron, American, lb. 35 @ 40	Amber, crude, lb. 75 @ 1 00	Glaubers, Lump, lb. 03 @ 10
Spanish, ozs. @ 1 25	Amber, rect., lb. 1 10@1 75	Gran., lb. 03 1/4 @ 10
Formaldehyde, Bulk	Anise, lb. 1 00@1 40	Nitre, Xtal or Powd. 10 @ 16
Pound 09 @ 20	Bay, lb. 4 00@4 25	Gran., lb. 09 @ 16
Fuller's Earth	Bergamot, lb. 3 50@4 20	Rochelle, lb. 17 @ 30
Powder, lb. 05 @ 10	Cajuput, lb. 1 50@2 00	Soda, lb. 02 1/2 @ 08
Gelatin	Caraway S'd, lb. 2 65@3 20	Soda
Pound 55 @ 65	Cassia, USP, lb. 1 75@2 40	Ash 03 @ 10
Glue	Cedar Leaf, lb. 1 50@2 00	Bicarbonate, lb. 03 1/4 @ 10
Brok., Bro., lb. 20 @ 30	Cedar Leaf, Com'l., lb. 1 00@1 25	Caustic, Co'l, lb. 08 @ 15
Gro'd, Dark, lb. 16 @ 22	Citronella, lb. 75 @ 1 20	Hypo sulphite, lb. 05 @ 10
Whi. Flake, lb. 27 1/		

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

Hart Pork & Beans
Red Kidney Beans
Clothes Lines
H P Beans

DECLINED

Hart Asparagus
Rose Brooms
Pure Preserves

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

Table Belle, 12-36 oz., doz. 1 90

BAKING POWDERS

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



10 oz., 4 doz. in case 3 40
15 oz., 4 doz. in case 5 20
25 oz., 4 doz. in case 8 80
50 oz., 2 doz. in case 7 00
5 lb., 1 doz. in case 6 00
10 lb., 1/2 doz. in case 5 75

BLEACHER CLEANSER

Clorox, 16 oz., 24s 3 25
Clorox, 22 oz., 12s 3 00
Lizzie, 16 oz., 12s 2 15

BLUING

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

BEANS and PEAS

100 lb. bag
Dry Lima Beans 100 lb. 6 25
White H'd P. Beans 3 50
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

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 50
Corn Flakes, No. 124 2 50
Pep, No. 224 2 00
Pep, No. 250 1 00
Krumbs, No. 412 1 35
Bran Flakes, No. 624 1 80
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. 2 25
Rice Krispies, 1 oz. 1 10
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 1/2 oz. 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 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 50
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

Shaver
Shaker 1 80
No. 50 2 00
Peerless 2 60

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

BUTTER COLOR
Dandelion 2 85

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

CANNED FRUITS
Hart Brand

Apples
No. 10 4 75

Blackberries
Pride of Michigan 2 55

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

Gooseberries
No. 10

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

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

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

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

CANNED FISH
Clam Ch'dr, 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. 60 10
Sardines, Cal. 95
Tuna, 1/2 Van Camps, doz. 1 75
Tuna, 1/4s, Van Camps, doz. 1 35
Tuna, 1s, Van Camps, doz. 3 60
Tuna, 1/2s, Chicken Sea, doz. 1 85

CANNED MEAT
Bacon, Med. Beechnut 1 71
Bacon, Lge. Beechnut 2 43
Beef, Lge. Beechnut 3 51
Beef, Med. Beechnut 2 07
Beef, No. 1, Corned 1 95
Beef, No. 1, Roast 1 95
Beef, 2 1/2 oz., Qua., sil. 1 35
Beef, 4 oz., Qua., sil. 2 25
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s 1 05
Deviled Ham, 1/2s 1 60
Deviled Ham, 1/2s 2 85
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 45
Potted Meat, 1/2 Libby 75
Potted Meat, 1/2 Qua. 55
Potted Ham, Gen. 1/4 1 45
Vienna Saus. No. 1/2 1 00
Vienna Sausage, Qua. 80
Veal Loaf, Medium 2 25

Baked Beans
Campbells, 48s 2 30

CANNED VEGETABLES
Hart Brand

Asparagus
Natural, No. 2 3 00
Tips & Cuts, Nq. 2 2 25
Tips & Cuts, 8 oz. 1 35

Baked Beans
1 lb. Sauce, 36s, cs. 1 60
No. 2 1/2 Size, Doz. 95
No. 10 Sauce 3 80

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 90
No. 2 85
8 oz. 45

String Beans
Little Dot, No. 2 2 25
Little Dot, No. 1 1 80
Little Quaker, No. 1 1 60
Little Quaker, No. 2 2 00
Choice, Whole, No. 2 1 70
Cut, No. 10 8 00
Cut, No. 2 1 60
Pride of Michigan 1 35
Marcellus Cut, No. 10 5 50

Wax Beans
Little Dot, No. 2 2 25
Little Dot, No. 1 1 80
Little Quaker, No. 1 1 45
Choice, Whole, No. 10 10 25
Choice, Whole, No. 2 1 70
Choice, Whole, No. 1 1 35
Cut, No. 10 9 00
Cut, No. 2 1 50
Pride of Mich., No. 2 1 25
Marcellus Cut, No. 10 5 50

Beets
Extra Small, No. 2 2 50
Fancy Small, No. 2 2 00
Pride of Mich., No. 2 1/2 2 00
Hart Cut, No. 10 5 00
Hart Cut, No. 2 85
Marcel. Whole, No. 2 1/2 1 35
Hart Diced, No. 2 90

Carrots
Diced, No. 2 95
Diced, No. 10 4 00

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

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

Pumpkin
No. 10 4 75
No. 2 1 30

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

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

Squash
Boston, No. 3 1 35

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

Tomatoes
No. 10 5 25
No. 2 1 30
No. 2 1 40
Pride of Mich., No. 2 1/2 1 35
Pride of Mich., No. 2 1 10

Tomato Juice
Hart, No. 10 4 75

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

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

OYSTER COCKTAIL
Sniders, 11 oz. 2 00

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

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

CHOCOLATE
Baker, Prem., 6 lb. 1/2 2 38
Baker, Pre., 6 lb. 3 oz. 2 22

CLOTHES LINE
Riverside, 50 ft. 1 40
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
COFFEE SERVICE

Coffee Extracts
M. Y., per 100 12
Frank's 50 pkgs. 4 25
Hummel's 50, 1 lb. 10 1/2

CONDENSED MILK
Eagle, 2 oz., per case 4 60

EVAPORATED MILK



Page, Tall 2 75
Page, Baby 1 33
Quaker, Tall, 10 1/2 oz. 2 65
Quaker, Baby, 1 doz. 1 35
Quaker, Gallon, 1/2 doz. 2 65
Carnation, Tall, 4 doz. 2 75
Carnation, Baby, 4 doz. 1 38
Oatman's D'dee, Tall 2 75
Oatman's D'dee, Baby 1 38
Pet, Tall 2 75
Pet, Baby, 4 dozen 1 38
Borden's Tall, 4 doz. 2 75
Borden's Baby, 4 doz. 1 38

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 06
Kenway 20 00

CONFECTIONERY

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

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

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

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

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

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

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

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

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

CREAM OF TARTAR
6 lb. boxes 4 75

DRIED FRUITS

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

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

Citron
10 lb. box 24

Currants
Packages, 11 oz. ----- 11½

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

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

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

Raisins
Seeded, bulk ----- 6½
Thompson's s'dless blk. 6½
Quaker s'dless blk. ----- 6
15 oz. ----- 6½
Quaker Seeded, 15 oz. 6½

California Prunes
90@100, 25 lb. boxes -- @05
80@90, 25 lb. boxes -- @05½
70@80, 25 lb. boxes -- @06½
60@70, 25 lb. boxes -- @07
50@60, 25 lb. boxes -- @07½
40@50, 25 lb. boxes -- @08½
30@40, 25 lb. boxes -- @09½
20@30, 25 lb. boxes -- @12
18@24, 25 lb. boxes -- @14½

Hominy
Pearl, 100 lb. sacks -- 3 50

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

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

Sage
East India ----- 10

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

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

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

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

FRUIT CANS
Presto Mason
F. O. B. Grand Rapids
Half pint ----- 1 15
One pint ----- 1 40
One quart ----- 1 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 40

JELLY GLASSES
½ Pint Tall, per doz. 38

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

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

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

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

NUTS—Whole
Almonds, Peerless ----- 15½
Brazil, large ----- 12½
Fancy Mixed ----- 11½
Filberts, Naples ----- 13
Peanuts, Vir. Roasted 6½
Peanuts, Jumbo ----- 7½c
Pecans, 3, star ----- 40
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 ----- 5½
125 lb. bags ----- 5½
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. 16½

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

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

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

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

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

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

PIPES
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 ----- 08
Good ----- 07½
Medium ----- 06½

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

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

Pork
Loin, med. ----- 08
Butts ----- 08
Shoulders ----- 06
Spareribs ----- 05
Neck bones ----- 03
Trimnings ----- 04½

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

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

Lard
Pure in tierces ----- 6½
60 lb. tubs ----- advance ¼
50 lb. tubs ----- advance ¼
20 lb. pails ----- advance ¼
10 lb. pails ----- advance ¾
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 7½
Compound, tubs ----- 7½

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

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

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

RICE
Fancy Blue Rose ----- 3 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, 18-2½ lb. packages ----- 1 10

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

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

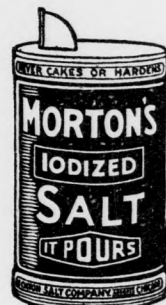
Lake Herring
½ Bbl., 100 lbs. -----
Mackerel
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

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

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

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

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



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

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

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. ----- 1 65
Brillo ----- 85
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 Fraco Laun., 4 dz. 1 65
Old Dutch Clean., 4 dz. 3 40
Octagon, 96s ----- 3 90
Rinso, 24s ----- 4 80
Rinso, 40s ----- 2 95
Spotless Cleanser, 48, 20 oz. ----- 3 85
Sani Flush, 1 doz. ----- 2 25
Sapallo, 3 doz. ----- 3 15
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandot, Cleaner, 24s 1 85

SOAP
Am. Family, 100 box 5 60
Crystal White, 100 ----- 3 50
F.B., 60s ----- 2 00
Fels Naptha, 100 box 5 00
Flake White, 10 box 2 85
Grdma White Na. 10s 3 50
Jap Rose, 100 box ----- 7 40
Palm Olive, 144 box ----- 7 60
Tava, 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
Tribby Soap, 50, 10c 3 15
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48
Lux Toilet, 50 ----- 3 15

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

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

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

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

Gloss
Argo, 24, 1 lb. pkgs. 1 52
Argo, 12, 3 lb. pkgs. 2 17
Argo, 8, 5 lb. pkgs. ----- 2 46
Silver Gloss, 48, 1s ----- 1½
Elastic, 32 pkgs. ----- 2 55
Tiger, 48-1 -----
Tiger, 50 lbs. ----- 2 75

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

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

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

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

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

TABLE SAUCES
Lee & Perrin, large ----- 5 75
Lee & Perrin, small ----- 3 35
Pepper ----- 1 60
Royal Mint ----- 2 40
Tobasco, small ----- 3 75
Sho Yu, 9 oz., doz. 2 00
A-1, large ----- 4 75
A-1 small ----- 2 85
Caper, 2 oz. ----- 3 30

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

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

Ceylon
Pekoe, medium ----- 41

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

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

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

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

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

WOODENWARE
Baskets
Bushels, Wide Band, wood handles ----- 2 00
Market, drop handle ----- 90
Market, single handle 95
Market, extra ----- 1 60
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, spr ----- 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 ----- 65
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 55

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

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

WRAPPING PAPER
Fibre, Manila, white ----- 05
No. 1 Fibre ----- 05½
Butchers D F ----- 05½
Kraft ----- 04
Kraft Stripe ----- 03 2

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

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

SHOE MARKET

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

Inflation Improves Values of Stocks on Shelves

What should the merchant and manufacturer know about the behavior of inflation and its effect upon his business? Our Washington letter this week gives clearly the major effects on the merchant as a debtor; the manufacturer as a creditor and the general effect of inflation upon the individual himself. These influences will come in time.

For the moment, nothing happens in internal trade.

It isn't possible for you to take the goods on the shelf and mark them up to compensate for the falling off of exchange. The dollar in international trade may be only worth 84c but in domestic trade it is still a big, round dollar—just as hard to get and equally as hard to hold onto.

But in the long run, a significant change will come. Inflation's great internal influence will show itself in the new appreciation that people will get for goods and commodities. In a way, goods will be more valuable than money when prices start to rise.

Going off the gold standard has stopped, for the time being, deflation. In all probability, basic commodities and raw stocks will go no lower. When we buy crude rubber, of which we do not raise a single pound in America, we will pay a higher price in the international market. That rubber, when translated into tennis shoes and tires and rubber goods, will cost more and everyone will have to pay more.

The same is true of hides and skins that we buy abroad. The price structure, therefore, can go no lower. It will, in time, go higher, when the shoe manufacturer has to pay more for his materials, he has got to ask more for his finished goods. So you can take it, as fact, that the goods on your shelves are worth more—even though you can't get more for them at the moment.

New goods will cost more money because the pressure of commodity prices forces them up. You should, therefore, take more pride in the goods that you have and see to it that you get cash, or its equivalent. From this point on, you cannot afford to have sales and clearances without profit. Good goods are worth more to the public.

Inflation corrects automatically much of the abuses at retail. Let's hope it eliminates the cancellation shop, as such, that lived on the basis of grief and anarchy in production. Every pair of shoes, in every store in America now has a firm value. It is folly for any merchant to consider throwing away that value when right in front of him is the positive condition of paying more money for new goods. But perishable, seasonable goods die just as easily under inflation as before. The merchants in England went through this process of inflation when the British pound went off the gold basis and the wise merchants held onto their

goods and asked a straight, regular price to cover immediate needs.

Merchants previously had doubts as to the value of goods, with new and cheaper goods coming in. As a result sacrifices are made in clearance and sales. That is finished! The market stiffens.

The shoe merchant is lucky who has a clean stock and creditors who are patient and considerate. He is also lucky in the fact that one of the first items to show improvement in inflation period is the small commodity item. It takes a long time before capital goods, construction, buildings and real estate, factories and furnaces, get the benefit of new market conditions.

But, in another sense, the shoe industry will not get the major improvement. Volume of business cannot be greatly increased in footwear. We have been consuming, as a nation, approximately 300,000,000 pairs of shoes per year. That has been steady, depression or no. In numbers of pairs we will see no great improvement.

But other industries—for example the steel industry—which has been working only at 16 per cent of normal capacity, will find that an increased world-wide demand may push the total production up to 25 per cent, 30 per cent or more. That improvement in volume will permit the steel mills to profit even if they hold their present prices. Improvement in their condition will be in volume. In fact, steel men say that they may bring about prosperity with even a decrease in price of rails, pipe and tonnage. The reason for that is the international situation improves their ability to compete in world markets because of the lower exchange of the dollar.

The shoe business, however, is now an internal business. So much so, the exports of shoes from this country last month were less than the sales of shoes in one department store in New York City. It is competition within the shoe trade—factory with factory and store with store, that has brought us to a "no profit" level. The industry might have made money all through these years if it had but realized that it had a limited market for only 300,000,000 pairs of shoes. If it had tolerated a profit all along the line, the public would have paid the ultimate price.—Boot and Shoe Recorder.

Drier Shoe Toes

With a still different material, another little revolution is quietly under way. One of the most important manufacturers of shoes asked one of the most important manufacturers of new materials whether any material was available which might be more suitable for box toes than materials previously used. Here, again, treating a conventional woven fabric with a new synthetic material proved to be the solution. The new material is vinyl resin, a product largely derived from natural gas.

Box toes made this new way resist perspiration, and are said to make a more comfortable shoe as well as one which lasts longer.

Discretionary inflationary power in Roosevelt's hands is preferable to mandatory legislation.

A Business Man's Philosophy

It has been said that if women had not learned to drive automobiles men would still be riding around in open cars of the 1910 era. A man is satisfied with any old thing that works. He would live in a shack. No married man plans a home for himself. From woman comes the insatiable desire to improve, and women furnish the market for improvements.

An engineer writes that he built a small power plant years ago, the engine-room of which was beautifully tiled. The spick-and-span effect was ruined when the consulting engineer commanded him to run the conduit from the generators to the switchboard almost two feet from the wall.

When the chairman of the building committee saw the unsightly conduit, he immediately ordered it removed.

Referring to the consultant, he exclaimed: "He's a bachelor. No married man would have instructed you to run a conduit like that!"

Progressive Mark-down Sale

A three-day clearaway sale, in which daily reductions were made is reported to have been successful for a store in Missouri. On the first day everything included in the sale was reduced 30 per cent. On the second day what was left was reduced another 10 per cent., and on the third day the merchandise still remaining was reduced another 10 per cent.

In announcing the sale this retailer said: "If you have the true bargain hunting spirit, you probably will wait until Wednesday (the third day of the

sale), when everything will be at half price. But, in the meantime, alert shoppers may come along and buy the articles you particularly desire at 30 or 40 per cent. off. Can you afford to take a chance? Or will you make sure of what you want by coming in the first or second day?" All sales were outright; nothing was sold on approval and no exchanges were permitted.

Priceless Sale

A store in the Middle West reports that the most successful sale it ever held was conducted without advertising the price of a single item. Every article in stock was substantially reduced but not according to a set percentage. The sale was announced in a large double-page advertisement in the leading daily newspaper. This, like the follow-up advertisements, quoted no prices whatever. The store simply pledged its reputation on the unusual nature of the sale and the real values offered. The response is said to have been immediate and well sustained. It had the advantage also of keeping competitors in the dark as to what was being featured.

Eight Essentials

1. Do more than exist, live.
2. Do more than touch, feel.
3. Do more than look, observe.
4. Do more than read, absorb.
5. Do more than hear, listen.
6. Do more than listen, understand.
7. Do more than think, ponder.
8. Do more than talk, say something.—John H. Rhoades.

Hoarding has lost its appeal.

INTELLIGENT INSURANCE SERVICE

and

REAL INSURANCE SAVING

Originally

For Shoe Retailers

now

For Merchants in All Lines

The same saving and the same service to all

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

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

LANSING, MICHIGAN

Mutual Building

Phone 20741

OUT AROUND.

(Continued from page 9)

Hutchins enjoys as the foremost druggist of America.

I am certainly very much gratified that I have been able to help so many of my grocery and meat friends secure the \$6 to \$24 refund due them in oleo matter. Unfortunately, too many of my readers did not happen to notice the original articles I printed in the Tradesman on the subject of the refund. It is paid as the result of a decision of the United States Supreme Court that the oleo tax law does not apply to oleo made from vegetable oil. The refund is \$400 per year for a manufacturer, \$200 a year for a jobber and \$6 a year for a retailer. If any animal oleo was sold in the meantime the refund does not apply. In making claim for rebate, the dealer must use a blank furnished by the Internal Revenue department (the Tradesman has a supply on hand) and the person who fills it out must be sure and state that no animal oleo was purchased or sold. The name of the seller must also be given. The stamps sold by the Government should also be enclosed, but this is not imperative, because the revenue offices have this information on file. Any clerk in any revenue office will cheerfully furnish any information requested by the applicant for refund. In filling out the blank the proper entries will be apparent except under two headings, No. 3 and No. 8.

Under the Item No. 3 (character of assessment or tax) write "Special taxes retail dealer, colored or uncolored oleomargarine."

Under Item 8, where it says "The deponent verily believes that this claim should be allowed for the following reasons" fill in as follows:

"Claimant paid the special taxes sought to be recovered by the Act of August 2, 1886, as amended. The tax was paid in order to sell a product which product was a mixture composed entirely of vegetable oils, salt and skimmed milk. The product was not such a mixture or compound as were, prior to July 10, 1931, included in the definition of oleomargarine as interpreted by the Supreme Court of the United States in the recent case of Miller vs. Standard Nut Margarine Company of Florida (decided Feb. 15, 1932) and its sale was not subject to the special taxes required by the oleomargarine law to be paid on the sale of oleomargarine."

I reproduce the above paragraph from our issue of March 1 in the hope that any grocer or meat dealer who is entitled to the Government rebate and has not yet sent in his application will preserve the paper, so I will not have to furnish a duplicate for his guidance in filling out the blank.

Col. Frank Knox, of the Chicago Daily News, recently expressed in a short story the feeling of approbation of Roosevelt's recent activities coupled with a mild doubt as to their outcome. The Negro church at Sandy Springs, Va., he said, had a new and highly energetic pastor who won instant popularity with the congregation. Someone enquired as to the qualities which

had inspired this approval on the part of the faithful.

"Why, dat new parson, he am a wonder!" answered one. "Yo' should hear him pray. Why, he asks de Lawd fo' all sorts of things dat our old preacher never knew de Lawd had to give away."

Referring again to the Thompson banking liquidation plan, briefly mentioned on page 9, it would seem that state legislation would be required to make it possible to use this plan. Inasmuch as banking legislation has already passed the present session this general question will not come up for further consideration, which means that there would be no opportunity to consider any plan that requires legislation until another session. By that time—of course—things may be entirely different and a plan that would seem workable now might not apply then.

The intent of the 1933 bank legislation, as adopted, is to provide for the operation, the liquidation or the re-organization of a state bank by the Commissioner of the State Banking Department as conservator, the course to depend upon the individual bank in question.

If it is deemed advisable to re-organize a bank, the law provides that the Commissioner may make changes in the capital stock and, if advisable, distribute stock among the depositors. This probably would be preferred stock. He also has the right to issue certificates of indebtedness in varying denominations, both the certificates and the preferred stock may bear interest and be redeemable upon terms and conditions that the Commissioner may prescribe, depending, of course, upon the condition of the bank in question.

There is no fixed rule regarding the amount of certificates issued or the relationship of this amount to the preferred stock. The certificates would correspond to the certificates proposed under the Thompson plan. I realize, of course, that the Thompson plan contemplates a great many features, including that of accepting certificates at a discount, which are not embodied in the Michigan act. I am simply mentioning this feature, in which there is some similarity.

The only possibility I can see for the use of the Thompson proposal under the banking law as it stands to-day would be that this certificate feature as we have it might be elaborated on somewhat, if, in the judgment of the Commissioner, such a course were advisable.

E. A. Stowe.

Delay Grocery Price Advances

A plan for permitting wholesale grocers and other buyers to protect themselves against price increases by placing orders now for later delivery has been put into effect by a number of leading grocery manufacturing companies. The producers notified buyers that price advances would go into effect the first week in May, but offered to handle orders up to that time at the quotations in effect last week. So far few of the manufacturers have announced higher quotations, but the majority are filling only the immediate requirements of customers.

DETROIT DOINGS

Late Business News From Michigan's Metropolis

With the opening of navigation, the Seaboard Great Lakes Corporation reported the arrival of the first sugar cargo to be brought in Detroit and shipped from Edgewater, New Jersey. Another ship carries a similar cargo from the Pacific Coast, and both have been unloaded at the Detroit Harbor Terminals Dock, foot of Clark street.

Operation of the Detroit & Cleveland Navigation Company to Cleveland has commenced, and the service to Buffalo will be resumed about May 1st. The Great Lakes Transit Corporation will start operation to all ports about May 1st, and the Minnesota-Atlantic Transit Corporation to all ports about April 30th. The Nicholson Universal Steamship Company is now operating to all ports.

The Association of Regulated Lake Lines was recently organized by four of the well-known lake carriers for the primary purpose of attaining uniformity in the rates, rules and regulations applying on lake traffic, and for the purpose of promoting commerce by water between the ports on the Great Lakes. With the advent of navigation, the functions of this organization are expected to be felt by the users of water transportation.

Direct trans-lake airline service between Detroit and Cleveland will be resumed shortly by Transamerican Airlines, Inc.

Service this year will be started with new ten-passenger multi-motored airplanes which have been purchased by the company especially for this line. These airplanes, in keeping with the best modern practice, will replace the single engine planes used last year. The new planes are the most modern that could be obtained, with large roomy cabins, easy adjustable seats, and are unusually silent in operation. They are the amphibian type, equipped with two-way radio and other modern scientific devices.—Detroit.

Jacob and Ben Barish owners of Barish Shoes, Inc., have sold their west side business at 4721 Michigan avenue to Milton Marcus, a newcomer to the shoe field. Store is being managed by Louis Becker. Barish has moved to California.

Gardner & Schumacher, Inc., wholesale furniture dealers and factory representatives, have moved from their location at 439 Congress st., E., to the Globe building, 407 Fort street, E., where they are occupying the entire second floor with general household furniture displays. The company was organized about eighteen months ago and in spite of the unusual decline in conditions during that period, the business expanded steadily necessitating the move to larger quarters.

Robert Merschel, divisional merchandise manager for the J. L. Hudson Co., died at his home in this city last week. The body was sent to Newport, Kentucky for burial.

Michigan farmers are invited to barter their products for clothing and other supplies by a Detroit department

store. Advertisements in seventy-eight newspapers through the state have led to such swaps as a 500 pound pig for three boys' suits, three pairs of shoes and a dress; fifty crates of eggs for a variety of women's wearing apparel, etc. The produce received is at once placed in the store's grocery department for sale along with its regular stock. A San Francisco hotel similarly advertises that farmers and ranchers may exchange food products for hotel accommodations.

M. Van Alstine, manager of Hanan and Son shoe shop on West Adams Street, believes he has met the nerviest customer—or rather non-customer—in a long season. The man left a parcel with the store for safekeeping, without even making a purchase there. He called Van Alstine at dinner that night, insisted he come down to open the store for him at once, to get his parcel out—and bawled Van out for finishing his dinner first before coming back. Van wonders now whether the package was a pair of shoes he bought from another store!

Samuel Diamond is now representative of the Harsh and Chapline Shoe Co. of Milwaukee in the eastern territory of Michigan. He has opened offices at 9120 Twelfth street. Diamond succeeds Nathan Watterston, formerly of the La Salle boot shop, as Harsh and Chapline man here. He was formerly local representative for the Degner Shoe Co.

The American Bar Equipment Co., 5235 Grand River avenue, a division of the American Show Case Co., announced Monday 300 new men have been hired in Detroit, Adrian and Muskegon, and are working day and night shifts on the production of bar equipment.

Show New Rubber Flowers

To carry the vogue for floral trimmings and boutonnieres into sportswear and beach apparel a manufacturer has placed rubber flowers on the market. They are made of sponge rubber and are shown in a wide variety of high shades and color combination. The flowers are intended for wear on sports sweaters, beach pajamas and, being impervious to water, on bathing suits. The merchandise is priced to retail from 50 cents to \$1.

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

Business Wants Department

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

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—Iron and woodworking business, established forty years. Excellent opportunity for mechanic—ill health reason for selling. F. S. Clegg, St. Louis, Mich. 572

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

After a formal complaint has been tried, the Federal Trade Commission considers all the facts in the case and decides whether to order the respondent to cease and desist from the practices charged or dismiss the complaint. Orders to cease and desist were made public in eight cases in April. They are listed as follows:

Fleck Cigar Co., Reading, Pa., engaged in the manufacture of cigars, directed to discontinue the use of the word "Cuba" in the trade name "Rose-O-Cuba" to designate cigars not made entirely of Cuban tobacco without the use of a conspicuous phrase in immediate conjunction therewith clearly indicating in connection with cigars not containing any substantial amount of tobacco, that the cigars do not contain any Cuban tobacco, and in connection with cigars containing Cuban tobacco in part, that the cigars are not composed wholly of Cuban tobacco; to discontinue the use of the words "Havana" or "Habana" to designate or describe cigars that are not made wholly of Havana or Cuban tobacco; and to discontinue the use of any other word, designation, or phrase in a manner to imply that any cigars contain Havana or Cuban tobacco in whole or in part, when such is not the fact.

Venice Importing Co., Brooklyn, engaged in the sale of olive oil, directed to discontinue the use of the phrases "Imported from Lucca, Italy," "Importato de Lucca Italia" and other words or phrases of like import, unless and until the olive oil so described or designated is imported from Lucca, Italy.

Yokum Brothers, Reading, Pa., engaged in the manufacture of cigars, directed to discontinue the use of the word "Cuba" in the trade name Spana-Cuba to designate cigars not made entirely of Cuban tobacco, without the use of a conspicuous phrase in immediate conjunction therewith clearly indicating in connection with cigars not containing any substantial amount of tobacco that the cigars do not contain any Cuban tobacco, and in connection with cigars containing Cuban tobacco in part, that the cigars are not composed wholly of Cuban tobacco; and to discontinue the use of any other word, phrase, or designation in a manner to imply that any cigars contain Cuban tobacco in whole or in part when such is not the fact.

Madison Mills, Inc., New York City, engaged in the sale of men's shirts, directed to discontinue the use of the words "Satin Ribbed Radioux Shirts" and "Satin Striped Broadcloth Shirts" to designate wearing apparel composed of cotton with rayon stripes or ribs, unless the words "Rayon Satin Ribbed Radioux Shirts," "Rayon Striped Broadcloth Shirts" or equivalent modifying terms appear in equally conspicuous type and on the same side of the swatch card, label, or advertising matter; and to discontinue the use of the word "Normandy Flannel" and "Flannel" to label or describe cotton wearing apparel.

National Importing Co., New York City, engaged in the sale of dress

goods and other fabrics through house-to-house canvassers, directed to discontinue the use of the word "Sylkiana," "Foulard," "Shantung," "Silk-sheen," "Superay Taffeta," "Shantora Crepe," "Shanteen Crepe," "Crepe" and "Taffeta" to designate or describe fabrics not composed entirely of silk; to discontinue the use of the term "Silk Finish" to designate fabrics the finish of which is not composed of silk; and to discontinue the use of the word "Importing" in trade name or in any other way to imply that respondent is an importer, unless and until a substantial part of the products sold are imported.

Anna M. Gibbin, Pemberton, N. J., engaged in the sale of plants and bulbs, the larger part of which are purchased in the open market, directed to discontinue quoting the regular price as a special reduced price; to discontinue representing that respondent operates a large floral establishment in which are grown most of the flowers sold, that some of the bulbs offered for sale are imported from Holland, that many notable florists are supplied first, the surplus going to plant lovers, and that the bulbs sold will produce flowers of a large variety, when such are not the facts; and to discontinue guaranteeing that unsatisfactory goods will be replaced or the money refunded and promising that goods will be shipped promptly, unless the guarantee is fulfilled and orders are promptly shipped.

Tiffany Laboratories, Cleveland, engaged in the sale by mail orders of a cream designated "Tiffany Tissue Builder," directed to discontinue the use of the word "Laboratory" in corporate or trade name or in any other manner to imply operation of the laboratory in which the products sold are manufactured, unless and until owning or operating such a laboratory; to discontinue representing that a person named Jean H. Tiffany is or ever has been connected with the business; and to discontinue representing that "Tiffany Tissue Builder" contains tissue building oils, and will remove wrinkles, build tissue and develop any part of the body without exercise.

George H. Lee Co., Omaha, engaged in the compounding of livestock remedies designated "Germazone" and "Gizzard Capsules," directed to discontinue representing that "Germazone" is a competent treatment for bacillary white diarrhoea, pullorum disease, blackhead, limberneck, coccidiosis, diphtheria, and aspergillosis and that "Gizzard Capsules" will rid fowls of pin worms and tape worm heads.

Gabby Gleanings From Grand Rapids

Clarence N. Menold, who recently sold his drug stock at 1434 Eastern avenue to Keller Bros., has decided to engage in the drug business at Hamilton. The Hazeltine & Perkins Drug Co. is furnishing the fixtures and stock.

Peter Muste has opened a Red and White store at 810 East Leonard street. The store was formerly occupied by Kroger.

Joseph W. Putnam, manager of the Putnam factory of the National Candy Co., is in Saginaw and Bay City this week, introducing his Michigan jobbing salesman to Eastern Michigan jobbers.

Abraham P. Schefman and Frank Schefman, individually and as Abe

Schefman & Co., wholesale produce dealers, located at Weston street and the Pennsylvania railroad tracks, late Friday filed voluntary bankruptcy petitions in federal court.

The liabilities of the company, in which they are partners, were listed as \$45,973.05; assets, \$18,571.35; secured claims, \$32,475.26; unsecured claims, \$13,497.79.

Frank Schefman, who resides at 1150 Chippewa drive, S. E., lists liabilities at \$53,674.80; assets, \$6,555; secured claims, \$39,975; unsecured claims, \$13,699.

Abraham P. Schefman, who lives at 1153 Chippewa drive, S. E., lists liabilities at \$79,834.72; assets, \$8,454; secured claims, \$32,475; unsecured claims, \$14,824.

Humphrey & Caswell, of Rockford, opened under Red and White auspices April 29. Raymond & Wisner, of Blanchard, will open under Red and White auspices May 6.

State Convention of the Michigan Bakers Association

Grand Rapids, May 2—Appreciating the valuable co-operation which we are receiving from the Tradesman I take pleasure in giving you below a resume of the past week's performances.

Meetings were held in Jackson, Ann Arbor and Lansing, and finally wound up in a blaze of glory at a meeting of the Detroit and Wayne County Chapter of the Michigan Bakers Association, held at the Barlum hotel, in Detroit, on Thursday evening, April 27. There were about 225 present and a more enthusiastic, congenial mixture of all types of bakers never congregated under one roof in Detroit, so it was said by those present. All barriers were thrown down and it was an honest-to-goodness co-operative meeting which was held.

This was preliminary to the state convention, which is to be held in Detroit on May 24 and 25 at the Book-Cadillac Hotel. The change has been made to the Book-Cadillac, owing to the large attendance now indicated, feeling we would need the largest quarters we could obtain for that purpose. Thus, it is now definitely decided—Book-Cadillac Hotel—make your arrangements now. You are going to be reminded of this often so that by no slip-up are you going to miss this meeting. Demonstrations practical to the baking industry, National figures on the program, and frank discussions will permeate this meeting. An education is to be had which has been long sought for, but thus far has certainly been disappointing. Necessity is the mother of invention and the present day conditions as they effect the baking industry especially are so multitudinous that we need only the help and co-operation of all of you.

Let nothing stand in the way of you being there, and if you find it impossible to attend both days be there by all means on the 25th. With the program arranged, if you go home from that meeting and can conscientiously say that you have not received food for thought to keep you inspired for a whole year, your program committee is going to be greatly disappointed. Remember, this is but one of the meetings of this Association scheduled for this year.

One of the features of this program will be an address by a National figure. The unique part of his address is that the meeting is to be thrown open for questions. So get out your pencil and jot down your questions and come prepared to fire the questions of whatever nature—you will be answered.

The slogan at the Detroit zone meeting was that "This is to be the largest state association of any state in the Union." Are you on the outside of Detroit going to do less than to adopt

the same resolution? They say, "We don't mean maybe." What do you say?

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

Team Work Group To Visit Flint Saturday

The United Commercial Travelers team work group will meet at Flint, Saturday, May 6, to perfect plans for the state wide meeting which will be held in conjunction with the annual convention of the Michigan Grand Council in Bay City, June 9 and 10.

Representatives from Owosso, Saginaw, Bay City, Port Huron, Cadillac, and Detroit Councils will attend the Flint meeting Saturday. Flint has arranged a pot luck supper, hard times party and indoor circus to entertain the visiting members. Supper will be served at 6:30 p. m., followed by the other entertainment features.

The Detroit delegation of about fifty will be led by A. G. Guimond, Michigan Jurisdiction Director of the team work groups. Part of these members will come over in two of the specially constructed aerocar units, which the team work group has been using through the courtesy of C. C. Starkweather, Buick's oldest salesman in point of service. Cliff was formerly a Buick dealer in Detroit. He is now selling the car he formerly was distributor for. That is team work. Any traveling salesman who happens to be in Flint or can route himself there for Saturday evening should be at the recreation hall located at 610 South Saginaw street by 6:30 p. m. A warm welcome awaits you.

Beer Effect on Drug Supplies

With the large demand for bottles, caps, seals and other accessories developing from the brewing industries, the pharmaceutical trade, which have been among the largest users of these products, are wondering what the effect will be on their relationships with the bottle and cap suppliers. Some executives profess to see less intensive cultivation of new designs in drug glass containers and possibly higher prices for the various types of bottles. Others felt, however, that if this did develop, the bottling field would attract new companies, which would be able to fill any demands.

Daffodils Are Blossoming

Trumpeted to call her morn
When Spring presents your worth
Trumpeted to rich adorn
And beautify her earth
Oh what gladness welcomes Spring
For you then are blossoming.

Trumpet far your cheering note
Fond fantasy will hark
Music fills your golden throat
For the meadow lark
Warbles, warbles it is Spring
Daffodils are blossoming.

Trumpets can we truly hear
They call to all "Awake!"
Sending thrills afar and near
Until in joy we take
Up the melody of Spring—
Daffodils are blossoming.
Charles A. Heath.

Seven New Readers of the Tradesman

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

John Derks, Fremont;
Peoples Market, Holland;
Elmer Van Antwerp, Sunfield;
Neil Jonker, Grand Rapids;
Wightman & Pigeon, Belding;
J. H. McKay, Greenville;
B. Vander Beer, Bradley.

MODERN CUTS OF PORK

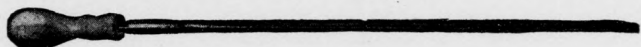
This is the twenty-ninth and last of a series of articles on modern methods of cutting pork which are being introduced by the National Live Stock and Meat Board.—Editor's Note

FRESH BACK FAT (cont'd)

The article preceding this one explained how fat may be added to lean cuts of meat by wrapping back fat around them. Back fat may be used in another way to accomplish this end; it may be inserted through the meat as described below.

LARDING LEAN CUTS OF BEEF

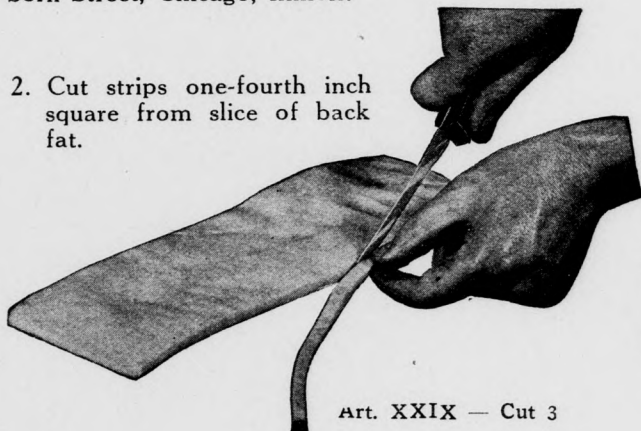
The advantages of larding cuts of meat, which are deficient in fat, are self-evident. In this process the fat is distributed where it is needed, thus adding materially to the palatability of the meat.



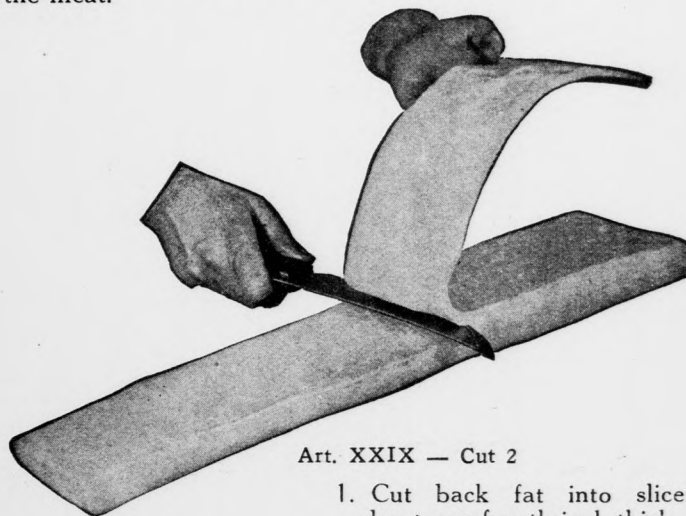
Art. XXIX — Cut 1

The new larding needle is simple and substantial in construction and easy to use. It is suitable for larding either large or small cuts of meat. It can be used on roasts and pot-roasts, equally as well as on tenderloins. If any further information regarding this new needle is desired it may be secured by addressing the National Live Stock and Meat Board, 407 South Dearborn Street, Chicago, Illinois.

2. Cut strips one-fourth inch square from slice of back fat.

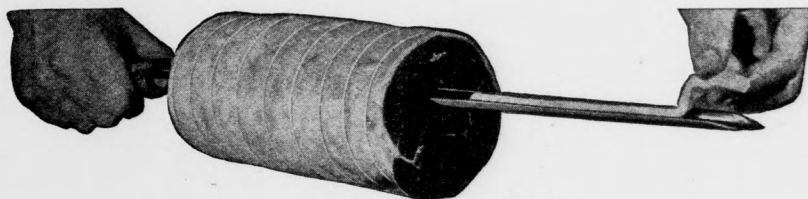


Art. XXIX — Cut 3



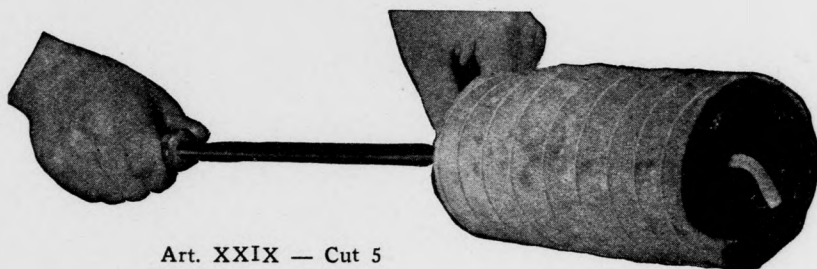
Art. XXIX — Cut 2

1. Cut back fat into slices about one-fourth inch thick.



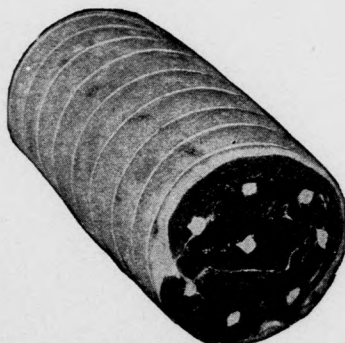
Art. XXIX — Cut 4

3. Insert larding needle through roast with groove side down. Twist the needle, turning groove side up. Place strip of back fat in groove of needle.



Art. XXIX — Cut 5

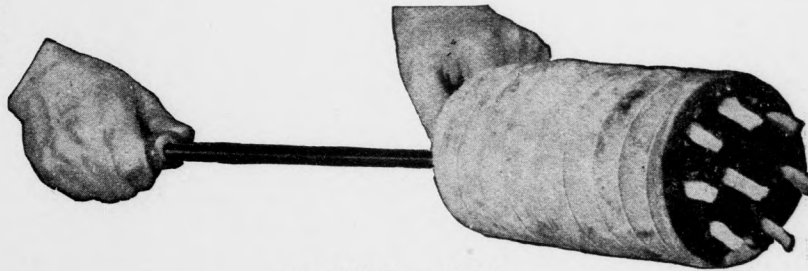
4. Pull the needle until back fat extends through the roast, holding thumb in groove to keep back fat from pulling out with the needle.



Art. XXIX — Cut 7

5. Continue to insert strips of back fat until the piece of meat is larded. Then cut off ends of back fat.

6. The complete larded beef roast.



Art. XXIX — Cut 6

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