

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Fiftieth Year

GRAND RAPIDS, WEDNESDAY, MAY 10, 1933

Number 2590

MY TASK

To love some one more dearly every day,
To help a wandering child to find his way,
To ponder o'er a noble thought and pray,
And smile when evening falls —
This is my task.

To follow truth as blind men long for light,
To do my best from dawn of day till night,
To keep my heart fit for His holy sight,
And answer when He calls —
This is my task.

And then my Saviour by and by to meet,
When Faith hath made her task on earth complete,
And lay my homage at the Master's feet
Within the jasper walls —
This is my task.

MAUDE LOUISE RAY
S. H. PICKUP

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E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

Tie fifty-pound weights to the feet of a broad-jumper. If he moves at all it is an inch at the time. Take the weights off and watch him go! That's about what happened to the country these last three weeks. Declaration of the gold embargo and announcement of definite reflation plans have given the country a running jump toward prosperity. We can't expect to get there at once, but at last there's unanimity of opinion that the shackles are off.

Proponents of the so-called Thomas measure advance twelve prosperity points as the advantages: (1) bank deposits will be converted into commodities, real estate and property, (2) owners of collateral will negotiate loans to take advantage of rising prices, (3) merchants will order to restock empty shelves, (4) wholesalers will place orders for additional stocks, (5) manufacturers will take chances on reopening their factories, thus making demands for labor and raw materials, (6) these activities will mean new business for transportation companies and the banks, (7) labor will be employed and additional demands will arise for farm products, hence stimulate and raise farm and commodity prices, (8) bank credit and bank deposits will be thawed out and banks become active again, (9) value will be replaced in all kinds of collateral and securities, (10) credit will be in demand and will begin to expand and revolve, (11) the people will be able to obtain money to pay taxes, interest and debts, (12) the government will have funds with which to continue the advance now noted in all lines of private and public activity.

Steel, our basic industry, and in normal times the best barometer of capital goods business, now is operating at 35 per cent. of capacity. This is several points ahead of the same period last year, as well as being high

for the current year. Steel scrap prices have advanced sharply and indications point to higher prices for finished steel.

The April output of automobiles, estimated at 165,000, will exceed the production in April last year.

The April decrease in electric production will be the smallest falling off from the previous year that we have had in eighteen months.

March showed a 26 per cent increase in contracts for residential buildings over February, according to F. W. Dodge Corporation figures. In total construction for the first quarter of the year increases were shown over last year in upstate New York and the New Orleans districts.

New business booked by the hardwood mills during the week ended April 15 was 31 per cent. above the same week last year. All regions showed orders larger than production.

There's been a lot of talk about new revenue from beer but not enough about the increased revenue from beer accessories. Borden officials, for example, say that during the last two weeks sales of cheses of various types have increased from 25 to 100 per cent. and the entire warehouse and plant stocks of Liederkrantz are exhausted. This increased consumption of cheese calls for increased sales of milk, and at advancing prices. So everybody in the circle—farmer, processor, distributor, consumer—is happier, and even the cows ought to be more contented.

Outdoor beer gardens are opening up all over the country, and Variety is authority for the estimate that in addition to giving employment to thousands of unemployed waiters, the return of beer will bring jobs to more than 1,000 vaudeville acts and a minimum of 300 orchestras.

"First a good product, then advertising." Warner Brothers produced the musical comedy pictures, 42d Street," and had so much faith in it that they bought more newspaper space than for any recent picture and sponsored a special train which ran from Hollywood to the inauguration at Washington and back again to the Coast over a different route. The result: the picture is one of the biggest smash hits of all times, despite the fact that banks were closed during the first two weeks of its run. It is in its tenth week at the Strand theater in New York, and has taken in \$200,000 at that theater alone.

Another new and vigorously exploited product which is going places in a big way is the air-cooled Electrolux. Orders in every district are said to exceed production. The eastern division ordered a million folders for dealer distribution; the demand was so great that the order had to be upped to three million.

An ill wind has blown some good to the can makers. Bootlegging and sub-

stitution of lubricating oil have caused several of the oil companies to sell their products in sealed tin containers.

Air passenger traffic for the first two months of the year was 17 per cent. better than last year. Passenger miles flown jumped 48 per cent. Air express gained 13 per cent.; air mail dropped 21 per cent. On the American Airways lines passenger traffic in the first quarter was 45 per cent. ahead and in express poundage 200 per cent. ahead of last year.

Freight car loadings continue to better the seasonal trend, with miscellaneous freight showing the biggest increases. This covers most manufactured items. For five consecutive weeks total loadings have increased their ratio to the 15-year average.

Sales of household washing machines in March showed an increase over 1932 figures for the third consecutive month.

In the Boston district sales and prices of wool and hides have zoomed, and retail stores report a better-than-normal after Easter business. In New York stock exchange houses have recalled thousands of workers, cable companies are having the biggest business in several years, department stores drew a bigger-than-expected response to special sales, retailers are ordering heavily of those goods likely to be first affected by reflation measures.

Philadelphia reports the first demand in years for idle factories, and a decided improvement in the textile, metal and beverage business. In the Cleveland district there is a real upturn in the automotive trade. Akron tire factories have jumped production schedules as much as 50 per cent.; steel mills are working at double the rate of earlier in the year. Detroit is on a buying spree. The depositors are getting back over 200 millions from the two big banks. Auto makers have increased their schedules and retail sales last week reached a new high for 1933. Factory employment has increased not only in Detroit but in Battle Creek, Kalamazoo, Flint, Grand Rapids, Jackson, Benton Harbor and Muskegon. Chevrolet has increased both May and June production schedules by 10,000 cars each.

Chicago dry goods houses tell of a sharp increase in telephone and telegraph orders and requests for price protection on future shipments. Last Thursday's retail sales of Marshall Field were 14 per cent. ahead of a year ago. March sales of the Chicago addressograph sales agency were the largest of any month in two years. Rising grain prices and good crop prospects cheer merchants and manufacturers in the Minneapolis district. Many farmers have been holding their grain for higher prices, and now have real money to spend. The railroads

serving St. Louis and Milwaukee have had to divert many extra cars to those points for beer shipments.

Higher grain prices mean tens of millions of extra dollars in purchasing power in the Kansas City region. Both wholesale and retail trade is at or near the year's highest levels with cotton selling over 8 cents instead of 5, business has taken a big spurt in the Atlanta, New Orleans and Dallas sections. On the Pacific Coast March building permits jumped 28.1 per cent. over February in 58 cities of 8 states. Hop growers in California, Oregon and Washington are enjoying a 150 per cent. increase in price. The two new bridges in the San Francisco area will cost 110 million dollars.

Just as we were becoming convinced that the well-known "turn" had come, Charles M. Schwab, the incorrigible old optimist, stepped out with another prediction—that the depression had "reached bottom" and that "there is an important portent of recovery." Well, there always comes a time when every prophet who maintains his stand must be right, and so we aren't allowing ourselves to become upset by what Mr. Schwab says.

The President of the Chicago and Northwestern thinks that the railroads will gain from inflation even through their rates are fixed. "What the railroads need is more traffic volume," he says, "and I would not be afraid that operating expenses would increase more than revenue. On our road we could handle 100 per cent. more traffic with no increase in expenses other than the cost of running the trains." As a result of the rise in grain prices his road received on one day an order for 700 additional cars to move grains from lines west, the largest such order it has had for any one day in three years.

Inflationary booms usually run this way—first, a wild speculative start in commodities and equities, such as we have just witnessed. This is followed by a tapering off and then a renewed upward move of more moderate proportions but better continued than the first. Salaried workers and most wage earners are "squeezed" temporarily because of a lag between the upturn in prices of the things they buy and increased earnings for them. The first beneficiaries are the farmers, the industrialists, the storekeepers, the speculators and the unemployed. The final reckoning of uncontrolled inflation is utter chaos and collapse, but let us hope (and there are sound reasons for believing as well as hoping) that this reflationary process will be, as Senator Robinson told the Associated Press members in New York, a "prudent inflation."

The country is not made great by the number of square miles it contains, but by the number of square people it contains.



Lines of Interest To Grand Rapids Council

The big pot luck supper is over and what a magnitude of viands disappeared before that mob of one hundred and fifty salesmen and their families. It was amazing how skillfully the Ladies Auxiliary arranged to have such a variety of foods. When everyone had eaten to repletion, along comes a flock of cake and a bunch of ice cream to bring to a close the perfect meal. And coffee! Al De Haan doesn't fool when he donates his noted brand of Del Monte. It was brewed to a turn and there was plenty of it. Folks that were not there sure missed a wonderful chance to fill up enough to last over Sunday. Music was served during the meal by the Davis Tech orchestra which consisted of so many pieces that they overflowed into the crowd. We counted up to twelve and then got hungry and could not count the balance that were left of the music dispensers. It was a splendid organization and should go far in musical circles if they continue together. At the conclusion of the meal, tables and chairs were removed and the hall made ready for the council meeting. The ladies gracefully retired to their quarters for the Auxiliary meeting. The Council meeting was called to order promptly at 8 o'clock by Senior Counselor Wagner with all officers present and in their stations. As one looked about the room he was reminded of the good old days when the attendance was large and the fireworks plenty hot. The Secretary announced that there were applications for reinstatements, transfer and new membership to be balloted upon. When the Senior Counselor called for the vote, Preston W. Porter, former member of Traverse City Council, and R. P. Jones had been declared members by reinstatement, Wilbur Lowell, of Owosso Council, a member by transfer and Wm. Van Overloop, a candidate for initiation. At the close of initiation the regular order of business prevailed and many things of importance were discussed and disposed of. The committee chairman read some very fine reports. L. L. Lozier, chairman of the Legislative committee, and Harry E. Nash, chairman of the Hotel Relations committee are to be commended upon the thoroughness of their reports and their ability to get co-operation from their committee members. After the report of L. L. Lozier the council voted to send a copy of the following resolution, which was drafted by John B. Olney, to the Government at Lansing, one to the Sample Case and one to each Council in the state:

"To the Honorable Wm. A. Comstock, Governor of Michigan, and Members of the Administration Board.
"Gentlemen:

"Whereas—The state press has carried announcement of the intention of your honorable body to discontinue the use of dust layer on the gravel highways of the state, and

"Whereas—Such action, if taken, would in the opinion of the undersigned, result in:

"Rapid deterioration of our highways; increasing the hazard of operation of all motor vehicles, with attendant injury to many of the users of these roads;

"Inability of the traveler to keep either himself or his car presentable in appearance due to dust;

"Injury to roadside homes and farm crops;

"Serious injury to Michigan's tremendous tourist business;

"Expenses, greatly in excess of the temporary savings realized, in the repair of the physical damage to the roads themselves;

"Therefore—We respectfully petition your honorable body to reconsider your action classifying dust layer as a luxury and reinstate it as a necessity in the maintenance and safety of our highways, and the preservation of the essential business of our State.

"Dated at Grand Rapids, this 6th day of May, 1933.

"Teamwork Group,
United Commercial Travelers of America."

An order was also issued for the legislative committee to draft a resolution relating to Bill H. R. 3769, now before the National body and mail a copy to the Honorable Carl E. Mapes, at Washington. It was also urged that each member write individually and acquaint his trade with the consequences which might result should this bill pass. The Sample Case carries the information regarding the bill but for the benefit of those who do not have access to that magazine we are herewith reproducing the bill as written by Congressman M. K. Reilly of Wisconsin.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That no individual engaged in selling, or in soliciting orders for, goods, wares, or merchandise, or the performance of personal services, shall be relieved, by reason of his relation to interstate commerce from the operation of state or municipal laws or ordinances requiring licenses, license fees, or bonds of, or otherwise regulating the activities of individuals so engaged. As used in this act the term "state" includes the District of Columbia."

This is a vicious bill and should it be passed there is a possibility that every salesman will have to pay a license in every town in which he sells merchandise. That expense will be reflected back in the cost of the goods to the dealer and on to the consumer. If enough letters of protest are showered into Washington there is little possibility of the bill being enacted.

After a very interesting meeting had come to a close, the hall was cleared and Slocum's orchestra dished up some very fine music for those who cared to dance. From all indications nearly every one wished to care to enjoy the soothing rhythm of the music and the excellence of the dance floor. Old man depression was laid out cold until low twelve when the merry, well-fed crowd dispersed.

From reports we are lead to believe that Spaditis is quite prevalent among

our members. We understand this malady is brought about by prospecting for fish bait and appears in the form of large and small blisters on the hands, aching back and sore arches. The disease is not necessarily fatal but should be avoided by patronizing bait vendors who are equipped to furnish dainty morsels for the piscatorial gourmands.

The Ladies Auxiliary held their final meeting of the spring and elected officers for the ensuing year.

One new member was annexed to the rolls in the person of Mrs. C. R. Lawton who paid her dues for one year in advance. That is unusual for these times and is deserving of honorable mention.

The following efficient officers will guide the destinies of the Auxiliary for the coming fiscal year:

President—Mrs. Harry E. Nash;
Vice-Pres.—Mrs. Paul Schmidt;
Secretary—Mrs. T. F. Westfeldt;
Treasurer—Mrs. Selby Miller.

The ladies have been a big factor in furnishing entertainment and lunches for the Council and have made a substantial donation to the Widows and Orphans Fund. The ladies have recessed until fall when they will again meet and attempt to do bigger and better things in fraternal work.

It's a dern good idea to start at the bottom and wake up.

The Ladies Auxiliary announces that they will hold a pot luck luncheon at the home of Mrs. Gerald J. Wagner, 145 Morningside Drive, Thursday, May 18. A chop suey course will be furnished by Mrs. Harry Nash in addition to the regular pot luck. Every member of the Auxiliary is urged to be present and to bring a friend. Bridge will be in order after the luncheon and valuable prizes will be awarded to the ladies who are the most skillful at the game. The ladies have held eight previous luncheons and have cleared \$25.00 which they have donated to the Widows and Orphans Fund. The pot luck on Thursday, May 18, will be the last of the season.

H. E. Connell, residing at 220 East Longview, Columbus, Ohio, has requested a transfer from Grand Rapids Council to Columbus Council No. 1. We are sorry to lose brother Connell but our loss is a gain for No. 1.

H. S. Penny has been appointed an exclusive Corduroy Tire dealer for Battle Creek and is now located at 131 West Michigan avenue. Haze had many years experience in the tire business and has been connected with some of the largest concerns in the country. Members of Grand Rapids Council will all be pulling for Penny and wishing him much success in his new venture.

The fellow who itches for success must keep scratching.

L. C. Dawes has moved his drug stock and fixtures from Lyons to Muir, where he will conduct a modern and efficient drug store. This is a valuable addition to Muir, as it has been without a drug store for the past three years.

In May, 1918, a drunk jumped into Muskegon Lake and when a copper pulled him out and searched him he found \$470 in gold on his person. Those were the good old days when one did not have to spend all his money to get a decent size bun on.

Senior Counselor Wagner addressed a meeting of the Railroad Employees' and Citizens league in the Pennsylvania railroad room Friday night. His subject was, "Subsidy of motor vehicles through taxation."

George T. Bullen, 65, proprietor of Albion's largest department store, died last week, following a paralytic stroke. Mr. Bullen retired from active business about five years ago.

Western Michigan will be called to furnish most of the mint oil for the country this year. Shortage of roots in other producing sections of the country will give local growers favorable advantage in the market.

R. W. Bentley had a narrow escape from injury last week while driving near Big Rapids in a blinding rain storm. His car slewed on the slippery pavement and when things cleared away, the trailer he was drawing was badly smashed, the contents water damaged and a thick coat of clay mud was generously distributed over all concerned. Ray is too busy to be delayed by waiting for car repairs, so he is driving another new Oldsmobile. He has given work to seventy-one men for one day and service to his customers who depend upon him to be on time and in time to keep their stocks complete.

Jim Vander Veen, of 61 Griggs street, bumped into a truck over in Muskegon last week and put a few dents in his car. There was no serious damage to either cars or drivers.

Joseph McLachlan and family will move to Muskegon about June 1. They returned from Detroit last fall, expecting to make their permanent residence here, but Joe's work is centered in and around Muskegon, so they are locating in the center of his territory.

J. Harvey Mann, a member of Grand Rapids Council for the past twenty-five years, has been confined to his home for several days with the flu. He will probably be able to resume his duties with Foster Stevens & Co. later in the week.

It's funny, but the man you could trust always pays cash.

The T. P. A.'s held their annual state meeting in the Elks' Temple Saturday, which ended with a dinner in the cafeteria room. At the conclusion of the business session the following officers were elected:

P. T. Hendricks, Grand Rapids, state president; Neal Walker, Grand Rapids; Hal Elwood, Detroit; James Davis, Kalamazoo, and F. W. Standish, Muskegon, vice presidents; A. D. Carroll, Grand Rapids, re-elected secretary and treasurer; and C. Evan Johnson, J. E. Laramy and G. L. Fox, board members for three years, and R. L. Byerly, board member for one year. Mr. Tinkler, retiring president, was presented with a beautiful Elk's ring in recognition of his services, by Mr. Laramy, former state president. Past Senior Counselor B. C. Saxton is a member of the board of Post A, Grand Rapids.

The independent dealers association which is sponsoring a food festival this month will wind up the activities by giving a free entertainment in the new civic auditorium the evening of May 15. The program of entertainment to date is as follows:

The four Allens, acrobats; three novelty entertainers; Wolverine Four; Rita Jane Rademacher, specialty number; Keller Sisters, Specialty number and V. McDermott, readings. C. H. Thomas will act as master of ceremonies. Several members of Grand Rapids Council who are members of the Grand Rapids Sales Promotion Association are assisting the merchants in the arrangements.

H. R. Bradfield, Secretary-Treasurer of Grand Rapids Council, has moved his offices from the Michigan Trust building to 219 Houseman building.

Some have a way that is right, but trucks have the right of way.

Tom Fishleigh, made famous by Whitman's Samplers, is a little tender to the touch around the region of his shoulders. He lays his lameness to changing a tire and perhaps there is where the trouble arose, because he did neglect telling us how big the thing was that got off his hook.

Many of the old timers will regret to learn of the death of Adrian Oole, secretary-treasurer of the Grand Traverse Grocery Co. Mr. Oole died in a hospital at Petoskey last Wednesday after suffering a stroke on Tuesday. He had been identified with the business life of Traverse City for the past twenty-five years and was especially active in the Chamber of Commerce work. Surviving beside the widow are two daughters, Zelma Mae and Eugenia, both students at Hillsdale college.

Roy H. Randall, of 1412 Sherman street, and Joseph E. White of 220 West 8th street, Holland, have been reported on the injured list. No details have been available.

W. B. Emery, of 429 Crawford, is confined to his home with illness, caused by high blood pressure. It is stated he may be confined to his home for some time. W. B. is a member of 131 and will no doubt be glad to have the boys call.

The Vincent Hotel, of Benton Harbor, has been ordered closed by the sheriff. It is too bad that such a fine structure should be forced to close its doors to the public. This deprives Benton Harbor of its only fire-proof hostelry.

Mrs. George Snow, lessee and manager of the Rood Inn, Ionia, has notified Harry Nash, chairman of the hotel relations committee, that their rates have been reduced and that rooms with bath are now \$1.75 and \$2. Rooms without bath are \$1, \$1.25 and \$1.50. She states that they are always ready to co-operate with the commercial men and will do all they can to make their hotel a pleasant place for the boys to stop.

There are hundreds of muscles in the body and it only takes thirteen to smile. Why over work

George Gilmore, new manager of the Elk Tavern, at Elk Rapids, announces that the Tavern is open for business. The new management is thoroughly experienced in hotel and restaurant operation, and knows that the commercial traveler is a discriminating traveler. That is why the sizable, immaculately kept rooms, the excellent meals, the courteous service, and the utterly reasonable rates will immediately appeal to the travel-wise and

thrifty members of the United Commercial Travelers.

E. R. Swett, manager of the Occidental hotel in Muskegon, announces that they have rooms without bath for \$1.50 and rooms with bath at \$2.50. He states that these are the minimum rates at which they can operate and will be maintained during the depression even though the hotel is operating at a loss.

The Milner Hotels, Inc., announce that they have hotels in the following cities that can furnish rooms at \$1 and a rate of \$3 per week for permanent guests, laundry done free: Hotels Milner and Griswold, Detroit; Hotel Milner, Flint; Hotels Milner and Griswold in Ann Arbor; Hotel Milner in Muskegon; Hotel Milner, Toledo, and the Hotel Astor in Akron, Ohio. They also announce that if you are a stranger, they will be glad to pay your cab fare from any depot to the hotels.

The following rates prevail at these hotels: Hotel Norton, Detroit, \$1 up; Berridge Hotel, Flint, \$1 up; Fowler Hotel, Fowler, \$1 up; Kimbark, Bay City, \$1 up; Hildy's Inn, Alma, 75c up; Hotel Kerns, Lansing, \$1 up; Dal Van, Jackson, \$1 up; Wildemuth, Owosso, \$1 up, and Hotel Owosso, Owosso, \$1.50 up. Here is a wide selection of first class hotels at reasonable rates.

R. W. Schaeffer, former proprietor of a bakery in Ludington, has opened a restaurant and small hotel at 108 Danaher street in that city. He serves first class meals for 35c and will furnish lodging and breakfast for \$1. Mr. Schaeffer is especially interested in serving the traveling men. He was a constant advertiser in the Grand Rapids Traveler while it was being published.

Mrs. Hattie Kraai, widow of Ed. E. Kraai, will continue to travel her late husband's territory in the interest of the Ferris Coffee and Nut Co.

The boys had an awful chore Saturday evening trying to keep Jimmy Malloy (125 pounder) from jumping all over Joe McLachlan (225 pounder). When finally pinned down and subdued, he was asked why he persisted in picking on Joe. He said, "my house, Borden Chocolate Co., tells us that all good goods come in small packages and I just want to prove their statement." We would suggest that Jimmy hop onto some one near his size if he desires to prove that statement. We also caution him that he should not believe everything he hears and only about half he sees.

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

Summer Dress Volume Good

Some let-down in the call for Summer dresses is experienced this week, but orders booked to date indicate that volume has exceeded expectations. By far the bulk of the current demand is concentrated on new merchandise, a factor of marked importance in the business booked. Washable styles with combination jacket, prints, polka-dot effects, sheer types and flowered chiffons are all figuring strongly in the orders placed. Cotton dresses to retail up to \$10.95 are in particularly strong request.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Razor blade sharpeners will no longer be advertised by a selling corporation as "European Machines" or "From the Old World to the New," when they are not imported into the United States, according to a stipulation agreement between the company and the Federal Trade Commission.

Other stipulation agreements, made public to-day, involve paints, metal specialties, refrigerators, malt syrups and cigars. Details of these cases are as follows:

The word "Manufacturing" will no longer be used as part of its trade or corporate name by a corporation selling paints, nor in advertising matter or on labels, letterheads or stationery, or in any way to deceive buyers into believing the company owns or controls a factory wherein its products are manufactured, when such is not the fact.

A corporation selling paints and varnishes will cease use of the word "Manufacturing" as part of its corporate name or alone or in combination with any other word, in any way which would deceive purchasers into believing it owns, controls or operates a factory wherein its products are manufactured, when this is not true.

A corporation selling an alleged remedy for such animals as foxes, goats and dogs, will stop use in its advertisements of all representations which would have the tendency to deceive purchasers into believing its product is effective as a cure or treatment for, or will prevent worms, distemper or disease in animals, when such is not the fact. The company will also cease making representations concerning the therapeutic or medicinal properties of its product which are in excess of what actually can be accomplished by its use or which do not truthfully describe the capabilities of such product or the results obtainable from its use.

The words "Vuelta Abajo" will no longer be used in advertising or on labels, bands, stickers or otherwise as a designation for his products by an individual manufacturing cigars, nor will he use the words in any way to mislead buyers into believing his products are composed wholly of tobacco grown in the Island of Cuba, or in the province of Vuelta Abajo thereof, when such is not the fact.

A corporation selling a razor blade sharpener will cease use in advertisements of such representations as "European Machines" or "From the Old World to the New" either independently or in connection with the words "Copenhagen, Denmark; Leicester, England; Hamburg, Germany." or with any other words, or in any way to deceive buyers into the belief that its product is made in Europe and imported into the United States, when such is not the fact.

A corporation manufacturing cigars will cease using the words "Throw-outs" either independently or in connection with other words, as a trade name or brand for its products, on its labels or in advertisements to describe products which are not actually throw-outs, and from representing directly or through its agents that its products

are throw-outs, when such is not the fact. It will also stop using on labels or in advertisements the words and figures "Now 2 for 5 cents" or any similar phrase of equivalent meaning to describe products regularly sold at the price so marked, or any other representations which have the tendency to deceive purchasers into believing the prices referred to have been reduced, when this is not true. The company further agreed to discontinue use on labels of the words or figures "10c and up sizes," "off colors and shapes" or similar phrases of equivalent meaning, which may tend to mislead buyers into believing that the products referred to are of the quality usually sold for ten cents each, when such is not the fact.

A corporation selling metal specialties such as ash trays, platters, tankards, cigarette boxes and cocktail shakers, will no longer use the words "Precious Metal" either independently or with the word platinum, to describe its products, nor will it use any other words which would imply that the metal of which its products are made is of special or unusual value; and from use of the words "Precious Metal" or words of similar meaning which would deceive purchasers into the belief that its products are made of any rare or special metal, when such is not the fact.

A corporation manufacturing refrigerators will cease representing them as "All Steel," and will no longer use the word "Steel" in a way which would deceive purchasers into believing its products are constructed entirely of steel, or of metal, when such is not the fact.

A corporation selling malt syrup agreed to cease using the words "Duo Malt" as a trade designation for its product, or on labels affixed thereto, so as to deceive buyers into the belief that its product was made or prepared by a duo or double malting process. It also agreed to stop using such words or statements as "New Duo Malting Process," "A Special Process" or "New Duo Malting Process which retains strength and flavor that is lost by ordinary melting methods," so as to imply that the process by which its product is made is either a new or special process for the production of malt syrups, which is peculiar to and exclusive with this company, when such is not the fact, and from using in advertising matter any words, statements and pictorial or other representations which would deceive buyers into believing it owns, operates or controls a plant or factory wherein is made the product it sells, when this is not true.

Glass Trade Shows Gains

Improvement in the demand for plate and window glass was quite noticeable during the week in contrast to the previous decline. The glass-container market, including beer bottles, is displaying more strength and the call for specialty glassware continues steady, as no units have gone out of blast in several weeks. All factors point to further production improvement before there is any decline. There is every reason to believe that window-glass prices will be higher very shortly.

MOVEMENTS OF MERCHANTS

Detroit—Irving Litinsky has opened the Lion's Friendly Shoes at 15333 Livernois Avenue.

Jackson—The Eberle Beverage Co. has increased its capital stock from \$30,000 to \$50,000.

Muskegon—The Muskegon Brewing Co., 604 Michigan avenue, has changed its name to the Meeske Realty Co.

Kalamazoo—The Rose Tire Co., 230 North Rose street, has decreased its capital stock from \$40,000 to \$20,000.

Detroit—The Oakwood Upholstering Co., 6501 Mack avenue, has changed its name to the Scott-Shuptrine Co., Inc.

Detroit—The Ideal Garment Co., 160 East Jefferson avenue, has increased its capital stock from \$1,000 to \$4,000.

Battle Creek—Raisin Brook Fur Sales, Inc., 203 West Michigan avenue, has changed its name to the Whitman Fur Shop, Inc.

Harbor Springs — The Harbor Springs Grocery, A. J. Faunce, owner, is now located in its attractive new quarters in Clarke block.

Detroit—The Wesley Baking Co., 14301 Birwood avenue, has increased its capital stock from 250,000 shares to 350,000 shares no par value.

Adrian—The Adrian Live Stock Sales Co., has been incorporated with a capital stock of \$15,000, \$8,500 being subscribed and \$1,000 paid in.

Albion—Richard Rundy has taken possession of the grocery stock which he recently purchased of H. M. Brown, who conducted the store 39 years.

Flint—Beer Sales & Supply Co., 1306 Union Industrial Bank Bldg., has been organized with a capital stock of \$1,500, all subscribed and paid in.

Lansing—The Tussing Drug Co. has completed its work in its newly leased quarters on the first floor of the Tussing Bldg., North Washington avenue.

Mackinac Island—The Grand Hotel Co., has been incorporated with a capital stock of 5,000 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—Virginia, Inc., 1410 Washington Blvd., corset and lingerie shop, has been incorporated with a capital stock of \$2,000 all subscribed and paid in.

Battle Creek—Bonkura Products Co., Inc., 204 Ward Bldg., dealer in drugs at wholesale, has changed its name to Battle Creek Drugs, Inc., of Battle Creek.

Houghton—The Elite Brewing Co., has been organized to brew and sell malt beverages with a capital stock of \$100,000, \$53,000 of which has been subscribed and paid in.

Detroit — Beverages, Inc., 19670 Chesterfield Road, has been organized to deal in foods and beverages with a capital stock of \$10,000, all subscribed and \$1,000 paid in.

Kalamazoo — Martin Alman and Jacob Ver Meulen have engaged in business at 127 Eleanor street, under the style of the Industrial Roofing and Sheet Metal Company.

River Rouge—Murray's, Inc., 10542 West Jefferson avenue, has been incorporated to deal in general merchan-

dise at retail with a capital stock of \$2,500, all subscribed and paid in.

Flint—The McKeighan Drug Co., 1301 South Saginaw street, has merged its business into a stock company under the same style with a capital stock of \$6,000, all subscribed and paid in.

St. Joseph—The Dixie Fuel Terminal Co., Foot of Broad street, has been organized to deal in fuel oil and gasoline with a capital stock of \$15,000, \$8,000 being subscribed and paid in.

Detroit—The Reliable Linen Service Co., 1025 East Montcalm street, succeeds Reliable Linen Service, with a capital stock of \$11,000, \$10,000 of which has been subscribed and paid in.

Manistee—The Century Boat Co. of Manistee, has merged its business into a stock company under the same style with a capital stock of 2,500 shares at \$10 a share, \$25,000 being subscribed and paid in.

Flint—The Hub Shoe Store, Inc., 410 South Saginaw street, has merged its business into a stock company under the same style with a capital stock of \$35,000, \$15,000 being subscribed and paid in.

Tecumseh—The Southern Michigan Warehouse, Inc., has been incorporated for the sale and storage of beverages with a capital stock of \$5,000, \$2,500 of which has been subscribed and \$1,000 paid in.

Flint—The B. & C. Distributors, Inc., 1300 St. John street, has been organized to deal in, store and transport with a capital stock of \$1,000, all support soft drinks and other beverages, subscribed and paid in.

Detroit—The Schor Furniture Co., 8926 12th street, has merged its business into a stock company under the same style with a capital stock of \$25,000, \$15,000 of which has been subscribed and paid in.

Detroit—The Ajax Tool & Sporting Goods Co., 38 East Larned street, has been organized to deal in hardware and sports goods, with a capital stock of \$20,000, \$7,000 of which has been subscribed and paid in.

Detroit—Industrial Refineries, Inc., 2842 West Grand Blvd., has been organized to deal in petroleum products, containers and machinery for handling, with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit—Turner-Brooks, Inc., 9910 Dexter Blvd., has been organized for the installation of flooring and carpets, with a capital stock of \$6,000 common and \$4,000 preferred, \$10,000 being subscribed and paid in.

Detroit—The Old Brewers Distributing Co., 2966 Penobscot Bldg., has been incorporated to deal in legal beverages at wholesale and retail with a capital stock of \$10,000, of which \$1,000 has been subscribed and paid in.

Detroit—The New York Packing Co., 3254 Sturtevant avenue, has been organized to deal in meats, groceries, fruits at wholesale and retail, with a capital stock of \$50,000, \$17,750 of which has been subscribed and paid in.

Detroit—Loewenberg Brothers, Inc., 6137 Mt. Elliott avenue, dealers in furniture and dry goods, have merged the business into a stock company under the same style with a capital stock of

\$10,000, of which \$1,000 has been subscribed and paid in.

Kaleva—Frank Bergstrom, recently of Detroit, with his son, Waino Bergstrom, have leased a store building and are equipping it with modern baking machinery preparatory to opening a bakery. The plant will be opened about May 15 it is expected.

Detroit—George W. Brink & Son, 953 Penobscot Bldg., dealer in foods and beverages, has merged the business into a stock company under the style of Geo. W. Brink Distributing Co., with a capital stock of \$10,000, of which \$9,000 has been subscribed and paid in.

Detroit—The Gately Clothing Co., 241 Michigan avenue, has merged the business into a stock company under the style of the Gately Shops, Inc., with a capital stock of \$15,000 preferred and 1,000 shares at \$1 a share, \$16,000 being subscribed and \$15,000 paid in.

Detroit—The Frank M. Pauli Co., 6529 West Grand River avenue, retail agency for soda fountains and store fixtures, has merged the business into a stock company under the style of Pauli, Inc., with a capital stock of \$5,000, of which amount \$4,570 has been subscribed and \$1,000 paid in.

Hamilton—Clarence Menold, formerly engaged in the drug business at Grand Rapids, has leased the Rankin building and is installing a complete stock of drugs, drug sundries, a soda fountain and modern fixtures and furniture preparatory to opening for business about May 15. The Hazeltine & Perkins Drug Co. furnished the stock, fixtures and soda fountain.

Pierson—Lyle Perry, who was formerly employed in a Kroger chain store in Grand Rapids, has purchased the general merchandise and hardware stock from C. L. Crimmins, of Howard City. He took possession May 3. This stock and location was formerly owned by A. F. Petrie, a pioneer merchant of this place. Mr. Perry will be assisted by his wife in looking after the trade.

Detroit—J. J. Gielow & Sons, Inc., manufacturer of Aunt Jane food products, 14115 Woodrow Wilson avenue, have leased a warehouse at 15853 Hamilton avenue to be used for stock-rooms and shipping point for their products. The new warehouse will give the company an additional space of 19,000 square feet. The building on Woodrow Wilson avenue will be used for manufacturing purposes only.

Detroit—A talk was recently given by Steven J. Jay, buyer of men's shoes at R. H. Fyfe & Co., in the series of historical talks upon industries in the Detroit Historical Society Museum auditorium. Audience was composed largely of school teachers, some with their pupils, and others interested in the history of various crafts. The Historical Society is conducting a series of lectures on the history of local industries, including lighting, stamps, fire fighting, shoemaking, logging, police work and rubber tires.

Detroit—Lou Fields, general manager of the Wise Shoe Co. is celebrating his completion of ten years with this organization, and has marked up two big weeks of sales increases in

terms of corresponding weeks of 1932 to celebrate. Business for first week of April was 63 per cent. higher in number of units, while that for the second week was double that of the same week a year ago. The hosiery department had fifteen clerks behind the counters on the Saturday before Easter in order to handle the volume of traffic.

Manufacturing Matters

Detroit—Ryal's, Inc., 14316 East Jefferson avenue, has been organized to manufacture and sell household, bakery and restaurant apparatus, with a capital stock of \$4,000, all subscribed and \$1,000 paid in.

Bay City—The Yale Electric Products Co., has been organized to manufacture and sell electric and oil furnaces with a capital stock of 1,500 shares at \$1 a share, \$1,500 being subscribed and paid in.

Detroit—The Ty Rite Tie Co., 122 East Jefferson avenue, has been organized to manufacture and sell neckties with a capital stock of \$1,000 common and \$1,000 preferred, \$1,000 being subscribed and paid in.

Gabby Gleanings From Grand Rapids

The retirement of Ab Carroll from the position of superintendent of police, if it is finally consummated by the city commissioners, will be the occasion of universal regret by the business interests of the city. Mr. Carroll has been the most faithful servant imaginable. He has kept the city remarkably free from crooks and criminals. He has enjoyed a National reputation as an official who never ceases to keep track of a wrongdoer who plies his trade in Grand Rapids until he has apprehended him and sent him over the road. Grand Rapids has been very fortunate to have such a man at the head of her police activities for so many years. He deserves and is receiving the thankful and wholehearted commendation of every right thinking man and woman in the city. It is to be hoped that the wrong headed members of the commission may see the handwriting on the wall and reverse their unwise action in sanctioning his removal from office on flimsy protests unworthy of consideration in the case of a man of Mr. Carroll's great achievements in reducing the criminal record of the city to the lowest possible notch. If the present attitude of the commissioners is maintained it will be small encouragement for any man to devote the best years of his life to the service of the people.

The following new Red and White store openings will occur Friday, May 12: M. E. Chapman, Lowell; Chamberlins Grocery, Big Rapids (R. G. Chamberlin, Prop.); City Food Market, Big Rapids (B. A. Chamberlin, Prop.)

The M. J. Dark Beverage Co. will handle Miller's High Life beer at wholesale in Kent, Ionia and Allegan counties. The capital stock is \$10,000, all subscribed and paid in. The directors are M. J. Dark, T. Raymond Dark, C. M. Dark, L. A. Dark and M. V. Rickle. The officers are as follows: President, M. J. Dark; Vice-President, C. M. Dark; Secretary, M. V. Rickle; Treasurer, L. A. Dark.

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 5c and beet granulated at 4.80c.

Tea—Although considerable firmness has developed in the primary markets for tea, prices on this side have practically shown no change during the past week. Values over here, however, are steady to firm with a better demand. In fact, some buyers appeared during the week apparently intent on speculating on tea against the probable advance. This is the first time that speculation has appeared in the tea market for a long while. The consumptive demand for tea has not changed to any extent for some time.

Coffee—The market for Rio and Santos coffee, green and in a large way, has been quite nervous during the past week. The week began with futures several points off, but later the market recovered and futures advanced several points. One reason is general financial conditions. Some speculation has appeared in the coffee market which is also helping to put prices up. Actual Rio and Santos coffee, green and in a large way, have advanced a fraction since the last report. Santos advanced, being relatively greater than that on Rio. It remains to be seen whether this strength will continue, as there is very little in the basic condition of Rio and Santos coffee to cause a permanent advance. Milds also show a small fractional advance for the week, due mainly to general conditions. Jobbing market on roasted coffee shows no particular change for the week, but if the present firmness in green continues, the jobbing prices will undoubtedly go higher also. Consumptive demand about as usual.

Canned Fruits—Canned fruits are unchanged, but there is not much buying interest in them at present prices in this market.

Canned Vegetables—The major vegetables are holding very firm. Maryland tomatoes are getting scarcer all the time, and brokers generally are asking high prices. Corn continues unchanged, while California spinach has shown a better tone, with advertised brands being marked up. Southern spinach seems to be affecting California spinach this season more than ordinarily.

Canned Fish—The principal development in canned foods for the past week has been the strike trouble on Columbia River. This trouble, it has been reported, goes deeper than previous differences between packers and fishermen, and there have been indications of an attempt to organize cannery workers, also out in sympathy with the fishermen. The trouble also may extend northward, as there are always some signs that it is finding root around Puget Sound. There was little packing of chinook salmon brought down from up the river, where fishermen were at work before armed patrol boats, manned by strikers, who made it too hot for them to continue. Some of the fish caught was canned, more has gone to waste, as the walkout of the cannery workers was rather sudden, and it was said they refused to continue on their jobs until the raw stock available had been canned.

Dried Fruits—Dried fruits steady to higher, with strength most pronounced in apricots. Available stocks for sale are very well controlled at this time, with the State's largest operator holding the balance of power. The decline of the dollar against foreign exchanges is seen as enhancing the possibilities of sending fruits abroad, as spot stocks on the continent and in England are light, and forward price ideas are higher. Prices here are holding well, with apricots of top grades bringing somewhat above Coast prices, but relatively cheap as compared to the situation out there. As for stocks available here, they are light, comparatively speaking, and under the circumstances, the spot market is being well maintained, with jobbers receiving a rather steady inquiry for fruits. Holders of prunes on the Coast are asking for full list price, and dried peaches are higher than they were a week ago. Dried apples are steady, with western New York stocks of last year's pack well cleaned up, and the far west has been firming under the influence of improved inquiry from abroad, as well as home. Thompson raisins have held ground previously gained, while cartons worked a little higher here and Sultanias have made a moderate advance.

Beans and Peas—Demand for dried beans is poor, but in spite of this practically the whole list is steady to firm with an advancing tendency. Perhaps red kidneys constitute one exception. Blackeye peas are also higher. If any demand develops for beans and peas, prices will of course go even higher.

Cheese—The market has been steady to firm during the week, mostly on account of light offerings, and the demand is only moderate.

Nuts—News has come from France concerning the extensive damage done by frost to the new walnut crop. Both the Bordeaux and Chabert districts have apparently been hit, with estimates of the damage running as high as two-thirds. As a result, it was said, holders of both shelled and unshelled walnuts in France are generally out of the market just now. The shelled walnut market here showed some spectacular strength in the closing days of last week, when importers found themselves forced to deal among one another for stocks and there was a flurry of buying. It was difficult to keep track of the market, prices reacted so much on resales. The almond market was firm to slightly higher in Spain and filberts firmed up considerably after a slight reaction in Turkey. Pecans ruled strong to higher, as shellers face the prospect of higher prices on stocks.

Rice—The market continues strong to somewhat higher. There is a fairly well sustained movement of milled rice to domestic distributing centers. The decline in the American dollar abroad has given an opportunity to foreign importers to buy rice here at an advantage, in spite of the higher prices of shippers. Farmers are finding no difficulty in selling rough stocks at their own price ideas, and the market looks as though it might work a little higher in the next week or so.

Salt Fish—The market for mackerel and other salt fish is quiet without inci-

dent. Prices are fairly steady on account of light stocks. The undertone in case of mackerel is strong entirely on account of small stocks as the present demand is not sufficient to produce much firmness.

Syrup and Molasses—The situation in sugar syrup is about unchanged. Production is comparatively light; demand fair. Sugar syrup will of course be affected by whatever happens to sugar. Compound syrup, chief ingredient which is corn, will be directly affected by the condition of the corn market and shows an advancing tendency. Better grades of molasses are steady and in fair 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 ½c higher than a week ago. Jobbers now hold plain wrapped prints at 22c and tub butter at 21c. There is nothing in statistical developments at present to warrant a position on either side of the market. The new season of production is at hand, there being fair increases in outputs comparatively, but as yet it is rather difficult to compare with last year. General reports and advices, however, indicate a large and general production this season. Herds are large and with butter fat prices at attractive levels farmers are to be expected to try for free production. Consequently conservative operators are inclined to sit back for developments in the supply field. But there is inflation and in that inflated currency is responsible for the support to date, there is no telling what might happen to the close of the producing period. At any rate the majority of dealers hesitate.

Cabbage—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—\$2.50 per crate containing 6 @ 9 from Calif. and Arizona.

Celery—Florida commands 50c per bunch and \$3.50 per crate.

Cocoanuts—90c per doz. or \$5.50 per bag.

Cucumbers—No. 1 hot house, 85c per doz.

Eggs—Jobbers pay 8c per lb. for receipts, holding candled eggs at 14c per dozen for firsts and 12c per dozen for seconds; pullet eggs, 11c. The weekly report covering the storage movement in the principal thirty-five markets in the country, an excellent barometer of the up and down in the storage supply, disclosed a further increase of approximately 155,000 cases which in turn brought to light the fact that storing in cities not accounted for in daily reports was somewhat larger during the previous week. Current excess is large and with Chicago warehouses carrying will within a full seasonal supply, it is believed that open market offerings will increase a little.

Spot market yesterday exhibited a mixed trend and nervous generally.

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, 30c 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....\$3.50
Imperial Valley, 4s and 5s, crate. 4.00
Hot house, 10 lb. basket..... 1.00

Lemons—The price is as follows:

360 Sunkist\$5.75
300 Sunkist 5.75
360 Red Ball..... 4.75
300 Red Ball..... 4.75

Mushrooms—28c per one lb. carton.

Oranges—Fancy Sunkist California Navels are now sold as follows:

126\$3.50
150 3.50
176 3.50
200 3.50
216 3.50
252 3.50
288 3.50
324 3.50
Red Ball, 50c per box less.

Indian River oranges are sold on the following basis:

126\$4.00
150 4.00
176 4.00
216 4.00
252 4.00
288 3.25

Bulk, \$4.00 per 100 lbs.

Onions—Home grown, 60c per bu. for medium yellow, Domestic Spanish, \$1.40 per crate; Texas, Bermudas, \$1.50 per bag.

Parsnips—75c per bu.

Potatoes—Old, 45c per bu. on the local market; Idaho bakers, 28c for 15 lb. sack; new, from Florida, \$2.50 per bushel.

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 qts. and \$3.00 for 24 qts. from Tenn.

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

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

Veal Calves—Wilson & Company pay as follows:

Fancy6@7c
Good5@6c

A small man may make a big job shrink, but it takes a big man to make a small job grow.

One of the large oil companies is selling cigars, cigarettes and candy in its filling stations on the West Coast.

MUTUAL FIRE INSURANCE

Ability of Public to Take Care of Themselves

This prolonged period of depression will go down into history as a period during which many formerly supposed impregnable institutions were thoroughly debunked. Two such institutions are the banks and the stock fire insurance companies. As the people are learning the ins and outs, the methods and practices, used by officials in the operation of these institutions the more thoroughly disgusted do they become with these formerly supposedly "strong" institutions. The banks now appear to their patrons as nothing more than institutions that were used to inveigle the public's savings for the financial aggrandizement of their owners and officials. Mr. and Mrs. Public now appear to have more faith in the old stocking than they have in the pillars of the banking edifice and the slowly dwindling total of stock fire insurance premiums eloquently depicts the lack of confidence in that much advertised, absolutely indispensable, institution. But the public must not forget that back of the headline news on the newspaper front pages of such institutions as have been untrue to their trust, are banks and insurance companies that are still gloriously true and faithful to the purpose for which they were organized. Institutions carried on by men, honest and true, who never yielded to the lure of big business and shady inordinate profits. Men who execute their trust in the manner and with the fidelity which made America great during the period of its development.

Among such institutions are mutual savings banks, mutual life insurance companies and mutual fire insurance companies. These mutual companies have, in practically every instance, been found to be true to the purpose for which they were organized.

Mutual savings banks of the country, according to authority and financial statements, are in a stronger position today than ever before in their history.

Mutual life insurance companies have stood the strain of the depression better than the others. Of the life insurance companies that have failed, or gotten into trouble, we do not remember one that was organized on the mutual plan. Life insurance is certainly erecting a monument to the mutual principle.

Mutual fire insurance companies have shown their strength and stability in a manner second to none. The mutual fire companies have their troubles too but they are carrying on and furnishing sound protection at the minimum cost to their policyholders. They are paying losses, which are rather above the average, without imposing undue hardship on their members.

This country is not going to the dogs yet. As long as the people have the means to help themselves in the mutual or co-operative spirit they will see to it that their wants will be met. In union there is strength and the strength of mutual institutions in the

present crisis is a proof of the ability of the public to take care of themselves.

Stock Company A Fire Insurance Catastrophe

The entire fire insurance world was stunned by the announcement that the New York Insurance Department had taken over, for the purpose of rehabilitation, the Globe & Rutgers Fire Insurance Co. The general opinion of insurance men everywhere was the belief, widely held, that the difficulties of this great company would prove temporary and would yield to such reorganization in such a way as to protect the interests of the insurance policyholders and the agents.

The Globe & Rutgers Co. was organized in 1899, through the consolidation of two companies of the same names. The company grew rapidly and when it reached the climax of its financial strength in the report for 1929, it reported assets of over \$105,000,000, a surplus of more than \$48,000,000, and a capital stock of \$7,000,000. The Company had a large part of its assets invested in common stocks. Owing to the continuing decline in stock prices following the boom of inflation the company suffered a severe decline in the value of its assets with the corresponding shrinkage in its surplus account to such an extent that the New York Department felt itself forced to take action for the protection of the company's policy-holders.

As it cannot be stated with any certainty what the outcome of the rehabilitation scheme will be, the policyholders have been advised by the Department to protect their risks by reinsurance with other companies.

In its effect upon the general insuring public the financial troubles of a company of the size of the Globe & Rutgers is most serious and it is to be hoped that this giant company may be able to weather its present difficulties without great losses to innocent investors.

If the Globe & Rutgers had been a mutual company, how the stock company apologists would have howled, but under the circumstances they are strangely silent.

"Depression" And Fires

If ever there was one time more than another when every effort should be made to prevent fires in manufacturing and other plants giving employment to a number of people, that time is right now. Any fire starting in a plant not only destroys values but adds to the millions who are out of employment, as well as adding to the number of women and children who are practically without food. In many, many instances when the wage earner ceases to earn, that will be the case—purchasing power shut off and hunger follow.

Hence, those who have employment of any character, and no matter whether the plant employs few or many or what the endeavor, every possible effort should be exercised by everyone to prevent fire breaking out and robbing them of their means of making a living for themselves and family.

At this writing a canning factory is destroyed by fire in Arkansas, cause

"unknown"—a total loss. If that were all it would not be so bad, but the avenue for the growers to sell their present crop of beans, the growing crop of tomatoes, etc., to this cannery is closed for the time being at least, and a number of women and children who usually get seasonal work there must look elsewhere to earn a livelihood. Perhaps they can find it and perhaps not.

Any fire during these remarkably serious times, if it could be prevented and is not, is almost if not quite a crime for its burning.

When On Your Way, See Onaway

Onaway, May 9—The first of May, the opening day of the brook trout season, opened up warm and as fine as a sportsman could wish, the only drawback being the high water. To some people, especially a dead game trout fisherman, hardships add to the thrill, so it appears in the matter of the gentlemen referred to below. Here is a record that stands undisputed. The writer can verify at least a portion of this account, because he made the photograph after taking the measurements. A sample of brook trout caught by Dr. A. F. Atkinson, Charles Crawford, Bert Dagwell and Orr Stanley, all of Indian River, on May 1, 1933, fourteen trout, weight 33 pounds, 8½ ounces, the shortest being 12½ inches in length and the longest 18 inches. These men reported that the catch was made on McMaster creek, a famous trout stream emptying into Black River, near Onaway. I have seen many large trout taken from this stream, but this catch takes the bun.

Dan Farrow, city superintendent of water works, is yet to be heard from and when returns come in from his favorite territory majorities will rise

skyward, only Dan usually goes after the rainbows.

Aubrey Wickersham (Wickey) moves fast. He spends less time by scooting to the mouth of Rainy River with his speedy little roadster, lands a five pound wall eyed pike and rushes him into town with the big fish still gasping. Wickey says he likes them fresh, the fresher the better.

And such abundance of trailing arbutus; that rich, fragrant, wax-like kind, so much of it that it adorns nearly every store window.

Community spirit is being shown this week under the management of Vern Tran, the popular barber. Vern has a big force of men, together with teams and a tractor, clearing and leveling the ground known as the old Chandler hotel site on Main street. The grounds will be used for baseball and a community playground. Funds were provided for the work from the proceeds of a play at the high school under the management of "Mac" McNabb. A big dance at the I. O. O. F. hall Tuesday night will celebrate the completion of the work.

George Abbott, of Grand Rapids, is in town. Squire Signal.

Knit Goods Demand Holds Up

Activity in the various knit goods markets keeps up at a rapid pace. The period is one of the busiest in many months. DeWilde-Herzberg, selling agents for the Malden Knitting Mills, announce that they have withdrawn from sale all worsted sport coat numbers and that they are sold up for the next ninety days. Orders for bathing suits continue to appear in good volume and an additional advance in prices shortly is indicated. In hosiery, staple styles in the 45 to 75 cent retail ranges provide the bulk of the business.

The GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE CO.

A LEGAL RESERVE MUTUAL COMPANY

23 YEARS

OF DIVIDENDS TO POLICYHOLDERS

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

WILLIAM N. SENF, Secretary-Treasurer

HEKMAN POPULARITY IS BASED ON HONEST QUALITY ALL THE WAY THROUGH



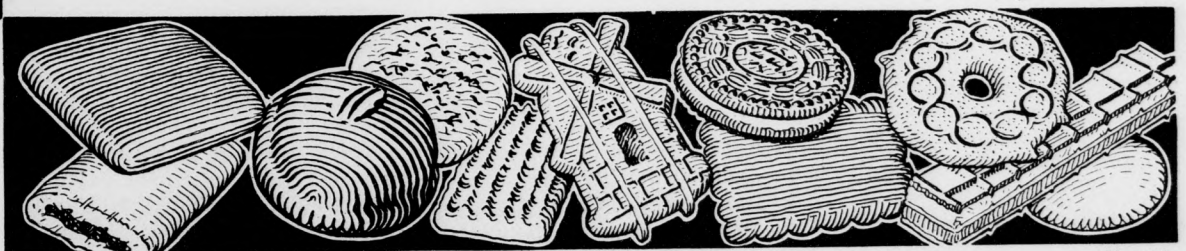
HEKMAN Cookies and Crackers are favorites with Western Michigan housewives because of their invariably delicious, oven-fresh quality.

This quality is the result of years of honest endeavor to produce the finest cookies and crackers that the use of purest, choicest ingredients, long experience, and modern scientific baking methods make possible. The reputation we've thus earned is our greatest incentive to maintenance of the highest standards — a pledge of supreme quality to all who buy and sell HEKMAN Cookies and Crackers.

There are dependable and substantial profits for grocers who concentrate on HEKMAN Cookies and Crackers. Thousands of Western Michigan food merchants have discovered that advantage with particular emphasis during the lean years from which we're just emerging. And they'll find that the gradual return to more nearly normal public buying habits will see the HEKMAN name more securely established than ever before — and the profits to be made from concentrating on the HEKMAN line the most attractive in history. HEKMAN quality is honest quality all the way through. You can capitalize on that fact to your own great profit advantage. Concentrate on HEKMAN Crackers and Cookies — it means more business for you.

HEKMAN BISCUIT CO.

GRAND RAPIDS, MICHIGAN



RISING PRICES WATCHED

Needless to say, price movements in the different commodity markets are being followed very closely by business interests. Inflation, accomplished and proposed, has had its usual effect in bringing about advances, but for the time being it is rather difficult to judge in many cases just what are the results of monetary and credit influences and of actual conditions of supply and demand.

Thus, it is calculated that the drop of 20 per cent in foreign exchange value of the dollar has resulted in a rise of merely 6 per cent in the general commodity level, although, of course, the advance in commodities traded in international markets has exceeded this increase. The latter suffered the most in the world collapse and their return to normal levels would mean much toward bringing about recovery.

In the domestic markets the rise in prices is irregular for obvious reasons. There is the thought ever present in the minds of buyers that the millions of unemployed and the low state of earning power do not offer a favorable basis for passing along price advances. Other experiences with inflation have produced the phenomenon of a huge hidden buying reserve and this may be counted upon to lend impetus to the purchasing movement here, but only if uncontrolled rather than controlled inflation results.

As far as trade is concerned, current advances in the markets are welcomed because of their effect in lifting dollar volume and reducing the percentage of expense. This reaction lends further buoyancy to prices, which, however, will disappear once the stores are "out of the red." Then their attitude will be reversed and further advances opposed.

BUSINESS CO-OPERATION

Out of the mass of legislative proposals dealing with industry and labor at Washington, it is beginning to grow clear that the administration program is intended first to see what business can do toward establishing Co-operation on production, wages and prices without endangering the public welfare, and, secondly, if business itself cannot accomplish the necessary reforms, to force these by Governmental edict.

The price difficulty in this program is to see that business co-operation does not run away with its new freedom from trust law restraints and place additional burdens on the general public in the way of exorbitant prices and charges. That was undoubtedly behind the request made by President Roosevelt before the United States Chamber of Commerce during the week for an increasing of wages to correspond with the increasing of prices.

As industrial interests see it, their troubles would be over if they were permitted to combine on prices. Nevertheless, even a small minority not included in the combine might very well upset such "stabilization." Mr. Roosevelt suggested that this difficulty could be taken care of by bringing such minorities to understand that their

"unfair" practices are contrary to sound public policy.

The issue raised by this whole question centres on whether business is unselfish enough to subordinate individual profit to national welfare. That is highly questionable. The final resolutions of the United States Chamber of Commerce were fair evidence that while the old order of entrenched selfishness has been shaken, it is still in the saddle.

ACCENTUATES RECOVERY

A combination of normal and abnormal developments continues to move the level of general business activity higher. The normal upturn is based upon correction of banking difficulties, revived public confidence, a rebound in prices and low stocks of finished goods, while inflation moves may be accepted as accentuating this recovery. Doubts may be entertained about the eventual results of monetary changes and other artificial restoratives, but hesitation has apparently lost its appeal as a business policy, and the action theme is spreading from Washington.

Another sharp rise in the weekly business index again emphasizes that the increases are actual and go well beyond the usual seasonal expansion, because that factor is eliminated from the fluctuations of the various lines. The gains for the last week reported were marked in all but electric power production, although even in this case the Eastern States furnished another increase over the corresponding week last year.

The automobile industry, which is providing the bulk of orders that are lifting steel operations, finds that sales are matching its expanded output. Estimated production last month ran 62 per cent. ahead of the March figures and 3 per cent. over the April, 1932, total. Building is about the only major activity which continues to show ebbing operations, even against what should be a seasonal rise at this time.

Commercial loans are being watched closely for further evidence of the business recovery. They show little rise so far, but banks report numerous inquiries concerning future accommodations.

DRY GOODS CONDITIONS

Following a business at the last week-end which was reported as the best since Christmas, retail volume during last week again exceeded the figures of a year ago on several days. Seasonal merchandise lines were active, but there was a brisk demand also for Summer goods. Apparel, accessories and home furnishings figured in the call for hot weather supplies. This seemed to signify that the buying public is more impressed with the outlook for higher prices.

In the light of improved sales figures, early estimates on April trade are being revised upward. The strong close to the month's business in this area, it is now felt, put sales within 8 per cent. at least of the volume done in the same month last year.

Reports from the chain stores for April show that previous losses were sharply reduced, and in some instances increases were noted for the first time

in a long period. A compilation of ten chains and one mail-order house disclosed a decline of only 4.64 per cent. The catalogue company made the best monthly comparison in more than two years.

While orders for staple merchandise for next Fall and Winter continued prominent in the purchasing done in the wholesale markets during the week, the fact that a good deal of immediate delivery business was also placed testified to current gains made by retailers and not just to prospects of higher prices. On staples and semi-staples leading stores are buying 90 days ahead. An improved demand is now noted from farming areas.

WALKING TOURS

An interesting movement in England, unrelated to the gold standard, foreign exchange or disarmament, is that of the Youth Hostels Association. Its objective is to encourage walking tours and it has been so successful over the last two years that the open road has gained a favor among young holiday makers that seems almost incredible in this day of busses and motor cars. There are already scattered over England, and particularly in the west and south, some 150 hostels in which the new generation of walkers can spend the night in the course of their tours. They are so placed that it is possible to find lodging available at the end of each day's tramp over a varied series of tours which take in some of the most lonely stretches of English countryside. It is perhaps too much to expect so extensive a development of this idea in this country. Distances are too great to encourage walking in many parts of the United States. Nevertheless, the mountain trails which stretch down the Eastern seaboard from Maine to Georgia are a beginning in this direction, and in the New England States we seem to have country fully as available for walking tours as England. Even though the automobile, the concrete highway and the filling station have penetrated deep into the countryside, they can still be avoided by those who seek out the old dirt roads. If we had youth hostels, the old-fashioned idea of walking might solve many vacation problems.

NOTHING BUT THE DOG

Those who accept theories that the original Americans came from Asia, Polynesia or Egypt sometimes assume that the early civilization developed on this hemisphere had their origins across the seas. This view is challenged by Dr. Alfred V. Kidder, of the Carnegie Institution, in an address before the American Philosophical Society. In his opinion, man brought nothing from the Old World but the dog that trotted at his heels.

The first Americans, according to Dr. Kidder, were primitive and ignorant. They developed their own agriculture, all their great crops—including Indian corn, tobacco, lima beans and cotton—being unknown to the Old World until after Columbus discovered America. Likewise such staple cereals as wheat, rice, rye, barley and millet did not reach the Western Hemisphere until after Columbus came. In a similar manner, Dr. Kidder believes, they developed their own arts. One of his

strongest arguments for this theory is that the wheel was unknown in pre-Columbian America.

Dr. Kidder's interesting theory adds to the impressiveness of the civilizations developed in Mexico, Central America and South America and yet does not prevent an explanation of the similarities of legends in the New and Old Worlds. Even the most primitive peoples have their legends and traditions, which may not appear in written records for centuries after their migrations.

TRADE AWARD MADE

In line with the increased emphasis being placed on social-economic welfare, the award made during the week to the Cotton-Textile Institute, Inc. for the most outstanding accomplishments in the trade association field during 1932 must be considered a happy one. Cited first among its contributions was "its persistent and constructive methods in the elimination of undesirable working conditions for its thousands of employees."

Specifically, this represented the campaign carried out by the institute for the elimination of night-work by women and minors in the mills. Even though the humanitarian purpose of this drive was connected primarily with the desire of the leaders of the industry to reduce overproduction, the undertaking probably marked the turning point of labor policy and employe relations in this vast business. This change in attitude was easily a highlight of the hearings on the Black shorter-week bill.

Among those receiving honorable mention in this contest was the National Retail Dry Goods Association. It may be hazardous that its quality campaign of last year might have proved much more effective if it had been worked out similarly along social-economic lines; that is, by urging the public against merchandise made under sweatshop conditions. That is still an appeal which can be made along very powerful lines to the benefit of all business and the public as well.

Many people have frankly despaired of our civilization and maintain that it is not merely upon trial but that it has failed. Others, pointing to the swift and even fundamental changes that have overtaken other peoples in other parts of the world, have freely predicted the break-up of the foundation of our government. These fears I do not for a moment share. Nor do I believe that they are entertained by any substantial portion of our people. America is made of stout stuff and our democracy runs too far back into the history of the struggle for liberty to succumb merely because our governmental machinery is out of adjustment. We do not discard the automobile because the carburetor fails to work; we proceed to adjust the carburetor.

A Western wall-paper dealer insures his catalogs going to potential buyers by distributing them only to people who have had no redecorating done for from two to three years. Names are selected for the most part from the firm's old customer list, and delivery is made by special store employes.

OUT AROUND

Things Seen and Heard on a Week
End Trip

Last summer the Grand Rapids weather man dealt us out the most beautiful assortment of Out Around days imaginable. He started in along the same line this season, but gave us a rather unhappy surprise last week. We watch the weather reports during the week with especial reference to Saturday. Friday he said, "fair Friday, rain Saturday," so we switched our out country day to Friday. We had scarcely parted company with the city limits before it began to rain. By the time we reached Allegan the rain had increased to a deluge which made business transactions very difficult. Many merchants who had gone home to luncheon did not return to their stores until late in the afternoon. There was no rain on Saturday. Our local weather prognosticator will have to do better if we continue to place implicit confidence in his predictions.

William H. Dendel, the Hopkins merchant, is sending out invitations to his friends to put in an appearance in about two weeks to inspect his tulips, which many of them will, undoubtedly, accept. Later other varieties of flowers will attract the attention of flower lovers. I like to see a business man have a hobby outside of his own business. I notice those who have a hobby live longer, as a rule, than those who confine themselves to the dull routine of store or factory. Besides, they get much more out of life while they are here.

I called on two merchants at Holland Saturday who are partners in one of the best conducted general stores in that city. They are both fine fellows, but declined to renew their subscriptions to the Tradesman because they have "no time to read." This excuse seemed so peculiar to me, considering the number of good clerks they have to assist them in the store, that I ventured to question them closely. Neither takes or reads a daily or weekly newspaper or any magazine. Neither takes time to listen to the wonderful things which come to us nowadays over the radio. I cannot possibly see how either gentleman gets anything out of life worth having. I would as soon be a dummy or automaton as to go through life without keeping in touch with the aims, undertakings and accomplishments of the great men of the age.

Holland people have made big plans for tulip week this year and expect to excel any previous celebration in both extent and beauty. John Hafner, landlord of the Warm Friend Tavern, told me he had many more reservations for rooms for tulip week this year than ever before.

I never understood before why Tom White's meat market, 236 River avenue, is always full of customers whenever I call. Saturday he showed me through his establishment, which explained the situation. It is a model in every respect.

Notice of appeal has been filed in circuit court from the decision of Circuit Judge Willis B. Perkins who held that the Cody hotel could not be sold on a bid of \$50,000 on a decree of foreclosure in the sum of \$121,337.36. By the decree the court ordered any bid must reasonably represent the value of the property. The appeal prepared by the legal firm of Butterfield, Keeney & Amberg sets up that the court erred among other things in finding that "to allow plaintiff, the Michigan Trust Co., trustee, to acquire the property on a bid far below the real value of the same and which would result in a large deficiency against the mortgagors, produces a result which shocks the conscience of the court and brings the case within the rule of equity requiring that the sale be not confirmed."

I have not always been in accord with Judge Perkins in his decisions. Twenty years ago he decided against me on the somewhat noted "peach case" which I appealed to the Michigan Supreme Court. The cause originally involved only \$1.50, but it cost the defendant, the United States Express Co., several hundred dollars to enable me to place on the common law books of Michigan a decision which has been worth thousands of dollars to the shippers of Michigan, in that it defined for the first time the duty of a common carrier in making delivery—that shipments must be delivered to the person addressed or his authorized agent during ordinary business hours. Judge Perkins accepted the situation gracefully and wrote me a congratulatory letter over my accomplishment in the Supreme Court, which has had far reaching results.

In this case I wish to congratulate Judge Perkins on his finding. It may not pass the cold scrutiny of the Supreme Court, but it will strike a responsive chord in the heart of every man and woman who has a particle of red blood in his veins. If the Supreme Court should happen to approve of Judge Perkins' attitude in this matter I shall hail the event as a new departure in judicial procedure which marks the advent of an era of justice in place of the reign of Shylock.

A friendly voice over the telephone informed me that I was a week too soon with Mother's Day, which comes on the second Sunday of May instead of the first Sunday. My apologies to the mothers of America, who are probably not very much concerned over the day dedicated to them. Every day ought to be mother's day in every home in the land.

I consider it a little unfortunate that the recent convention of the Retail Grocers and Meat Dealers Association did not take up and discuss the growing favor in which the sale of eggs by weight is being regarded by merchants generally. Such a feature would have been a step forward. Its consideration and commendation would have placed the Michigan organization on a high plane of advancement.

Referring to the bank liquidation plan referred to in this department last week, the author of the plan writes me as follows:

Detroit, May 5—Thank you very much for your interest in our liquidation plan and for your flattering comment on the writer.

I had the pleasure of presenting this plan in the Oakland County Circuit Court before Judge Frank J. Doty yesterday; and the incidents to that hearing cast much light on the general problem; on this plan, and on the specific question as to legislation, which you raise.

Under the jurisdiction of Judge Doty's court are six bank receiverships. Deputy Attorney General Moriarty interpleaded at the hearing on behalf of the state, primarily in protest against the payment of high bills for receivers' services and legal counsel where little if any progress was being made in liquidation.

Judge Doty said in substance: "It is impossible to liquidate the holdings of closed banks for cash under conditions such as exist to-day. Some plan furnishing depositors with immediate spending power, setting the wheels of business in motion again, and thereby enabling debtors to pay their bank obligations, is imperative. This court believes that the authority vested in it by the laws now on the books, is sufficient to permit the institution of a certificate plan, provided that plan be so safeguarded as to insure protection to all depositors. I have decided to place such a plan in operation; and have appointed Mr. Carl Pelton, attorney, to adapt a procedure for use in all the financial institutions governed by this Court, along these lines."

Mr. Pelton had previously invited me to submit the plan I sent forward to you, in his capacity of friend of the court in this action. I hope that the action will effect immediate release of spending power to depositors whose \$23,000,000 are now so completely frozen in Oakland county; and by reflection of benefits, will start thawing out the hundreds of millions similarly useless through the state.

Personally, I am not sympathetic toward the freezing up of bank assets in preferred stock. The depositors and investors of the state have enough money frozen in dubious securities and unprotective capital already!

A brief summary of the plan is as follows:

The bitter attacks on bank receivers and their attorneys are due not so much to the size of their fees, as to the futility of their efforts. The depositors aren't much interested in how hard these appointees may have worked, if they haven't accomplished anything.

More than a half billion dollars of deposits are frozen in closed banks in Michigan to-day. The bank assets can't be sold except at ridiculous prices; as the insurance companies, private investors, and other banks that would normally buy, have plenty of troubles of their own.

Bank loans can't be collected when business is at a standstill; business is likely to stay at nearly a standstill while banks are closed; and banks will stay closed till the loans are paid.

The way out of this squirrel wheel becomes apparent when we look coolly at the problem. The depositor's money isn't frozen in the bank; it's frozen in the inventories of merchants; in securities; in residences; in accounts receivable. The obvious solution is not to toss the assets to hoarders whose money was dragged out of the banks; but to give the depositors a chance to get what their deposits paid for; and simultaneously build a reserve for the protection of the old and inactive, who can't afford to spend all at once.

We propose that the receiver shall announce to the depositors, in substance "If you have \$500 in the bank, we'll immediately pay you what cash we can, (let's say \$50 for example) and then issue you certificates saying how much more we owe you (in this case \$450). We will see to it that the butchers, the grocers, the dentists and the landlords who owe the bank money, accept these certificates in trade or on account; so you can use them to buy necessities and pay bills. They may require you to pay part cash; or they may take the certificates at discount; but competition and pressure on the debtors will keep this within control. In other words, we offer you spending power so the bank can liquidate, instead of holding up your spending power because the bank can't liquidate."

That's Part One. Now for Part Two. Some depositors will say:

"We can't afford to go on a big spending spree and use up our deposits. Yet we know that the assets of the bank are less than the deposits; so it looks to us as though your plan left the last of us holding nothing. The quick spenders would get the assets; we'd suffer the losses."

Our answer is:

"Have no fears on that account. We have protected both spenders and non-spenders. When the debtor brings certificates back to the bank, he is not allowed face value on them. If appraisal showed the bank was only worth \$80,000, but had \$100,000 of deposits, the bank will allow only 75c credit on \$1.00 of certificates when debtors bring them in. Every cancellation will increase the security back of the remaining deposits which have not been spent. You have the choice of paying a price for the right to spend at once; or waiting for a better settlement later."

This plan is not a mere theory pulled out of the air. It was built on the experience of bank receivers already using offset systems, and liquidating millions of dollars of assets when all other attempts to move them had previously failed.

We carefully analyzed a number of plans and procedures. We interviewed not only their designers and managers, but the depositors and businessmen in the territories where they had been applied. We have carefully corrected their drawbacks. Then we have applied our resulting plan on a million dollar scale, with gratifying success. Competent courts have passed on the plan. Trade and credit organizations are advocating it. Executives of banks still open tell us that it will not only aid communities where banks are closed; but will also remove a great hazard to banks now open.

No plan or procedure is self-operating. The success of the Thompson Plan, or of any similar procedure, will depend largely on how it is applied; how community support is enlisted; and how careful watch is kept against the sharpers and shysters who invariably rush in when spending power is freed. The cash market for certificates, we believe, should be in charge of an honest person, under the surveillance of the receiver or the court.

We have worked out solutions for many special problems; but in the interests of simplicity, we do not go into them in the attached outline. We will gladly furnish particulars on request. What It Does:

- I. Gives depositors immediate total spending power for their account.
- II. Protects non-spending depositors.
- III. Stimulates business.
- IV. Liquidates frozen assets without forced sale and sacrifice.
- V. Furnishes incentive for paying debts.
- VI. Leads to early re-opening of some frozen, but unimpaired banks.

Procedure:

(Continued on page 23)

FINANCIAL

Silver Only Circulating Money U. S. Bondholders Must Accept

Among the many ramifications of our recent monetary policy is the position in which it has placed the United States Treasury in regard to payment of interest on United States obligations. The situation is worthy of a Ripley "Believe It or Not." Today the only form of money available which must be legally acceptable to holders of United States obligations in payment of interest is standard silver dollars.

This arises from the fact that one cannot be forced to take anything other than legal tender in final settlement of debts. In this country our legal tender for private debts consists of gold, gold certificates, "greenbacks," and standard silver dollars. Our other kinds of currency—national bank notes, Federal Reserve notes, Federal Reserve bank notes and silver certificates—are not legal tender. Subsidiary and minor coins are legal tender only to a nominal amount.

If a private debtor desires, therefore, he can enforce payment in one of the first four kinds of money mentioned. In the case of an individual to whom the Government owes interest on an obligation, however, the situation is somewhat different. "Greenbacks" are not legal tender for the payment of interest on United States Government obligations, although they are legal tender for the payment of all other debts. This particular provision is a result of the fact that during the Civil War, when even the very existence of the Republic was in doubt, Congress refused to stoop to the point of repudiating its contract with those who had loaned it money.

Because of the recent ruling of the Treasury Department, however, an individual cannot accept either gold or gold certificates. Rather if he does accept either of them he immediately is liable to a fine of \$10,000 and ten years' imprisonment. So far as the holder of a Government obligation is concerned, therefore, quite aside from the refusal of the Government to pay out gold or gold certificates, these forms of money no longer are available.

This means that the only thing left is the standard silver dollar. The total amount of these in the Treasury is \$502,000,000. Against this amount, however, there is outstanding \$483,000,000 of silver certificates. The maximum amount possibly available to the Treasury, therefore, is the difference between these two sums, or a little under \$20,000,000—or less than \$20,000,000—or less than enough to pay the interest on the public debt for one day.

Today, in other words, the United States is in the position where the only form of money in current circulation which is legally enforceable upon holders of Government obligations to whom interest is due is something which has no legitimate part in the monetary standard which we have maintained since 1873. Obviously, some new term is needed to describe such a

monetary system. Perhaps it would be accurate to describe it as an abandoned currency standard with controlled repudiation.

Ralph West Robey.
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A Breath of Fresh Air

Intimations that the Administration will delay action on the Black-Perkins bill until the next session of Congress is like a breath of fresh air. In some respects this proposal, judging by preliminary reports, would be of more far-reaching consequences than anything else suggested since March 4. By one move it would have brought the entire industrial organization of the country under the direct and detailed control of the Administration.

The reason given for delaying action on the bill is the desire of President Roosevelt to get Congress adjourned as quickly as possible. Even without the Black-Perkins measure there still is a large program awaiting consideration by Congress, and we shall be fortunate if it can get out of Washington by the middle of June. If the Black-Perkins bill were thrown in it might be there until well toward fall.

It is obvious that it is to the advantage of the country to have Congress adjourn at the earliest possible moment. At all times this organization is a rather disturbing element in the business picture, but at present this is especially true. This is because so long as Congress remains in session the President will be under constant pressure from special groups to force more and more inflation, and it is doubtful just how long the pressure could be resisted.

There are, nevertheless, even better reasons for delaying consideration of the Black-Perkins bill. The first of these is that the measure would make a fundamental alteration in our economic system. Such a change may prove desirable, but we should not attempt to legislate on it so long as Congress continues its present practice of failing to reveal any intellectual independence.

A further reason for delaying consideration on the bill at this time is that its mere debate would add still more uncertainty to the business and financial outlook. This is because should the measure become a law, it would have an enormous deflationary effect upon vast sections of the business structure. Ultimately, we may be reasonably sure, we shall have six-hour work days in this country; but they cannot be introduced when industry has had its reserves depleted by three years of losses.

More important than any of the above, however, is the fact that business itself within recent weeks has revealed a marked improvement. Whether this improvement can long withstand the disequilibrium created by inflation still is an open question; but at least it is the part of wisdom to give it a chance and in the meantime devote our energies to correcting some of the errors which are in need of attention.

Ralph West Robey.
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Corporations Wound Up

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Kennedy Poster Advertising Co., Ludington.
Lockman's Pharmacy, Pontiac.
Muskegon Malleable Castings Co., Muskegon.
Brown Jewelry Co., Inc., Highland Park.
Esco Electric of Michigan, Inc., Detroit.
Flint Supply Corp., Flint.
Atlas House Wrecking Co., Detroit.
Bird & Son, Inc., Lansing.
Sol Scher Tailoring Co., Detroit.
Dallas E. Winslow Chevrolet Sales, Inc., Jackson.
Casa Loma Orchestras, Inc.
Goetz-Mittelman, Inc., Detroit.
Couple Gear Electric Truck Co., Grand Rapids.
Milford Food Market, Inc., Milford.
Cronin Coal Co., Detroit.
W. A. Magoon, Inc., Detroit.
Granger Life Insurance Co., Lansing.
Redmond Products Corp., Detroit.
Turner Land Co., Detroit.
Grape Distributors, Inc., Detroit.
Aluminum Processes, Inc., Detroit.
Northern Lumber & Coal Co., Fern-dale.
Lodge Motors, Inc., River Rouge.
Detroit Die Casting Co., Detroit.
Norland Corporation, Northville.
Superior Fuel and Materials Co., Grand Rapids.
New York Estate Planning Corporation, Ltd., Lansing.
Coulter Lumber Co., Grand Rapids.
Smith Agency, Monroe.
Transportation Land Co., Detroit.
Regal Pictures, Inc., Detroit.
Herbert Caldwell Smith Co., Detroit.
Farmers Supply Store, Vicksburg.
Flint Coal & Masons Supply Co., Flint.
Wise & Bush Fur Co., Inc., Detroit.
Maurice Miller & Co., Jackson.
Congress Cleaners, Inc., Highland Park.
Nussbaum Co., Detroit.
Central Republic Co., Detroit.
Automatic Electric Co., Detroit.
Menominee River Sugar Co., Menominee.
American-Peerless Laundry Co., Hamtramck.
Reserve Loan Co., Detroit.
R. H. Beaumont Co., Detroit.
National Paper Products Sales Co., Detroit.
Advance-Rumely Co., Battle Creek.
Bradstreet Co., Grand Rapids.
Gladwin Mining Co., Detroit.
Electrical Exhibits, Detroit.
Edison Fixture Co., Detroit.
Detroit Pickle Works, Detroit.
Lansing Cutstone Co., Grand Rapids and Lansing.
Otis Fuel & Supply Co., Detroit.
Detroit Riding & Hunt Club, Detroit.
Summit Mineral Co., Marquette.
James B. Day & Co., Detroit.
S. W. Straus & Co., Detroit.
Happy Chick Laboratories, Inc., Plymouth.
Kalamazoo Warehouse Furniture Co., Kalamazoo.
Roseville Alcohol & Chemical Corporation, Lansing.

Wolverine Refining Co., Inc., Grand Rapids.
Thersol Corporation, Detroit.
Reindel Construction Co., Detroit.
Jefferson Oldsmobile Co., Grand Rapids.
Wolverine Refining Co., Inc., Grand Rapids.
Service Finance Corp., Sturgis.
Henderson-Ames Co., Kalamazoo.
Michigan Nestle's Milk Products, Inc., Cass City.
Geo. F. Minto & Co., Detroit.
Bryan Boiler Sales, Detroit.
Daniel Voros, Inc., Detroit.
Libby, McNeill & Libby, Alma.
Lindsey's, Inc., Detroit.

Analysis of any security furnished upon request.



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**Proceedings of the Grand Rapids
Bankruptcy Court**

April 29, 1933. We have today received the Schedules, Reference, and adjudication in the Matter of Fred DeHaven, Bankrupt No. 5199. The bankrupt is a resident of Charlotte, Michigan. The schedules show assets of \$5,100.00, of which \$1,000.00 is claimed exempt, and liabilities of \$3,426.72. Creditors scheduled are as follows:

City of Charlotte, Mich (taxes).....	\$ 37.72
City of Charlotte, Mich (taxes).....	46.23
The Arctic Ice Cream Co., Lansing, Mich (secured).....	1,100.00
The Russ Mfg Co, Cleveland, Ohio (secured).....	537.00
Norman McLeod, Charlotte, Mich	5.67
Colborn Fulton Lumber & Coal Co., Charlotte Mich.....	45.00
Roy Andrews, Charlotte, Mich.....	10.00
V F Shaw, Charlotte, Mich.....	4.50
Mich.....	270.00
Arctic Ice Cream Co, Lansing, Arctic Ice Cream Co, Lansing, Eaton County Saving Bank, Mich.....	155.00
Charlotte, Mich.....	175.00
Consumers Power Co., Charlotte, Mich.....	30.00
H A Highy, Charlotte, Mich.....	650.00
Warren Sha'll, Charlotte, Mich.....	13.72
Charlotte Candy Co, Charlotte, Mich.....	4.30
National Candy Co., G R.....	28.86
The Newton Products Co, Cincinnati, Ohio.....	20.95
Star Paper Co, Kalamazoo.....	5.00
Robert Johnston Co, Milwaukee, Wisconsin.....	69.29
Johnson Paper Co, Kalamazoo.....	6.34
Cady Candy Co, Lansing, Mich.....	30.20
Lee & Cady Co, Lansing, Mich.....	18.15
Capital City Cigar Co, Lansing, Mich.....	129.29
Willeroy Confections, Jackson, Michigan.....	6.00
Fisk Bangs, Atty, Charlotte, Mich	15.00
R S Spencer, Charlotte, Mich.....	2.00

April 28, 1933. We have today received the Schedules, Reference, and adjudication in the Matter of Abraham P. Schefman and Frank Schefman, doing business under copartnership name of Abe Schefman & Company, Bankrupt No. 5195. The bankrupt is a resident of Grand Rapids, Michigan, whose occupation was a wholesale producer. The schedules show assets of \$1,500.00, and liabilities of \$45,973.05. Creditors scheduled are as follows:

G R National Bank, G R (secured).....	\$ 3,700.31
G R National Bank, G R (secured).....	17,400.00
G R National Bank, G R (secured).....	2,150.00
G R National Bank, G R (secured).....	9,224.95
Fulton Bag & Cotton Mills, Atlanta, Ga.....	2,075.00
Chase Bag Co, Goshen, Ind.....	1,703.34
D C Price Publishing Co, Chicago, Illinois.....	25.00
G R Assn of Commerce, G R.....	75.00
The Barrick Publishing Co, Kansas City, Mo.....	32.40
G R Community Chest, G R.....	25.00
Carl N Mapes, G R.....	72.06
Farmers Rapid Transit Co, Chicago, Illinois.....	32.25
Retail Grocery & Meat Dealers Assn, G R.....	12.00
Bixby Office Supply Co, G R.....	.50
G R Assn of Credit Men, G R.....	36.41
G R Assn of Credit Men, G R.....	23.00
Vanden Bosch & McVoy, G R.....	22.25
W H Kessler Co, G R.....	6.45
Leo Culver, Martin, Mich.....	32.38
G R Paper Co, G R.....	43.64
Black Eagle Oil Co, G R.....	184.68
Burroughs Adding Machine Co, Detroit, Mich.....	259.25
Midway Transit Co, Benton Harbor, Mich.....	26.44
Standard Fruit & Steamship Co, G R.....	728.38
Dacey & Co, St. Louis, Mo.....	67.50
Fruit Dispatch Co, G R.....	220.10
Calif Fruit Growers Exchange, G R.....	684.14
Pere Marquette Ry Modern Storage House, G R.....	8.13
Consumers Power Co, G R.....	58.63
Cities Service Oil Co, G R.....	32.83
Lash's Products Co, Chicago, Illinois.....	870.50
Mich Bell Telephone Co, G R.....	326.74
Postal Telegraph Cable Co, G R.....	15.88
Peiter Auto Co, G R.....	1.50
Pere Marquette Railway Co, Detroit, Mich.....	601.70
Pere Marquette Railway Co, Detroit, Mich.....	4,431.84
Ryskamp Brothers, G R.....	.50
Randolph Marketing Co, G R.....	704.34
Van Dyk & Reeves, Bush Terminal Bldg, Brooklyn, N Y.....	8.66
John Westing, G R.....	11.32
Western Union, G R.....	9.73
Bennet Fuel Co, G R.....	16.30
G R Gas Light Co, G R.....	12.02

April 29, 1933. We have today received the Schedules, Reference, and adjudication in the Matter of William A DeVette, Bankrupt No. 5198. The bankrupt is a resident of Muskegon, Mich, whose occupation was Manager of DeVette Motors, Inc. The Schedules show assets of \$9,510, of which \$7,250 is claimed exempt, and liabilities of \$17,060.27. Creditors scheduled are as follows:

Peoples State Bank for Savings, Muskegon, Mich (secured).....	\$ 930.00
Lincoln Golf Club, Inc., Muskegon, Mich (secured).....	190.00
Hackley Union Nat'l Bank, Muskegon, Mich (secured).....	1,500.00
Hackley Union Nat'l Bank, Muskegon, Mich.....	9,400.00
Peoples State Bank for Savings, Muskegon, Mich.....	970.00
Peoples State Bank for Savings, Muskegon, Mich.....	387.00
Peoples State Bank for Savings, Muskegon, Mich.....	3,511.27
Peoples State Bank for Savings, Muskegon, Mich.....	17.00
Peoples State Bank for Savings, Muskegon, Mich.....	85.00
Hackley Union Nat'l Bank, Muskegon, Mich.....	50.00
Hackley Union Nat'l Bank, Muskegon, Mich.....	20.00

April 28, 1933. We have today received the schedules, Reference, and adjudication in the Matter of Frank Schefman, Bankrupt No. 5196. The bankrupt is a resident of G. R. Michigan, whose occupation was a wholesale producer. The schedules show assets of \$6,655.00, of which \$1,750.00 is claimed exempt, and liabilities, \$53,674.80. Creditors scheduled are as follows:

G R National Bank, G R (secured).....	\$3,700.31
G R National Bank, G R (secured).....	17,400.00
G R National Bank, G R (secured).....	3,150.00
G R National Bank, G R (secured).....	9,224.95
Old Kent Bank, G R (secured).....	6,500.00
Fulton Bag & Cotton Mills, Atlanta, Ga.....	2,075.00
Chase Bag Co, Goshen, Ind.....	1,703.34
D C Price Publishing Co, Chicago, Ill.....	25.00
G R Assn of Commerce, G R.....	75.00
The Barrick Publishing Co, Kansas City, Mo.....	32.40
G R Community Chest, G R.....	25.00
Carl N Mapes, G R.....	72.06
Farmers Rapid Transit, Chicago, Ill.....	32.25
Retail Grocery & Meat Dealers Assn, G R.....	12.00
Bixby Office Supply, G R.....	.50
G R Ass'n of Credit Men, G R.....	36.41
G R Ass'n of Credit Men, G R.....	23.00
Vanden Bosch & McVoy, G R.....	22.25
W. H. Kessler Co., G. R.....	6.45
Leo Culver, Martin, Mich.....	32.38
G. R. Paper Co., G. R.....	43.64
Black Eagle Oil Co., G. R.....	184.68
Burrough's Adding Machine Co., Detroit, Mich.....	259.25
Midway Transit Co., Benton Harbor, Mich.....	26.44
Standard Fruit & Steamship Co., G. R.....	728.38
Dacey & Company, St. Louis, Mo.....	67.50
Fruit Dispatch Co., G. R.....	220.10
California Fruit Growers Exchange, G. R.....	684.14
Pere Marquette Ry. Modern Storage Whse., G. R.....	8.13
Consumers Power Co., G. R.....	58.63
Cities Service Oil Co., G. R.....	32.83
Lash's Products Co., Chicago, Ill.....	870.50
Mich. Bell Telephone Co., G. R.....	326.74
Postal Telegraph Cable Co., G. R.....	15.88
Peiter Auto Co., G. R.....	1.50
Pere Marquette Railway Co., Detroit, Mich.....	601.70
Pere Marquette Railway Co., Detroit, Mich.....	4,431.84
Ryskamp Bros., G. R.....	.50
Randolph Marketing Co., G. R.....	704.34
VanDyk & Reeves, Brooklyn, N. Y.....	8.66
John Westing, G. R.....	11.32
Western Union, G. R.....	9.73
Bennett Fuel Company, G. R.....	16.30
G. R. Gas & Light Co., G. R.....	12.02
Siegel's Ready to Wear, G. R.....	85.00
Steketee & Sons, G. R.....	19.56
Chas. Trankla & Co., G. R.....	11.26
Wurzburg's, G. R.....	19.27
Weise's Meat Market, G. R.....	16.97
G. R. Creamery, G. R.....	4.48
Carl N. Mapes, G. R.....	24.71
Masonic Country Club, G. R.....	12.50
Congregation Emanuel, G. R.....	3.00
Dr. J. F. Spencer, G. R.....	5.00

In the Matter of Bert M. Heth, as Heth Bros., Bankrupt No. 5192. The first meeting of creditors has been called for May 17, 1933, at 10 A. M. Eastern time.

In the Matter of American Paper Chemicals, Inc., Bankrupt No. 5191. The first meeting of creditors has been called for May 16, 1933, at 2 P. M. Eastern time.

In the Matter of Clayton N. Stratton, as Manufacturers Sales Co., Bankrupt No. 5188. The first meeting of creditors has been called for May 16, 1933, at 11 A. M. Eastern time.

In the matter of Dick Arens, Jr., Bankrupt No. 5119, the first meeting of creditors has been called for May 16, 1933, at 10 A. M. Eastern time.

In the Matter of Edna May Oplas and Isabelle Brown, copartners, Bankrupt No. 5177. The first meeting of creditors has been called for May 16, 1933, at 10 A. M. Eastern time.

In the Matter of George Hoodhood, Bankrupt No. 5194. The first meeting of creditors has been called for May 17, 1933, at 11 A. M. Eastern time.

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.

There Are Many Angles of Merchandising

Stories are circulated daily of certain grocers who make six per cent. net on sales. Such stories are true and at that many who thus earn big profits operate under quite modest gross, while others have special circumstances in their favor.

Such tales are good and bad. They are good in that they show that opportunity is not lessened by anything in to-day's business. The percentage of outstanding success does not vary much. But the stories are bad in that they lead mediocre grocers to conclude that all they need to do to equal such showing is to advance their prices. The fact remains that extra earnings result from special ability to serve the public. That is what all merchants can well take thought of.

I continue to assert that any governmental limitation on prices, margins, profits, expenses or other elements of business will disappoint their sponsors. One California proposal is described thus: "It absolutely prohibits the selling of merchandise below cost, defining cost as the cost of the article, plus cost of doing business."

I have not seen this bill, so do not know what machinery it contains. But questions arise: "Cost of the article"—whose cost? "Plus cost of doing business"—on what standard? Certain grocers serve certain people on the basis of 18 per cent. or over expense. Other serve on from 10 per cent. up. If cost of operation is taken as 10 per cent., what protection will the law afford those with a quite normal average expense of 13 per cent.? And if cost is based on the cost of the best buyer, how will others fare?

The rule is as sound to-day as ever: Grocers who belong in business will only be hampered by governmental protection in any form. Grocers whom protection will protect do not belong, and are a burden on the trade, a staggering load for associations to try to carry.

Other angles are these: Any scheme to provide artificially high margins to cover excess expense ratios of inefficient grocers not only hamper able merchants, but are against public policy. For consumers are entitled to enjoy the benefits afforded by the best grade of merchants, operating with no restriction other than the force of economics.

The real evils now complained of by the trade can be cured with the greatest promptness if grocers of all kinds face those evils with united front. Let us look back and see.

Who did away with uneconomic purchasing? I say uneconomic because futures are good practice to certain limits, with certain grocers in certain lines. Trouble was, ten years ago and before, that all grocers were loaded

with all kinds of goods far in excess of requirements.

When the job was finally tackled as a result of education which taught grocers that each could say no for himself, the producers' reaction was: "It can't be done," and they showed by what seemed unanswerable logic why it could not be done. But it was done quite speedily when grocers generally answered: "Search me. I don't know how you will do it. I only know that it strains me to finance my own business, and I can not finance yours."

No government contributed to that salutary change in merchandising. It was done by the trade for and by itself. No special cost was entailed. We had no expensive surveys; no questionnaires; no snoopers under the guise of investigators. The trade did it all; and it has been a lasting benefit of truly incalculable value.

Present troubles are of a different character. A united front must be had to cope with them. But, given that front, the end can be attained in surprisingly short order; and when thus attained, it will not only be less costly than anything any government can bring about, but it will be more permanent—and it will carry the priceless blessing that the doing of it will not curtail our remaining liberties, as government regulation in whatever guise always does.

A factor I have foreseen and written about for many months lies just ahead. That is the rise in costs of merchandise. That will give grocers plenty to think about. Great numbers of them won't think at all. They will not sense the significance of the horizontal rise which is due and coming—which already has started.

Such men will not awaken until they find themselves unable to meet their bills; and for many that will be too late. The trade will be the better for the elimination of countless thousands of grocers, whatever the cause of their elimination; but it will not be comfortable for them. Wise merchants will take unprecedented pains to follow the market up in the immediate future. They will be safe and sound when the new level is attained; and their way will be easier, their problems fewer, by the elimination of the unfit.

It is now calculated that more than 1,000,000 subsistence gardens will be planted this Spring on the Atlantic seaboard. That indicates what will occur virtually everywhere. For it is the soundest, most praiseworthy impulse of the average human to avoid charity, to be self-dependent. The movement is part of the process of readjustment and is inevitable. But those who eat from their own plantings—and it is astonishing what a quantity of food can be grown on a plot 50 by 100 feet—will need less groceries.

Not less fundamental is the trek back to the land which is in process. The rush to cities for high industrial wages averaged 630,000 a year in 1920-29 and in 1922 the number was over a million. Now some two millions have gone back to the land, and millions more are on the way. Thoughtful grocers will not be unmindful of such factors. They will keep their ears to the ground to detect changes and be

prompt to adjust themselves to all such.

It seems to be fairly well established and generally accepted that water will not run up hill—that is, unless it be in the stock market. But legislators continue to try to make milk do that. The Pitcher bill in New York—whether milk pitcher is not specified—has one sponsor who said lately that "regardless of supply and demand milk must be legislated into a profitable business."

Well, that's that. What comment? If the present supply of milk does not move into consumption, it just seems logical to a garden variety of grocer that it can not be sold at all; hence stabilizing prices at not less than a given level will not cause milk to run up an incline any more than water. But we surely do have great faith in legislation, though signs appear that the faith is not as abiding as it usterwuz—thanks be! We may achieve sanity even here, after a while.

Of course, if wheat continues at its increased price of around 20c higher than it was, and gradually rises, all this kind of thing will be cured in the good, old-fashioned way. Let's hope this occurs before we send any more pitchers to the milk-tank to be broken!

Paul Findlay.

Ads to Retail Grocery Profits

Detroit, May 5—As the result of the interest you expressed in obtaining occasional items from this office for publication in the Michigan Tradesman I am enclosing an item in one of our recent publications entitled "Aids to Retail Grocery Profits."

We are making a systematic effort to bring this study to the attention of all wholesale and retail grocers in Michigan, and I am sure that an item in the Tradesman would contribute substantially to this end.

Your co-operation is greatly appreciated.

R. L. Whiley,

Commercial Agent U. S. Dept. of Commerce.

A publication designed to give the grocer, in simple language, summarized facts which will help him improve his merchandising efficiency in the interest of both himself and the consumer, has recently been released by the Department of Commerce under the title "Aids to Retail Grocery Profits."

This publication, which carries the endorsement of the National Association of Retail Grocers, the National Association of Wholesale Grocers and other grocery trade groups presents briefly and simply the principles of efficient grocery merchandising brought out in the Louisville Grocery Survey. In this bulletin the essential material is offered in form for quick, easy grasp and direct application by the practical grocer. Among the subjects covered are:

Turnover's place in the profit scheme
A glance at gross margin
Finding the why of high costs
Money's worth from fixed expense
Some points about rent
Delivery that pays its way
Keeping credit cost down
More money from modern stores
Simple records for the grocery store
The Louisville model store.

A copy of "Aids to Retail Grocery Profits" can be obtained for 10c from the Bureau of Foreign and Domestic Commerce, 2213 First National Bank building, Detroit. There is a discount of 25 per cent. for quantities of 100 or more.

Living beyond one's means inflicts meanness.

Urge Grocers to Stock Shrubs

In a bulletin sent to the trade, the National Wholesale Grocers Association suggests that retailers add a line of rose bushes and shrubs to their regular stocks. The jobbers' group reports that a number of retail grocers have found the addition of such a line, especially in suburban communities, brings them a substantial addition to sales volume at this season of the year. Although shrubs and rose bushes may be considered alien to the ordinary grocery store's stock, the bulletin adds that the present trend in grocery retailing is to include any items which can increase sales volume.

Display Old Glory For Three Days

Greenville, May 6—If the chain store bill is signed by the governor I believe every independent business man in Michigan should display the stars and stripes in front of his place of business for three days as an act of thankfulness. Enactment of this bill would be a big step toward freedom.



I understand Michigan has been under six different flags and sometimes it has looked as though the seventh would be the chain store banner.

Praised be the day if competitive conditions are ever set up in this state whereby the independent business men can conduct honorable and honest places of business and be able to compete fairly on every item of merchandise.

C. L. Clark.

A Business Man's Philosophy

Half the large clocks that are displayed for good-will advertising show the time incorrectly. Instead of creating good will, they create ill will. A display clock that shows accurate time is a splendid form of public service. Why any one will allow an inaccurate clock brazenly to advertise indifference and shiftlessness is a mystery.

Free service should be performed even more cheerfully and efficiently than services for which a charge is made. Otherwise the irritation is serious. Hotels, for example, urge prospects to open charge accounts, promising holders of guest cards that checks will be cashed at any hour of the day or night. Often when a check is presented, the guest is subject to inconvenience and embarrassment before he can get the cash. It would seem desirable to withdraw this privilege or grant it with less red tape.

Some men are habitually promising hospitality exceeding their ability to supply. Naive friends accept their glowing invitations and are compelled to endure grave discomfort.

Common sense dictates this rule: Make no pretensions to supply correct time or free change or free anything unless you know you can make good. It is better to do nothing than to do something badly.

William Feather.

Hope has risen with prices.

MEAT DEALER

Food Essentials Found in Meat

In a previous issue dealing with the six food value charts published by the National Live Stock and Meat Board, the protein chart and the iron and copper chart were presented, and the high value of meat as a source of these food elements was discussed. In this issue the phosphorus and vitamin charts are considered.

The importance of phosphorus as a food element is forcefully emphasized by the statements of nutrition authorities when they assert that few other inorganic elements enter into such a diversity of compounds and play such an important part in so many body functions.

Phosphorus is known to be associated with the output of nervous energy. In combination with calcium it builds rigid bones and strong teeth. It forms phosphates which help to maintain the slight alkalinity of the blood. It is essential to every living cell and is a necessary constituent of all body fluids.

Nutrition studies have shown that the selection of foods with an adequate supply of phosphorus is very essential since the phosphorus supply in the body must be maintained at a level above the amount actually needed to meet the nutritive demands. In the case of children, phosphorus is of special concern, research having shown that the amount necessary for proper growth and development is one and one-half times the amount necessary for adults.

That meat is a potent source of phosphorus is revealed in the accompanying phosphorus chart. This chart lists 33 common foods in the order of their phosphorus content based on average helpings. It will be noted that the five foods leading the list are meats.

The vitamin chart shows that certain meats are good sources of vitamins A, B and G, all of which are important vitamins in their relation to nutrition. A deficiency of any of these vitamins in a diet is apt to produce serious results.

It has been found that deficiency in vitamin A increases the susceptibility of the body to disease. Diets low in vitamin A usually result in a serious eye affection and a general let-down in physical vigor. The liver and other glandular organs in food animals are especially good sources of this vitamin.

Vitamin B is especially necessary in growth processes and is valuable in stimulating the appetite. A lack of this vitamin in the diet is correlated with certain nervous disorders.

Vitamin G, also essential in proper nutrition, is found in appreciable amounts in meat. The consumption of foods low or lacking in this vitamin is thought to be responsible for a serious nutritional disease common in the South and known as pellagra.

Good, Better and Best Eggs

What is the difference between "special" and "extra" eggs?

Shall I buy white eggs or brown ones?

Why do eggs vary so much in size?

How can I tell that I am getting the best and freshest eggs?

Must I depend solely on my dealer's word?

Homemakers are constantly asking such questions as these. The answer to most of them is furnished by the United States Bureau of Agricultural Economics in its egg grading work. Wherever Government graded eggs are sold, one need no longer feel uncertain about the eggs one buys.

Many dealers who sell eggs under brand or hennery names avail themselves of the services of an official Government egg grader, and seal each carton with a certificate of quality as it is packed for the retail purchaser. This certificate is dated so the buyer can tell just when the eggs were graded.

The highest quality egg is a "U. S. Special." These eggs are suitable for every use. The most fastidious persons can eat them when soft boiled or poached. They are also recommended for use semi-raw or raw, as in egg-nogs or whips for invalids.

Eggs of this grade must be uniform in size, and the lot must contain at least 80 per cent of eggs with a clean, sound shell, an air cell only 1/8 inch or less in depth and a dimly visible, regularly shaped yolk, well "centered" in the middle of the albumen or white (not near the shell). The white must be firm and clear, and there must be no visible germ development.

When broken out of the shell, eggs of this quality have a firm, well-rounded yolk which stands up well and a thick, firm white like a clear jelly. Obviously only very fresh eggs carefully handled would conform to this high standard.

Government graded eggs of each quality grade are sorted by the packer into three sizes — large, medium and small — corresponding to definite weights per dozen. The size or weight it noted on the "certificate of quality" seal on each carton. Large eggs must weigh 24 ounces per dozen with no egg less than 22 ounces per dozen, medium 20 1/2 ounces with no egg less than 19 ounces, and small, 17 ounces with no egg less than 15 ounces per dozen.

The quality requirements for each grade are the same regardless of size of the eggs. For example, "U. S. Specials, Medium" are of exactly the same quality as "U. S. Specials, Large," but are of a smaller size.

If priced the same as the large eggs, the housewife does not get as much actual food material for her money. But if priced proportionately lower, she does.

Put in another way, the housewife who wishes to serve eggs of the highest quality, who feels she can not afford to buy the "U. S. Specials, Large," may give her family just as good eggs, though somewhat smaller, for what she can afford to spend, so there is a consumer demand for each size in each grade.

"U. S. Extras" are next to the highest quality and represent the best grade of table quality eggs obtainable in many retail stores. Even for soft boiling and poaching they are satisfactory to most people.

"U. S. Standards" are of third quality and are only fair for table use. The

great bulk of eggs in commercial channels are of this grade. They will do for frying, for scrambling with bacon, and for ordinary cooking, but not for poaching or soft boiling or for use in the more delicately flavored foods containing eggs.

The fourth grade, or "U. S. Trades," is the lowest, and is suited primarily for use in cooking and baking. Eggs of this grade may vary greatly in size.

Iodine in Eggs

Goitre is a deficiency disease the cause of which is a lack of iodine. The best way of administering the iodine is in some organically combined form. Hence the present fad for eggs of high iodine content, especially in regions where goitre is prevalent.

On the principle that if a little iodine is good, much must be better, poultry breeder have been adding iodine compounds to feeds and drinking water. The method is so simple that Dr. C. H. Almquist of the University of California finds it necessary to sound a warning against it. No one knows how much iodine or how little should be fed to a laying hen or a growing chick. Until the correct doses are fixed by experiment the eating of eggs rich in iodine may have its drawbacks.

A Business Man's Philosophy

The story is told of a committee of fifteen that met to consider how to improve the inspection department of a factory. The chairman observed that eight of the committee wore glasses, and he inquired how many of the inspectors wore glasses. None, he was told. Eyes were examined and glasses were prescribed for half the men.

After glasses were obtained the inspection problem was solved and the men did better work with less effort.

Bad eyesight and poor illumination are the cause of much imperfect work and much preventable fatigue in factories and offices. The invention of the electric light lengthened the waking day by supplying adequate illumination. When we try to work in a poor light, not only our eyes but our

whole body becomes weary and we tend to fall asleep. Imperfect eyesight, even in good light, is fatiguing; hence the need for proper glasses.

William Feather.

A man must not think he can save himself the trouble of being a sensible man and a gentleman by going to his lawyer, any more than he can get himself a sound constitution by going to his doctor.—Ed. Howe.

Good-will builder: A Kansas City shoe shop offered "a shine for a smile" during the banking holiday.

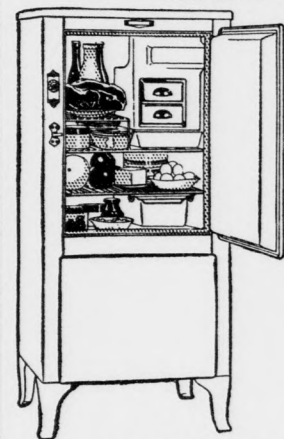
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"The flour the best cooks use"

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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.

The Hardware Dealer and the June Gift Trade

The wide-awake hardware dealer always looks and plans ahead. So May is not too early to plan for the June gift trade.

In this connection two facts should be kept in mind. While June is the "month of brides," the wedding-gift trade is an all-the-year-round affair. June is merely the peg on which you hang the advertising which will bring you business throughout the whole year.

Second, the wedding itself is usually preceded by a series of "showers" for which gifts will also be purchased. Therefore, it is good policy to start advertising for and catering to this "shower" trade early in May; and to follow up, later in the month, with an appeal to the June gift trade.

At least one "June bride" display should be staged. If you have window space, it is preferable to run two or three in the course of the month. The initial display, some time the latter part of May or at the latest on June 1, should be of the colorful, decorative type to remind people that the month of brides is close. This should be followed by "stocky" displays for the purpose of emphasizing the comprehensive range of gifts the hardware store has to offer.

The hardware dealer can take it for granted that some if not all of his competitors will make a determined effort to secure the wedding gift trade. In addition, he will have competition from jewelry, dry goods and notion stores, among others. Some extra advertising effort should therefore be put forth. It is not so many years since the public began to realize that the hardware stock did possess gift possibilities; and while much has been done by aggressive hardware dealers to educate the public in this respect, the educational process—through newspaper advertising and window display—should not be allowed to slacken.

The hardware dealer has, however, one distinct advantage. He handles some gift lines not to be found elsewhere and always in demand during the wedding season. These are the kitchen shower lines, the practical household articles and a wide range of "useful gifts"—the sort of gifts that, right now, should be exceptionally popular.

By good publicity, the hardware dealer can drive home the wisdom of "practical" gifts. Coupled with this he should point out the gift possibilities of ordinary hardware lines. For instance, for the person with money to spend, what could be a more desirable gift than a modern kitchen range—gas, electric or coal as circumstances may dictate. Yet few people ever think of a kitchen range as a wedding gift.

Another feature which can now be stressed is the ornamental and attrac-

tive nature of most of the "practical gifts" featured by the hardware store. Time was when the kitchen range was a black, ungainly thing. Now it can be had in all sorts of pleasing colors. This is true of a host of useful articles handled by the hardware dealer. Instead of merely "Practical Gifts" his slogan may very well be "Practical Gifts—Yet Ornamental."

"Everything suitable for wedding presents" was the caption of a 3-column, six-inch newspaper advertisement by a western hardware dealer. This advertisement contained prices and brief, catchy descriptions of many articles, ranging from cut glass berry bowls to carpet sweepers. Six illustrations were used.

It will pay every hardware dealer to use his newspaper space for some advertising of this description, to emphasize the wide variety of gifts offered by the hardware store. His window trim at the same time should bring out the same idea. Window advertising and newspaper advertising can quite frequently be co-ordinated to good advantage.

"Choose from the Largest Stock" is a good caption for such an advertisement or "A good assortment ensures a satisfactory selection. We have the most varied gift stock in town."

It pays to run a series of advertisements dealing with various phases of the same general topic. Thus, an initial advertisement should stress the fact that June, the month of brides, is here, and that the hardware stock has exceptional gift possibilities. Then, stress the comprehensive nature of the hardware stock—the wide variety of gifts from which a selection can be made. In a further advertisement, bring out the idea of practical gifts.

In preparing an advertisement, the headline is important. Make it short and to the point:

GIVE A USEFUL WEDDING GIFT

This headline, or something conveying the same idea, should be followed by a brief paragraph stressing the "useful gift" idea. Thus:

"The day when all wedding presents had to be merely useless ornaments is gone forever. Today, the practical gift is appreciated above all others.

"A wedding gift is valued according to the service the recipients get out of it. Experience teaches that newly married couples need articles for table use and household utensils far more than fancy knick-knacks and tawdry ornaments.

"Give them something whose usefulness will constantly remind them of your thoughtfulness, something they will use and appreciate every day. Give them the right quality and make it a lasting reminder of you."

Follow this with a list of suggested articles, quoting price ranges. A few words of terse description will help. So, too, will good, clear illustrations. Wherever possible, use cuts in your newspaper advertising.

Gift "service" along the line of keeping a check list of gifts for each prospective June bride, with a view to avoiding needless duplication, will be appreciated. Of course the recipient has always the privilege of exchanging gifts that are duplicated; but your customer will feel happier in the knowl-

edge that the gift in whose selection he devoted so much time and thought is actually retained and put to use.

The gift trade is worth catering to; and any effort you put forth now has cumulative results in addition to the immediate sales. You are educating the public to the possibilities of the hardware store as a gift store and building business for the future.

Victor Lauriston.

May Report of the Michigan Retail Hardware Association

Lansing, May 8 — The Michigan Association carries on. In two weeks we will start a membership campaign covering the entire state which has been divided into 14 districts, in charge of the Executive Board members, and subdivided into eighty sections in charge of a chairman who will, in most cases, have an assistant to help him in the work. These sectional chairmen and assistant chairmen will call on all delinquents and prospects eligible to membership. I earnestly request the support of every association member in putting over this campaign to a successful conclusion. Let this be our slogan, "Michigan Maintains Its Membership."

List of Sectional Chairmen

Chairmen who have so far accepted responsibilities for their sections are as follows. Some areas are not yet organized.

County	Chairman
Huron	W. A. Slack
Macomb	L. F. Wolf
Kent	W. A. Rogers
Newago	L. D. Puff
Otsego	G. A. Ford
Lapeer	F. L. Larry
Wayne	W. J. Dillon
	Chas. Holmes
	Julius Nagel
	C. F. Taepke
	George Lee
	J. W. Tyre
	Ed. Myler
	J. A. Kerr
Berrien	H. A. Schantz
Kent	Fred Olson
Clinton	C. L. Goddeyne
Bay	R. T. Davis
Lenawee	C. G. Larry
Gratiot	R. S. Spencer
Eaton	H. W. Bervig
Ingham	A. J. Rankin
Oceana	C. P. Clausen
Mason	
Denta and Schoolcraft	H. H. Huhgitt
Oakland	W. A. Wright
	E. O. Hatton
Barry	G. E. Goodyear
Shiawassee	H. Dignan
Genesee	C. H. Miller
Saginaw	Waldo Bruske
Mecosta	W. C. Judson
Manistee	J. W. Meyer
Wexford	F. Sudstrom
Tuscola	Andrew Larsen
Monroe	C. C. Gradolph
Ottawa	J. C. Verseput
Jackson	W. G. Knibloe
Luce and Chippewa	S. D. Foster
Menominee	H. Eastberg
Ontonagon	F. M. Hecox
Gogebic	V. A. Coleman
Sanilac	L. A. Straffon
VanBuren	N. J. Waters
Charlevoix	H. C. Meyer
Dickinson	J. P. Palmer
St. Clair	C. A. Sturmer
Livingston	C. H. Sutton
Cheboygan, Presque Isle and Montmorency	J. L. Louisignau
Kalamazoo	F. L. Willison
Hillsdale	K. Katzenmeyer
Montcalm	M. E. Sagendorf

Report of price committee. Report of the price committee has been sent paid-up members of the Association. It will be sent each delinquent and to each new member when 1933 dues are paid. This is the most outstanding contribution of the Association to the continued stability of the hardware in-

dustry. It contains a selected list of items with prices reported by Michigan Hardware Dealers, also competitive retail prices. A supplement will be issued later showing a complete list of items covered by the study.

Legislation

Retail Sales Tax. The chairman of the legislative committee, C. L. Glasgow, appeared before the House Taxation Committee with representatives of other associations, presenting the retailers' point of view on sales taxes.

Master painters' license law. House Bill No. 357 was introduced by Philip C. Pack, of Ann Arbor, "to regulate and license the business of painting, decorating and paper-hanging; to define those engaged therein; to set up a Board of Examiners and Painters." The bill asks for a board of three examiners, appointed by the governor from a list of ten names submitted by the Master Painters and Decorators Society. This bill is apparently designed to control the paint and painting business in the interests of a limited group of contracting painters. It seems obvious that the passage of this bill will adversely affect sales of paint in hardware stores. The bill has been referred to a House Committee consisting of: Chairman, T. W. Southworth, Monroe; C. W. Bischoff, Detroit; G. H. Schoenthal, St. Johns; L. T. Barber, Edmore; J. G. Rulison, Lansing; F. J. Berker, Saginaw; J. A. Strange, Grand Ledge; G. T. Hartman, Houghton. Ask your representative to oppose this bill.

Plumbers' License Bill. House Bill No. 305 was introduced by J. G. Rulison, of Lansing, entitled "An Act to Provide for the Licensing of Plumbers, the Supervision and Inspection of Plumbing and the Adoption and Enforcement of a Minimum Standard Therefor." It applies to "The construction, installation and maintenance of plumbing in connection with all buildings, residences and structures located in any city, village, township, or county having a system of water works or sewerage" and the territory extending a distance of 1 mile beyond such boundaries in all directions and, in the case of cities having a population of 100,000 or over, the territory extending for a distance of two miles in all directions; also to all buildings or residences located on land adjacent to lakes or streams occupied for residence or resort purposes. Work can only be done by plumbers holding a state plumbing license. Your legislative committee desires an expression of opinion from members in regard to the plumbing law. Write your representatives for a copy of House Bill No. 305, to familiarize yourself with its provisions.

Save this list. Write the Association for information before ordering merchandise or signing contracts:

Bristol Co., Denver, Colo.
 Consumers Christmas Fund, New York City.
 Pur-O-Zone Air Purifiers.
 First Amer. Life Inc. Stamp Ass'n., St. Louis.

*Interstate Sales Corp., Cleveland.
 **Rogers Natl. Distributors, Toledo.
 Tourist's League of America, Cleveland.

*Operates under four names.
 **Operates under eight names.
 Detroit city scrip. The Retail Merchants Association of Detroit adopted the following rules for acceptance of city scrip: 1. City scrip will be accepted only from the original payee, namely the city employe or members of his or her immediate family who will be required to identify themselves when presenting scrip. 2. Scrip will be accepted in payment of obligations at present owed to any of the stores. 3. City scrip will be accepted on any new sale transaction only until the merchant has received that amount of scrip which is the maximum he can use in payment of his taxes, plus any
 (Continued on page 22)

DRY GOODS

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

Cotton Goods Stocks Low

Although production of carded cotton goods has been stepped up considerably in the last few weeks, the large sales of cloth have depleted stocks to the lowest point for any corresponding period in the last decade, according to opinions expressed in the trade. Mills also have acquired a large backlog of orders and, whereas the seasonal production trend at this time of the year is usually downward, output will have to increase or be maintained at present levels for some weeks to fill the demand. It is also agreed that total stocks of cotton goods in all hands, from mill to retailers, was so low, prior to the start of the buying movement, that part of the buying was justified without the inflation fillip.

Linen Suits Meet Active Call

Numerous re-orders for women's linen suits are reported in the Eastern market, with the indications pointing to an active season in this merchandise. Both tailored and swagger two-piece outfits are in demand. The linen ensemble in black is being strongly featured by several of the leading local specialty shops. A strong demand is also reported for pique coats and tafeta jackets in white and pastel colors. Cotton dresses with swagger coats are selling actively. Double sheer silk coats are being sought in both medium and higher price lines.

Few Increases on Apparel Lines

Despite advances in the primary markets, few increases have been made as yet on finished merchandise in the apparel or accessory fields. With the exception of hosiery and shoes, the price strengthening to date has been almost entirely confined to withdrawal of concession previously made. There has been no let-up in the sharp competition for business and producers are endeavoring to base prices on current retail price lines as long as they can. Prediction was made, however, that the Fall lines will be a shade higher than for last Fall.

Men's Wear Call Continues Heavy

Orders for men's clothing and furnishings continued to come into the Eastern markets in large volume this week, with stores eager to cover requirements on Fall styles particularly. Goods made of raw materials, which are advancing in prices, such as cotton and hides, were bought liberally. Advance earlier this year than at any time vance buying on fall types has been earlier this year than at any time said. One of the large resident offices, which had originally scheduled its Fall buying convention for June 5, has advanced the date to May 15 because of numerous inquiries from retailers.

Hard-Surface Rug Market Quiet

Price advances rangig up to 10 per cent. will become general in the hard-surface floor coverings industry before

the middle of this month. Two of the large volume producers, the Armstrong Cork Co., and Sloane-Blabon Linoleums, were still considering the repricing of their lines yesterday, but officials intimated that an announcement on prices would be made within a few days. The price advance announced by Congoleum-Nairn, Inc., effective May 20, inspired little forward purchasing in the trade. Buyers said they would hold back orders until other producers announce new quotations.

Fall Garment Lines to Be Late

The unexpectedly active demand for Summer lines of apparel, which promises to continue well into next month, will be a major factor in delaying the early showing of Fall coats and dresses. Few representative Fall lines will be open until after July 1, it is indicated in the trade. The usual exception will be made in the case of showings to Coast buyers who will begin operations in June. Producers, however, will begin to hold meetings here next week to shape price-line and production policies for Fall.

Shoe Price Advances Broaden

Price advances in shoes have broadened to include some of the larger producers. One of the leading companies is said to have advanced low-end numbers approximately \$1 per case. Rises for other producers were said to average about 10 cents per pair. Intimations are heard that another of the largest companies is planning an advance shortly if the current strength in hides and leather holds. Demand for goods has been improving slowly in the last week, although it has not reached the scale evident in some of the other consumer goods industries.

Socket Appliance Buying Limited

Rumors of impending price advances by manufacturers of electrical household appliances continues to upset the wholesale market. Although confirmation of the reports is lacking, buyers believe that some such move will be made before the close of the week and are limiting orders until definite announcements are forthcoming from producers. Calls for merchandise are confined to staples such as fans, electric irons, fruit juice extractors, batter mixers and percolators. Initial orders for fans are reported 15 to 20 per cent. under those of 1932.

Basement Buying Continues Brisk

The excellent business being done in basement departments of many stores throughout the country is being reflected in continued active demand for low-end merchandise. Dominating in the purchases being made are undergarments, shoes, millinery, gloves, blouses, swagger suits and low-price Summer coats and dresses. Playing its part in the spurt in basement trade, is consumer reaction toward higher prices. Basement price lines as yet are practically unchanged.

A man's real limitations are not the things he wants to do but can't. They are the things he ought to do but doesn't.

Prosperity is always born mentally.

Van Leeuwen Dry Goods Co.

237-241 Fulton St., W. Grand Rapids, Mich.
JOBBER OF QUALITY DRY GOODS AND NOTIONS
 The Merchandise Your Trade Demand

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.



Graham-Paige officials use the telephone to call former employees back to work

GRAHAM-PAIGE CALLS MEN TO WORK BY TELEPHONE

"When we can reach them," says an official of Graham-Paige Motors Corporation, "we call our people back to work by telephone. When they have no telephones, we must fall back on post cards. The telephone gets immediate action; the post cards mean a delay of at least a day."

★ ★ ★

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



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

HOTEL DEPARTMENT

Verbeck En Route To Old Friends In Michigan

Flagstaff, Arizona, (en route to Michigan), May 4—During the coming summer Michigan State College will conduct a survey of tourist homes throughout the state to determine their number, size and sanitary conditions and other similar information on the subject of farmhouses and private homes that are competing with hotels for tourist business. This program was arranged at a special meeting of the executive committee of the Michigan Hotel Association held at Lansing last week, following the short course in hotel administration. The results of this investigation will be made available to all members of the Association as soon as completed. It was brought out in the discussions at the meeting that in such states as have legal regulations the net result has been that the standard of such lodging houses has been raised to a point where they offer even keener competition for legitimate hotels. In view of this fact the members of the committee plan no attack on this unfair competition by legislative means as had been originally intended.

Contracts have been let for refurbishing the Grand Hotel at Mackinac Island, by the new owner, W. S. Woodfill, who recently took over its operation, and the institution will be ready for business as usual, about July 1. Mr. Woodfill was for several years connected with the managerial staff of the Grand, which is a guarantee that this famous resort will be kept up to its usual high standard.

My old friend, Jacob Hoffman, operator of the LaSalle and Hoffman hotels at South Bend, and a member of the national board of aviation commissioners, was operated on for appendicitis two weeks ago, but I am enabled to announce to his many warm friends in the Michigan Hotel Association that he is making a very satisfactory recovery.

Elmer Hogren, for the past eight years manager of Hotel Hollenden, Cleveland, has been appointed manager of Hotel Whittier, Detroit, succeeding Fred M. Crosby. Mr. Hogren is very well known in Detroit and Michigan as well.

The proposed merger of the Hotel Hayes Co. and the Community Hotel Co., both of Jackson, into a new corporation has been approved by the stockholders of both hotels, and its plans for the future have already been announced.

This is one I extract from the Hotel World: John L. Sullivan, executive assistant manager of the Book-Cadillac, has to stand for a good deal of joking on account of his name, and he says he has been compelled through politeness, to laugh at many poor jests likening him to the old Boston boy, and that to break into a grin now when he sees one of the jokes coming is positively painful. Recently, as he was at the reservation desk, a man came up and was greeted by the clerk on duty, with the usual "good morning, Sir." After the man had registered the clerk discovered him to be James J. Corbett, Memphis, Tenn., and indulged in another left-hander by introducing him to Mr. Sullivan.

The taxation committee of the Detroit Hotel Association has succeeded in having all hotels reassessed this year, with the result that most of the newer structures have been cut from five to ten per cent.

In a resolution adopted by the Michigan Hotel Association at their recent

Lansing meeting, the activities of the education committee, under Miss Mary Ruth Myhan, manager of Hotel Shamrock, South Haven, were highly commended in connection with the work accomplished at the winter short hotel courses.

Myron R. Gilbert, for eight years manager of Hotel Prince Edward, Windsor, Canada, and an outstanding honorary member of the Michigan Hotel Association, has severed his connection with the former organization. I have no information as to his future plans, but he knows, that whatever they may be, the writer is "strong" for him.

At the election held in Los Angeles this week, the last semblance of prohibition legislation, so far as beer and light wines are concerned, was wiped off the slate, and henceforth these beverages will be sold, not only at restaurants and regular bars, but by the grocery stores as well, a light license charge having been arranged for.

Following the tipless waiter comes a device for doing away with his services altogether, by a series of miniature elevators which transport the food to the table, after the order has been transmitted through a speaking tube. But whom are we going to "cuss" over errors of service?

Now, I am definitely on my way to Dear, Old Michigan, and unless Old Man Trouble interferes, as hapened a year ago, I hope to be with my Michigan acquaintances some day the latter part of the week of May 8th, or at least report at headquarters by that time.

Here we have been rolling along over the finest highways in the world, in a perfectly good Michigan made automobile with congenial companions on a basis of about 500 miles a day, outstripping railroad "passengerless" trains, and not feeling any the worse for wear. When I see one of these public institutions which from time immemorial used to haul human freight across the continent I cannot help but observe that perhaps, after all, if railroad managers had taken the public into their confidence, instead of trying to make them enemies, there might be some dividends on railroad stocks, but every day I see some fresh evidence of assinity on their part. For instance, the rail lines have announced a round trip rate to the Chicago Fair, with a 21 day return limit. Imagine a resident of California buying a ticket on a railroad, consuming two weeks on the train, and then being allowed a stinky seven days to view the fair and visiting relatives, after a journey of 2,500 miles. At frequent intervals we contact motor busses, loaded comfortably with satisfied passengers, and all sore at the rail lines for depriving them of the privilege of visiting Chicago this summer, by posting rates which are much too high, and then limiting the possibilities of enjoying the trip on a 21-day schedule. Say what you please, the busses supply a service which the rail lines cannot possibly furnish and at an appreciably less cost. Suppose the public does build the highways. The public when patronizing busses are enjoying them. And besides you can stop anywhere you like, get a chance to absorb a night's sleep in a comfortable hotel along the way, and the scenery is handed to you in such doses that you can fully digest it. As I before remarked, I am in a private conveyance, but feel in a position to act as guide, due to the knowledge imparted to me by the motorman or porter on a previous stage trip. I take off my hat to the management of the Pacific Electric Company, which operates nearly two thousand miles of rail line in California, and manages to keep out of the red by supplying the public with a

service they like and appreciate, at a moderate cost. Instead of handicapping the patron by charging an excessive fare to overcome the losses through competition, the "red" cars go whirling along with an evident desire to please patrons, and the steam roads put up a howl leading one to believe that the highways were only intended for pedestrians. When the trolley people take the railroad commission into their confidence and accept their suggestions instead of fighting them in the courts. They agree mutually to make experiments instead of arbitrarily applying theories. Thus it was that the Pacific Electric, when motor cars came in, instead of rushing off to the printer and bringing forth new and higher tariff sheets to "take up the slack," as they call it in railroad parlance, they held a meeting with their patrons and tried to convince them that perhaps trolley mileage was cheaper than gasoline, after all. And they accepted a suggestion of experimental reduced rates from the railroad commission, which turned out to be the very remedy they were blindly seeking. The Citizens of California are vigorous in their anathemas against the Chicago rail lines for handing them a lemon and while they will, no doubt, visit the fair, it will be by other methods than choo-choo cars. Now that I have this out of my system, I will devote a little time to viewing the scenery which my companions are raving about and perhaps next week will work it over into something readable.

I am not speaking from a publicity standpoint, but I would like my readers to know that if they do make a trip out here by train, they should avoid night travel, especially if you are desirous of seeing the scenery, which you must necessarily miss if you travel unceasingly. If you will arrange to stop off nights, you will find comfortable hotels everywhere, plenty of time to partake of exceptionally good meals, and for your daylight journey you can have the Pullman facilities if you desire them, or the very comfortable reclining chair cars for which no charge is made. If you stop over night at hotels, and use the chair cars by day, you will find the cost much less than if you rushed through by night and missed the sight seeing opportunities.

Obligation to protect passengers from robbery was imposed upon sleeping car companies by Federal Judge McCormick, of Los Angeles, the other day. A woman passenger on a coast train was robbed of her purse con-

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

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

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

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

Park Place Hotel
Traverse City
Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

New Hotel Elliott
STURGIS, MICH.
50 Baths 50 Running Water
European
D. J. GEROW, Prop.

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

Columbia Hotel
KALAMAZOO
Good Place To Tie To

HOTEL ROWE
We have a sincere interest in wanting to please you.
ERNEST W. NEIR
MANAGER

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

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

taining valuable jewels during the night and the Pullman company disclaimed all responsibility for same. In his decision the judge had this to say: "It seems to me it is the duty of the sleeping car company to arrange the hours of duty of its employes that while passenger are asleep in their berths a continual and careful watch of the interior of the car shall be maintained." This seems like a perfectly just and equitable decision. There is, in the first place, no valid reason why the Pullman company should not provide the same protection for passengers as is enjoyed by guests in hotels, who are protected by stringent laws in every state in the Union. Some rail lines, operating their own sleepers, furnish this protection, and there is no reason why it should not be universally adopted. The other day there was on exhibition here a new "nite" coach, which is being operated on the highways between here and Chicago. It had sleeping facilities for 30 passengers, with conveniences which Pullman car patrons never dreamed of. Such as lavatories in each compartment, air mattresses, radio, porter and maid service, and all for a nominal cost, with a daily luncheon served free. The staid old Pullman organization does not take any stock in these new-fangled notions. You are shelved nightly in an uncomfortable berth, poorly ventilated, and, in winter time, about the time you are to retire, the porter turns on a full head of steam, so that you are thoroughly grilled on all sides when you report in the morning, if you are still alive. The heat is averaged up by a viciously cool period during the daytime, when heat is really required by all rules of health. The Pullman company is amply recompensed for everything it supplies its patrons and it ought not to go scot-free from responsibility by printing a clause on its tickets, observable only by the use of a microscope, denying such responsibility. Maybe the all powerful Interstate Commerce Commission could be appealed to successfully to compel them to see the error of their ways, and supply employes with thermometers as well.

It is only a record which has been previously established, but Los Angeles has completed another winter without a solitary frost. In fact, according to "what I read in the papers," as Will Rogers would say, her lowest temperature record this season was 42 above. Frank S. Verbeck.

Twenty-One New Readers of the Tradesman

The following new subscribers have been received during the past week: John J. Bale, Lakeview, Geo. Ferris, Lakeview, D. S. Griffith, Lakeview, Louis Gittleman, Lakeview, Guy Walker, Lakeview, Charles Stimpson, Amble, Roy Hanson, Amble, W. R. Live, Six Lakes, Maxted & Delling, Lakeview, R. J. Charnley, Lakeview, Peter Peterson, Lakeview, M. P. Hansen, Lakeview, Clarence S. Wise, Allegan, Fred J. Durand, Allegan, George Vander Zaag, Byron Center, Henry Geukes, Byron Center, Lyle Perry, Pierson, Herman Freidrich, Grand Rapids, G. E. Wood, Lakeview, C. L. Crimmins, Howard City, Moeller Bros, Tawas City.

It is no longer true that money is power and everything. These days money ain't nothing.

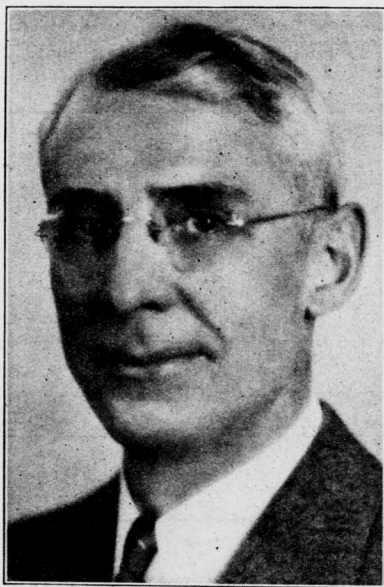
We need stimulation by reflation.

MEN OF MARK

W. P. Hartman, Sales Manager for W. R. Roach & Co.

Well directed and properly concentrated effort is the magic talisman which opens the door to business success or other distinction. It is a force which may build up or destroy magnificent undertakings. Within recent years it has reduced a powerful nation to a condition of pitiful helplessness. However, at all times, when applied in either a national or individual quantity, the results are correspondingly marvelous. It is an old saying that things which are obtained without effort are not greatly prized and fortunes which come quickly are likely to vanish into thin air as rapidly as they materialize. Nothing that is obtained cheaply seems to be worth while in this day and age and only steady, persistent, intelligently directed work makes life's rewards of real and permanent value.

It is often found that the young man who does not get along well in life is lacking in definite aim. He is



William P. Hartman

like the inhabile marksman who uses a big barreled gun and a small sized shot and trusts to luck for his quarry. He overlooks the facts that the shot scatter and that if one or two were to take effect they probably would not kill or even disable. The true marksman never uses birdshot when out after big game. He carries a heavy rifle and depends upon his steady arm, practiced eye and long years of training to speed the bullet to its intended destination.

In everyday business life are observed young men who fritter away their best years in essaying a trade, occupation or profession for which they have no taste or inclination. They try a certain line of work for a few months or years and then another and because they do not soar to the top right away they become dissatisfied and again go into a new kind of business, with the result that they find nothing that suits them and that they never rise above mediocrity. They lack the absolute essential to success in any undertaking, which is constant and persistent application. Failure is seldom recorded in the case of one who

possesses a singleness of intent from which he never varies. The employe who simply does his duty and keeps one eye on the clock never amounts to much, while he who does his whole duty or a little more perhaps and takes as much interest in his employer's business as if it were his own is always heard from. Tenacity of purpose and the concentration of all the powers of body and brain are the goal winners of the twentieth century and any success which is not predicated upon these two inspiring agencies is purely adventitious and evanescent and of false or unsatisfying nature.

Given constancy of purpose with an intelligent direction thereof and a lifetime of endeavor might amount to but little were it not reinforced by a necessary complemen of brain. Something of this happy combination of a fixity of purpose and the mental capacity for its support is suggested in reviewing the career of an eminent factor in the development of the food business of the country, Wm. P. Hartman. Mr. Hartman is not one of those who is seeking notoriety. He is not at all vainglorious as to what he has accomplished in a third of a century of exceptional activity; but his very modesty attracted attention to his deeds in such measure that he is known and honored in business and social circles throughout a much wider environment than is the case of most men of his age.

William P. Hartman was born on a farm near Circleville, Ohio, twenty miles south of Columbus, Aug. 19, 1887. His father was of German descent. His mother was descended from the Pennsylvania Dutch. He attended the public schools of Circleville until he had completed the first year in high school. He later supplemented this by a course in a business college, where he learned bookkeeping, typewriting and stenographic work.

When he was seven years old he began contributing to the family exchequer. Saturdays and holidays and summer vacations were devoted to necessary work in one of the great canneries of Circleville, which was then regarded as one of the most important canning centers in the United States. Later he clerked in grocery stores in the same city. In 1906 he heard there was an opening in one of the sixty-seven Kroger stores then doing business in Cincinnati and sought the appointment. He was turned down because he could not speak German fluently.

In 1906 he organized the Hartman Realty Agency in Circleville in company with his father, who still continues the business under the same name.

A year or so later he removed to Roanoke, Virginia, where he became chief clerk of the emigration department of the Norfolk & Western Railway. Eighteen months later he was transferred to Medford, New York, where he became assistant director of development on the Long Island Railroad.

In 1910 he was sent to Michigan to make an agricultural survey of that portion of Michigan served by the G. R. & I. Railroad. His report, which was completed within three months, was adopted and he was instructed to

create a demonstration farm near Howard City, which he managed for several years. He was associated with John I. Gibson in the activities of the Western Michigan Development Bureau for many years. He was also a director of the Grand Rapids Association of Commerce, President of the Kiwanis Club and connected with the Michigan Tourist and Resort Association. He subsequently became interested in the production of potato flour for the use of bread bakers and worked with the various factories then doing business in Michigan to secure a protective tariff against the producers in Holland and Germany in 1922. The same year he was made Deputy Commissioner of Agriculture and director of the Pure Food Bureau at East Lansing. March 1, 1925, he became connected with W. R. Roach & Co. in charge of production. On the retirement of A. E. Haven as sales manager a week ago he was promoted to take the position thus vacated.

Mr. Hartman was married to Miss Margaret Sapp, of Circleville, Ohio, April 6, 1910. They had one child, who died when quite young. They reside at 612 South Prospect avenue.

Mr. Harman joined the Elks when he was located in Virginia, retaining his connection with that organization twelve years.

Mr. Hartman says his greatest hobby is the great outdoors. All his life his work has been mostly out in the open.

With a fine presence and the qualities of mind and heart which naturally surround him with a host of friends, Mr. Hartman is one of the business men of Grand Rapids who believes thoroughly in its future and who shows in his own life the advantages America gives and what may be done in a few years in this favored land by a boy who has no acquaintance with the word fail. Patriotic and public spirited, intensely American, it is from the ranks of such men the high types of American citizens are ever coming.

Books You Can Wash

Last Fall a new cover cloth for books was put on the market. So new is this material that the first export shipment of books bound in it left this county in March. Yet already, it is reported, every important American book publisher is making use of this new cloth—which is, in act, a regular fabric waterproofed with a special pyroxylin lacquer, a material chemically similar to that with which all automobiles are to-day finished.

You can spill water on a book bound in this new material, and scrub it with soap, and it doesn't become sticky or stain the hands of users in hot, humid weather. At the same time, its cost is so moderate that it is being used on best sellers and is expected to go into service on text-books, as well as having already been employed on some of the more artistic and higher priced of current books.

Daily Posting News

A merchant in a small town was able to attract many new customers and increase his sales to old customers by posting the day's latest and most interesting news on a blackboard mounted on a showcase inside the store.

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.

Most Important Thing We Have To Sell Is Ourselves

In opening a discussion of an advertising program for a drug store in one of the smaller cities or towns of the United States, there are many things and methods to be considered. One should take up carefully the amount of money to be spent, being sure to get it spent for the greatest amount of coverage for the cost, to bring the cost of advertising per piece to as low a figure as possible, with a return that will be commensurate. One can use post cards, getting a few items before the prospective customer, preferably seasonable ones, in this manner the most successful. One may use the weekly or daily newspaper if a community has one or both of these mediums, if that has sufficient coverage in the community to be successful. One can use the calendar to keep his store name before the customer, although few items are sold from their advertising on a calendar in the experience of this writer. One may go to any heights or to any depths in his advertising, but the thing that the successful druggist wants from it is the result.

If any piece of advertising fails in the immediate sales program, it may yet be the best piece that the store has ever used; for it may be building a future sale on some product that will pay its cost many times over. This is especially true of window display. The customer may stop and buy a box of candy because he saw it beautifully displayed, he knew it would be wrapped perfectly from that store where he came to buy it, he knew the candy would be better than the average for that particular assortment or flavor, and he might be sure that his purchase would be a distinct help to his community, for that druggist was a real asset to his community. That is all well and good, but this same customer might pass a window display fifty times showing some bandages and other hospital items and never buy a bottle of iodine nor a roll of adhesive, and then the fifty-first time he sees it is the day that the baby has particular need of an ice cap, and this series of displays will come to his mind telling him there is the store with the assortment and he will get what he wants at a price and quality that he will remember for years after the thought of the windows made the sale of the cap.

It has been aptly stated by one outside of the profession of Pharmacy that "An attractive label will sell the first one, but the contents must sell the second one." How true each of us know that statement is. We can sell

items of a quality that cannot be duplicated at three-quarters of the price and we know it, and by selling this extra twenty-five per cent. in the selling price, we are building a business that will last through the days and the years to come. Through a little better salesmanship, by giving a little more and better service than our competitor, and listening to the customer and his needs, will make a remarkably better business. Let us sell items that the repeat business will assure us that the customer will always be ours.

Another form of advertising that pays large dividends is the word of mouth. It is the cheapest form, for it costs us nothing and it can do so much good and so much harm, if it is in the right or the wrong direction. It is up to us behind the counters of the United States if our customer does not leave us with her word spoken for us. We can do a lot, it is in our power, let us exercise it so it will do us good, never harm.

We have heard the statement, the writer does not know who used it first, that "Successful merchandising was to sell merchandise that would not come back, to customers who would come back for more of it." That is so true of the advertising program. If something works well now, it is not a reason to believe that it will always work well. The druggist must be constantly on the alert for an advertising method that he can use in his appropriation that is novel and different.

Most drug stores operate on less than 3 per cent. of sales for advertising. Some of them will get a great deal of advertising for less than this, depending on how high their gross sales will run per year. It is well to budget this expense over the year, so much per month, rather than sporadic attempts at times of the year. Yes, we realize that money is freer at some periods than others, but at that there is always some business if we will go after it and make the friends for the store and the business that we can make through our individual efforts.

We can use some idea too often to keep up its pulling power, regardless of the past success that it may have had. That is something to watch out for. Use something well, but do not wear it out, is a good warning to bear in mind in the advertising campaign for the year.

I know of one druggist in Central Michigan who has had exceptional success in using post cards, mailing them to his list of customers. He has used these mostly on seasonable items, and has sold merchandise in large quantities that ten years ago he thought impossible to move even a small fraction of what he has sold in this manner. He has told the writer that four items is the maximum for a good sale, as the customer refuses to read any more than that, and buy them. So four is what he uses, and so far he has had remarkable pulling power from that number. More of these can be added but it might destroy its effectiveness.

The modern use of the telephone is a method of advertising that many stores miss. One can call a customer at frequent intervals, ask him to come

in and look over new lines of goods, and in this way it makes a feeling of friendliness for the store and in general the customer likes this much additional attention.

Circular advertising costs about the same as a post card, if the circulars are mailed in lots of three hundred or more, or about one cent each. Some communities have been deluged with circular advertising so their effectiveness right now in western Michigan is pretty low. The card will hold the preference in the day of the busy person, for it takes less time to see what is offered. One thousand cards or circulars can be mailed out for ten dollars, and that will cover that many homes. The printing would be extra, but that is quite moderate in most cases now. As for addressing them that can be done any time in the store and that can be figured by the week for the clerk hire. There is no need of extra expense for this in the store of to-day.

The main thought in a circular is to get it read. This can be done in most cases by using some statement on the outside of it to get it opened by the customer. The writer has seen one that helps by stamping the statement on it regarding new goods, lower prices, or some other such wording that the druggist thinks will assist him in getting the message read. The curiosity of the customer must be excited a little bit in order to make it successful.

As concerns newspapers, one of the cardinal faults of newspaper advertising is the absence of pictures. Look at an ad of any well known department store, and you will see work of artists, and yet some druggists will not use the free cuts that manufacturers are glad to give away. Why do they try to give them to us? Because they know cuts will improve the appearance of

the advertising you are placing. One concern wrote us and asked us to select some cuts for our use, as we had used their merchandise in our ad without a cut included. This helps the manufacturer and it helps the druggist to make sales. Many other manufacturers are happy to do this, and let us co-operate by using them.

Another point that has been tried out is using too many items in a display ad. This can be overdone, as on the postcard. It has proved out best to use items carrying them the width of two columns of the paper. It costs more, you cannot use so many at a time, but they are read better, is the experience. Make them easy for the customer to see and to read. Use larger type both for price and item, and the results will be more gratifying.

It is impossible to buy from every salesman who calls on the store, but one can treat every one with tact, courtesy, and diplomacy, if you do need nothing from him. The writer has found this to be a good move, to have the salesmen loyal to you, and this can be done by treating them as we would like to be treated. The old Christian example is a good one to remember among the travelers. They can do us favors, many of them are doing us kindnesses even if we do not to them, and we should be glad to reciprocate to them. The writer has many of his best friends among the traveling drug men, and likes to cultivate such friendships.

Then there are windows, and there is no legitimate reason for a druggist not charging rent to window space as he would to his soda department, for they are producers just as he expects his departments to be. The windows are always the real eyes of the store and I have never seen a store that looked good to me with windows that are bare, poorly attired, or dressed

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, 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

unartistically. This is the place where the druggist has a chance to find out whether he is an artist or not; and many times we are sorry to have to report, they are not.

One store I know quite well had front windows eight feet deep. The window rarely had a display in it that needed that much depth and there was a waste here that could not be utilized in any manner. A schedule and plan was worked out for two windows and they were cut down to a depth of two feet, following the curve of the glasses in the front. A permanent shelf was built in the window about eight inches above the floor, paneled up the backs, and nearly one hundred square feet of floor space was added to the store, in the front of the store, where space could easily be made productive. Immediately two new lines of merchandise was added in popular prices so these have contributed their part to the profits of the store, and people are coming there now for small items that they did not have a chance to buy before, proving that the space is paying it way. This was accomplished through the utilization of some waste space, and there is probably some in almost every drug store in the United States.

We have been going through what economists call a business depression. I do not like the term now and I did not like it ten years ago, but we are here and must deal with it. So we are in it, but there is no better time for the drug store to be kept up-to-date. We are told that we like to eat where the crowd eats, and we like to trade with a busy firm, so we can keep busy with our work, and this is the ideal time to keep paint and varnish busy. Paint is cheap, many painters are without work in any community, and they like to earn something. It will cost a little but it will put some money in circulation and that is the only way to beat this depression that we have on our hands now. In this manner we can keep up our appearances and make customers believe we are doing some business. It will tend to radiate optimism, which we need now if we ever did, and the American buyer needs it a little bit more than any one else this year.

One of our best advertising mediums is the satisfied customer. The one who buys a hot water bottle which his druggist can and did guarantee for two years, and he has had five years service from it. How good that advertising is. How pleasant to hear over the counter, and the results. Others like to hear those things, and if your customer tells you, it is probable he has told other. That is what builds a business for all time, and we can capitalize on it beautifully.

There is a real advertising value in one small item and many druggists miss the use of this. It is the label that we affix so many times each and every day. Whether the label is penned for a prescription, or typed for some other use, or a regular printed one for ordinary use. Still one can use a lithographed label for own preparations, each one carrying the store advertising message out to the customer and his family. I personally believe more customers come back because of a

good looking label than for any other little matter. Sometimes the label is not a little matter to the customer. The label is giving service to that family for twenty-four hours each day, and then we get so discouraged when we see some pharmacist who wilfully disfigures a store label by pouring over it, making the bottle look untidy to any other professional person who comes into that prescription department.

Let us remember this label is advertising, good advertising, and I contend that if there were no laws governing labels and their use, we would still use them in our stores, for a good label is an honor to the store where it is used, the good name of that store, and for the good will it helps to build.

This article is written primarily on the subject of advertising and in conclusion, the writer would like to digress a little from that subject. The writer has heard many talks on salesmanship and many of them have been good ones from the leaders in the drug field, in that fine art, salesmanship. But the best talk on selling I ever heard was not from a man with a grip, not a salesman in any sense of the word, not from one who ever carried an order blank, but from on whose sole interest in selling was to sell ideas to juries. I refer to an attorney with a real court record, which any attorney would be proud to have. He was a salesman in the real sense of the word and if one cares to look over cases won, one can readily find out that he had real caliber in his practice. Yes, he has held high positions in his state and in his Nation, and has hung up a legal record in which he can well take pride. If one cares to use a commercial expression, he is a salesman. What one can show by this is merely that the most important thing we have to sell is ourselves to an idea. Let us do our best to build up a real business, an advertising program in which we can be most proud.

Duncan Weaver.

Men's Stores Push Better Goods

Men's wear stores are making an attempt to promote better grade merchandise and in some cases appear to be successful. More attention is given to the higher price clothing and furnishing brackets. Few of the chain stores appear to be willing to go below the \$25 range in clothing and displays of clothes ranging up to \$55 are more frequent. While the \$1 to \$1.50 shirt is most prominent, stores are also stressing the \$1.95 and \$2.50 styles. In neckwear many low-price sales are still in evidence, but considerable attention is also accorded to the \$1 and \$1.50 ranges.

An Episcopal rector while spending his vacation roughing it in the mountains of North Georgia, became somewhat lonesome for some of his own religious faith, and sighting a cabin in the distance, approached it and inquired of the woman at home if she knew of any Episcopalians in the vicinity. She replied, "Wal, mister, I couldn't tell you. for John does all the trappin' of varmints about here, but you can go back to the stable where he nails up their hides and see what you can find."

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.
Boric, Powd., or	Aloes, Barbadoes,	Heml'k Com., lb.
Xtal, lb. 08 1/2 @ 20	so called, lb. gourds @	Juniper Ber., lb.
Carbolic, Xtal, lb. 36 @ 43	Powd., lb. --	35 @ 45
Citric, lb. 35 @ 45	Aloes, Socotrine,	Lav. Flow., lb.
Muriatic, Com'l.,	lb. -----	Lav. Gard., lb.
lb. ----- 03 1/2 @ 10	Powd., lb. ---	Lemon, lb. ----
Nitric, lb. ----- 09 @ 15	Arabic, first, lb.	1 75 @ 2 25
Oxalic, lb. ----- 15 @ 25	Arabic, sec., lb.	2 00 @ 2 50
Sulphuric, lb. ----- 03 1/2 @ 10	Arabic, sorts, lb.	2 50 @ 3 25
Tartaric, lb. ----- 30 @ 40	Arabic, Gran., lb.	3 00 @ 3 25
Alcohol	Arabic, P'd, lb.	3 25 @ 3 50
Denatured, No. 5,	Asafoetida, lb.	47 @ 50
Gal. ----- 48 @ 60	Asafoetida, Po., lb.	75 @ 82
Grain, Gal. ----- 4 00 @ 5 00	Guaiaac, lb. -----	60 @ 60
Wood, Gal. ----- 50 @ 60	Guaiaac, Powd. -----	70 @ 70
Alum-Potash, USP	Kino, lb. -----	90 @ 90
Lump, lb. ----- 05 @ 13	Kino, powd., lb. -----	1 00 @ 1 00
Powd. or Gra., lb. 05 1/2 @ 13	Myrrh, lb. -----	60 @ 60
Ammonia	Myrrh, Pow., lb. -----	75 @ 75
Concentrated, lb. 06 @ 18	Shellac, Orange,	
4-F, lb. ----- 05 1/2 @ 13	lb. ----- 15 @ 25	
3-F, lb. ----- 05 1/2 @ 13	Ground, lb. -- 15 @ 25	
Carbonate, lb. -- 20 @ 25	Shellac, white,	
Muriate, Lp., lb. 18 @ 30	(bone dr'd) lb.	30 @ 45
Muriate, Gra., lb. 08 @ 18	Tragacanth,	
Muriate, Po., lb. 20 @ 30	No. 1, bbls. -- 1 60 @ 2 00	
Arsenic	No. 2, lbs. -- 1 50 @ 1 75	
Pound ----- 07 @ 20	Pow., lb. --- 1 25 @ 1 50	
Balsams	Honey	
Copaiba, lb. ----- 50 @ 1 20	Pound ----- 25 @ 40	
Fir, Cana., lb. 2 00 @ 2 40	Hops	
Fir, Oreg., lb. -- 50 @ 1 00	1/2s Loose, Pressed,	
Peru, lb. ----- 1 70 @ 2 20	lb. ----- @ 75	
Tolu, lb. ----- 1 50 @ 1 80	Hydrogen Peroxide	
Barks	Pound, gross 25 00 @ 27 00	
Cassia,	1/2 Lb., gross 15 00 @ 16 00	
Ordinary, lb. -- 25 @ 30	1/4 Lb., gross 10 00 @ 10 50	
Ordin., Po., lb. 20 @ 25	Indigo	
Saigon, lb. -- @ 40	Madras, lb. --- 2 00 @ 2 25	
Saigon, Po., lb. 50 @ 60	Insect Powder	
Elm, lb. ----- 40 @ 50	Pure, lb. ----- 25 @ 35	
Elm, Powd., lb. 38 @ 45	Lead Acetate	
Elm, G'd, lb. -- 38 @ 45	Xtal, lb. ----- 17 @ 25	
Sassafras (P'd lb.) 45 @ 35	Powd. & Gran. 25 @ 35	
Soap tree, cut, lb. 15 @ 25	Licorice	
Soap tree, Po., lb. 25 @ 30	Extracts, sticks,	
Berries	per box -- 1 50 @ 2 00	
Cubeb, lb. ----- @ 75	Lozenges, lb. -- 40 @ 50	
Cubeb, Po., lb. @ 80	Wafers, (24s) box @ 1 50	
Juniper, lb. -- 10 @ 20	Leaves	
Blue Vitriol	Buchu, lb., short @ 50	
Pound ----- 05 @ 15	Buchu, lb., long-	
Borax	Buchu, P'd, lb. @ 60	
P'd or Xtal, lb. 06 @ 13	Sage, bulk, lb. 25 @ 30	
Brimstone	Sage, loose	
Pound ----- 04 @ 10	pressed, 1/4s, lb. @ 40	
Camphor	Sage, ounces -- @ 85	
Pound ----- 50 @ 65	Sage, P'd & Grd. @ 35	
Cantharides	Senna,	
Russian, Powd., @ 3 50	Alexandria, lb. 50 @ 60	
Chinese, Powd., @ 1 25	Tinnevela, lb. 20 @ 30	
Chalk	Powd., lb. -- 25 @ 35	
Crayons,	Uva Ursi, lb. -- 20 @ 25	
white, dozen -- @ 3 60	Uva Ursi, P'd, lb. @ 30	
dustless, doz. @ 6 00	Lime	
French Powder,	Chloride, med, dz. @ 85	
Coml., lb. -- 03 1/2 @ 10	Chloride, large, dz. @ 1 45	
Precipitated, lb. 12 @ 15	Lycopodium	
Prepared, lb. -- 14 @ 16	Pound ----- 37 1/2 @ 60	
White, lump, lb. 03 @ 10	Magnesia	
Capsicum	Carb., 1/8s, lb. -- @ 30	
Pods, lb. ----- 60 @ 70	Carb., 1/16s, lb. @ 32	
Powder, lb. ----- 62 @ 65	Carb., P'd, lb. 15 @ 25	
Cloves	Oxide, Hea., lb. @ 75	
Whole, lb. ----- 30 @ 35	Oxide, light, lb. @ 75	
Powdered, lb. -- 35 @ 40	Menthol	
Cocaine	Pound ----- 5 12 @ 5 60	
Ounce ----- 11 43 @ 13 60	Mercury	
Copperas	Pound ----- 1 25 @ 1 35	
Xtal, lb. ----- 03 1/2 @ 10	Morphine	
Powdered, lb. -- 04 @ 15	Ounces ----- @ 10 80	
Cream Tartar	1/8s ----- @ 12 96	
Pound ----- 22 1/2 @ 35	Mustard	
Cuttlebone	Bulk, Powd.,	
Pound ----- 40 @ 50	select, lb. --- 45 @ 50	
Dextrine	No. 1, lb. --- 25 @ 35	
Yellow Corn, lb. 06 1/2 @ 15	Naphthaline	
White Corn, lb. 07 @ 15	Balls, lb. --- 06 1/2 @ 15	
Extract	Flake, lb. --- 05 1/2 @ 15	
Witch Hazel, Yel-	Nutmeg	
low Lab., gal. 99 @ 1 32	Pound ----- @ 40	
Licorice, P'd, lb. 50 @ 60	Powdered, lb. -- @ 50	
Flower	Nux Vomica	
Arnica, lb. ----- 50 @ 55	Pound ----- @ 25	
Chamomile,	Powdered, lb. -- 15 @ 25	
German, lb. -- 35 @ 45	Oil Essential	
Roman, lb. -- @ 90	Almond,	
Saffron,	Bit., true, ozs. @ 50	
American, lb. 50 @ 55	Bit., art., ozs. @ 30	
Spanish, ozs. @ 1 25	Sweet, true, lb. 1 10 @ 1 60	
Formaldehyde, Bulk	Sw't, Art., lbs. 1 00 @ 1 25	
Pound ----- 09 @ 20	Amber, crude, lb. 75 @ 1 00	
Fuller's Earth	Amber, rect., lb. 1 10 @ 1 75	
Powder, lb. ----- 05 @ 10	Anise, lb. --- 1 00 @ 1 40	
Gelatin	Bay, lb. ----- 4 00 @ 4 25	
Pound ----- 55 @ 65	Bergamot, lb. -- 3 50 @ 4 20	
Glue	Cajeput, lb. -- 1 50 @ 2 00	
Brok., Bro., lb. 20 @ 30	Caraway S'd, lb. 2 65 @ 3 20	
Gro'd, Dark, lb. 16 @ 22	Cassia, USP, lb. 1 75 @ 2 40	
Whi. Flake, lb. 27 1/2 @ 35	Cedar Leaf, lb. 1 50 @ 2 00	
White G'd, lb. 25 @ 35	Cedar Leaf,	
White AXX light,	Coml., lb. --- 1 00 @ 1 25	
lb. ----- @ 40	Citronella, lb. -- 75 @ 1 20	
Ribbon ----- 42 1/2 @ 50	Cloves, lb. --- 1 75 @ 2 25	
Glycerine	Croton, lbs. --- 4 00 @ 4 60	
Pound ----- 14 1/2 @ 35	Cubeb, lb. --- 4 25 @ 4 80	
	Erigeron, lb. -- 2 70 @ 3 35	
	Eucalyptus, lb. -- 75 @ 1 20	
	Fennel ----- 2 00 @ 2 60	

GROCERY PRICE CURRENT

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

ADVANCED

Pink Salmon
Evap. Milk
Flour

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 77
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
Krumbles, No. 412 ----- 1 35
Bran Flakes, No. 624 1 80
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. -- 2 25
Rice Krispies, 1 oz. -- 1 10
All Bran, 16 oz. ---- 2 25
All Bran, 10 oz. ---- 2 70
All Bran, 1/2 oz. ---- 1 10
Kaffe Hag, 6 1-lb.
cans ----- 2 57
Whole Wheat Fla., 24 1 75
Whole Wheat Bis., 24 2 35

Post Brands

Grapenut Flakes, 24s 1 90
Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 50 ----- 1 40
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s -- 2 50
Post Toasties, 24s -- 2 50
Post Bran, PBF 24 -- 2 85
Post Bran PBF 36 -- 2 85
Sanka 6-1lb ----- 2 57

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

BROOMS

Quaker, 5 sewed ----- 5 00
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

Stove

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

Shoe

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

BUTTER COLOR

dandelion ----- 2 85

CANDLES

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

CANNED FRUITS

Hart Brand
Apples
No. 10 ----- 4 75

Blackberries

Pride of Michigan ----- 2 55

Cherries

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

Gooseberries

No. 10 -----

DECLINED

Diced Carrots

Pears

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

Black Raspberries

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 2 75
Clams, Steamed, No. 1 2 75
Clams, Minc'd, No. 1/2 2 40
Pinnan 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 25
Sardines, Im. 1/4, ea. 6@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., sli 1 35
Beef, 4 oz., Qua., sli 2 25
Beefsteak & Onions, s. 2 70
Chili Con Car., 1s ----- 1 05
Deviled Ham, 1/2s ----- 1 50
Deviled Ham, 1/2s ----- 2 85
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 45
Potted Meat, 1/2 Libby 75
Potted Meat, 1/2 Qua. 55
Potted Ham, Gen. 1/4 1 45
Vienna Saus. No. 1/2 1 00
Vienna Sausage, Qua. 80
Veal Loaf, Medium -- 2 25

Baked Beans

Campbells, 48s ----- 2 30

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

Decd, No. 2 ----- 90
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 45
Marcel., E. June, No. 2 1 35
Marcel., E. Ju., No. 10 7 50

Pumpkin

No. 10 ----- 4 75
No. 2 1/2 ----- 1 30

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3 ----- 1 35

Succotash

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

Tomatoes

No. 10 ----- 5 25
No. 2 1/2 ----- 1 80
No. 2 ----- 1 40
Pride of Mich., No. 2 1/2 1 35
Pride of Mich., No. 2 -- 1 10

Tomato Juice

Hart, No. 10 ----- 4 75

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
Beenhut Peppermint -- 66
Doublemint ----- 66
Peppermint, Wrigleys -- 66
Spearmint, Wrigleys -- 66
Jui 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



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 95
Page, Baby ----- 1 48
Quaker, Tall, 10 1/2 oz. 2 85
Quaker, Baby, 4 doz. 1 43
Quaker, Gallon, 1/2 dz. 2 85
Carnation, Tall, 4 doz. 2 95
Carnation, Baby, 4 dz. 1 48
Oatman's Dudee, Tall 2 95
Oatman's D'dee, Baby 1 48
Pet, Tall ----- 2 95
Pet, Baby, 4 dozen -- 1 48
Borden's, Tall, 4 doz. -- 2 95
Borden's Baby, 4 doz. 1 48

OIGARS

Hemt. Champions -- 38 50
Webster Cadillac ----- 75 00
Webster Golden Wed. 75 00
Websterettes ----- 38 50
Cincos ----- 38 50
Garcia Grand Babies 38 50
Bradstreets ----- 38 50
La Palena Senators. 75 00
Odins ----- 38 50
R G Dun Boquet ----- 75 00
Perfect Garcia Subl. 95 00
Budwiser ----- 19 50
Tango Pantellas ----- 13 00
Skylines ----- 19 60
Hampton Arms Jun'r 37 50
Trojan ----- 35 00
Rancho Coronado ----- 35 00
Kenway ----- 20 00

CONFECTIONERY

Stick Candy Palls
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 Palls

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

Hard Goods Palls

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, 13-10c 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, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 4 1

DRIED FRUITS

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

Apricots

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

Citron

10 lb. box ----- 24

Currants
Packages, 11 oz. ----- 11½

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

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

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

Raisins
Seeded, bulk ----- 6¼
Thompson's s'dless blk. 6¼
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...@08¼
30@40, 25 lb. boxes...@09
30@30, 25 lb. boxes...@12
18@24, 25 lb. boxes...@14½

Hominy
Pearl, 100 lb. sacks -- 3 50

Bulk Goods
Elbow Macaroni, 20 lb. 4¼
Egg Noodle, 10 lbs. -- 12

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

Sage
East India ----- 10

Tapioca
Pearl, 100 lb. sacks -- 7¼
Minute, 8 oz., 3 doz. 4 00
Dromedary Instant -- 3 50

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

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

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

FRUIT CANS
Presto Mason
F. O. B. Grand Rapids
Half pint ----- 7 15
One pint ----- 7 10
One quart ----- 6 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 6¼
Peanuts, Jumbo ----- 7½c
Pecans, 3, star ----- 25
Pecans, Jumbo ----- 40
Pecans, Mammoth ----- 50
Walnuts, Cal. ----- 13@21
Hickory ----- 07

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

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

MINCE MEAT
None Such, 4 doz. ----- 6 20
Quaker, 3 doz. case ----- 2 55
Yo llo. Kegs, wet, lb. 16¼

OLIVES
7 oz. Jar, Plain, doz. 1 06
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@13-10-7¼

Lard
Pure in tierces ----- 6¼
60 lb. tubs ----- advance ¾
50 lb. tubs ----- advance ¾
20 lb. pails ----- advance ¾
10 lb. pails ----- advance ¾
5 lb. pails ----- advance 1
3 lb. pails ----- advance 1
Compound tierces ----- 7¼
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. ----- @12¼
Ham, dried beef
Knuckles ----- @23
California Hams ----- @09
Picnic Boiled Hams ----- @16
Boiled Hams ----- @18
Minced Hams ----- @12
Bacon 4/6 Cert. ----- @14

Beef
Boneless, rump ----@19 00

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

RICE
Fancy Blue Rose ----- 3 60
Fancy Head ----- 4 85

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

SALERATUS
Arm and Hammer 24s 1 50

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

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

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

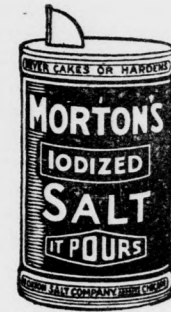
Lake Herring
½ Bbl., 100 lbs. -----
Mackerel
Tubs, 60 Count, fy. fat 6 00
Pails, 10 lb. Fancy fat 1 50

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

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

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

SALT
F. O. B. Grand Rapids
Colonial, 24, 2 lb. ----- 95
Colonial, 36-1¼ ----- 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, ¼ lb. packages -- 4 00

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. ----- 1 65
Brillo ----- 85
Climaline, 4 doz. ----- 3 60
Grandma, 100, 5c ----- 3 50
Grandma, 24 Large ----- 3 50
Snowboy, 12 Large ----- 1 80
Gold Dust, 12 Large ----- 1 80
Golden Rod, 24 ----- 4 25
La France Laun., 4 dz. 3 65
Old Dutch Clean., 4 dz. 3 40
Octagon, 96s ----- 3 90
Rinso, 24s ----- 4 80
Rinso, 40s ----- 2 95
Spotless Cleanser, 48.
20 oz. ----- 3 85
Sani Flush, 1 doz. ----- 2 25
Sapolio, 3 doz. ----- 3 15
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandot. Cleaner, 24s 1 85

SOAP
Am. Family, 100 box 5 60
Crystal White, 100 --- 3 50
F.B., 60s ----- 2 00
Fels Naptha, 100 box 5 00
Flake White, 10 box 2 85
Grdms White Na. 10s 3 50
Jap Rose, 100 box ----- 7 40
Fairy, 100 box ----- 3 35
Palm Olive, 144 box -- 7 30
Lava, 50 box ----- 2 25
Pummo, 100 box ----- 4 85
Sweetheart, 100 box -- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
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
Ponety, 3½ oz. ----- 3 25
Kitchen Bouquet ----- 4 25
Laurel Leaves ----- 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. ----- 65
Thyme, 1 oz. ----- 90
Turmeric, 1½ oz. ----- 65

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

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

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

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

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

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

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

TABLE SAUCES
Lee & Perrin, large. 5 75
Lee & Perrin, small. 3 35
Pepper ----- 1 60
Royal Mint ----- 2 40
Tobasco, small ----- 3 75
Sho Yon, 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. 4
Mouse, tin, 5 holes ----- 65
Rat, wood ----- 1 00
Rat, spring ----- 1 00
Mouse, spring ----- 20

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

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

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

WRAPPING PAPER
Fibre, Manila, white. 05
No. 1 Fibre ----- 06¼
Butchers D F ----- 05¼
Kraft ----- 04
Kraft Stripe ----- 09 ½

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.

Rises Come With Recovery

After all is said and done, inflation or no inflation, the American public will continue to buy closely to their needs. Certain buying habits have been adopted by the public—restraint and reason—and it will take some time before free spending becomes general again.

But there are pressures behind the merchant that makes a similar policy impossible for him. A merchant must anticipate, not only in his goods, but his prices and his policies.

If we are in a period of recovery, following a depression, then we must realize these three points: First, surplus stocks have practically disappeared. Second, costs of production and prices are at present low but likely to increase. Third, new influences, new taxes, new competitions of all sorts become operative.

Inasmuch as points one and two are pretty well understood, let us consider point three—and one very important new influence. The government now takes a hand in proposing a safeguard against unemployment. By so doing it brings into operation a force that will increase prices of all finished commodities. The government sponsors, through the Black 30-hour (five days, six hours) bill, something so radical as a public measure of employment control that it has brought to Washington representatives of all business and all labor.

The basic idea back of this movement for a shorter week is to spread labor by compulsory legislation. For the first time in American history individual rights as to hours of work for male adults are to be controlled.

Shoe manufacturers and tanners of leather are in Washington, not in direct opposition to a shorter week as much as in opposition to a proposed amendment to have within each industry a super body that will control production, control wages and control working time. This really means nationalization of industry, if it goes that far.

The understanding is that the super body in each industry will include three manufacturing representatives, three labor representatives and three general public representatives. This is the proposal that is challenged by both representatives of business and representatives of labor.

The leader of the American Federation of Labor says: "The American Federation believes the fixing of minimum wages by wage boards would be a risky adventure for labor. While it would help some, it would injure the great bulk of organized labor. Give us the right to organize and we will right wages through exercise of our economic strength. We favor a law compelling employers to permit us to organize. We believe that the minimum wages might, under this proposal, become the maximum. Wages would then be pegged down at a low level. All we want is to be free."

Naturally, organized labor wants the right to do collective bargaining, but many employers are opposed to dealing with business agents or "walking delegates" of the union because they are too aggressive and are not fully informed as to conditions within a particular plant. Employers prefer to deal with representatives of their own workmen. The maintenance and improvement of wage rates is something that should be kept individual to a plant or a community or a grade, or a type of product. The real fight is harnessing of industry by government to diminish unemployment and sustain wages artificially.

If government demands the right to limit the work week, control production and to regulate wages, then it is going too far down the line of nationalization of industry. That's the reason why industry and labor are fighting together in Washington.

A shorter week's work, with goods selling at today's prices, would mean still further reduction of wages per worker. But this defeats the purpose of all the present government moves to increase purchasing power as well as employment.

Out of it will come some compromise solution, but the shorter work week is almost a surety and it would naturally bring about an increase of wages, with or without government control. We emphasize this point, at this time, to illustrate the fact that there are forces at work to artificially increase the price of all goods. We doubly stress the point brought out in last week's editorial—that even though the buying habits of the public show no change, the buying habits of the merchant will be forced to change. It would be folly for him to rush into old-fashioned clearance sales in the next two or three months, when he will be forced to pay more money for new goods.

So you see, there are pressures behind the price structure indicating higher prices soon. The increase of retail prices will lag behind increases in wholesale prices. The merchant has this point in his favor—wages, rents and interest rates rise more slowly if we are in a period of recovery as against one of depression.

We must expect cost of production to rise more rapidly than prices. The merchant will resist price increases because he feels he cannot immediately get an increased price from his public, but what he can get is a level of price, providing he doesn't use clearance sales for the dumpage of regular goods. He naturally will have to clear perishable goods, but only at the end of a season.

The first correction, therefore, comes in looking at the stock on hand, in stores, as good stock worth the prevailing retail price.—Boot and Shoe Recorder.

Organize District Association

Retail Druggists of Montcalm, Gratiot, Clinton and Isabella counties met at Carson City last evening and organized a district association to further the ends and ambitions of the members. The dealers who promoted the gathering are A. A. Sprague, Ithaca, Harold F. Millman, St. Johns, and Otto Cummings, Stanton.

May Report of the Michigan Retail Hardware Association

(Continued from page 14)

amount he can dispose of in any other manner. 4. No change, either paper money or silver, will be given for any scrip presented. 5. These regulations are subject to change at any time if conditions require.

National congress. National Congress will be held the week of June 12, headquarters at the Knickerbocker Hotel in Chicago. Anyone contemplating visiting the Century of Progress exposition in Chicago should schedule the trip so as to attend one or more sessions of the congress. Members will be accorded full privileges of regularly appointed delegates. Session theme will be "The Facts of Distribution."

Wide awake dealers are getting business. Last month mention was made in the Michigan Merchandiser of the direct mail advertising of Rankin's Hardware, at Shelby, giving prices and descriptions of seasonal items. A 61 per cent increase in sales was registered in March as a result of the promotional work.

The Kerr Hardware Co., of Niles, has issued a 16-page catalog, with front cover similar in size and color to the Hardware Retailer. The catalog contains a large number of illustrations, complete descriptions and prices and covers a very complete assortment of hardware, including seeds, gardening supplies, stoves, housewares, paints, roofing, farm supplies, cutlery, harness, posts and fence, poultry netting and supplies, automobile tires and other items. Good work, John.

On the recent group meeting trip, many dealers, not content with letting their stocks run down and complaining about conditions, are putting a punch into business which is producing results. These are the merchants who will come out on top.

Man to man—do you believe in organization? Do you suppose it is merely an accident that chains have made no inroads into the hardware business? Most unprejudiced observers credit the fact that the hardware business is in the hands of independent retailers to the activities of the Hardware Association making available to its members the best and newest ideas in management and display.

Every trade outside of hardware envies the hardware fraternity in its possession of an active, energetic and effective organization.

Some of our members, carrying other lines than hardware, and belonging to a number of trade organizations, in some of which they pay annual dues several times as much as in the Hardware Association, say that they get more real value from their hardware association membership than from any other connection they have.

In the past two years Association activities have been "stepped up" ma-

terially. New services have been inaugurated, old services have been expanded. The Association is making an intense effort to still further increase its influence and effectiveness by securing new members, and is putting on a membership campaign in which over 100 hardware dealers will actively participate. The confidence of the Association membership and their intense loyalty makes a campaign of this kind possible.

Association membership for the remainder of the year is only \$7.50. New members will receive the report of the price committee — perhaps the outstanding contribution of the Hardware Association to its members.

H. W. Bervig, Sec'y.

A Business Man's Philosophy

If young women devoted to the cultivation of their voices half the time and money that now go to beauty shops they would acquire a degree of charm that would be most pleasing. Next to listening to a person who has something to say, I think that I most enjoy listening to a person who speaks well. I have in mind the enunciation of words clearly and distinctly, and beautiful, low, well-modulated voices that are musical rather than hoarse.

The art of speaking is sadly neglected in the United States. I do not mean oratory, but the speaking that is necessary in ordinary conversation. Too much of our speech is slovenly. Words are clipped and slurred. Bad breathing produces unpleasant nasal wheezes.

The charm and beauty of good speech appeal to every one. It seems strange, therefore, that so little attention is given to the cultivation of a good speaking voice and its value as a personal asset.

Young women spend hours arranging their hair, finger nails, lips and eyes. But the effect of this pains-taking effort may be ruined when they speak.

The British stress good speech in their so-called public schools. So effective are the training and discipline that a graduate of an English public school speaks well even though he may be as dense as a mule. What he says seems important because he speaks it so beautifully.

William Feather.

That in times of prosperity business practices tend to become loose.

There can be no compromise with dishonesty.

Positive protection
plus profitable investment
is the policy of the

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

OUT AROUND.

(Continued from page 9)

I. Receiver (sometimes aided by depositors' committee) estimates orderly liquidation value of bank's assets.

II. Depositors are then immediately offered: (a) Part payment in cash; (b) Balance in transferable bank certificates, non-interest-bearing.

III. Redemption of Certificates by Bank:

A. Certificates will be accepted by the bank (receiver) in payment of debts due it, for the ensuing two years; subject to the following discount schedule:

(1) First sixty days—rate of discount announced at the outset, based on percentage of loss estimated (see "I"), plus 5% additional discount as safety margin. However, certificates will be accepted at par, during this period, if debtor makes partial payment (approximately 1/3 the discount percentage) in cash.

(2) Discount schedules for ensuing 60 day periods shall be announced in advance of each, determined in the same fashion on the basis of the then state of assets as cancellation continues.

B. Certificates outstanding at the end of the two year period may be used to bid in the bank assets, or paid out of the proceeds of final liquidation. The discount schedule and safety margins have increased their security.

IV. Stockholders' Liability: Since the discount schedule already evaluates the probable depreciation of deposits, the receiver may accept certificates in settlement of stockholders' liability on assessments, if he deems it best.

V. Circulation: Certificates pass readily in commerce, because they can be used either to retire debts due the bank, or to purchase bank assets. In some instances, merchants accept certificates at discount, or in certain articles only, or require that part of purchase be paid in cash.

The decision just handed down by a Federal Court in Kentucky, declaring unconstitutional a ten cent per pound tax on oleomargarine, has been hailed by manufacturers and grocers as one of the most important and far-reaching developments in the conflict about the product.

In its decision, the Court said: "It is not within legislative competence, by taxation, to destroy a legitimate business in times of depression any more than in normal times, and as we are living in subnormal times, the validity of the tax in question must be measured by its effect during these times."

The law which was voided by the decision of the Court was passed by the Kentucky Legislature in 1932, and placed a tax of ten cents per pound on all types of margarine. The case which resulted in a decision favorable to margarine, was brought in the name of the Field Packing Co., Kentucky distributors for the Best Foods, Inc.

The decision of the Federal Court affects not only Kentucky, but may also affect Tennessee, North Dakota, Nebraska, Wyoming, Washington and other states where high taxes have been imposed on margarine, according to Palmer Schade, General Sales Manager of the Best Foods, Inc.

"This decision undoubtedly will be appealed to the United States Supreme

Court on behalf of the State Tax Commissioners of Kentucky," said Mr. Schade, "but we have every hope that the arguments which proved conclusive in the Kentucky Court will also win in the Supreme Court.

"Then margarine will be free from the destructive laws which have hampered it during the past few years and manufacturers and dealers can again exercise the right given them under the fourteenth amendment to conduct their business without persecution.

The decision holds unconstitutional a law which taxes all kinds of margarine ten cents a pound. Several States have recently enacted laws which tax only nut margarine, while exempting from taxation margarine made from certain "domestic" oils and fats.

"If the Kentucky court holds that a tax on margarine is confiscatory and unconstitutional, how much more unconstitutional are laws which are just as confiscatory and also discriminate in favor of one kind of margarine," Mr. Schade said.

After citing the stipulation that oleomargarine "is a legitimate, well recognized, pure, nutritious and wholesome food, which is, and for many years has been, an established subject of intrastate and interstate commerce, and is not injurious to the public health, safety, welfare and morals," the Kentucky Federal court declared that the question was whether the tax was prohibitive of the legitimate business of selling the product.

"In the light of the record," the court held, "this question must be answered in the affirmative."

Chicago resorters appear to be arriving at their lake shore cottages in Michigan in advance of the usual dates. The exposition season will soon be on and country cousins will find reasonable rates at all good hotels.

E. A. Stowe.

Some New Uses For Sugar

In Brazil coffee has been destroyed to reduce the supply and raise the price. Overproduction of sugar is just as marked. Instead of burning cane or beets, the chemists and physicists of both Europe and America are trying to find new industrial uses for sugar.

What America is doing was revealed by Dr. Gerald J. Cox of the Mellon Institute before the American Chemical Society. According to him, painting, fly killing and housecleaning may well become aromatic occupations, and all because of the uses he has found for fragrant liquids which are known as esters and which are obtained from sugar. He has compounded lacquers which have none of the pungency of turpentine and which remind one of the odors in a Persian perfume shop. "Give me a quart of red paint," a boy sent to the hardware shop may yet say, "the kind that smells like lily of the valley."

The same esters are also serviceable in the making of insect exterminators. To kill with a spray that recalls the fragrant delights of an Oriental garden

will be something new to those who have wondered whether it is not better to endure the buzzing and stings of mosquitos than to offend the nostrils with a compound that suggests anything from the tar liquor of a gas plant to creosote.

Dr. K. Cuker, a chemist, of Prague, attacks the problem in a different way. He converts sugar into mechanical energy—makes it drive an engine. This sounds very much like the Brazilian destruction of coffee. But there is real science and engineering in the Czechoslovak doctor's mind.

Driven by the high cost and the taxes on gasoline to cast about for a new fuel, Cuker hit on sugar. He knew that it would explode if mixed with air. Flour and sawdust will do the same thing. Any hydrocarbon dust will. Why not pulverize the sugar, mix it with air and feed it to a motor?

Mixtures of dust and air are not always sure-fire explosives. So Dr. Cuker combined sugar with alcohol—one part sugar to three parts of alcohol. To make certain that this mixture will explode, a little nitrated sugar is added. What nitration means we see in the case of gun-cotton. Nitrogen puts the "gun" in the cotton—makes it one of the most powerful explosives known.

Sugar thus treated proves to be a remarkable engine fuel. There is no sediment, no ash. With perfect combustion assured, Cuker's one worry is that the price of sugar may rise and thus thwart him from reaping his just reward.

The Artificial Stimulation of Business

Business is definitely on the upgrade, as many business indicators now show. The past week gave evidences of the intention of the Administration for some form of regimentation of industry. The program will contain private operation of business with government supervision. There is now a proposal before Congress to place a direct tax on power production. The long awaited railroad legislation was proposed last week, providing for a national coordinator which will assist in bringing about economies of operation through consolidation, elimination of excess competition, reorganization where necessary. The Farm Bill with the so-called inflation amendment passed both Houses and is now in conference for the usual adjustments.

Newspapers and financial articles are still full of inflation talk. Prices have already risen sharply, not actually through inflation but through the discussion of inflation. The purpose of inflationary methods and for its effect has already been felt. Many financial writers say that this present control of the situation by the government is of a permanent nature, that it will be the beginning of a different economic period and that it will take some time for it to work out. It is hoped that it will succeed.

It seems that by summer we will pretty well know what the artificial stimulation of business has accomplished.

J. H. Petter.

Safety lies in more selling.

A Business Man's Philosophy

Each man has his own routine. One man tells me that after he gets into his pajamas, he chooses a shirt for wear next morning and inserts cuff links and collar buttons. This man takes a shower before he shaves, and while he is shaving he plans the day's work.

Another man says that he hasn't packed a traveling bag at home since he was married. His wife does that. She also lays out his evening clothes and arranges his shirt.

Many men confess that their wives buy their ties, socks and shirts. Other men dislike their wives to buy so much as a handkerchief for them.

Some men resent any help or interference from their wives. One man even refuses to let the maid put his laundry in the drawers of his dresser. "Hands Off!" is his warning to every one in the household. He has a place for everything and he wants everything in its place. The only time his wife is allowed to wait on him is when he's sick.—Widdiam Feather.

Orders Heavy for Pigskin Gloves

As a result of the strong demand appearing for men's pigskin gloves for Fall, the trade looks forward to one of the best seasons it has ever enjoyed. Orders are coming in from all sections of the country for delivery as early as July and August. Resident offices here are recommending that stores place their Fall commitments at once. As a result of the heavy demand, an imitation pigskin has been placed on the market as a substitute for the low-price genuine pigskin. This style, however, is not expected to be as widely accepted by consumers as the genuine type.

Hardware Volume Gaining

Reporting a steady gain in the demand for hardware of all types, wholesalers in the local market yesterday said that a corresponding improvement in credit conditions is attending the rise in business. Retailers, anxious to stock staple goods against possible price increases, have cleared up overdue accounts wherever possible. Current buying is centered on seasonal items and on building hardware, dealers said. Repair work on buildings in the cities and suburbs is greater in volume this Spring than last, and the demand for builders' hardware has risen accordingly.

That the wheel that squeaks the loudest gets the grease.

Looks like buy now or pay more later.

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.

DEATH OF ADRIAN OOOLE

Caused by Stroke Sustained at Petoskey

Adrian Oole, while returning to his hotel from a call on one of his customers at Petoskey, sustained a stroke about 9 o'clock last Tuesday evening. A companion drove the car to the hotel, whence he was removed to the hospital, where he passed away the next noon, without regaining consciousness. Mrs. Oole was immediately notified and was with her husband from midnight until he died. The funeral was held at Weaver's Chapel, Traverse City, 2.30 o'clock Sunday afternoon. It was conducted by Dr. Towne, pastor of the local Congregational church. The pallbearers were six of the traveling salesmen of the Grand Traverse Grocer Co.—Al. Sorenson, Ned Loring, Otto Carlson, O. D. Sheldon, Herman Bottje and Al. Plough. Nearly every merchant from Petoskey and the Grand Traverse region was present at the funeral. Robert A. Vos, of Grand Rapids, attended.

Adrian Oole was born in the Zeeland Province of the Netherlands, June 26, 1876. His parents removed to America in 1891, and he came with them, locating in Grand Rapids. His first work here was as a shellacker with the Phoenix Furniture Co. A year and a half later he took a clerkship in the grocery store of E. Jansema, corner Alpine avenue and Leonard street. Two years later he transferred himself to John VanKreuken & Co., who conducted a grocery store at the corner of Alpine and Tenth. Three years later he obtained employment as clerk for Fasoldt Bros., proprietors of the Empire Clothing Co., on South Division avenue. A year later he formed a partnership with John Dykstra and engaged in the grocery business at the corner of East Bridge and Clancy. A year later he sold out to his partner and took a position in the tax department of the city under the City Treasurer, Marcus A. Frost. After serving in this capacity for one year, he entered the employ of the Musselman Grocer Co. as assistant bookkeeper. Fred D. Vos, his present associate, was head bookkeeper in the same house at that time. In 1902 he was promoted to the position of bookkeeper and credit man for the Musselman Grocer Co. branch at Traverse City. He subsequently became assistant manager and buyer under Manager Musselman.

In the re-organization which was consummated about 2½ years ago, he was a large stockholder of the Grand Traverse Grocer Co. and became treasurer of the corporation. He continued along the same lines he had followed for several years, including one day a week covering the retail grocery trade of Petoskey and Harbor Springs.

Mr. Oole was married Sept. 11, 1911, to Miss Clara DeGroot of Grand Rapids, and they had two daughters, 21 and 18 years old, respectively. The family reside in their own home at 221 Boardman avenue.

Mr. Oole attended the First Congregational church and was a Master Mason and an Elk. He was also a member of the U. C. T., having passed

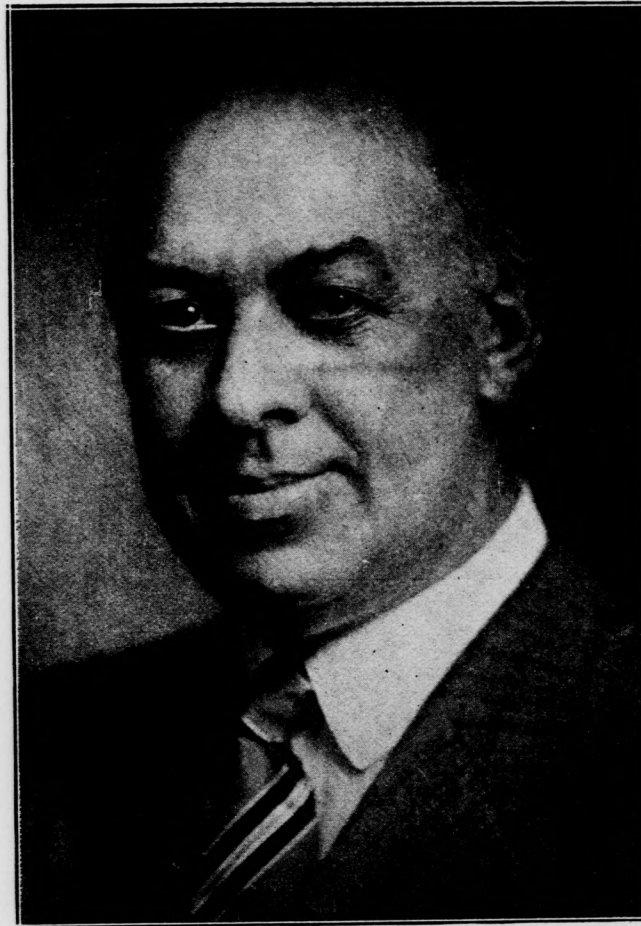
through all the chairs twice. He was a director of the Traverse City Chamber of Commerce one year. He had never aspired to public office.

Mr. Oole had but one hobby, which was hard work. His motto was constant attention to business, and those who knew him realize he lived up to the letter and spirit of the motto.

Few men ever worked in more branches of the wholesale grocery business than Mr. Oole. This contact gave him a complete knowledge of the business in all departments and the general information he acquired and carefully retained enabled him to take

would flow between them. Now this discovery is going to come in handy for petroleum chemists, electro-platers, paper manufacturers, and almost any industry that deals with substances which may contain acid or alkali.

With the apple experiment pointing the way, a low cost instrument has now been devised that tells at a glance the relative acidity, alkalinity or saltiness of almost anything you might name. The new instrument is portable, or, in factory use it can be installed for permanent testing on a production line.



The Late Adrian Oole

up the work at any angle and carry it forward successfully and profitably.

Personally, Mr. Oole was very much liked by all who had the pleasure of his acquaintance because of the perennial good nature which accompanied all his moods and characteristics. In dealing with his friends and customers he always aimed to refrain from giving offense by word or act. He dealt squarely and generously with everyone with whom he came in contact and seldom lost a friend through mistake or misunderstanding. Because he was a hail fellow well met his presence was always welcomed in any store or office. He had a keen appreciation of clean and wholesome wit and always enjoyed telling or listening to a good story or an amusing incident.

From Apples To Zeolite.

A while back, someone discovered that when two needles of different metal were stuck into an apple and connected by a wire, electric current

Items From the Cloverland of Michigan

Sault Ste. Marie, May 9—It is beginning to look like the good old days when the weather was so perfect as it was on Sunday, with picnics, fishing, golfing and driving, which renew the spirits of all from the youngest member of the family to the oldest. Nature has lavishly endowed us with her riches. One wonders how so many are able to get so much enjoyment. The Les Cheneaux Islands were visited by several hundred cars, mostly from the Sault, and about every launch and rowboat at the boat livery was in commission. It was some sight to see a fleet of boats scattered around Cedarville and Hessel, as if a regatta had been planned for the day, and most every fisherman had all the fish he could handle. Only a few halted at the limit. The trout streams are also attracting many fishermen, but don't seem to be so abundantly stocked with trout, as only a few satisfactory catches are reported. The gas stations also enjoy increased Sunday business when the weather is in their favor.

The first carload of beer in the city was received by the D. Booth Produce

Co. last week, all ready to start deliveries at the sound of the gong. The beer signs on the various delivery trucks seem to indicate that it won't be long now and from present indications there will be no scarcity of places to accommodate the masses who are waiting for the opportunity.

The Manistique Light & Power Co., which has been operated for the past year by the Edison Sault Electric Co., became a subsidiary of the Manistique Pulp and Paper Co. again; but the Edison plant at the Sault will continue supplying the power requirements of the Manistique Pulp and Paper Co. over its high line which was extended from the Sault to Manistique over a year ago.

The Gleason pavilion, near Brimley, has been opened under the management of Fred Johnson. Dances will be given every Friday and Sunday night during the Summer. Fred Fournier's orchestra will furnish the music.

John Macki, manager of the Superior Tire Co. on Ashmun street, has taken the agency for the Kelly-Springfield tires for the Sault.

Dave Mitchel, who for the past year has been conducting a grocery store in the East end of the city, on Portage avenue, has sold out to J. A. York, a well-known old time resident of the Sault. His son, Everett York, will manage the store. Everett has had seven years experience with the Cannon grocery at Iron Mountain. The location is one of the best on the East side and has always enjoyed a good patronage.

The new Sugar Island ferry will be ready to begin operations July 1, giving twenty-four hour service between the Sault and Sugar Island. It will be known as the ferry boat Beaver, 60 foot long with a capacity of ten cars. E. E. Peterman will have the contract, commencing July 1. Elmo Kibby, holder of the present contract, will operate until that time.

We notice that in the swap column in last week's Manistique News there are numerous swaps offered. One is for one gallon maple syrup for one case of beer.

James Raeffale, the well-known South side meat dealer, has purchased a large truck capable of carrying nearly a full carload of cattle, which will be used in transporting live stock to the markets. Mr. Raeffale made his first shipment last week.

Look at us now — off the water wagon, off the gold standard, and no telling what we'll be off next.

R. G. Ferguson has returned with his family from Florida, where they spent the winter.

D. H. Patterson is in Chicago attending the dredge men's convention.

Work was started on the new gas station on Ashmun and Dawson streets last week by the White Star Northern Oil Co. at a cost of \$8,000. The new station is a third of a system of three at Newberry and Munising. Plans have been drawn up for two buildings. A service station and greasing building will be built, with entries from both Ashmun and Dawson streets. The service station will be complete with tires, gasoline and battery service. Three modern electric pumps will be installed. The company expects to be in operation about June 1. Leo J. Donnelly will be manager of the new station.

In a move to cut down overhead the D., S. S. & A. Ry. Co. has consolidated the freight and passenger depots. Part of the waiting room has been partitioned off to enlarge the office space.

The Northwestern Leather Co. announces a 5 per cent. increase in wages, owing to the increase in their business and the future prospects. It is now employing about 700 men and building a large addition to the factory. It is doing its bit to kick out of the depression and help hurry along prosperity. William G. Tapert.

FACTORS ESSENTIAL TO SUCCESS IN CITY PLANNING

I suppose no argument is needed for the proposition that the mere fact something is built, that money is spent for labor and material does not necessarily prove that value has resulted. Nor does the fact that the money was spent honestly necessarily result in something of value. Value depends on the social utility of that which has been constructed or done, at the place and time when and where constructed or done.

If, for instance, \$100 be spent on the labor and materials of a furnace in a house in Ceylon, no value is created thereby. If the furnace be put in a house in New York, still waste rather than value might result; for if the furnace were placed in the living room of the house, that would decrease and not increase the value of the house.

These are crude illustrations of the profound and inescapable truth that the place at which a thing is located determines whether it has value, and that its appropriate place can not be ascertained except by means of a plan of something greater and more inclusive than itself; or, for instance, it is the plan of the house which governs the realization of value from the expenditures upon the various parts of the house.

Similarly, the value of any particular piece of public work—a particular street or bridge or sewer—is dependent, as the most important of all facts, upon its locations, and that cannot be correctly determined except by means of a plan which covers more than that particular street or bridge or sewer or other public work, that is, by means of a city plan or a regional plan.

Place is, consequently, the most important factor in the creation of real values. Time also plays its part.

A suburb may not have reached the stage where a school building would be justified, but when that stage is reached, the school ought to be there. Consequently, the plan should anticipate the places where the various functional public works will be needed.

Good and honest current administration is not sufficient to assure such expenditure of public funds and energies as will produce real values. A plan looks to the future, should cover the periods of many successive administrations.

So, even if any particular city administration would seek to expend wisely, it could not do so, unless, long before it came into being, somebody outside of itself had made a comprehensive plan. Current administrators are hard pressed with current problems and can seldom be expected to postpone pressing matters for long-term planning.

All of which goes to demonstrate that planning, if it is done at all, requires a special interest, a special public, a special enthusiasm, not apt to be supplied or aroused by those whose main thought is concerned with good current government and administration.

The administration of a community is usually divided between different governing bodies—city, county, state—each with its mind apt to be on its particular interests, each pressing for as much of the public revenues and public attention as it can get.

Each of these in turn is divided into functional departments—highways, health, recreation and so on. Each of these is enthusiastic about its particular sphere of activity and pressing for the expenditure of public funds and energies on its specialty.

Every neighborhood wants this or that public improvement in its vicinity, and its interest is limited to that vicinity. Every function—health, housing, recreation streets—is apt to have

a group specially interested in that function and pressing for its hobby.

Now if public works and activities are governed or produced solely by all these special and local interests, enthusiasms and fields of knowledge, all sorts of maladjustments will result and the values which ought to be realized will not be obtained. For, as we have seen, the place at which any particular public work or activity should be located or the time when it should be constructed or pursued cannot be intelligently determined unless there be at hand a comprehensive plan which covers and includes that which is larger than, indeed may be outside of, that particular piece of work or activity.

So, though planning, city and regional, is related to and touches infinitely the city, county and regional administration, the various functional departments such as highways, health, recreation and so on, and the various functional problems such as housing, sanitation, transportation and so on, and each and all the neighborhoods or geographical divisions of the community, yet it is itself none of them, but more inclusive than any of them and more general.

Planning needs a special organization in the structure of the government—the city or county or regional planning commission. Planning needs its special public, its special group of citizen enthusiasts and voices and pressures. And, indeed, of all fields of public action or concern, city or regional planning most needs its special informed and vocal public.

Things which are immediate, obvious, current and pressing naturally move public officials to action or arouse citizen agitation or support much more readily than a matter which, like planning, is concerned with the future, is not obvious but calls for imagination and foresight.

A street in disrepair can be relied upon to obtain promptly the attention of the highway department or stir the neighborhood association to protest. When traffic reaches the congestion point, the automobile club will know it and agitate for or support the necessary regulation or street widening.

But when the widening will not be needed for many years to come and the need can be comprehended only by the exercise of imagination or of that special technique known as city planning, the city administration, pressed with immediate problems, is not so likely to be stirred into action or, if wise enough to see and act on the need, is not so likely to find itself supported by vocal public opinion.

Planning, of all public functions, should have, to push and support it, the citizen organization, specially informed about and interested in that particular subject. Such a group is needed to bring about the making and adoption of the official city or regional plan; to keep the plan growing and always projected into the future; to bring about the practice of giving the plan influence in all current public works and activities; and to support the administration when it does grant the plan an influence in the location of public improvements or in the regulation of the uses of land.

If the expenditure of public moneys or energy is to produce values, that expenditure must be made in the light of and guided by a comprehensive plan. Consequently those values are, in the long run, realizable in any community only if, or at the least are most likely to be realized if, that community possesses an alert, brave, informed and vocal-spirited citizen group organized for and active for the promotion in the conduct of the community's affairs, of that special technique or method which we know as city and regional planning.

Alfred Bettman,
Chairman Cincinnati Planning Commission.

He Knew What He Was Worth

When a Kalamazoo man applied for a job the other day and was told he would be paid all he was worth, he got madder than a hornet and stated very emphatically that he could not and would not work for such low wages.

If that man should ever attempt to run a business of his own, he would be just the kind of chap who would kick on the price of a safe, no matter how low it was, leave his account books and valuable papers exposed and then when the fire licked them up he would charge the whole thing up to his ding blasted hard luck.

BE SENSIBLE BROTHER AND GET BUSY

and write us to-day for prices on a first-class dependable safe. It means really more to you than it does to us, because while we would make only a fair profit on any safe we sold you, you would lose what you never could replace if you should have a fire and lose your books of account.

Grand Rapids Safe Co.

Grand Rapids, Michigan