

MICHIGAN TRADESMAN

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Fiftieth Year

GRAND RAPIDS, WEDNESDAY MAY 24, 1933

Number 2592



Born
Boston, Mass.,
May 25, 1803

Died
Concord, Mass.,
April 22, 1882

RALPH WALDO EMERSON

The Law of Compensation

A WISE MAN will extend this lesson to all parts of life — that when he borrows money, goods or good will, he must likewise pay — and know that it is always the part of prudence to face every claimant and pay every just demand on your time, your talents or your heart. Always pay; for, first or last, you must pay your entire debt. Persons or events may stand for a time between you and justice, but it is only a postponement. You must pay at last your own debt. If you are wise you will dread a prosperity which only loads you with more. Benefit is the end of nature. But for every benefit which you receive a tax is levied. He is great who confers the most benefits. He is base — and that is the one base thing in the universe — to receive favors and render none. In the order of nature we can not render benefits to those from whom we receive them, or only seldom. But the benefit we receive must be rendered again, line for line, deed for deed, cent for cent, to somebody. Beware of too much good staying in your hand. It will fast corrupt and worm worms. Pay it away quickly in some sort.

Ralph Waldo Emerson.

Rademaker-Dooge Grocer Co.

Distributors of

Anchor Red Salmon

Red Heart Med. Red Salmon

Surf Pink Salmon

Bull Dog Sardines

Red Crown Sliced Beef

The House of Quality and Service

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

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



A complete line of canned vegetables and fruits

MUELLER'S NEW...THIN-SPAGHETTI



ALL GOOD GROCERS know the advantages of "tying-in" with current advertising. A card is appearing in the cars, in the various sections of our territory, telling housewives about the new kind of spaghetti being offered by us. If you haven't already stocked it, place an order with your jobber for a case and tie-in with this and other advertising, by displaying it prominently — an attractive display card is packed in each case.

Housewives have learned thru using Mueller's Products for years, that they are assured of the best when buying anything packed under this well known label. They will not be disappointed with this new Thin-Spaghetti. It is a product that they will like — and you will like it too.

Sold at the same price and under the same liberal guarantee as all other Mueller Products.

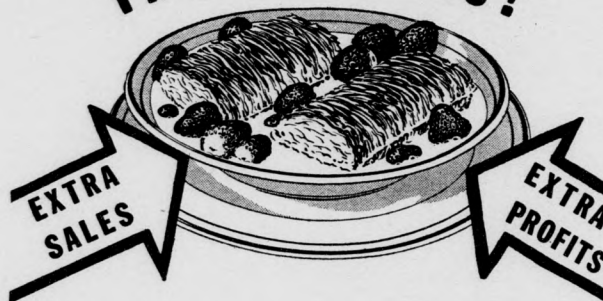
C. F. MUELLER CO.

Jersey City

New Jersey

Let Shredded Wheat help sell

FRESH FRUITS!



DISPLAY Shredded Wheat in combination specials with fresh strawberries, raspberries, peaches. Good selling for you—wise buying for your customers. For with Shredded Wheat, fruit and milk, they have a perfectly balanced meal—rich in the vital food elements that children and grown-ups need.

SHREDDED WHEAT

NATIONAL BISCUIT COMPANY



"Uneda Bakers"

MORE PROFITS...

Chase & Sanborn's Tender Leaf Tea is richer in theol — the flavor-bearing oil found in all teas. It's also richer in profits for you, because its fine flavor brings constant repeat orders. Recommend it to your customers, and besides unusual profits, you'll enjoy all the advantages of the Standard Brands Merchandising Policy — frequent deliveries — speedy turnover, and quick profits.

CHASE & SANBORN'S Tender Leaf TEA



Product of
STANDARD BRANDS
INCORPORATED



MICHIGAN TRADESMAN

Fiftieth Year

GRAND RAPIDS, WEDNESDAY MAY 24, 1933

Number 2592

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

SOME TRENDS IN TRADE

Sidelights on the General Business Situation

The one most significant trend has not received the attention it deserved. There has been so much talk about inflation, better stock and commodity prices, tariff truces, and the pick-up in business that the full import of President Roosevelt's statement to the U. S. Chamber of Commerce (and reiterated in his radio talk) has not sunk in. For many years some of the country's most important industries have operated at a loss or at an insignificant profit because the companies comprising the industry have been unable to maintain prices high enough to allow a profit.

Now the Government says, in so many words, "Go ahead and form strong associations for the purpose of controlling production, preventing unfair wages and selling prices, and eliminating all unfair working conditions. If you are fair to the public and to labor, the Government will not prosecute you under the terms of the Sherman anti-trust law, and in addition the Government will see to it that your plans are not ruined by an irresponsible minority."

As samples of what this new policy may mean, consider the tire and the woolen industries. Both are in the billion-dollar class, and yet year after year, even in years of prosperity to business as a whole, most of the companies within the industries were in the red.

A. D. Whiteside, president of Dun and Bradstreet, and formerly head of the Wool Institute, gave the guests at the first general conference of the Sales Executive's Club of New York a specific example of how a minority could wreck the price structure of a great industry. In 1929 woolen manufacturers representing a majority of the 60,000 looms of the country had agreed on certain principles of fair competition and the industry seemed set for a prosperous year. But their

optimism had a short life. A Rhode Island mill-owner with only forty looms slashed prices, the news spread quickly, buyers cancelled orders which had been placed with the larger mills at higher prices, and in almost no time the entire industry was forced to reduce prices down to the unprofitable level set by one small mill.

The current improvement in prices and in business activity will soon face two major tests—first the willingness of buyers to pay price advances, and second, with sub-normal inventories replenished, increased sales to consumers will be necessary to keep things moving. Optimists feel that the current revival has so broad a base and that deflation is being applied at so many different points as to automatically provide, through increased employment and larger consumer buying power, the purchasing power to carry the increased movement of goods into the hands of consumers.

We suggest that our readers watch retail trade reports with special care. The majority of the recent betterments in business have come from manufacturers and wholesalers who are buying to replenish stocks and to protect themselves against possible inflation. Unless a corresponding increase in retail sales is witnessed the improvement may be short-lived. Retail trade reports from various trades and areas do show improvement, but it is too early to tell whether it will be permanent.

For example, the Federal Reserve Board's preliminary report of department store sales in April makes the best reading in many months. Their index, which makes allowance both for number of business days and for seasonal changes, was 68 in April, on the basis of 1923-25 average as 100, compared with 55 in March, and 60 in February. Actual dollar sales in April were only 9 per cent. smaller than last year. In making the comparison with a year ago allowance should be made for the fact that April sales this year included a much larger part of Easter buying than they did last year—also that April this year had one less business day than in 1932.

The combination of curtailed production, low prices and decreased stocks during the past two years has gone far to overcome the major causes of the decline. Inventories have been kept at record low levels, and with the prospect of new buying in sight replenishment to normal requirements is perhaps as strong a factor for the rise as the threat of inflation.

According to the report for April, issued by the New York Stock Exchange, there was an increase of 6.9 billion dollars in the market value of all shares listed on the Exchange, or an average rise of 34.5 per cent. during the month.

For about three years it was news whenever a company increased its

prices. Now it is news when there are decreases. With some auto manufacturers reported to be withdrawing price guarantees from their dealers for more than twenty-four hours in advance, higher automobile prices appear to be near at hand. The soap companies raised wholesale prices last week. A New York sugar broker, in pointing out that the price of sugar had doubled in the last year, remarked that his firm was doing more than twice as much business at the present high prices.

Scrap steel is selling at approximately \$3.50 a ton above the low point reached last year, and current quotations are the best price since 1930.

The magazine, Steel, estimates that production was running close to 40 per cent. of capacity last week. Since the first of March production has been more than doubled, and thousands of workers have been recalled.

Automobile production in April was approximately 175,000 units—the highest in twenty-one months—as against 125,000 in March, and 155,000 in April, 1932. May production is estimated at 200,000 units, or at the rate of 60 per cent. of capacity for the industry. Production for the year to date is slightly above last year.

For the first time since last October bookings of the United States Steel Corporation increased during April by 23,000 tons. The company has received an order of 142,000 tons to be used on the California bridges.

The rise in the steel, automobile, electrical and construction business helps to answer the question "Is the stock market basing its bullish behavior on hopeful thinking, or is it legitimately anticipating the course of business?"

Automobile makers are increasing production only because dealers report an increasing demand. Consumer sales in April exceeded 1932 by about 5 per cent., and May is expected to be about 15 to 20 per cent. better. For the first quarter of the year the South Central States showed a 10 per cent. increase over last year. Exports of passenger cars were 20 per cent. ahead of last year for the first quarter, and this increase is not confined to low-priced cars. The medium price range showed an increase of 24.7 per cent. and cars selling at \$2,000 and over showed a 6.4 per cent. gain. This took place before the recent changes in exchange values, and with import duties working as a restraining factor.

The higher rate of automobile production plus the stimulant of \$130,000,000 released by the two large Detroit banks sent the public on a continued buying spree, with department stores averaging a 100 per cent. increase in sales volume last week over a year ago.

Reports from Federal Reserve Banks showed that even in March sales of wholesale establishments continued to make a better showing than stocks on

hand. In groceries, for example, the average decline in sales volume for all districts was 9 per cent., while the decline in stocks on hand was 16 per cent.

We have mentioned in other issues the many different industries which beer is helping. The other day we ran across a new one. Legalized beer is a great boon to the Industrial Alcohol Corporation, because it permits of better prices in the industry. In the days of near beer the brewers de-alcoholized beer and dumped the by-product on the market for what it might bring. Now the alcohol—what little there is of it in so-called 3.2 beer—goes to a different use.

Laying Good Foundation For Real Recovery

There were some very encouraging things that took place during the past week. Business reports continued to look very good. Freight car loadings and electric power production were above the corresponding week of 1932. Steel production is now around 35 per cent. of capacity, although it is believed this will be the peak for the time being.

Many business observers feel that business increased and progress has actually been accomplished. The National Industrial Recovery Act, now in process of becoming a law, is attracting most attention at the present time. Revolutionary powers of this bill are unlimited. It is claimed it will become permanent legislation although it started out to be an emergency act. While it is thought that many good results will occur, such as wage rates, hours of labor, prices, methods of controlling competition, the investor should also remember that it means regulation of invested capital. Even this, however, has advantages in that it would control speculative booms. The outcome eventually of this planning can only be known in the future.

There seems to be no question that the lifting of raw material prices and the expenditure of \$3,000,000,000 is bound to make real business activity. The public seems to have lost their fear of uncontrolled inflation and with the industrial recovery on inflation legislation, the Government has a real power to control this situation.

Both the bond and stock market are laying a good foundation for a real recovery.

J. H. Petter.

A vendor of an alleged remedy for excessive fat, which contains thyroid, pituitary, ovarian, and orchic glandular products, agrees to discontinue representing that any woman can quickly and painlessly reduce by using this product, without harm or inconvenience, no treatment containing such glandular products being correctly described as "harmless."



Lines of Interest To Grand Rapids Council

Manufacturers who have been fair with their trade and their employees and have adhered to a clean business policy throughout the depressed business condition are worthy of consideration and favorable mention. Those have met conditions with a determination to be a factor in the reconstruction instead of being parties to cheap, philandering tactics are to be commended for their loyalty to the retailer and the consuming public.

The C. F. Mueller Macaroni Co. of Jersey City, one of the largest and oldest food specialty manufacturing concerns in the country, has adhered to a clean, fair business policy all through the lean business years and now stands ready to reap some reward for its steadfast belief in the slogan, "live and let live." For sixty-six years the above firm has been building up a reputation for quality of merchandise and fairness to the trade. It considers its employees a valuable asset to its business and has been considerate of them while other companies have reduced their personnel to a point in number and income where they have become of but little value in purchasing power in the community in which they live. The C. F. Mueller Co. has reduced their products on an average of 25 per cent. to the trade and still maintain that high quality for which they are noted. Regardless of the substantial reduction in the price of their products, they have reduced their employees but 10 per cent. in their income. Rather than cause discomfort and inability to keep a certain standard of living, the company has absorbed the greatest portion of the reduced income. The company has a strict business policy from which it does not vary regardless of the inducements which might be held out to it. They distribute their products exclusively through jobbers and make no concessions to any person or firm. They have but one price and quality to offer and they adhere strictly to that principle. P. S. Hallgren, member of 131, is one of the Michigan representatives of the company and he enjoys a substantial business in his territory. Through the golden rule policy of his house he is able to hold his trade against others who offer special inducements and questionable schemes to secure business. If every manufacturer and distributor of merchandise throughout the country had adopted the above measures, we would be enjoying a bigger and more profitable business to-day. People want quality but it is being denied them by the merchants who are worshipping price, regardless of quality, thus denying the public a measure of quality and themselves a deserved profit.

If all the hot dogs consumed on Sunday were laid end to end it would be a lot of bologna.

The people of Grand Rapids should forget their tax troubles and smile. They do not realize how much they

have progressed and how much more appetite the child has as compared to the small city of twenty-five years ago. In 1908 the annual budget adopted for the city was \$833,082. This princely sum was widely discussed because it was \$100,000 more than ever allotted to the city before. Today, the above budget would look like pocket change for the white wings.

The adjective in "cheap politics" doesn't refer to what it costs the taxpayer.

W. E. Wallace, 458 Glenwood, is spending two weeks in Indiana on a business trip. He reports he has 1,500 active accounts in his territory and that mail orders are fast and frequent, due to rising prices and scarcity of merchandise.

Competition may be the life of trade, but it is the death of profit.

"When the Sun Came Smilin' Through" was being sung by several of the boys over the week end. Smiles wreathed their faces, shoulders were thrown back and the buttons on their vests were drawn taut. Change was jingling in their pockets and there were missing sheets from their order books. Old Man Depression has been getting a kick in the pants, the past two or three weeks something awful. There is a decided pick-up in all lines of business and the boys are digging with both hands and writing orders with a pencil held in their teeth. Are they happy? You needn't guess twice. Not only are they happy but they are planning on spending some of that income for things they need. Now is the time for everyone to embrace that spirit and give a little added heave to the shoulder that is pushing against the wheel of progress. Enough heaves rightly applied will push the old bus out of the mud and out on to a good solid road for easier going.

All that business needs now is more confidence and fewer confidence men.

We note our good friend, Frank Verbeck, is on his way to Michigan, presumably to sell us a portion of California or else to offer the Golden state's apology for the unusual weather which has been prevailing there the past year or so and also for the nervousness of the state as a whole. Here and now we declare beforehand and to him we are not averse to facing rain, snow and chilled breezes but we prefer to do our own shakin'. Many of the readers will remember Mr. Verbeck as proprietor of Verbeck's Tavern, at Pentwater, where one could get a sizeable fish dinner or a neat and complete trimming in a cribbage game from the boss.

Two men have been sentenced to 300 years each in Los Angeles and there is presumably nothing in the climate out there to prevent them from serving the full term.

It has been called to our attention that there is going to be a whale of a picnic given by Grand Rapids Council in the near future. We understand the date might leak out at the next Council meeting. From what meager reports we are able to get from those on the inside, there is every indication that there is going to be something doing every minute or two and at the end the committee expects to pull up the bottom of a lake. Of course, the

picnic will be held on a lake — how else could one soak the biscuits or cut his foot on a piece of glass or maybe bump his head on the bottom after diving off a high spring board two or three feet above the water? We understand that there has been a first class place ordered for the big event and that everyone who attends the picnic will carry home plenty of souvenirs of one of the greatest and grandest picnics that Grand Rapids council has never sponsored. If you want to get a few facts about the thing, call Selby Miller, chairman of the entertainment committee.

The United States was slowly annexing Canada bottle by bottle before the 3.2 made its debut and now we think the annexation may increase to case by case.

Wm. Y. Serrin, 309 Briarwood, a member of Indianapolis Council No. 4, has recovered from an automobile accident and sent in his final claim papers. Mr. Serrin was on a highway over toward Saginaw when a child started across the road ahead of him. He slowed down to avoid hitting the child and when she had safely crossed, a pet dog started to follow her. In trying to avoid the dog, Serrin turned his car sharply to one side and struck some loose gravel which caused his car to overturn. That humane act of trying to avoid hitting a dumb animal damaged his car to the extent of \$80 and caused personal injuries which incapacitated him for about two weeks. We are wondering how many people there are who would make that sacrifice to spare a poor little puppy. Mr. Serrin is to be commended for his act.

Roy Randall has sent in his final papers for an injury to his back. Roy got over-enthusiastic while changing a tire and yanked too hard at the wrong time and suffered a severe strain to the muscles in his back. We understand he now favors tireless vehicles.

Because a certain girl refused to marry him a certain man has stayed home for fifty years, but we've known a man to do that just because the girl did marry him.

Tom Fishleigh has been taking setting-up exercises for the past several days, due to the addition of Detroit and suburbs to his territory. Tom feels that he should be physically fit when he tackles the tough, sinful city. Also, he opines a well conditioned physique will be of material aid in dodging the manufacturers of Whitman's Sampler line of candy in all of the lower and part of the Upper Peninsula. He reports that his business is very satisfactory and that the volume of business is steadily increasing.

C. R. Savory, 224 John street, slipped last week and sprained the ligaments of his back to the extent that he will be confined to his home for several days.

My boss is one of the Three Musketeers. He says I musketeer at 9 o'clock every morning.

P. W. Porter, of Belden avenue, reports the illness of his little daughter. She is suffering from a Streptococcus infection of the throat. At this writing she is reported as showing a slight improvement. Council members extend their sincere wishes for her recovery.

Tests show that an honest man has a better memory than a liar.

We are glad to inform the many friends of A. Bosman that he has secured a desirable connection with the Ziegler Candy Co., of Milwaukee, to cover his old territory, which he worked so many years for the Putnam Candy Co. Abe will cover everything south from a line extending from Ludington to Bay City. He will also cover some territory in Indiana. While visiting the factory in Milwaukee, Mr. and Mrs. Bosman enjoyed some of the brew that made Milwaukee famous. Upon his return to the Furniture City he purchased a brand new Hudson car to cover his territory with. Members of Grand Rapids Council extend their best wishes to Abe and hope he is highly successful with his new line.

A statistical hound reports that the time Americans spend each day waiting for red lights to turn green amounts to thirty-five years. He gives no figures as to the amount of time or money involved for those who habitually run those red lights.

Harry Wahl, of Traverse City, formerly with the Putnam Candy Co., has secured a position with the Ziegler Candy Co., of Milwaukee, and will cover territory north of a line extending from Ludington to Bay City. Harry has had several years experience in the candy business and has a very desirable following. His many friends wish him every success with his new connection.

Saxton: "I have a great idea to help end this depression."

Bradfield: "Well, spring it."

Saxton: "Have the 5 to 2 city commission make the high prices of everything illegal."

Mr. and Mrs. A. F. Rockwell have begun to heed the call of summer and are preparing their cottage at Wall lake for their residence there until fall. Presumably there will be some fish stories emanating from that locality along toward fall.

Henry Whitker, member of the firm of Kyer-Whitker, Ann Arbor, wholesale grocers, is a patient at the Burleson sanitarium. Mr. Whitker will be pleased to have any of his friends visit him while here in the city.

Buy quality merchandise. Don't buy cheapness, pay enough to get your money's worth. This is not a shoddy Nation. Be American. Scribe.

Report on Grocers' Beer Sales

The addition of 3.2 beer to regular stocks of retail grocery stores brought the most substantial benefits to grocers located in large industrial centers, the American Institute of Food Distribution reports. Making public the results of its survey of the effects of the grocery trade of the first months of legal beer sales, the institute explained that in rural sections the ratio of sales increase was much smaller. Due to their ability to adjust stocks more rapidly than chains, the independent grocers on an average gained more in sales than did chain units, the report adds.

That the wheel that squeaks the loudest gets the grease.

Like it or not, we are rushing toward national socialism.

DEATH OF A DIPLOMAT

Hon. Thomas J. O'Brien, Good Man and Good Citizen

Hon. T. J. O'Brien died at his home in this city May 19. His funeral was held at St. Mark's church May 22.

The life of some men is a struggle against counteracting, complex and opposing circumstances. Sometimes the fight is induced by starting wrong; sometimes the individual seems to be forced in directions contrary to his tastes and inclinations; at other times a conjunction of events leaves him no choice but to be driven forward by a relentless fate in a course of prolonged dissatisfaction. Often we may conclude that the trouble of some people to strike the right lead and successfully get on in the world results from an inharmonious mental and physical makeup that is followed by unrest, dislike, unsettled purpose and an inability to concentrate sufficiently long on one thing or determination. In many instances the individual is devoid of ambition, or pessimistic, or is indolent and pleasure loving, or if too lazy to seek pleasure in its active form he settles down to mere comfort—a fatal condition for any one who would accomplish great things. There must be strenuousness in the natural temper of a man if he would amount to anything as a positive character. In this view of the human makeup our Theodore Roosevelt was exactly right, and no man can reasonably gainsay his conclusions on that point. A thoroughly lazy man, physically and mentally, can never enter into the great Kingdom of Success.

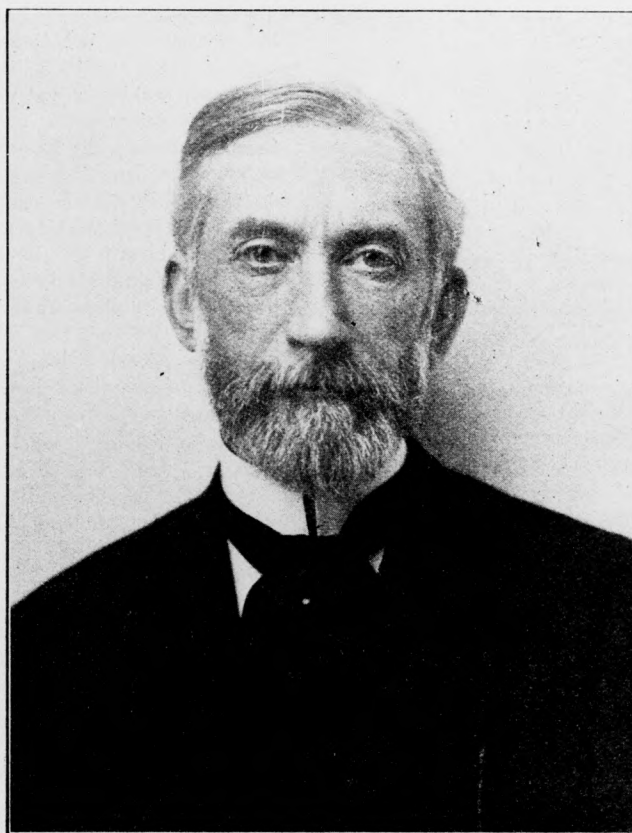
The life of other men seems to run along a grooved rail, so to speak, or at least a smooth trail, meandering at times and thrown across chasms, worked through rough lands and climbing mountains, but always going forward without interruptions or difficulties to the wayfarer, who is satisfied to proceed and apparently never doubts that the road will end in the promised land. Probably the even, forward movement of such a man is mostly because of his normal organization as a man; of one who is satisfied with things as he finds them and is interested enough in them and energetic enough to go ahead as opportunity is presented. It is natural for him to exert himself in some direction, and he is clear visioned enough to see that his best course is to go along the most feasible road, never thinking that it will not lead him to what will most satisfy his ambition.

Mr. O'Brien led the life of a man which seemed nearly to conform with that of him who goes not after allurements that are foolishly adventurous, but hard or difficult to attain; of a man who was directed, and accepted the direction of the motives involved in his environment, taking his start from what he learned in his youth and seizing opportunities as they were presented without apparent deviation from first impulses.

On the pages of history, where are found the names of illustrious sons of Michigan who have proven themselves worthy and won their spurs by faithful devotion to the upbuilding and uplifting of the institutions of the State,

Mr. O'Brien's name is conspicuous. He was clean—there were no secrets in his life, no hidden record which he feared would leap to life. The consciousness of this fact and that every act of the past in the service of the people was from a pure motive fortified him for the duties before him.

It is said that true genius lives two lives—the first with its own generation; the second in the thought of subsequent ages. The student of Michigan history in the decades to come will not fail to be inspired by the noble life of this plain man, who had no higher ambition than to perform well each duty that devolved upon him and to lift higher and still higher the banner of the State he loved so well.



The Late Hon. Thomas J. O'Brien

Honest to the core, Mr. O'Brien hated with the intensity of his soul all that was sham and false. He hated hypocrisy and deceit. He hated those who were false to their profession. He hated the despoilers of men's characters and despised him who would rob his fellowman of his good name. He had no use for the pretender. He called upon every man who was admitted to his friendship to use the ability he possessed for good. The light he carried with him was always the light of the true and the just.

Mr. O'Brien belonged to that public-spirited body of men each one of whom considered himself the guardian and self-appointed protector of the interests of his fellow-citizens, at whatever sacrifice to himself of time or effort. By his pronounced personality he made himself a marked and conspicuous figure wherever he contributed the mag-

netism of his influence. He was naturally a leader among men, and in the activities of his profession or in the counsels of the Government with which he was so zealously identified for many years, his rugged honesty of purpose and his deliberate judgment were always recognized.

E. A. Stowe.

Organization of sales managers' clubs has been effected in several cities as a means of stimulating business. Purposes of the groups include exchange of sales ideas, sponsoring of mass meetings of sales people to hear talks by sales executives, exchange of ideas with similar clubs in other cities, etc.

Jim Biskus, who has been spending the winter in Florida, has returned and is making repairs and fitting up the Lincoln cafe for the summer, which he expects to have open for business about June 1. Jim brought back three mascots, consisting of a dog, a cat and a dove, which appear to be devoted to each other. According to his report, the South is enjoying a return of prosperity.

May 18 was the last issue of the St. Ignace Enterprise which for the past thirty-six years has been one of the leading newspapers of Mackinaw county. The Enterprise has been consolidated with the Republican-News, a weekly. The Enterprise was founded by Edward Jones, Thanksgiving day, 1897. Jones sold to Michel Hoban in 1912. C. W. Hecox purchased a half interest in 1912, since which time he has had a controlling interest. In 1920 Hecox bought out the Hoban interest and took into partnership his son, Paul W. Hecox.

The Cowan Hardware Co. has secured the agency for the new Grunow refrigerator, manufactured in Chicago by William C. Grunow, a multi-millionaire, who sometime ago was known as the radio king of America.

Mechanical defects often cause a car to be wrecked, but when it is a roadster containing a youth and a girl, the cause is more likely to be too much play at the wheel.

The Blue Goose fruit market, on Ashmun street changed hands last week. Richard Hughson is the new proprietor. Dick, as he is known by his many friends, needs no introduction, as he has been connected with Sault grocery stores for the past twenty years and has a reputation of being one of the best window trimmers and stock men in Cloverland. In addition to fruit and vegetables, he will also carry a full line of fancy and staple groceries. The location is one of the best in the city and with his experience he should make a success of his new venture.

H. A. Thibert, the well-known merchant at Nebish Island, is building a new dock on the mainland and will run an independent ferry in the near future between the main land and the island.

The Root River public golf course, situated four miles North of the Canadian Sault, has opened for the season. Root River is the only public course in the two Saults. The fairways are reported in excellent condition. Large crowds were reported on Sunday.

"Pride goeth before destruction." So does sixty miles an hour.

The new Riverside grove restaurant opened last week. It is situated on the St. Mary's river, five miles from the Sault, in a beautiful park. Southern style cooking will be featured. Chicken dinner and lunches and barbecue specials, with popular brands of beer, will be kept on hand. This is one of the delightful spots along the river and will enjoy a good patronage.

The barber shop formerly located in the basement of the Hickler House, on East Porter avenue, has been removed and a cooling system is installed. Booths and tables are being installed. The bath house will be continued as heretofore, also the dining rooms.

W. S. LaLonde, insurance agent, who started a real estate and collection agency in the Sault in 1894 and an insurance agency in 1900, has formed a partnership with Ed. W. Dynes. Mr. Dynes was born in the Sault and for the past fifteen years has been manager of several stores for Grinnell Brothers music house and the Gable music company in Detroit and other Michigan cities. The company will be known as LaLonde & Dynes insurance and real estate agency.

Some relatives love one another and others are heirs to the same estate.

(Continued on page 7)

Items From the Cloverland of Michigan

Sault Ste. Marie, May 22—Our tourist camp is open, but no signs of any tourist as yet. The beer does not seem to be an attraction now, as it was last year when the early arrivals beat it for the Canadian shore, where they could quench their thirst. Things have changed since we are having the new deal, but as we have a lot of optimists here we are going to prepare for the reception of the tourist rush. Many new eating places are springing up with beer a special attraction. We must admit, however, that there has been a marked improvement in some lines of business since the opening. Many carpenters and contractors have been working overtime in remodeling many of the old places which are now in good condition. The plumbers and lumber yards also come in for a share of the extra business which was a direct cause of the country going wet. It has been reported that some of the old time bartenders are paying up their back dues in the union.

MOVEMENTS OF MERCHANTS

Athens—The Wolfe Grain Co. has been dissolved and retired from business.

Ishpeming—E. C. McGiffert of Duluth, Minn. succeeds Carl P. Quigley as manager of the Mather Inn.

East Lake—John J. Carboneaux, grocer, is succeeded in business by his brother-in-law, George Kenepka.

Bay City—The Bay City Beverage Co., 1109 South Water street, has increased its capital stock from \$75,000 to \$175,000.

Detroit—Chambers-Kirby Motors, Inc., 6505 West Warren avenue, has decreased its capital stock from \$100,000 to \$10,000.

Detroit—The Frank C. Teal Co., 425 Bates street, electrical supplies, has decreased its capital stock from \$100,000 to \$50,000.

Pickford—Fred J. Smith, who recently lost his flour mill by fire, has leased the old Pickford Woolen Mill plant and is resuming business.

Birmingham—The Wabeek State Bank has been incorporated with a capital stock of \$62,500, all of which has been subscribed and paid in.

Kalamazoo—Authority for disposing of the assets of the Clark Boiler & Tank Co. at public sale has been granted the receiver, Harry Folz.

Detroit—H. F. Weitenberger, Inc., 13877 Gratiot avenue, undertaker, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—A. J. Santer Co., 20911 Grand River avenue, undertaker, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

East Lansing—W. Maynard Wise has removed his grocery stock and meat market from 830 West Michigan avenue to 531 West Saginaw street.

Detroit—The Superior Hosiery Co., 130 West Jefferson avenue, has been incorporated with a capital stock of \$25,000, \$5,000 being subscribed and paid in.

Grand Haven—William Van Schelven, 63, dealer in groceries and meats, died at his home, 216 North 3rd street, May 20, following an illness of two weeks.

Tecumseh—The Tecumseh Malt Products Co., has been incorporated to deal in malt beverages with a capital stock of \$4,000, \$1,500 being subscribed and paid in.

Port Huron—The New Economy Furniture Co. has been incorporated to conduct a department store with a capital stock of \$25,600, all subscribed and paid in.

Harbor Springs—R. J. Hilderbrandt, proprietor of the Ideal Grocery & Meat Market, has opened for the summer season. The interior of the store has been redecorated.

Detroit—The Metropolitan Undertaking Co., 3702 St. Antoine street, has been incorporated with a capital stock of 100 shares at \$10 a share, all subscribed and paid in.

Battle Creek—The Schaberg-Dietrich Hardware Co. is conducting a closing out sale preparatory to removing to its new location, 209 North Washington avenue.

Menominee—The Chas. J. Janson Co., motor sales and service, has been incorporated with a capital stock of \$25,000, \$10,000 of which has been subscribed and paid in.

Sturgis—The Southern Michigan Beverage Co., has been organized to wholesale and warehouse beverages, with a capital stock of \$20,000, \$4,000 being subscribed and paid in.

Lansing—The Kim-Murph Co., Inc., Hollister Bldg., grain and bean elevators, has been incorporated with a capital stock of \$25,000, \$6,500 of which has been subscribed and paid in.

Detroit—The K Coal Co., Inc., 1225 East Six Mile Road, has been organized to conduct a wholesale and retail fuel business with a capital stock of \$5,000, all subscribed and paid in.

Kalamazoo—Ennis L. Schaefer, who recently purchased control of the Peter Pan Baking Co., 2109 Portage street, has appointed John Newhouse, well known to the trade, sales manager.

Grand Rapids—The M. J. Dark Beverage Co., Goodrich and P. M. tracks, has been incorporated to deal in beer with a capital stock of \$10,000, \$9,000 being subscribed and \$1,500 paid in.

Detroit—The Michigan Majestic, Inc., 101 East Jefferson avenue, wholesale and retail radio equipment, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit—The Atlas Lumber & Wrecking Co., 8946 West Fort street, has been organized with a capital stock of 10 shares at \$100 a share, \$1,000 being subscribed and paid in.

Kalamazoo—A modern shoe repair department has been opened in the Kline store at 213 South Burdick street. It is under the management of Virgil Mick, recently of Hammond, Ind.

Battle Creek—Clarence Graff, an experienced confectioner, has opened a confectionery, ice cream parlor and tea room at 233 South Kendall street. A modern soda fountain has been installed.

Flint—The Old Reliable Drug Co., 3011 Industrial avenue, has been incorporated to deal in drugs at retail with a capital stock of \$10,000, of which \$3,000 has been subscribed and paid in.

Saginaw—The Alloy Foundry & Signal Co., manufacturer of signal and electrical devices, has been incorporated with a capital stock of 5,000 shares at \$10 a share, \$50,000 being subscribed and paid in.

Detroit—The Shote-Severs Co., 21121 Grand River avenue, has been organized to deal in autos and auto accessories with a capital stock of \$5,000, \$4,000 of which has been subscribed and \$2,000 paid in.

Detroit—The Forging Company of Detroit, Inc., 1201 Guaranty Trust Bldg., has been incorporated with a capital stock of \$100,000 preferred and 150,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Flint—Hygrade Stores, Inc., 203 North Saginaw street, dealer in ready-to-wear apparel for women and men, shoes, hats and jewelry, has been incorporated with a capital stock of \$10,000, \$6,700 being subscribed and paid in.

Marquette—Thomas J. Nault, formerly connected with the Clifford Dagenais grocery and meat market, has purchased the grocery and meat stock of William Parent and will continue the business at the same location, 315 Washington street, under the style of T. J. Nault & Son.

Marquette—John H. Scherer, of Marinette, Wis., who recently purchased the Clifton hotel, corner of Front and Bluff streets, has taken possession of the property and is redecorating and remodeling a part of the building, adding new equipment gradually so as not to disturb guests. A tap room is being installed in the front of the basement.

Greenville—Karl Gruschinsky, formerly of Port Huron, succeeds M. J. Welsh as proprietor of the Winter Inn. Extensive alterations are being made to the hotel, both outside and in. Part of the lobby is being partitioned off for a beer room. The building has been renovated and will be refinished throughout, making a very attractive home for travelers.

Lansing—Reorganization of Heath's Jewelry Store, Inc., has been announced. The firm is the outgrowth of one of the oldest jewelry, china and silverware establishments in the city. Extensive remodeling, including the installation of a modern front is now in progress at its location, 312 South Washington avenue. The store will open for business about June 1.

Marquette—The Gannon Grocery Co. is establishing a wholesale cash and carry grocery branch and distributing agency for Budweiser beer in Escanaba. The company has leased the old Upper Peninsula Produce Co. warehouse and is remodeling it preparatory to occupying it June 1. The company will have Budweiser beer distributing agencies in Marquette, Escanaba, Sault Ste. Marie and Iron Mountain.

Flint—The Hub Shoe store, of which the late Elwyn Pond was the founder and principal owner for more than twenty years, has been reorganized, with the following officers: president, Louis Benedict; vice-presidents, Clifford Cooper and William Dixon, Jr.; secretary-treasurer, Marie Neal. All the stock is owned by the officers, who have long been employees of the store under Mr. Pond. Mr. Benedict will manage the store.

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

Manufacturing Matters

Detroit—Bryants, Inc., 1962 Trembley street, manufacturer of soft drinks and cosmetics, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Bay City—The Croswell Sugar Co., located in Monitor township, has been incorporated to manufacture and refine beet sugar with a capital stock of \$100,000, all subscribed and paid in.

Detroit—The M. B. Fetcher Co., 3558 Garfield avenue, manufacturer and dealer in automatic screw machine products, has merged the business into a stock company under the same style with a capital stock of \$4,000, all subscribed and paid in.

Jackson—The Viking Manufacturing Co., 324 Otsego avenue, manufacturer and dealer in machinery, has merged the business into a stock company under the same style with a capital stock of \$50,000 and 500 shares at \$10 a share, \$1,000 being subscribed and paid in.

Sturgis—The Freeman Manufacturing Co., of Detroit, manufacturer of surgical bandages, has removed its plant here and is installing it in the Spencer-Wilhelm building which it recently purchased. At present the company employs 35 persons and has a payroll of \$50,000 annually.

Grand Rapids—The McInerney Spring & Wire Co., 55 Cottage Grove street, S. W., manufacturer and dealer in spring and wire construction, has merged its business into a stock company under the same style with a capital stock of \$200,000, \$120,000 of which has been subscribed and paid in.

Twenty-Nine New Readers of the Tradesman

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

L. R. Ralston, Six Lakes
A. T. Lorenz, Edmore
R. A. Bowersox, Edmore
Chas. E. Utley, Stanton
N. J. Rhoades, Stanton
C. N. Kidder, Sheridan
C. E. Guylfoyle, Sheridan
I. E. Moore, Freeport
Star Market, Morley
Lela Weld, Stanwood
H. J. Seaton, Altona
Alfred Washington, Mecosta
A. A. Pangborn, Mecosta
F. A. Patch, Mecosta
John Carman, Mecosta
Chas. Tate & Son, Remus
R. C. Tasken, Remus
Johnson & Hubbard, Kalamazoo
D. Kronmeyer, Kalamazoo
J. G. Davidson, Kalamazoo
Calkins Grocery, Kalamazoo
R. A. Pintler, Stanton
W. H. Williams, Stanton
Erik Eriksen, Greenville
Edwin S. Nelson, Greenville
Kraas Bazaar, Greenville
Karl Gruschinsky, Greenville
Gates Bros., Greenville
Stanley Perks, Greenville

Trend Strong to Nickel Cigars

Dealers have noted little improvement as yet in the call for higher grade cigars, with the trend stronger, if anything, toward cigars selling at a nickel or under. Since the first of the year the demand for merchandise to retail at two for a nickel has gained substantially, so that at present about 85 per cent. of the business is being done in cigars retailing at 5 cents or less. The Sumatra wrapper cigar leads in the volume lines. Some gain in the demand for pipe tobaccos is reported.

Essential Features of the Grocery Staples

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

Canned Vegetables—The outlook is more hopeful as packers approach the time when prices will cover costs and, even more, yield a profit. That should come in the year just ahead if ever, for seldom have circumstances so favored producers. They are entering the new packing season with very light and, in some cases, depleted stocks. No burdensome, price-wrecking carryover casts its shadow into the future. General business has undoubtedly been improving in various parts of the country and a new note of confidence is in the air. The public is being educated into accepting higher prices and retail business has been making a good showing. In many instances higher wages have been put into effect and employment expanded. The big mistake which the packers may make is one of over-optimism again, or producing beyond the reasonable expectations of the coming year's needs. The danger of this is minimized by the financing aspects of food production. It would seem very unlikely that banks would permit such a thing to happen. And if they don't permit it to happen, it won't. The banks have the money, not the packers.

Dried Fruits—The dried fruit market has been performing to the satisfaction of all concerned. There has been an encouraging volume of business booked for prompt shipment and particularly for deferred shipment, which shows the swing again to anticipation of future requirements. The activity in buying for future delivery is seen as an indication of returning confidence, the lack of which has been held to be one of the big causes in the collapse of trade in general. The confidence shown by the trade, moreover, has been based largely on a sound foundation, for first hands has been strengthening the Coast market slowly and patiently for many months. Reports from California have Thompsons raisins in a very good position and prospects are now that they will be closely sold up by the time that the new and late crop is ready. The fact that prices on raisins for deferred shipment have been able to maintain a ¼c differential above those for prompt shipment is seen as an evidence that packers have no doubt about their ability to keep the item on an up-grade. Sultana raisins also have advanced with Thompsons, as have bleached varieties. Santa Clara prunes are well maintained at the advance, and all sizes are now well above their low points. The prune pool drive has been successful, which has inspired new confidence in controlling the coming crop. California figs have been very active in all grades, and should be closely cleaned up.

Nuts—Prices in shelled nuts showed considerable strength at higher prices here this week. Shelled filberts have been selling at 27c a pound, while French walnuts have moved up to 42c a pound. Imported shelled almonds have also advanced, while domestic shelled almonds are quoted higher

where they are available. Primary markets are holding stocks firmly.

Olive Oil—No further advances showed on the local olive market. With replacement costs high the spot market continued to present a firm appearance. Demand by local consumers appeared moderate. To date there has been no general urge to cover far forward, despite the knowledge that the market gave all signs of working higher.

Olive Oil—Olive oil is advancing in Italy, while Spanish price ideas are also somewhat higher where prices are being named. Some importers are puzzled by the rising trend abroad. They can appreciate why prices should be higher in relation to the decline in the value of the dollar, but when it comes to marking up prices in terms of pesetas or liras, they cannot see the justification. Anyhow, there is no little trouble being experienced here in getting spot prices up. They have advanced somewhat, but not without much resistance.

Pickles—Prices are looking upward. Dills were entirely off the market, while brine stocks have been worked quite low. Holders of the latter were not pressing offers on the market, preferring to wait for bids. Demand has been active. Sweet pickles also doing a fair business, with several items on that list higher in price. Glass goods maintained a good turnover.

Spices—With the value of the dollar increasing abroad, the upward tendency in seeds and spices has been checked. Both black and white peppers registered fractional gains over the past week but this was attributed to the firmer ideas of shippers rather than by exchange. Other items have failed to show any material change. The market is never very active at this season of the year, but failure on the part of consumers to replenish their stocks during November, December and January has resulted in a fairly steady call for small lots. Trade in pimento is narrow. Sellers are adhering to full prices, however, believing that a more active buying movement will set in in not a great while. Caraway seed is steady. No unusual activity is noted in the article but only small quantities of released goods are available here. Celery is scarce. The slightest improvement in demand may force prices higher between now and the new crop season.

Rice—Rice continued firm and generally unchanged last week. While there has been some let down from the rush to cover which developed in recent weeks, the view is held that on the whole there has been little accumulation in the hands of distributors. They have not covered their requirements very far ahead and business is coming in at a rate which seems sufficient to maintain the market at its present basis.

Vinegar—Prices are firmer than they have been in some time. Competitive shading has disappeared. The trade looks for definite signs of strength in the near future. Demand has improved.

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

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—Home grown, 60 @ 75c per dozen.

Bananas—4½c @ 5c per lb.

Beets—75c per bu.; new, 65c per doz. bunches.

Butter—The market is 1c lower than a week ago. Jobbers now hold plain wrapped prints at 22c and tub butter at 21c. Notwithstanding maintained prices and a general belief in good business for storage purposes, there is an underlying uneasiness which comes to the surface on all turns. The rate of storage movement to date indicates heavy supplies comparatively and it is generally admitted that butter holdings at the peak this year will soar above a year ago. Reports on conditions in the country are favorable for large outputs. Prices on butter fat are high relatively and this, the opinion of leading handlers in, should encourage a heavy milk and cream flow. Pastures are coming forward rapidly and there is ample pasturage in all parts of the country. Dealers in butter would appreciate a conservative policy, but market conditions are being forced and a move for higher prices dominates.

Cabbage—New from Texas, \$3.25 per 75 lb. crate; new from Mississippi, \$4.25 per crate.

Carrots—Home grown, 60c per bu.; California, 70c per doz. bunches and \$3.75 per crate.

Cauliflower—\$2.25 per crate containing 6 @ 9 from 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 dozen.

Dried Beans—Michigan Jobbers pay as follows for hand picked at shipping stations:

C. H. Pea from farmer.....\$2.20
Light Red Kidney from farmer.. 3.00
Dark Red Kidney from farmer.. 2.90

Eggs—Jobbers pay 7c per lb for white eggs and 6½c for current receipts. They hold candled eggs at 12c per doz. and seconds and pullets at 10c. Storage movement in the four principal markets continues bearish. The gain in the input compared with last year approximated 15,000 cases, the total input for the day aggregating 75,759 cases. Holdings in the four markets are reported at 3,016,095 cases, against 1,635,844 cases a year ago. Ten market figures are 3,950,817 cases against 2,289,018 cases a year ago. Fresh receipts were 36,832 cases, against 25,056 cases a year ago. Current excess in the storage supply in the entire country while not near the percentage increase in the four large markets, nevertheless is estimated to within a record total, with some of the leading statisticians claiming an excess of above 2,500,000 cases by the 1st of June. Yet dealers are not statistically minded at present and many continue on the bullish side of the market.

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, 50c per doz.; home grown, 25c 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.....\$3.00

Imperial Valley, 4s and 5s, crate.. 3.25

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

Lemons—The price is as follows:

360 Sunkist.....\$6.00

300 Sunkist..... 6.00

360 Red Ball..... 5.00

300 Red Ball..... 5.00

Mushrooms—28c per one lb. carton.

Oranges—Fancy Sunkist California

Navels are now sold as follows:

126\$3.75

150 3.75

176 3.75

200 3.75

216 3.75

252 3.75

288 3.75

324 3.75

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, 50c per bu. for medium yellow. Texas Bermudas, \$1.90 per bag.

Parsnips—75c per bu.

Pineapples—Cuban are now in market, selling at \$3.25 for 185, 245 and 305.

Potatoes—Old, 45c per bu. on the local market; Idaho bakers, 28c for 15 lb. sack; new, from Florida, \$1.50 per bushel.

Poultry—Wilson & Company pay as follows:

Heavy fowls 12c

Light fowls 10c

Ducks 8c

Turkeys 11c

Geese 7c

Radishes—30c per doz. bunches hot house.

Spinach—85c per bushel for home grown.

Strawberries—\$3.25 for 24 qt. case from Louisiana and Tenn.

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

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

Veal Calves—Wilson & Company pay as follows:

Fancy6@7c

Good5@6c

The business enterprise that endures and prospers over a span of time has been founded upon the confidence of those comprising the market to whom it sought to sell its merchandise, service, intelligence, appreciation and goodwill.

Iowa's embattled farmers made their mistake by not owing the money to bankers in England.

MUTUAL FIRE INSURANCE

Plain Talk Regarding Increased Arson

During recent months nearly every city has reported a considerable increase in the number of incendiary fires. Arson is a problem to which a considerable number of cities are giving their attention. For example, the Boston Chamber of Commerce and Massachusetts Safety Council have taken an active part in securing the adoption of amendments strengthening the arson statutes in Massachusetts this year.

Arson Laws. The arson laws are a primary consideration in its proper control. For many years the laws of most states defined arson so haphazardly and imposed such severe penalties that convictions for the crime were very difficult to get. The model arson law sponsored by the National Fire Protection Association was prepared to correct these shortcomings, and thirty states have now adopted this law or its equivalent.

Local communities in the remaining states desirous of securing the model arson law may call on the N. F. P. A. for active support.

Fire Records. Many cities are not aware they have an incendiary fire problem because fire records are incomplete. No real investigation of the origin of fires is made and the records of large fires or those with suspicious circumstance are no more detailed than the report of a trivial grass or rubbish fire. The establishment of a good system of fire records by the fire departments is important.

Arson Squads. The most important single procedure in any city toward the control of arson is prompt and thorough investigation by trained men of all suspicious fires. Many cities have established arson squads composed of fire department men and police detectives whose duty it is to be on call for fire investigation twenty-four hours a day and to prepare cases for prosecution in court. One of the best known arson squads is the one in Detroit, now composed of two police department men and two firemen. During last year this squad investigated 1,216 fires, finding 150 of these of incendiary origin. The squad took statements of 420 witnesses and suspects, made sixty-three arrests and secured sixteen convictions.

Additional Information Concerning Earthquakes

Grand Rapids, May 20—I was much interested in the reference to the earthquake in Missouri in 1811 (not 1819) in the Tradesman of this week, and I am venturing to enclose herewith a description of that earthquake. I have seen it stated that should such a violent earthquake occur to-day, the city of St. Louis, and some other cities, like Cairo, Ill., and Memphis, Tenn., would be entirely wrecked.

In this connection you may also be interested in an account of the earthquake of 1663 in the Valley of the St. Lawrence. I am inclined to think that no part of the earth's surface is wholly free from the possibility of such disturbances of nature.

Samuel H. Ranck.

Universal Cyclopaedia and Atlas, Page 565.

The Mississippi valley earthquake (1811), known as the New Madrid earthquake, was characterized by the great prolongation of its phenomena.

Severe shocks occurred at short intervals during a period of several months and the entire series of shocks covered a period of about two years. As the country was sparsely settled little is known of the distance to which the perceptible vibrations extended, but in the central tract the phenomena were of the most impressive character. It is related that alluvial land was traversed by visible waves which rocked the forest trees to and fro, uprooted some, and permanently entangled the branches of others. Fissures were opened and closed, not merely once, but at each successive shock, and mud of various kinds was thrown into the air with such violence as to lodge in the branches of trees. Some lakes were drained by the escape of their waters into fissures, and other lakes were created by the subsidence of the land. The largest sunken area is said to have been sixty or eighty miles in length, and nearly half as broad.

Appendix F. Account of the Great Earthquake in New France on Feb. 5, 1663, from accounts in the Jesuit Relations. Page 315.

An earthquake, extending over a region more than two hundred leagues in length and one hundred in width—making 20,000 leagues in all—has shaken this whole country, and caused us to witness some prodigious transformations. Mountains were swallowed up; forests were changed into great lakes; rivers disappeared; rocks were split, and their fragments hurled to the very tops of the tallest trees; thunders rumbled beneath our feet in the womb of the earth, which belched forth flames; doleful and terror-inspiring voices were heard; while whales and porpoises bellowed in the waters; in short, all the elements seemed aroused against us and threatened us with direst disaster. (Letter to Provincial, September 4, 1663.)

On 1663, toward half-past 5 p. m., a loud roaring was heard at the same time throughout the length and breadth of Canada. This noise, which gave one the impression that the house was on fire, made all rush out doors to escape so unexpected a conflagration; but instead of smoke and flames, people were much surprised to behold walls tottering, and all the stones in motion, as if they had been detached. Roofs seemed to bend down in one direction, and then back again in the other; bells rang of their own accord; beams, joists, and boards creaked; and the earth leaped up, and made the palisade stakes dance in a way that would have seemed incredible, had we not witnessed it in different places. Then all left their houses, animals took flight, children cried in the street, and men and women, seized with terror, knew not where to take refuge—expecting every moment to be either overwhelmed under the ruins of the houses, or swallowed up in some abyss that was to open beneath their feet. Some knelt in the snow and cried for mercy, while others passed the rest of the night in prayer; for the earthquake continued without ceasing, maintaining a certain swaying motion much like that of ships at sea, so that some experienced from this tossing the same heaving of the stomach that one suffers on the water.

This disturbance was much greater in the forests, where there seemed to be a battle between the trees, which crashed against one another, not merely their branches, but even, one would have said, their trunks being torn from their places to leap one upon another, with the din and confusion that made our savages say that all the wood were drunken.

War seemed to be waged even by the mountains, some of them being uprooted, to be hurled against others, and leaving yawning chasms in the places whence they had sprung. At times, too, they buried the trees, with

which they were covered, deep in the ground up to their topmost branches; and at other times they would plant them, branches downward, which would then take the place of the roots, leaving only a forest of upturned trunks.

During this general wreck on land, ice five to six feet in thickness was broken, flying into fragments, and splitting open, in various places, whence issued either great clouds of smoke or jets of mud and sand, which ascended to a lofty height in the air.

Our springs either ceased to flow or gave forth only sulphurous waters. Rivers disappeared entirely or were thoroughly defiled, the waters of some becoming yellow, and of others red; and our great river St. Lawrence appeared all whitish as far as the neighborhood of Tadoussack (harbor of Saguenay).

Word comes from Montreal that, during the earthquake fence-stakes were plainly seen to jump up and down as if in a dance; of two doors in the same room, one closed itself and the other opened of its own accord; chimneys and housetops bent like tree-branches shaken by the wind; on raising the foot in walking one felt the ground coming up after him and rising in proportion to the height to which he lifted his foot, sometimes giving the sole a quite smart rap; and other similar occurrences of a highly surprising nature are reported from that place.

A Business Man's Philosophy

Occasional displeasure has been expressed here with vague, ambiguous and unnatural writing. The complaint is that so many of the current books for business and professional men are almost unreadable.

One evening recently I turned to Schopenhauer's "Essays on Literature"

for confirmation of my conviction of what is wrong.

The weakness of many writers, says Schopenhauer, is that "they try to make the reader believe that their thoughts have gone much further and deeper than is really the case. They say what they have to say in long sentences that wind about in a forced and unnatural way; they coin new words and write prolix periods, which go round and round the thought and wrap it up in a sort of disguise. They tremble between the two separate aims of communicating what they want to say and of concealing it. Their object is to dress it up so that it may look learned or deep, in order to give people the impression that there is very much more in it than for the moment meets the eye."

Half the books on political economy, for example, are unintelligible, but it is not the profundity of the authors that gives the reader a headache.

"Nothing is easier than to write so that no one can understand," says Schopenhauer, "just as contrarily, nothing is more difficult than to express deep things in such a way that everyone must necessarily grasp them."

William Feather.

Compromise is the essence of civilization—compromise and unselfishness. There must be a sacrifice, a true foregoing, in everybody's life, now and then. The man who never compromises cheats; he takes more than his share; he gets something for nothing, and generally he gets what another gives up rather than be so small.

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of Fremont, Michigan

WILLIAM N. SENF, Secretary-Treasurer

Items From the Cloverland of Michigan

(Continued from page 3)

The annual district Rotary conference will be held June 5 and 6 at Sault Ste. Marie, Ontario. Conference headquarters will be established at the new Windsor Hotel and the session will be held at St. Luke's church. The annual banquet and governor's ball will be held at the Windsor. Monday evening will be devoted to a general session, followed by service luncheons. The club presidents and secretaries breakfast will be held Tuesday, followed by a closing general session. The election of the nominee for district governor will be held Monday noon and the selection of next year's conference location Tuesday noon. An interesting program of post-conference entertainment has been arranged.

Do something for someone every day and while you are about it, do something for yourself by using your brain.

William G. Tapert.

Seen and Heard on the Byways

While on my travels in Michigan I saw a beautiful free flower show and experienced a wonderful homespun atmosphere of good cheer and general hospitality. Although a total stranger I felt as though I belonged there. Never heard a peep about depression. The very birds were the stranger's friend at Holland.

In Grand Rapids I met a man and wife who certainly appreciate your front page. Your The Thinker poem was written around a man whose efforts made many millionaires often overnight. He was also a most wonderful salesman. Neither of these thinkers have received their just share of the plaudits of a public which should be grateful.

Keep your eyes open. There are lots of things to see. Even though cloudy, the sun is still there.

Owosso seems to have a real clean health program. Guess everybody has got up and brushed off all the mud and started to work with a smile — and wearing your badge of courage. Anyway only saw one vacant store and that was an auto store. Too many of them anyway. Less show room and more take the car to the qualified customer's door would help. The whistles blow at 7 o'clock in this town just the same as they used to.

Bay City—You know beer has come back and money is in circulation and don't get to the bank so quick as it used to. Everybody is smiling. Why, the whistle blew in the shovel factory. The brewery which makes good laughing beer here won't be ready until July 4 — or thereabouts. Then the floating cash will stay home — for the present it goes to Chicago, Wisconsin and Buffalo. But if the people are smart they will buy good local beer. However, the 3.2 beer is good old fashioned beer and has a lot of songs in it, but no fights. The young folks will like it better than the Canadian or alley beer after they get onto it.

We have all got to chase away the old-time bootlegger and racketeer. Mr. Roosevelt and Mr. Comstock are happy because we are going to get out of debt. Rehtaew Krats.

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

REPRESENTATIVE RETAILERS

T. J. Bathke, Vice-President State Grocers Association

Theodore J. Bathke was born on a farm in Charlevoix county, April 4, 1904. In 1920 the family removed to Petoskey, where he completed his education by graduating from the commercial course of the high school in 1923. He then obtained employment in the general store of A. Fochtman, where he remained two years. In 1925 he formed a co-partnership with his brother, Louis R., in the grocery and meat business under the style of Bathke Bros. They purchased the stock of Kinkin & Wahl, which had had five owners in about a year previous to their acquiring the property. They have increased their business every year since engaging in business. In 1930 they purchased the Paulus store on the South side. They continued the business for a year under the management of Theodore and then sold it to the Neuman Grocery Co.



Theodore J. Bathke

Mr. Bathke was married Sept. 15, 1925, to Miss Marie Francis Samaan, of Mason. They have three children — Shirley five, Theodore, Jr., four and Marlene six months old. They reside in their own home at 922 Harvey street.

Mr. Bathke is a member of the Lutheran church, which he has served as trustee for the past three years. He is also a member of the Petoskey and Bayview Country club, Kiwanis club, the Retail Grocers Association and the State Grocers Association. He is President of the Petoskey Retail Grocers Association and First Vice-President of the State Association.

Mr. Bathke owns up to two hobbies — trout and bass fishing and golf.

Mr. Bathke insists that the worst enemies the independent merchants have are to be found within the four walls of his own store. He believes any man who can face these problems and surmount them need have no worryment over outside obstacles.

A Business Man's Philosophy

Did you ever consider a straight-stem briar pipe a thing of beauty?

Where, among beautiful creations, would you put a front-wheel automo-

bile brake, a grain elevator, a traveling crane, motor car, an airplane?

Le Corbusier, noted French architect, sees beauty in all these things. He suggests that architects may improve and vitalize their art by studying modern machines and by regarding houses and buildings as machines.

Architecture as now practiced, he maintains, is lifeless.

Engineers, contends Le Corbusier, are in tune with their times. They build our ocean liners, our airplanes, our bridges, and usually our factories. Their creations are beautiful because the pattern follows the function. They are built to serve a definite purpose not to look like something they are not. He wants engineers and architects to approach the problem of the dwelling or the apartment in the same spirit in which automobile manufacturers have studied the design of motor cars. Once that is done, the house would soon be regarded as a place for comfortable shelter. Concrete houses can be poured in less than a week. Why should a house cost more than a fraction of the present charge?

One reason why this ideal is not realized is that we have not yet created the right state of mind for living in mass-production houses. Most of us are rankly sentimental about our homes. Just as each man writes one poem in his life, so each builds one house. It may be a silly waste of money, but he must do it. It is as though we each designed our own automobile. Some day this will be changed.—William Feather.

Linen Dress Goods Scarce

As a result of women's wear linen stocks in the hands of importers being practically wiped out by the heavy demand, apparel houses have switched to men's suitings, paying a premium of 25 to 30 cents per yard for such material. Whereas they had been paying from 25 to 37½ cents per yard for dress goods to go into women's linen suits, they now are buying men's suitings at 50 to 65 cents per yard. As a result of this heavy demand the linen trade has decided to discontinue its publicity campaign on women's linen suits and will concentrate their efforts on the men's styles, which have not been selling as well as importers wish.

The best executive is he who can develop and evoke the best in others.

Food Men to Act on Industries Bill

Members of the grocery manufacturing industry are solidly behind President Roosevelt in his recommendations for the immediate enactment of the National Industrial Recovery Act, Paul S. Willis, president of the Associated Grocery Manufacturers of America, Inc., asserts. A special meeting of the Association's directors, he added, will be held next week to consider the use grocery manufacturers will make of the new powers proposed in the measure. The industry, he added, will do its utmost to establish enforceable codes of fair competition.

Re-orders Heavy for Linen Styles

Notably strong buying interest continues in both linen and cotton dress styles. The vogue for linen apparel, originally launched in New York City, has spread rapidly to other centers and the volume of orders and re-orders from out-of-town stores has been large. The pressure for quick delivery of cotton dresses has shown no reduction, with corded lace styles retaining their lead. The view continues to prevail, however, that a sharp pick-up in the call for silk dresses is likely once temperatures begin to climb.

Select New Brown for Summer

Selection of "Columbine brown" as a feature shade for Summer town wear promotion was announced last week by the Dress Creators League of America, comprised of makers of \$10.50 lines. The color is a cocoa tone with a smoky surface. It was selected as a shade that would attain popularity for late Summer wear and also merge with hues that are likely to be outstanding for the early Fall season, the color committee of the league stated. The new hue will be featured in the dress collections now being developed.

A plumbing department has been opened by a Pittsburgh department store. This merchant argues that department-store customers are the ones who are buying bathroom fixtures today since most fixtures are now being installed as replacements or in additional bathrooms. Three complete bathrooms have been set up in the new department.

A good man is like a gun. When a company advertises for a man, they always want one of good calibre.

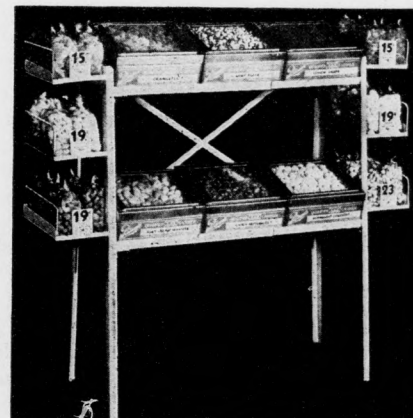
JUST WHAT YOU HAVE BEEN LOOKING FOR

PUTNAM'S
ADJUSTABLE
CANDY
DISPLAY
RACK

Strong, Light,
Attractive

Occupies only
15x34 inches of
Floor Space

Six Hinged Lid
Glass Top Metal
Display Covers
With Each
Rack



The Up-to-date
Way to Sell
Bulk Candy

20 Varieties of
Fast Selling
Items to Select
From

Average Weight
of Candies,
12 Pounds

YOUR JOBBER
Will be Glad to
Give You
Details of This
Unusual Offer

Jobbers
Supplied by

PUTNAM FACTORY
National Candy Co., Inc.
Grand Rapids, Mich.

Makers of
GOOD CANDY
for 65 years

DEFENSE CUTS

Economies aggregating \$143,000,000 in the "operation" of the Army and Navy next year are under the sort of discussion at Washington that may still be regarded as a method of feeling out public reactions. Thus we learn of plans to discharge or furlough considerable groups of officers in both the Army and Navy; to adopt a system of rotating ships in and out of active service; to curtail training activities; to abandon for a year the general fleet maneuvers, and to curtail National Guard training activities.

Unquestionably, nearly all citizens of the United States approve the strenuous—even some of the drastic—efforts Mr. Roosevelt and his advisers are making to balance the budget. In this field of military and naval retrenchments it will be assumed generally that the President is not reacting to any pacifistic nations but seeking genuine economies that will not, in the long run, impair the efficiency of the services affected or endanger the safety of the country.

At the same time abandonment of important training methods, notably the fleet maneuvers, seems a grave step. All these things may be temporary, but what is going to take their place? Is there a plan for the Army, the Navy and the National Guard beyond mere horizontal retrenchment?

There is another aspect of these proposals. That is the naval building plan. We are hearing that the Administration has in mind an extended program of this character, linked with the public works authorizations for relief the President has received. Final judgment upon any curtailments in the services will probably depend upon the nature and extent of such a program. It would be desirable to have it fully and officially developed. If we have got to have reduced Army and Navy forces, with several thousand officers dropped, we ought to be able to see ahead some progress in preparation for national defense.

FURTHER PROGRESS

Introduction of the National Recovery Act was the item of chief interest to business in the week's developments in the domestic field. The President's peace appeal was welcomed, of course, for the influence it may exert in bringing back some semblance of international stability.

Reports of additional progress in industry grew more numerous. Higher operations were noted in basic lines and also some attempt, at least, to improve purchasing power by lifting wages from poverty levels. The New York Times index of business activity recorded another sharp advance, with all the series participating. Steel operations expanded in marked fashion, although it was indicated that the peak of the demand has probably been passed.

A feature of the present movement in both trade and industry is improved buying from the farming regions. This ranges from machinery to dry goods and is based on the higher income derived from the price rise in agricultural products.

This increase establishes a much better relationship in commodity prices,

since it is accompanied by decreases in some other groups. Thus, a year ago the spread between the high and low indices for the commodity groups in The Annalist index was 62.4 points, with farm products at 67.0 and fuels at 135.4, while on the present basis the difference is only 32.5 points, the miscellaneous list standing at 74.1 and building materials at 106.7.

A continuing readjustment of this kind removes one of the prime causes of strangled markets and lagging industry.

FOREIGN TRADE FIGURES

The full effect of abandonment of the gold standard was not operative in foreign trade last month and the figures did not show exceptional changes. The movement this month should give a better idea of how the plan to move up exports and cut imports works.

Exports in April at \$105,000,000 were 22½ per cent. under their total value for April, 1932. On a daily average basis compared with those in March they were one-half of 1 per cent. higher, whereas there is usually a seasonal decline of 5 per cent.

A drop of 30 per cent. took place in imports, which were valued at \$88,000,000. The decline from March on a daily average basis was 4 per cent. when the usual seasonal drop is 5 per cent. The favorable balance of trade for the month was \$17,000,000. The gold movement ran against this country by about \$10,000,000.

As indicated by the canvas of views among exporters, there is a difference of opinion about results with a depreciated dollar. Some lines find more activity, while others are suffering the usual troubles connected with a fluctuating currency. Antagonism to German goods because of Nazi excesses is also playing its part in the shifting currents of foreign trade.

While temporary advantages may sway some exporters in favor of the inflationary program, it is apparent that the more conservative appreciate the long-term objections to such a course and are putting their support behind the movement for a quick decision on stable currencies in international trade.

DRY GOODS CONDITIONS

While a slightly slower pace was observed in retail trade during the past week, sales continued to be quite satisfactory. The demand was still of a general character in the merchandise lines, with Summer apparel and home furnishings in the lead. Men's wear improved somewhat but remained below expectations. In the food lines, retail business was normal in contrast to exceptional activity in the wholesale field.

Estimates of department store business done in this area for the first half of the month placed the total at about 6 per cent. under volume in the same period last year. This was about in line with the pre-Easter figures.

Retail prices last month, according to the Fairchild index, dropped only half a point from the March average. Women's apparel was up fractionally and for the first time in several years six merchandise items in the index list were higher. The index is now 11.3 per cent. under the number a year ago.

Required, as they are, to make advance preparations, the catalogue houses are now considering quotations which will appear in their Fall books. While they have come to no decision, some price increases are thought to be essential.

Wholesale merchandise markets quieted down during the week. Stores have about completed their expanded buying of staples to get in ahead of price increases. Some resistance has now appeared against advances, particularly where they are considered as not entirely warranted.

FEWER LAWS THIS YEAR

More bills have been introduced in the various state legislatures this year than two years ago, but fewer laws have been enacted. The comparison is made with 1931 rather than 1932 because most legislatures meet only every other year. More than 62,000 bills have been introduced in the forty-five legislatures which have been meeting this year, according to the American Legislators' Association, while the total two years ago was under 60,000. But the number of bills passed by the twenty-six legislatures which have adjourned is 10 per cent. less than the number passed by the same legislatures two years ago. Pennsylvania, New York and California lead the list in number of bills introduced, Pennsylvania's 4,450 being closely followed by New York's 4,440 and California being some distance behind with 3,900.

The vast gap between the number of bills introduced and the number enacted is shown by this year's record for the legislatures which have adjourned. While 62,000 bills were introduced in those legislatures, the number passed was only 7,000. This is 1,200 under the number passed by them two years ago.

There is a good deal of loose talk about "the flood of legislation" in this country. The fact is that many laws have to do with matters of administration and that many others are of local application. The number of laws of substantive importance enacted at a session of a legislature is very small and this number includes the appropriation bills, which expire and must be renewed every year.

INDUSTRY CONTROL

Little opposition has developed so far to the far-reaching proposals embraced by the national industry recovery act introduced last week. In fact, business interests have taken quite the opposite tack and seem willing in most instances to give the plan a trial. Here and there, of course, there are charges of socialism, communism and dictatorship and also grave fears that the provisions of the bill will not stand up under constitutional scrutiny.

From a practical standpoint this legislation has not a few shortcomings, since it must cope with variable costs and seek to establish fair quotas. On the other hand, there is at least this definite advance which the measure promises, namely, that business must set up certain rules.

Business has often been called a game, but rather incorrectly, it would seem, since in many essentials it lacks rules. No one would be bothered with football, baseball or golf if each player made his own rules, but that

has been very much the way the business "game" has been played.

If fundamental rules are laid down on hours and wages and protection against monopoly assured, then there would be a fair field and no favor. Given, in addition, an excess profits tax, then individual initiative and efficiency should have little to complain of and the public interest would be protected at all important points.

A VANISHED \$5,000,000,000

According to the United States Bureau of Mines, the total output of gold since the world's gold mines and their production have been recorded has been 1,085,000,000 ounces, which is valued at approximately \$18,000,000,000. Today the gold holdings of the world for currency use are roughly \$11,250,000,000. This leaves nearly \$7,000,000,000 worth of gold to be accounted for, and all the arts and precious metal jewelry lumped together cannot come within \$5,000,000,000 of the mark. Roughly speaking, then, the world has lost gold equal to the total output of that precious metal by the United States since 1792, when mining here was first recorded by Europeans. Where that gold has gone can only be imagined, but certainly a share of it lies on the ocean floor. Scattered over the world, in forgotten or inaccessible places, lie literally hundreds—perhaps thousands—of treasure ships, wrecked by storm or internal weakness, scuttled by close-harried freebooters or struck down in warfare. Other millions, if not billions, rest in unmarked graves, hiding places of landbound freebooters too hard-pressed by law or enemy to take it with them to safety. Add to this the normal loss of gold by abrasion in ordinary handling, and the probable fields of loss have been covered. Somewhere within those fields the world has lost nearly one-third of all the gold ever mined.

CONCERNED OVER PRICES

From the retailer's viewpoint, the industry control bill threatens to bring up several problems. One that trade interests already see in the offing is an attempt to foist a price maintenance law on them regardless of the many defeats which such legislation has sustained in the past.

When prices are fixed by industry, store representatives naturally have the feeling that such prices are apt to be high rather than reasonable, and they foresee consumer resistance and dwindling sales. The experiment would have rather disastrous effects for them in such event.

If price advances get ahead of wage increases and the expansion of employment, then the retailers recognize that they must suffer since it is the purchasing power of the masses and not the rise in business profits which means business for them.

In the light of this interpretation of developments, merchants and their organizations owe it to themselves to keep a strict watch on the course of legislation and to emphasize at every opportunity the necessity of protecting the average consumer against industrial selfishness.

Inflation contains less dynamite than increasing deflation.

OUT AROUND

Things Seen and Heard on a Week
End Trip

I never saw the country more beautiful than it was last Saturday on the line from Grand Rapids to Kalamazoo. The deluge during the previous night was greatly in evidence by overflowed fields and streams which could not function without overflowing their banks.

Found the landlord of the Columbia Hotel busy supervising the fitting up of the corner store in his building for a beer tavern. He is much encouraged over the improvement in business in his line.

Every merchant on whom I called announced himself as in a happy mood over the revival of business.

In the latest issue of the Oceana (Shelby) Herald, Harry M. Royal announced that it was the forty-fifth anniversary of its establishment. As an instance of the changes which take place in the personnel of all towns, Mr. Royal stated that only one man is now in business in Shelby who was engaged in business in the town when the Herald was established. Success has attended the publication of the Herald to such an extent that he and his associates now conduct three other newspapers in towns adjacent to Shelby. I doubt if the experience of Mr. Royal can be duplicated by any other country newspaper organization in the United States. The underlying cause of his success is due to the adoption of an ideal and his faithful adherence to that ideal, no matter how many discouragements he may have been forced to overcome. Mr. Royal has not only given his four children college educations, but he has settled each one in a comfortable home near the paternal nest and watched the careers of the third generation with zealous interest.

I am sorry to note that our present governor has shown a spirit of antipathy to independent merchants which bodes no good to the latter. His insistence on a sales tax is, of course, opposed by nearly every thinking merchant in the state. The governor has recently committed his administration to another line of action which is extremely antagonistic to approved business methods. The plan insisted on by the governor this week involves the sale of prison-made goods to all municipal and township welfare departments. He is proposing to manufacture underwear, shirts, socks, overalls, bed clothing and other necessities. The prisons also will conduct canning factories and the local governments will be asked to buy these products. It has been rumored that the governor is scheming to compel purchases of these supplies by distributing them instead of cash. The R. F. C. is demanding that the state distribute at least \$12,000,000 annually among the local governments for welfare purposes. Gov. Comstock has promised to do so. According to reports, part of this assistance to the local units will be in the form of clothing and other supplies

manufactured in the penal institutions. While many other states are curtailing the production of prison goods to the lowest possible limit, Governor Comstock insists that the production of prison made goods be increased tenfold and that they be crowded on people who are naturally prejudiced against them and protest in the strongest possible terms against their being compelled to accept them.

In assisting the merchants of Michigan to secure the \$12 reimbursement due them from the Government if they sold only nut oleo from July 1, 1929, to July 1, 1931, I have experienced some little difficulty in obtaining authentic information from the officials of the Internal Revenue Service. I finally felt compelled to implore the assistance of Hon. Carl Mapes, our Representative in the House of Representatives, who, as usual, proved to be "Johnny on the spot," as will be noted by the following reply:

Washington, D. C., May 18—In an effort to expedite the matter, my office yesterday read over the telephone your letter addressed to the Internal Revenue Bureau and asked for a prompt reply. This morning I am in receipt of the enclosed letter from the Bureau. The letter of the Bureau seems to assume that you are personally interested, which you are not. I regret that the Bureau's letter does not confine itself to answering your questions instead of making it a personal matter, but it perhaps gives you the information which you want.

If you want an impersonal letter, so that you can send a copy of it to your subscribers, I shall be glad to ask the Bureau to revise its answer. I thought of asking it to do so before writing you, but concluded to send this on and to await an answer from you before taking up the matter again with the Bureau.

I have asked the Bureau to interpret the last sentence of the second paragraph of the letter, and am told that it means that merchants who have been selling nut oleo and want to continue to do so must take out a license again on July 1st of this year for the coming fiscal year, and that the words "or any subsequent period" mean, for example, if a merchant starts to sell nut oleo during any month after July he must take out a license and it is prorated for the remaining part of the year up to June 30.

Yours truly,
Carl E. Mapes.

The letter received through Representative Mapes is as follows:

Washington, May 17—Reference is made to your request by telephone that you be given the information requested in a letter addressed to this Bureau by Mr. E. A. Stowe, Grand Rapids, Michigan. Mr. Stowe desires information as to whether a merchant who sells only "nut oleomargarine" must pay special tax for the period commencing July 1, 1933. He also requests advice as to whether any merchant who paid a penalty between July 1, 1929, and July 1, 1931, is entitled to a refund.

Mr. Stowe evidently has in mind the decision of the Supreme Court of the United States in the case of the Standard Nut Margarine Company of Florida, in which it was held that vegetable oil products containing no animal fats were not subject to tax as oleomargarine prior to July 10, 1931, the effective date of an amendment to the Oleomargarine Act. Under that amendment vegetable oil products became subject to tax as oleomargarine as well as those containing animal fats. The special tax must, therefore, be paid by any dealer selling such products during any

period commencing July 1, 1931, or any subsequent period.

If Mr. Stowe paid special tax and penalty with respect to the sale of products containing no animal fats between July 1, 1929, and June 30, 1931, he is entitled to file a claim for refund of such amount on the inclosed Form 843. The claim should be filed with the collector of the district in which the taxes were paid and the special tax stamps issued on payment of the taxes should be submitted with the claim, or a statement furnished as to why they cannot be supplied. The names of the brands of products sold as oleomargarine, the names and addresses of the manufacturers of such products and the period during which each product was sold should be given in the claim. The claim should be filed promptly in order to avoid the application of the four-year statute of limitations.

Adelbert Christy,
Acting Deputy Commissioner.

Following are two letters received from the Collector of Internal Revenue at Detroit:

Detroit, May 19—It is noted from previous correspondence with this office that you are being consulted by various taxpayers owning stores dealing in oleomargarine, regarding claims for refund, both as wholesale and retail dealers in the commodity, based on tax exempt by the Supreme Court Decision in the case of the Standard Nut Margarine Company of Florida, on oleomargarine containing no animal fat for the four year period terminating July 10, 1931.

In this connection a great deal of work will be eliminated, and the claims handled more expeditiously, if the taxpayers are in possession of the following data before their claims are filed.

1. The Law requires a claim to be filed within four years from the date the tax is paid. Therefore the only two remaining periods eligible for refund are those commencing July 1, 1929 and July 1, 1930. However, the statute of limitations will bar refund on the first mentioned period commencing July 1, 1929 on or after July 1, 1933, or to be exact, four years from the date that tax was paid.

2. The stamps in question should be submitted. In the event these have been lost or destroyed a statement to such effect in the body of the claim will suffice.

3. The names of the products sold and the names and addresses of the manufacturers of such products.

Fred L. Woodworth, Collector.

Detroit, May 20.—Reference is made to your letter dated May 19, received by this office this date requesting information by return mail relative to whether or not merchants retailing uncolored oleomargarine consisting of nut and vegetable products would be subject to tax in the amount of \$6.00 for the period commencing with July 1, 1933, to July 1, 1934.

You are advised that every merchant retailing the above type of product has been subject to tax as a retail dealer, wholesale dealer, manufacturer since July 10, 1931, if carrying on such a business.

Merchants are held liable to tax if uncolored oleomargarine is retailed by them for the current fiscal period commencing with July 1, 1933, to June 30, 1934, and the application must be filed with the Collector of Internal Revenue, Detroit, Michigan, not later than Monday, July 31, 1933. These applications, Form 11, are to be mailed to each registrant who qualified for the past fiscal period ending June 30, 1933, the first week of June, 1933.

Fred L. Woodworth, Collector.

I have told perhaps a half dozen merchants that the \$6 annual tax charge will not be continued after

July 1 of this year. In the light I now have I wish to correct that statement, Congress having amended the oleo law in 1931 in such a way as to provide for a continuation of the tax.

I still feel that Uncle Sam is treating his mercantile friends very shabbily in the manner in which he is returning the money paid him when he was not entitled to it. I do not think one merchant in a thousand will ever receive the reimbursement. The situation was kept very quiet until half the reimbursement period was covered by the statute of limitations. Even now any information in regard to the situation has to be pried out little by little. Such methods are not in keeping with the greatness and glory of the Great Republic. They do not reflect credit on the Treasury Department which deals out millions of dollars to less deserving causes with a lavish hand.

The Government has committed itself to some deviations from previous practice which cause one to wonder. For instance, when we were making all kinds of sacrifices to buy Liberty bonds during the kaiser's war, in order that we might make the world safe for democracy — which has never been accomplished—and realizing that more than half the funds we contributed to the prevention of the war were recklessly squandered, we were assured in cold type in each bond that we would receive interest in gold. On that promise the Government has now defaulted, according to Mark Sullivan, the best known newspaper correspondent in Washington, which I never expected the United States to do. If the Government exercises bad faith in such an agreement of this character, made with its own citizens, what cannot we expect in the future? Wherein are we better than Germany, whose official word has never been worth 5 cents on the dollar?

The trial and dismissal of Ab. Carroll by the City Commissioners last Friday and Saturday was one of the most ridiculous affairs ever staged in Grand Rapids. It constitutes the blackest page in the history of the city. The charges trumped up against the defendant were trivial and sustained by a conspiracy of the nastiest description. From England we inherit the tradition that a man must be tried by a jury of his peers. The five men who voted to dismiss Supt. Carroll were all disqualified to act as judge and jury, because they were not by any means the peers of the accused. Another qualification for serving as judge or jury is that no preliminary opinion has been formed regarding the guilt or innocence of the accused. Two or more of the commissioners who heard and passed on the evidence frankly and voluntarily admitted they had stated before the trial that they would stand by the city manager in his vicious and prejudicial action in suspending the police chief. I am fully aware of the mentality of some of the members of the Commission, but I never thought such men would assume to sit in judgment on a man who has done as much

(Continued on page 23)

FINANCIAL

Druggists Evidently Set the Pace

Every business man and woman should read the resolutions adopted by a meeting of druggists at Carson City, May 9, as reported in the Tradesman of May 17. Readers of the Tradesman who overlooked the proceedings of this meeting should procure this number and read these resolutions. Never has a meeting of Michigan business men taken so aggressive an attitude toward organized greed.

It stands to reason, that the business life of a Nation must be kept in economic balance, if it is to attain continuous success and prosperity for its people. That the channels of business relations must be kept free and open for the flow of money and credit, which is as necessary as the regular flow of blood is to the health of the human body. As we study our National statistics, it shows our National wealth has been diverted largely to a few. This has thrown our economic health out of order, which is the fundamental cause of our National distress. The business world is out of economic balance, which has swept down our banking and monetary systems, causing losses which run into billions of dollars. Newspapers and magazines, controlled by greedy wealth, have informed the people they are to blame for this downfall. This is far from the truth. The great middle class of people practiced thrift and saving of money. They owned the great mass of savings bank deposits and were owners of vast amounts in securities, which were represented to them as safe investments. Billions of these savings have been swept away, owing to the undermining of business security by greedy wealth.

It is time that American business men and women were awakening from their lethargy. The leading newspapers and magazines, controlled by greedy wealth, lulled them to sleep, as they printed only what big business wanted read, and kept from the people the knowledge they should have known. The time has come when those in business of every kind, must cast their eyes outside the walls of their business and take a keen interest in the welfare of humanity, which supplies the buying power that keeps business alive. Our statesmen of fifty years ago saw the danger in organized greed. They were often dubbed as radicals, fanatics and dangerous characters by the press subsidized by greedy wealth. However, they succeeded in passing in congress, the anti-trust laws, which declare that no man or set of men could be allowed to control any necessities of the people. These laws are upon the Federal statute books to-day, although greedy wealth has been successful in controlling Congress and presidents, which made the laws largely dead letters. The old fashioned truths as expounded by our fathers in Congress now shine out brightly. Had the people followed their advice and enforced these laws, the present calamity would not have happened. It is not too late now to make use of these laws. They form the big stick which is within reach of business men and women, who, through united action, can force prosecution in the Federal courts and

destroy the trusts and monopolies which have violated Federal laws, robbing the American people and causing distress, suffering and unemployment. This meeting of Michigan druggists points the way, and the only way, to give American business relief from the stranglehold of monopoly.

It has often been said, when prosecution of trusts and monopolies is suggested, that you can get nowhere, as greedy wealth always escapes punishment. It is true it has been able to do this and that one great monopoly failed to pay a fine of \$29,000,000 covering many indictments. However, the temper of the American people now will not permit another such miscarriage of justice. We now have a President who is in sympathy with the people and has clearly stated his condemnation of greedy wealth and its methods. Boards of trade, chambers of commerce and business associations of every name should plunge into this fight to free American business of its greatest menace. They should take action in their meetings and express their condemnation in suitable resolutions and send copies to the president and members of Congress. When the matter of food monopoly was put before one of our members of Congress recently, he is reported to have said he had received no complaints from the consumers as to the methods of chain food stores and their elimination of the smaller independent merchants, therefore did not object to their methods. As is well known, food monopolies use the low price to eliminate competition and gain favor with the thoughtless. Many can remember when a great oil monopoly was forming. It cut the price on kerosene oil, even to giving it free, in order to ruin the small dealer who was trying to make a living. The bait of low price causes loss of dollars to every cent it ever saved any community. If business men and women do not lead the fight against monopoly, it will not be won at all. Unless trusts and monopolies are destroyed, there is no future peace for independent business. Their ill-gotten wealth, acquired through violation of our Federal laws, should be confiscated and returned to the people they have robbed, through the U. S. Treasury. It would be sufficient to pay off the National debt and place the Government upon a safe business basis. It would restore the smaller industries, which would give employment to millions now idle. It would permit founding a safe banking and monetary system in which the Government would be permitted control. It would restore the rights and opportunities of small merchants and manufacturers. It would protect American youth and its chance to enter business life free from organized greed. It would permit the organization of Government so that every man and woman would have an opportunity to work and earn a living. No other kind of government is worthy of the name.

E. B. Stebbins.

Current Demand for Credit

Since the national banking holiday on March 4 business analysts have suffered the handicap of having inadequate statistics on which to determine

the credit policy of the banks. The New York banks failed to issue only one weekly statement, but the customary report on 101 leading cities was discontinued with the moratorium. Fortunately, however, a modified form of this wider indication of banking policies has been re-established with the publication this week of reports from ninety cities.

The report is interesting as a basis for tentative conclusions on the effect of the increase in business activity upon the banks. It must be emphasized, however, that even when taken in conjunction with the New York reports any deductions may contain a large element of error. In due time the missing statistics will be published and then there will be a more adequate groundwork for determining what particular form credit expansion is taking.

Plans for inflation have been of widespread importance since about the middle of April. It will be recalled that on the 19th of that month the United States officially admitted suspending the gold standard and on the 20th the Thomas inflationary amendment was introduced in Congress. An analysis of banking statistics, therefore, may properly cover just the last month for which statistics are available, or from April 12 to May 10.

During this period stock prices as measured by the Standard Statistics Index increased a little over 40 per cent. Commodity prices as measured by Moody's Daily Index increased a little under 25 per cent. In the field of production automobile output has increased over 30 per cent and steel over 100 per cent. Both car-loadings and electric output have made especially good showings. The immediate question at issue is the extent to which these changes have been reflected in an increased demand for credit.

In the New York reporting member banks during this period there has been an increase in total loans and investments of \$333,000,000. Of this, \$187,000,000 has been in loans and \$146,000,000 in securities. Of the \$187,000,000 increase in loans however, \$156,000,000 has been in loans on securities. On the side of investments there was an increase of \$172,000,000 in United States securities, others declining by \$26,000,000.

In the cities covered in the current report a somewhat different situation is shown. Loans on securities increased \$17,000,000, and other loans declined by \$17,000,000. United States securities were reduced by \$1,000,000 and other securities were increased by \$31,000,000. In the case of both the longer period covered by New York banks and the week for which we have a wider sample it appears that the only net increase in the demand for credit so far has come from security speculation.—Ralph West Robey.

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A Memorial Day Vision



The past, as it were, rises before me like a dream. Again we are in the great struggle for national life. We hear the sound of preparation — the music of the boisterous drums, the silver voices of the heroic bugles. We see thousands of assemblages and hear the appeals of orators; we see the pale faces of women and the flushed faces of men; and in those assemblages we see all the dead whose dust we have covered with flowers. We lose sight of them no more. We are with them when they enlist in the great army of freedom. We see them part with those they love. Some are walking for the last time in quiet, woody places with the maidens they adore. We hear the whisperings and the sweet vows of eternal love as they lingeringly part forever. Others are bending over cradles kissing babes that are asleep. Some are receiving the blessings of old men. Some are parting with mothers who hold them and press them to their hearts again and again and say nothing; and some are talking with wives and are endeavoring, with brave words spoken in the old tones, to drive away the awful fear. We see them part. We see the wife standing in the door with the babe in her arms — standing in the sunlight, sobbing. At the turn of the road a hand waves — she answers by holding high in her loving hands the child. He is gone and forever.

We see them all as they march proudly away under the flaunting flags, keeping time to the wild, grand music of war — marching down the streets of the great cities — through the towns and across the prairies — down to the fields of glory, to do and die for the eternal right. We go with them one and all. We are by their side on all the gory fields, in all the hospitals of pain, on all the weary marches. We stand guard with them in the wild storm and under the quiet stars. We are with them in the ravines running with blood — in the furrows of old fields. We are with them between the contending hosts, unable to move, wild with thirst, the life ebbing slowly away among the withered leaves. We see them pierced by balls and torn with shells in the trenches of forts and in the whirlwind of the charge, where men became iron with nerves of steel. We are with them in the prisons of hatred and famine, but human speech can never tell what they endured. We are home when the news comes that they are dead. We see the maiden in the shadow of her sorrow. We see the silvered head of the old man bowed with the last grief. The past rises before us. We hear the roar and shriek of the bursting shell. The broken fetters fall. There heroes died. We look. Instead of slaves we see men and women and children. The wand of progress touches the auction block, the slave pen and the whipping post, and we see homes and firesides and school houses and books. Where all was want and crime, and cruelty and fear we see the faces of the free.

These heroes are dead. They died for liberty — they died for us. They are at rest. They sleep in the land they made free, under the flag they rendered stainless, under the solemn pines, the sad hemlocks, the tearful willows, the embracing vines. They sleep beneath the shadow of the clouds, careless alike of sunshine or storm, each in the windowless palace of rest. Earth may run red with other wars — they are at peace. In the midst of battle, in the roar of conflict, they found the serenity of death.

I have one sentiment for the soldier, living and dead — cheers for the living and tears for the dead.

Robert G. Ingersoll.

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.

Opportune Time to Buy and Sell

A Topeka wholesale grocer, reported to be an old-timer, is quoted as "advising retailers to buy as heavily as they can" of late, in view of the depreciation of the dollar.

This reminds me of the days when Kansas was synonymous with "wild-cat" in virtually anything; when any kind of story could be fastened on that state and accepted as fitting. It is also reminiscent of the ancient load-the-retailer practice; and in both respects, the advice is as unsound and the suggested course as unwise now as it ever was in the past.

This because it is at best a half-truth that any time is a good time to load up with merchandise. It is half truth first because any kind of gambling returns chances to lose as often as to gain. But more important, it is a half-truth because the retailer has to work the other half himself: that is, the retailer has to sell on the plane of advancing values as the expected turn comes, or he gains nothing, and there is not even five per cent. among grocer retailers wise and wakeful enough to do that. Hence to spread such a suggestion broadcast to grocers is to cause them loss instead of gain.

What grocers need to be told every day by all who contact with them is that their job is to sell. Let them keep their stock moving by every scheme and plan, by constant effort, by unremitting attention to that one crucial job, and now as always buying will take care of itself.

For look at it: We are all familiar with the fact that the run of grocers keep no track of market changes. They are not posted on fluctuations at wholesale except at one time. That is when they buy goods. Hence the only way for them to get a normal average margin is to buy only as needed for immediate sale. Then they will be apt to get right margins—otherwise no chance.

True enough, there are exceptions to this rule. But nobody needs to worry about those men. They are alive to all market happenings. They mark their goods up in keeping with enhanced costs as promptly as they mark them down when costs decline. They also are in fine position, because such men are more than likely to have cash on hand with which to buy when buying is really indicated.

For the rank and file of grocers the sound counsel is "Sell—sell—sell. Take care of your selling and buy as you need." In that counsel lies the only hope for survival for most of them—more emphatically now with prices rising than it has been for three years of shrinking values.

Jim Knox travels about a good deal, and when he gets back home he writes

up his notes. They are published in little booklets which he sends to the trade free. It is mostly about selling—without too much Knox in it at that. What is not directly selling is brass tacks items good for every grocer. Here are some gems:

"If your profit is 3 per cent. and you turn stock ten times you get 30 per cent. profit. Supposing it necessary to reduce profit to 2 per cent., then what? This: Instead of turning stock ten times you turn it, say, seventeen times, and your profit is 34 per cent. Just simple figuring!"

Except, Jim, dear, it is also extra hustle—which will be all to the good for all grocers.

"Get out and call at other stores occasionally—it's the only way to keep pace with the march of progress."

That's 100 per cent. pure. Jim knows because he goes into all kinds of stores—yours included. And the following go without comment—none needed.

Price tags make customers feel that you have the same price for everybody—they also facilitate selling."

"Children are good customers. Be good to them.

"Remember, your net profit does not come from good buying but from good selling. No matter how advantageously you buy, if you don't sell the merchandise, it is a poor buy."

"It pays to put a little psychology into everything you sell—even if it's just spinach. I met an up-and-coming grocer who, instead of quoting vegetables at so much a pound, puts a sign on the box quoting them in several pound lots—or bunch lots: apples, 5 or 6 lbs. for so much! cantaloupes 2 for so much; carrots 2 or 4 bunches for so much; cucumbers 3 for so much; onions 3 pounds for so much; spinach 3 pounds for so much. Customer can buy one pound or one bunch lots if she chooses; but the two or three cents he knocks off on the larger unit does the trick. Try it.

"A good grocer must be a good storekeeper before he can be a good salesman.

"Time—it's the most expensive commodity in the world. Use it wisely. Holding customers is just as important as getting new ones. When a customer who has been with you for some time shows signs of leaving you by purchasing less than usual or by coming at less frequent intervals she should receive special attention."

That can not be emphasized too strongly. Nobody owns any customer. We should always be conscious of that fact. And if a merchant could retain the trade of every woman who gives him a chance by buying occasionally from him, his business would crowd him forward by stepping on his heels. Truth is, every order is a fresh challenge to every business man; and he progresses or retrogresses in proportion as he does his work satisfactorily or fails therein.

"The first sign that a grocer is slipping is shown by the appearance of his store. Ask a customer what she thinks could be improved about your store. That is something every one of us likes. It satisfies our sense of importance.

"But be sure of this—never ask a woman's opinion and then disregard

her suggestion. If her suggestion is not practical, bring up the subject next time she comes in and explain just why it couldn't be done. She'll know then that you've been giving it some thought and that alone will please her.

"Learn the names of your customers and what they like to talk about. Compliment the judgment of women."

To which may be added: And in face of a woman's suggestion, be dead sure that it is unsound before you pass it up. Uncountable fool notions of the "wimmin" have become grocery postulates of late years. They have revolutionized the business—beginning with the amazing alterations the chains brought in which all old-timers thought did not belong in the business. Maybe if you talk further with the suggesting woman, she and you can find a way to institute what she advocates. Then think of the lasting benefits.

But you will notice that all of this has to do with selling. Let that be your constant thought. Get rid of the goods. Speed stock turn. Remember that any time any day you can exchange money for merchandise; but to turn goods into money is merchandising. Sell—and all the rest will come automatically.

Paul Findlay.

Questions and Answers of Interest to Merchants and Clerks

No. 1. Question: How many pounds of beans are there in a bushel?

Answer: There are 60 pounds of beans in a bushel.

No. 2. Question: Are bananas allowed to ripen on the tree for local consumption?

Answer: The banana reaches its highest perfection in food value and flavor when harvested green and allowed to ripen after being severed from the plant. When consumed locally in the tropics, it is cut green, for if allowed to ripen on the plant it loses its delicious flavor and becomes insipid.

No. 3. Question: What is the difference between sterilization and pasteurization of milk?

Answer: Sterilization is a process by which the temperature of milk is raised high enough or maintained long enough to destroy all germs and spores. This method is seldom employed because it gives the milk a boiled taste. In pasteurization the temperature used is high enough only to destroy most germs, including disease germs such as those of tuberculosis and typhoid.

No. 4. Question: Did the ancient Romans drink beer?

Answer: Pliny, who is the earliest writer to mention beer, describes it as scorned by the Roman citizen who looked down upon it as fit only for barbarians and he thought it "a more sinful drink than wine."

No. 5. Question: When was beer first made?

Answer: The manufacture of ale or beer was known to the Egyptians. Herodotus ascribes its invention to Isis and says that the liquor, called zuthos, was fermented from barley.

No. 6. Question: How many units are there in a great gross?

Answer: There are 12 gross or 1728 units in a great gross.

No. 7. Question: How can one find the capacity of a barrel, knowing the

diameter of each end and the middle, and the height?

Answer: The following is the formula for finding volume of a cask or barrel of any form: Add together 39 times the square of the bung diameter 25 times the square of the head diameters. Multiply the sum by the length and divide by 31,773 for the content in Imperial gallons, or by 26,470 for U. S. Gallons. This rule was framed by Dr. Hutton, on the supposition that the middle third of the length of the cask was a frustrum of a parabolic spindle and each outer third as a frustrum of a cone.

No. 8. Question: Is there a fixed legal weight for a sack of flour?

Answer: In the United States a sack of flour signifies 140 pounds, while in Great Britain it is 280 pounds.

No. 9. Question: Do the weevils in cereals, flour and oatmeal develop into moths which destroy clothing?

Answer: Cereal weevils do not develop in clothes moths.

No. 10. Question: What causes peaches to crack?

Answer: The cracking of the fruit is the result of weather conditions. If there is a continued dry spell followed by sudden rains, the inside of the fruit grows more rapidly than the outer skin, which therefore splits.—Kentucky Grocer.

A Business Man's Philosophy

As a boy E. W. Scripps, who became a multimillionaire newspaper publisher, did not rank high among his contemporaries. He was the last choice in all choosings-up. He was called lazy by his brothers.

Since he was denied distinction in the usual activities of boys, young Scripps sought an outlet for his ego in other ways.

He read much, and so knew more about books than the others. He had a genius for organization and salesmanship. While other youngsters plodded away at assigned chores, Scripps would solicit orders for firewood, hire some one to cut it, and pocket the difference between the cost and the selling price.

When he left home to work in Detroit he had \$80 of his earnings in the lining of his coat. At the end of the first year, notwithstanding that he had quit, or lost, three jobs, he had \$1,000 in cash in addition to his \$80. He made the thousand by reclaiming a printing press from the ruins of a fire. The next year he made \$3,000 through a bargain with his brother for increasing the circulation of the Detroit News.

Scripps had the gift for making money. Throughout his life he enjoyed the luxury of complete economic independence.

One almost incredible item about Scripps' habits appears in the biography by Gibson Gardner. For twenty-five years he drank regularly and consistently, and the quantity of whiskey that he poured into his system increased until he was taking a gallon a day (four bottles). Then he quit because he was almost blind. After his late forties he drank little—and lived to seventy-two.

William Feather.

Tolerance makes life more tolerable.

MEAT DEALER

Women Rush To Learn More About Meat

Intense interest and widespread enthusiasm on the part of housewives over the opportunities for acquiring new and practical information on meat cookery is everywhere evident as the National Live Stock and Meat Board's cooking school programs are held in the various cities on the Spring schedule. Within the past few weeks, these schools have been held in the heavy-consuming centers of the East. Thousands of housewives have a new impression of the relation of meat to health and its importance as the logical center of the diet.

The audiences of housewives attending these schools represent varied types. Women accustomed to liberal household budgets rub shoulders with homemakers whose shopping dollars must be stretched to the extreme limit. Brides to whom the preparation of meals is a new art mingle with housewives who have had years of experience in the buying and preparation of foods. All are interested in the new developments in the field of meat cookery and ready to make the fullest possible use of the facts presented.

Each cooking school is now definitely tied up with a merchandising demonstration program. Before the cooking school programs open, retail meat dealers are given a talk by the Board's home economist and made fully acquainted with the scope of the work presented, the dishes being featured, cuts of meat to be introduced and other facts.

Cities on the March and April schedule included Syracuse, Rochester, Niagara Falls and Albany, N. Y., Akron and Cincinnati, O. Cities scheduled thus for May and June are Evansville and Indianapolis, Ind., Princeton, Ill., Norfolk, Va., Buffalo, N. Y., and Lexington, Ky.

Story of Meat Featured at World's Fair

A dramatic and realistic exhibit which will visualize in thought-compelling fashion the story of meat and show its tremendous importance in the welfare of the human race, will be one of the features of the World's Fair which opens June 1 in Chicago. This exhibit will present in convincing manner the immensity and importance of the live-stock and meat industry to the 50 million persons expected to attend. The National Live Stock and Meat Board is represented on the committee which has the plans for the exhibit in charge, and plans have been practically completed.

Every branch of the live-stock and meat industry has joined forces in planning a display which will be colorful instructive and complete in every detail. The entire center wing of the agricultural building has been set aside for the exhibit.

Vastness will be pictured with a realism that will make the visitor feel himself a part of the scene, and close-ups of the industry will reveal its intricate details in such a way that the story of meat will unfold in panorama-like fashion, throbbing with human interest.

The old and the new in production, marketing, processing and retailing will be presented. The story of "Why Meat Satisfies," will be clearly shown. Outstanding in its appeal and nationwide in its importance, the World's Fair Meat Exhibit should be of untold value in creating more interest in meat on the part of the consuming public.

Simplification of Sieve Sizes for Canned Peas

Perhaps the biggest proposal before the pea packing and distributing industry of the last decade or two, is the project for a system of grading peas into three sizes instead of five or more sizes. The need for this has been felt for a long time, but conditions never favored this proposal as do certain obvious factors now in evidence. Canned pea production is at the lowest point it has been since the War. It is recognized that the smaller the output, the easier a change can be effected. The price spread between sizes and qualities is almost at a vanishing point, which further simplifies the problem.

No greater task confronts the canning industry than the proper education of the consumer on the merits of canned foods. This is particularly applicable — small, medium and large — are vastly less confusing to the housewife than the legends and size designations now in use. The question naturally arises why the system now in use was ever adopted. A need for separation was apparent, so a thirty-second of an inch was adopted as a suitable size differential. When there were only a few thousand cases of peas packed, nearly all of the standard grade, the sieve problem was unimportant. With the present production and high degree of quality, the problem is much greater.

There is a considerable saving in operating costs with the proposed plan. Machinery and overhead can be eliminated. Changing from one sieve to another causes a slight delay. This time loss can be cut in two, which is no small item. There would obviously be less chance of mistakes in canning, warehousing and shipping of the simplified sizes. Label inventories could be lowered appreciably. Quality could be improved, since changes would be more rapid. Peas held for any length of time between shelling and canning deteriorate in quality rapidly. By canning the simplified sizes oftener, the quality depreciation could be reduced materially.

The proposed plan embodies the present one and two sieve Alaska peas as the small grade, the three sieve as the medium grade, and the four and five sieve as the large grade. In Sweets, it is felt that if sieve one is not of good quality, it had better be thrown away than to be included in the 2 sieve to constitute the small size. The three and four Sweets are to constitute the medium size and the five and six sieves the large grade. The pea sizes so merged have characteristics common to the several sizes.

There is some concern being felt about the possible loss of a price advantage enjoyed in the past between sizes now to be merged. There is no such advantage now and it is safe to say that we will never again have the

price spread we have once enjoyed. There is no good reason why a composite price ranging intermediate between the price levels of the several sizes could not be maintained. The relationship of quantities available to meet a certain demand is more important in establishing prices than is the matter of sieve sizes. Nothing in this plan would prevent the packing or distribution of ungraded peas if labeled as such.

No great change is needed in present label stocks to conform to the new plan. Two sieve labels can be used on the small size, three sieve labels on the medium size Alaskas and five sieve labels on the large size. It will not be possible, however, to use a sieve one label for the small size as this includes sieve two peas. We quote from a letter written by Mr. White, Chief, Food Control, Department of Agriculture:

"The proposed changes in the label designation of pea sizes seem to be in the direction of giving the consumer more intelligible information than was at his disposal under former systems of size designation. Upon such changes, we naturally look with favor, especially when the terms 'medium' and 'large' are by way of being rather definitely defined."

The Division of Simplified Practice of the Department of Commerce, through Mr. P. H. H. Dunn, has been actively co-operating with the National Canners Association on this project. A general conference, held under the auspices of that Department and attended by canners and canned food distributors, during the Annual Convention of the National Canners Association last January, approved a recommendation which reduces the number of sizes or classifications to three in accordance with the plan as outlined earlier in this article. A report of that meeting has been sent to the trade along with the acceptance blank covering approval of the plan. It is hoped that all those interested will execute these blanks and return them to the Department immediately in order to expedite the promulgation of the recommendation.

The proposal indicates a decided forward step in the production and distribution of canned peas. The longer the delay in making the changes is deferred, the harder the problem becomes. There is no better time than the present. It is sincerely urged that everyone interested give the Department of Commerce wholehearted support to the end that this plan may receive the prominence and adoption which the scheme merits.

Hard-Surface Rug Call Increases

Orders for hard-surface floor coverings increased sharply in the market as buyers prepared to cover themselves on requirements for the coming thirty days before price increases go into effect. Advances ranging from 4 to 10 per cent., have been announced by leading mills producing felt base and linoleum products. Orders for smaller quantities for immediate delivery are more numerous also, reflecting a more active consumer demand for merchandise in the last ten days. Approximately 65 per cent. of current demand is for low-price goods, 25 per cent. for medium and 10 per cent. for better-price merchandise.



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HARDWARE

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

Timely Suggestions in Regard to Stoves

With the advent of spring, some lines of stoves prominently featured in the fall and winter months were pushed into the background; and their place occupied by more seasonable lines.

Such lines include gas ranges, gas plates, coal oil and gasoline stoves, electric ranges and various cooking devices, and similar essential hot weather lines. Even this late these lines can still be pushed to advantage.

Even at this season there is still a chance to sell a few coal ranges, if special efforts are put forth. In farming localities, and in communities lacking gas or electric service, some demand can be developed for coal oil cook stoves. People who contemplate camping out or are going to summer cottages are good prospects for oil stoves, or even for second hand stoves.

Mail order houses provide pretty keen competition sometimes in the sale of coal oil stoves. Nevertheless, the dealer has a good many advantages. The customer can see exactly what he is getting; he can examine the stove before he buys; the danger of broken parts or misfit parts is absent.

One dealer who sent out a circular letter to prospects stressed the fact that if they purchased their stoves from him, they were in no danger of getting something that "didn't look like the picture." They could, he emphasized, see beforehand just what they were buying.

In selling stoves of any kind, an important factor is to know the goods. The salesman should be able to stress the important selling points of the article. With coal oil stoves, one feature to be strongly brought out is safety of operation; because the widespread dread of fire or explosion is a thing that often militates against sales.

Simplicity of operation is another feature. It is a good plan to have a stove set up in the store ready for use, so that it can be lighted at any time for demonstration purposes. An actual demonstration of the working and heating qualities of an oil stove will impress a customer much more favorably than if the stove is simply shown without actual demonstration.

Oil stoves lend themselves nicely to window display. Show one of each line, or more if you have the space; and use attractive show cards to bring out the important selling points. Newspaper advertising can also be used to stimulate demand for these summer stoves. Economy in fuel cost, comfort due to elimination of excess heat, and time saving are all points worth bringing out.

Not only should the salesman know the stove; he should see to it that the purchaser understands the stove. Every purchaser of an oil or gasoline stove should be instructed in its proper use. Take no chances on carelessness or ac-

cident; for every accident is so much bad advertising for the line. Then, too, complaints, if they come, should receive prompt and intelligent attention. A dissatisfied customer is a poor advertisement. The more thoroughly you instruct the purchaser when the sale is made or when the stove is delivered, the fewer complaints you will have.

Gas and electric ranges can now be featured. They are, of course, all-the-year-round lines; but it is with the approach of warm weather that the housewife, working over a coal or wood range, experiences a keen interest in a cooler and more efficient method of cooking.

Both demonstration and window display are helpful with these lines. You do not need an expert demonstrator for them. Such a demonstrator can add little fancy touches to the performance; but with many prospects a demonstration by a regular member of the staff, or by some well known townswoman, will prove more convincing. The prospect is apt to say, "If Mrs. So-and-So can operate this range, I can."

Your local demonstrator should, however, be well trained for the work; should know the range; should be able to answer questions intelligently; and able and willing to volunteer information at the right moment. A demonstration where the demonstrator merely operates the range to the accompaniment of a few perfunctory words will fall pretty flat. The demonstrator's accompanying talk is quite as important as the operation of the range.

With all such lines you should keep a mailing list of prospects. Follow up your prospects systematically and persistently. Mailing matter can be sent out at intervals; but more important still is the personal follow up—the bit of outside canvassing, or the tactful reminder when the prospect is in the store on other business. As sales are made, check off the names; where no sales are made, carry on. For while the line is to some extent seasonable, it will pay to keep up an all-the-year-round campaign in connection with it.

If the housewife doesn't buy the efficient gas or electric range to eliminate unnecessary heat and drudgery in summer, she is quite likely to buy it to cook her Thanksgiving or Christmas dinner.

The possibility of these, and many allied lines, as wedding gifts should not be overlooked.

The sale of oil stoves for summer cottagers links up, of course, with the wider business of equipping the summer cottage. The hardware dealer has many lines for this purpose. As a rule, the cheaper lines of cooking utensils are in demand. One hardware dealer made a suggestion to some customers: "Why not buy good new stuff for your house in town and use your old stuff for the summer cottage?"

That argument "caught on" with a good many prospects.

One instance was that of the housewife who wanted a cheap cooking stove for the summer cottage. Before the astute dealer got through he had arranged to truck her own old stove out

to the summer cottage and sold her a thoroughly modern range for the house in town.

A good many dealers who take old stoves and ranges in part payment on new stoves have been able, after making necessary repairs, to sell these old stoves for summer cottagers.

This is also a good time of the year to feature water heaters. In a good many homes the discontinuance of the furnace means the shutting off of hot water. Now, heat may not be wanted in the rooms, but heat is necessary for the water for the bath. In this connection pushful efforts should put across the sale of at least a few water heaters.

Victor Lauriston.

Poem Old Traveler Secured Thirty-five Years Ago

For over thirty-five years I have watched your extraordinary interest and kindness of policy to the merchant, the salesman and the reputable manufacturer and jobber. Your paper is entitled to the hearty support of all.

I am pleased to offer you a small contribution for your columns if it is of interest to you. Thirty-five years ago I put on the harness of a traveling salesman and upon my first trip into Northern Indiana, traveling for the old wholesale grocery house of W. J. Gould & Co., of Detroit, the enclosed card was handed me, which made a definite goal in my career—a holy horror of becoming an order taker. I have done my best to be a salesman. The first thing I did was to join the U. C. T., Cadillac Council, No. 143, and through that association of wonderful men I have found my greatest comfort, although I have joined many other organizations.

BE A SALESMAN

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
And you call on your man and try to be gay,
And all you get is, "nothing today,"
Then you're a Peddler!
By gad, you're a peddler.

When you get in a town and call on your man,
"Can't you see me, Bill?" "Why, sure I can,"
You size up his stock, make a rough count,
And Bill presently says: "Send us the usual amount."
Then you're an Order Taker!
By gad, you're an order taker.

When you travel along and everything's fine,
And you don't get up until half past nine,
And you see each concern and talk conditions,
And write it home with many additions,
Then you're a Traveling Man!
By gad, you're a traveling man.

BUT

When you call on the trade and they talk "hard times,"
"Lower prices" and "decided declines,"
But you talk and you smile, make the world look bright
And send in your orders every blame night,
Then you're a Salesman!
By gad, you're a salesman.

Team work in business is the present endeavor of this order and it will go down in history with a great record. It is bringing forth the co-operative spirit between manufacturers, merchants, jobbers and salesmen, which, properly handled, will be the men and methods which bring forth quick recovery of business. We must

all get up, brush off the dust and go to work. Waiting for the automatic return of big business is like waiting for the train that left four minutes ago. Don't sleep on the depot steps—start walking.

C. C. Starkweather.

Earthenware Orders Off Sharply

With the first rush of orders for steins and stein sets subsiding, manufacturers of earthenware are facing a minor slump in demand. For the first time since late March orders show no advance over the preceding week and the number of buyers visiting the market has fallen off sharply. The slump in demand for steins was accompanied by a dropping off in orders for other types of earthenware as well. Cereal sets, mixing bowls and teapots, which were moving in volume as recently as last week, are now neglected. Producers and selling agents are at a loss to account for the change as prices have remained firm.

Toy Orders Show Big Gain

Orders placed at the Chicago toy fair during the past two weeks were 75 per cent. ahead of last year, according to James L. Fri, director of the Toy Manufacturers of the U. S. A. He attributed the gain, which will bring increased production schedules and larger payrolls to more than 300 factories, to President Roosevelt's inflation program. More than 1,000 buyers attended the fair, Mr. Fri added, with representatives of department stores placing orders in anticipation of higher prices.

Lumber Price Rise Slows Buying

Price advances made by lumber mills in the last few weeks have been too drastic to be absorbed by the market at this time. Sales representatives contend that producers should have limited their price increases to 10 or 15 per cent., instead of carrying advances as high as 20 to 25 per cent. on certain popular grades of lumber. On some of the grades in common use, it was explained, prices have risen from \$16 a thousand feet to \$18.50 and \$19.50 in the last three to four weeks.

Grocery Jobbers Buying Ahead

A decided change in wholesale grocers' buying policies has been brought about in the last two weeks by fear of further price advances. Buyers for both chains and jobbing establishments have abandoned the plan of purchasing requirements for only thirty days ahead and are making commitments for sixty and ninety days. In some instances, where suppliers will accept orders, purchases up to 120 days have been made.

The birthplace of Christianity was the tomb. The birthplace of splendor is desolation. Spring is conceived in the dark womb of winter. And light is inevitably the offspring of darkness. For four dreary years the world has writhed under the cruel thumb of economic disaster. Many have thought that happiness had forever fled the earth. All this heaviness of night is surely but the prelude to a better dawn. The voice of God and the voice of Nature proclaim that the best is yet to be—always, the best is yet to be—Robert Cromie.

DRY GOODS

Michigan Retail Dry Goods Association.
 President—Thomas Pitkethly, Flint.
 First Vice-President—D. Mihlethaler, Harbor Beach.
 Second Vice-President—Henry McCormack, Ithaca.
 Secretary-Treasurer—Clare R. Sperry, Port Huron.
 Manager—Jason E. Hammond, Lansing.

Information for Consumer in Purchasing Textiles

The housekeeper is the household purchasing agent. Upon her judgment, very largely, and upon the family purchasing power, depend the health of the family and the material comforts of family life. Upon the housekeeper as customer depend also, in very large measure, the kind and quality of output as well as the income of the merchant, manufacturer, and, back of them, the farmer.

In short, it is important for many reasons that the housekeeper know how to buy to best advantage the things the family uses. She needs to know also how to keep the household goods in order and use them economically.

There is a very great deal to know about these problems, commonplace as they are. They represent a science in themselves.

This is true not only of food, the most conspicuous agricultural product, but of household furnishings, including bed linen, table linen, curtains, clothing and all the textile fabrics that are used in a home for any purpose.

Household textiles, therefore, are an important field of home economics research. The Bureau of Home Economics has a division which deals with the subject of textiles for the benefit of homemakers on the one hand as consumers of agricultural products, and to farmers, manufacturers, and merchants on the other as producers and distributors of textile fibers and the fabrics that are made into household goods and clothing.

The housekeeper, then, can find out by writing to Washington, how to select cotton fabrics for durability under the strain of household use. She can, if she likes, find out the best way to launder her sheets and table linen, and the family clothes. She can find out what to do to remove stains of all sorts from any kind of material.

This information is published in Farmers' Bulletins entitled "Selection of Cotton Fabrics (No. 1449), "Methods and Equipment for Home Laundering" (No. 1497), and "Stain Removal from Fabrics—Home Methods" (No. 1474). These bulletins have been distributed by hundreds of thousands, and until this year were issued free on request.

They are still to be had on request, but nowadays they cost 5 cents a copy, and are distributed from the office of the Superintendent of Documents, Government Printing Office, Washington, D. C. The request may be addressed either to the Bureau of Home Economics or to the Superintendent of Documents.

A mimeographed pamphlet on "Clothing Economies" is just now in great demand. This can be had from the Bureau free of charge.

Information on these subjects is also broadcast by radio. The "Household

Calendar," which is a part of the National Farm and Home Hour every Tuesday about noon, is a discussion of household problems, and the subject of household textiles comes in on this program—not every week, but alternating with other kinds of household problems, such as food, household budgets, household equipment, etc. This is true also of "Housekeepers' Chats," which are broadcast over 200 different stations throughout the country every day except Saturday and Sunday. Every so often textiles are discussed on that program, too.

The Bureau publishes the results of its studies of clothing materials and design in miscellaneous pamphlets and leaflets, and also distributes that information by radio. In addition it sends out traveling exhibits of specially designed clothing for children. These exhibits are used by educational institutions, child welfare organizations, clubs, and other responsible groups, who use them for educational purposes. They can be obtained from the Bureau at the cost of transportation.

The hygiene of clothing is a subject which has not so far been very widely investigated, but students in this field find use for our "Bibliography on the Relation of Clothing to Health," issued as Miscellaneous Publication No. 62 and sold at 25 cents per copy.

Information which is a guide to the purchaser has its value also to the producer and the retailer. Studies now under way yield information as to the wearing qualities of fabrics produced from known grades of cotton and wool fibers, produced under certain known conditions.

Starches and other sizing mixtures are being studied with a view of improving the finishes of cotton materials both at the mill and in the laundry. Technical bulletins and articles in technical periodicals report the results of these researches of the Bureau for the benefit of industry and the household as well.

As an aid toward size standardization for ready-made clothing and patterns, and to improve merchandising practices in the clothing industry, we have issued also "An annotated list of literature references on garment sizes and body measurements" (Miscellaneous Publication No. 78; price, 10 cents), which is primarily of interest to clothing manufacturers and retailers, but in the long run is of advantage to the customer.

Still another very large section of the public is using nowadays a mimeographed pamphlet entitled "Community Sewing in Relief Programs." This was prepared by the textile division of the Bureau of Home Economics for emergency purposes. Literally millions of garments are now being made in this country by volunteer groups working under the direction of the State extension services and national and local relief agencies.

These groups are sewing in community workrooms or else at home upon garments that are to be provided through relief organizations to people who are in need. The problem is to make enough garments and at the same time give them such quality and appearance that they will conserve the

health and morale of the wearers. Suggestions of value to the volunteer workers who are making these garments are furnished in our pamphlet on community sewing.

Ruth O'Brien.

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Blankets and Sheets Advanced

Sharp price advances have been put into effect by the Nashua Manufacturing Co. on its entire line of blankets. The staple, China cotton and part wool numbers were moved up 5 to 12½ per cent. Pepperell Manufacturing Co. marked up quotations 10 per cent. by shortening discounts on its fine count sheets and pillow-cases and also on its Peeress line of percale sheets and cases.

Selling agents were surprised yesterday at the volume of sheets and cases that the government is buying for its reforestation camps, as bids were requested for the first time.

Fruits of the depression: A southern sugar refinery's advertising stresses the "attractive clothing that can be made from sugar bags," offers a free folder describing the garments, the number of sugar sacks required for each, etc. "Penny" cafeterias opened in several cities for the jobless and featuring one-cent bread, soup, etc., are hearing protests from nearby restaurants—the latter say they're losing their regular customers to the penny eating places.

MICHIGAN BELL TELEPHONE CO.



"I WONDER WHAT'S DELAYING JOHN"

"Something must have happened. Dinner's been ready over an hour. Oh, if we only had a telephone so he could call and let me know what's keeping him!"

★

A telephone does more than lessen worry. It serves the household many times daily in business and social affairs. And in emergencies, it enables you to summon doctor, firemen, police or other aid, instantly.



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Manufacturers of SET UP and FOLDING PAPER BOXES
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HOTEL DEPARTMENT

Will Haul Empty Coaches to the World's Fair

Chicago, May 21—I discover that the hotel men of Chicago, so far as I have observed, are much perturbed over the possible effect of the attitude of the railroads, so far as rates to the world's fair is concerned. Already the situation has been pretty thoroughly ventilated in California and organizations are being formed for the purpose of encouraging motor transportation to Chicago. Thousands of motorists out there are forming clubs—community and otherwise—to make the trip in small groups in individual automobiles, and the suggestion is going strong. As usual, assinine ideas advanced by the railroads for transportation are being almost universally rejected. Rates offered by the transportation companies are rather in excess of the usual "back to the East" summer offerings, with a round trip limitation of 21 days, one-half of which is consumed in the railroad trip itself. In this particular instance the transportation companies are pursuing no different course from what they usually do, but it was suggested by the newspapers and travel bureaus that undoubtedly in an emergency of this kind they might open up their hearts, and instead of hauling empty coaches, encourage the public to make the world's fair trip. The attendance from California will probably not measure up to what was originally expected, but the automobile will be pressed into service, and the ears of transportation dignitaries will undoubtedly burn while the situation is being discussed in the tourists camps. If the hotel men of Chicago, however, expect a maximum of attendance and the consequent patronage, they will find it necessary to make, at least, one final appeal to the rail lines.

Shades of Conan Doyle! Los Angeles has just adopted a rigid ordinance banning the practice of astrology, fortune telling and other alleged psychic or mystic powers, with or without charge. Under the ordinance it is unlawful to apply mysticism for the restoration of "lost love or friendship, to unite or procure sweethearts, husbands, wives, lost relations or friends." Discovery of oil wells, gold, silver or other metals in other metals in their natural state by such methods, is also made unlawful. In upholding the constitutionality of a Birmingham ordinance against fortune-telling the Alabama supreme court recently declared that "while it may be common knowledge that many persons consult fortune tellers as a mere matter of amusement, or a pastime, the business is not to be recognized as one to be exercised as a right, subject to regulation merely." The strict enforcement of such ordinances is sorely needed, for it is calculated in this country alone \$125,000,000 is paid annually to fortune tellers, phrenologists, palmists and tea-leaf readers. A time of depression helps the fakers, though their business booms also in good times. The evil consequences of patronizing soothsayers is not limited to the loss of money paid in fees to frauds. Among their patrons are many marked for blackmail and others who will suffer from nervous ailments because of their gullibility. The justices of the Alabama supreme court said that fortune telling was condemned as far back in the world's history as the days of the Mosaic law. The spread of education does not appear to diminish the annual crop of victims.

Someone has discovered that the savage desert tribes of Africa pay no taxes. One naturally asks the reason for their being savage.

While your old friends are growing away from you, you are not making new ones to take their place. You feel that you are not to blame for this condition. You lay the fault, if any, to something outside of your personality. If you would probe this state of affairs

you might find that you are not doing what your friends expect of you. Perhaps you have ceased to make any effort to please. You do not want to do anything that does not make a direct appeal to you. You may have become selfish and self conceited. If others will make the advances, will come to you, you are willing to be agreeable, but you have no idea of putting forth an effort to retain friends. You may not exert yourself enough to show sufficient appreciation of what is done for you by your friends. Friendship entails more than a willingness to accept. Friendship means first a willingness to give. Be reciprocal in your friendships—meet others half-way and try to give, rather than receive—and you will never be without friends.

I certainly have put in one busy week visiting my numerous hotel friends in Chicago, as well as a lot of good friends who used to patronize me when I was conducting the hotel on Glen Lake. Some, to be sure, have passed on, but I would say that the Windy City could carry a medal for longevity of its populace. The hotel men are all busy "sprucing up" their establishments for the greatest event, possibly, civilization has ever known. Work on the Fair is nearly completed, if I am any judge of the situation. I presume many of my readers have already visited Chicago and are familiar with the situation. The welcome accorded me here has been quite flattering, and I certainly am under obligations which I can hardly hope to ever repay. From Chicago I go to Sturgis to pay a visit to my good friends, the Gerows, who operate the Hotel Elliott, in that city. I am looking forward to a happy time there, where I expect to sojourn long enough to prepare an itinerary before advancing on other acquaintances.

The war between the movie men and the musicians' union still continues, not only in Hollywood, but in Los Angeles as well. Once in a while one hears of some small concern giving in to these hijackers, but the big fellows are freezing up and declaring that henceforth they will use as much or as little music as they please, and if the unions don't like it, they can "chase themselves." It is just a repetition of the old skin game, practiced for years, of trying to force employers to do something distasteful and taking it out on the public. Fortunately the public since the introduction of the radio, does not have vigorous thirst for music of this particular type and are standing up nobly for the producers.

A California superior judge has just decided that an ordinance recently passed making it a misdemeanor for three or more men to meet in a private home and pull down the shades, is unconstitutional. "Any ordinance making such action a crime and permitting policemen and others to snoop around and see in will not be upheld by this court. Our laws are framed so as to give reasonable liberty to the greatest number, and though some of our people may be opposed to card-playing, a friendly game among friends, is going to be upheld by me as being among the constitutional rights of the citizen."

The score card for a perfect husband as codified by some of the women's clubs contains no less than 143 items. In the face of this the conclusion must naturally be that there "ain't no such animal." The perfect husband must not only be a good provider, but a plumber, carpenter and paper-hanger. He must yield to his wife's wishes without argument and he must even be polite and hospitable to all of her relatives. He should not only be able to fix the furnace, but patch his own trousers. It seems to me that the man who can do all this would be foolish to get married and expose his sweet disposition to such a strain.

Every tourist coming to California has usually two objective points—Hollywood and Angelus Temple. The former the home of the movie and the other, the headquarters of Aimee Mc-

Pherson. It is quite possible to get in touch with the evangelist, but the movie studio—never. Hence there is almost always disappointment expressed because the minutiae of film making is a profound secret so far as the outer world is concerned, not that there are any secret processes that the producers are afraid will leak out, but because of the fact that if the bars were once let down there would be no limiting the throng of spectators and the actors proper would be crowded off their own premises. The sight-seeing busses which daily take hundreds out "to see the studios,"—and show them the outside of the fences, the shrubbery around the homes of some of the stars and a lot of purchasable real estate which will be worth twenty times its present value in a decade—never could get their guests inside, of course. No studio could have curious mobs jabbering around where any real work was going on. But now that every sound is recorded and even airplanes flying 4,000 feet overhead are warned away by captive balloons, lest they waft a roar of thunder into the microphones, a flood of ecstatic tourists would drive everyone in the studios crazy. But I am suggesting the notion that some studio, or even a combination of them, really ought to get up a permanent exhibit or something of the sort in which tourists could see a real setup, with a few real actors going through the motions and a director or two would give a modified reliable version of directing. Now, to my notion, that would be a great publicity stunt. Every day it would give several thousand tourists a thrill who soon would go back home and tell all about it at their favorite noonday club, and perhaps in the local newspaper, which would be a lot of effective advertising, and bring the aforesaid tourist much happiness. As it is, a half-million tourists a year come to Hollywood hoping to get in real touch with the great American film industry and don't. They are more astonished that most Angelenos are also ignorant about it. Some of them may have a star pointed out to them, or possibly may meet some of them at a reception, but that is not what they are looking for. So those of us who are just as ignorant of these processes as the tourist, turn up our noses and intimate that the motion picture bunch is very much over-estimated, and the tourist goes back home and tells the same story with possible additions, which gives the industry a sort of black eye, as it were. I have been to several studio parties or receptions or premeiers or whatever you have a mind to call them and seen a lot of disappointed people, who come there with so-called personal invitations, and each one expecting to be one of a

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That is why LEADERS of Business
and Society make their headquarters at the

PANTLIND HOTEL

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GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
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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, Asst. Mgr.

New Hotel Elliott STURGIS, MICH.

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

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CENTRALLY LOCATED

Rates \$2.00 and up

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Muskegon -:- Michigan

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Good Place To Tie To

HOTEL ROWE

We have a sincere
interest in wanting to
please you.

ERNEST W. NEIR
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RATES—\$1 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION

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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

small group, but who are herded with the hoi polloi, who have paid cash for ordinary entertainment. Even the newspaper men are excluded. So when you see a picture at home, you may congratulate yourself on viewing the finished product without discomfort.

A. L. Michaelson, former regional vice-president of the Michigan Hotel Association and past president of the St. Joseph-Benton Harbor Hotel Association, has been named manager of the Hotel Janis in South Haven. Mr. Michaelson was manager of the Premier in Benton Harbor for twenty years, retiring in 1931. Since then he has been managing the Premier Bath-house Annex, in Benton Harbor.

The Forest Beach Inn and adjacent property west of Harbor Springs on Shore drive, was purchased last week by C. A. Lovejoy, of Elkins, W. Va., from Mrs. Emma M. Deuel. Active in the hotel business for fifteen years, Mr. Lovejoy has a wide background of experience. He owns a cottage on Grand Lake at Presque Isle and has been a summer resident of Northern Michigan for twenty years, although this is his first visit in Harbor Springs. His son, C. Kildow Lovejoy, will come to Harbor Springs as manager of Forest Beach hotel. The younger Mr. Lovejoy is at present manager of the Hotel Sonntag at Evansville, Ind. He has served five years with Associated Hotels Incorporated and has been manager of the Hotel Patricia at Miami, Fla., Hotel Brigantine at Atlantic City and Hotel Hixon at North Attleboro, Mass. He is a college graduate. The Lovejoys operate the Hotel Tygart at Elkins and Hotel Sonntag at Evansville. Forest Beach Inn was not operated last summer. It was run during the season of 1931 under the name of Hotel Saginaw, by Mr. Mann of Saginaw.

Frank S. Verbeck.

Advance Kitchen Tool Prices

Manufacturers of chromium plated kitchen tools have put a 12 per cent. price advance into effect on all popular-price merchandise. The increase, made necessary, according to producers, by higher raw material and labor costs, applies to merchandise retailing in price ranges up to 50 cents. On products equipped with special composition handles, the chromium plate advance brings present prices 24 per cent. above the levels in effect in January. A price increase of 12 per cent. on goods with composition handles was imposed a few weeks ago.

Discuss New Chinaware Price Rise

On the heels of the 10 to 20 per cent. price advances which have gone into effect in the domestic chinaware market, buyers hear reports of additional increases planned within the coming thirty to sixty days. Manufacturers claim the last advance merely wipes out the reductions made since Jan. 1, and that higher quotations will be necessary to put operations on a profitable basis. Buying is slow in the market, but producers have enough orders on their books at the present time to keep plants in operation from thirty to sixty days.

When someone stops buying,
Someone stops selling;
When someone stops selling,
Someone stops making;
When someone stops making,
Someone stops working;
When someone stops working,
Someone stops earning;
When someone stops earning,
Someone stops buying!

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

The Federal Trade Commission has ordered David Feldman & Sons, Baltimore, manufacturer of and dealer in men's shirts, to cease using the words "Fast Color" or "Commercial Fast Color" or other words of like import in advertising men's shirts, unless and until the color or dye in the shirts is a true fast color and will not fade or blanch when subjected to laundering.

This company consented that the Commission serve upon it an order to cease and desist from the practices charged. No testimony was taken.

The Federal Trade Commission has ordered Theronoid, Inc., of New York, Philadelphia, Trenton, Cleveland, Detroit, and Washington, to cease advertising that the use of its appliance, a solenoid belt having magnetic properties, produces a physical-therapeutic effect on the human body or is likely to aid in treating diseases.

By means of extensive newspaper advertising as well as radio broadcasting over nineteen stations, and the circulation of pamphlets, testimonials, and other literature, Theronoid advertised its appliance as, among other things, a relief, prevention or cure for the following diseases: Asthma, arthritis, bladder trouble, bronchitis, catarrh, constipation, diabetes, eczema, heart trouble, hemorrhoids, indigestion, insomnia, lumbago, nervous disorders, neuralgia, neuritis, rheumatism, sciatica, stomach trouble, varicose veins, and high blood pressure.

"It makes no difference whether you are 7 or 77 years of age, or any number of years between, according to advertisements, "electro-magnetism will increase the flow of your life forces, speed up the process of oxidation and get rid of the poisons you have filled yourself with by irregular living, bad hygienic habits, overwork, and overworry ***"

It was advertised that "many thousands of people are regaining their health through using Theronoid, and if you have tried many things and have failed, investigate the Theronoid for yourself. Vital and robust good health can be yours through the application of a natural force—electro-magnetism."

The Theronoid appliance is electrical, consisting of a coil of wire, or solenoid, in a container resembling a large belt, with imitation leather covering. It can be used by attaching to ordinary alternating electric current. Placed around some portion of the body, it has no contact in the conductive sense. Use of the solenoid creates an electro-magnetic field which is said by the respondents to be of great therapeutic value. In a leaflet of instructions the company recommends that the patient expose his body to the magnetic field produced by the Theronoid device for intervals of one to fifteen minutes two to four times daily.

The Commission found that prospective dealers and other purchasers, relying on the truth of the company's representations, have been deceived into believing that the use, as directed, of the Theronoid device will be of therapeutic value.

"The clear, convincing and undisputed testimony of many disinterested scientists eminent in their respective fields *** supports the conclusion that such belief is false," the Commission says in its findings.

Twenty-two witnesses, eight of whom based their opinions in part on actual tests of the Theronoid, testified unqualifiedly to the effect that "human exposure to the magnetic field of the Theronoid *** cannot and will not be of any benefit whatsoever in the treatment, relief, prevention or cure of any pathological condition."

Among the experts who testified regarding the lack of therapeutic effect of Theronoid were: Dr. Frank H. Krusen, Temple University School of Medicine; Dr. Detlev W. Bronk, University of Pennsylvania; Dr. Frederick J. Peterson, Columbia University; Dr. Norman Edwin Titus, Columbia University; Dr. Richard Kovacs, New York; Dr. Horatio Burt Williams, Columbia University, and others.

The commission found that the nature and effect of the physical forces brought into existence by attaching this device to ordinary house current are such that it is impossible to be of benefit in the treatment, prevention or cure of any disease acute or chronic, or any other pathological condition.

The Commission states in its findings that from the consideration of all testimony it finds that neither the solenoid belt or device, nor similar appliances designed to operate thru exposure of the human subject to a low-frequency alternating magnetic field without any physical connection of such subject, in the circuit, have any physical-therapeutic effect upon such subject, or is calculated or likely to aid in the prevention, treatment or cure of any human ailment except in cases where the user is so deceived by misrepresentations that a benefit purely psychological is produced.

Specifically, the Commission orders the company, in connection with advertising or offering for sale its device, to cease "representing in any manner whatsoever that the said belt or device or any similar device or appliance designed or intended to operate through exposure of a human subject to a low-frequency alternating magnetic field, without any physical conductive connection of such subject in the circuit, has any physical-therapeutic effect upon such subject, or that it is calculated or likely to aid in the prevention, treatment or cure of any human ailment, sickness or disease."

The respondents in the case are: Theronoid, Inc., a Delaware corporation; Theronoid Corporation, an Ohio corporation; Philip Illsley, J. Roy Owens and J. N. Watson.

Go Slow on the Chicago Dentists

Many inquiries have come to us about the Chicago dentists, who apparently are trying to build up a mail order business on false teeth. As "makers of plates that fit" they tell of the "many" who are now "happily wearing our fine dental plates with perfect satisfaction," and at "a saving of from \$22.50 to \$56.50 as compared to prices asked by local dentists." One of our subscribers mailed up the literature received from them.

Accompanying a lengthy form letter is a "scientific tooth selector" on which appears 16 different faces. "Pick out face which resembles the shape of your face" is stated. Then on the other side is the order blank, including several questions: your age, color of hair, color of eyes, if you have ever worn plates before, and if your face is dark or light. On a separate sheet is "Our Guarantee" which "protects you absolutely." After discussing the materials and workmanship, they state "If for any reason or no reason you do not wish to keep them you return them at any time within 30 days and we will refund your money in full."

We are unable to conceive how anyone could hope to order false teeth by such guess work system and expect to have them fit as they should. No two faces are exactly alike, and even with the best of impressions and careful fitting by a trained man, store teeth are not "easy to live with." Ask anyone who wears them.

The company operates from the offices of Dr. Ritholz, owner of the Capital Spectacle Co., which is only one of many names used in selling mail order glasses. We had many complaints against the spectacle concern from unsatisfied customers.

Gabby Gleanings From Grand Rapids

William R. Roach and wife sail from Quebec June 7 on the Empress of Australia, of the Canadian Pacific lines, for Great Britain, leaving the ship at Southampton. They will spend a month or six weeks in England, Scotland and Ireland. In London they will be the guests of John B. Badenoch, who was general manager for Park & Tilford, of New York, for twenty years, during which time he purchased several million dollars worth of Roach goods. He is now British representative for the Merrill, Soule Co., of Rochester, and the Borden Condensed Milk Co., of New York, Mr. and Mrs. Roach will be accompanied by John R. Roney and wife, of Chicago. Mr. Roney started in the mercantile business some years ago with three retail grocery stores. He soon increased the number to 300, when he sold the entire property to the Kroger Co. His sister, who was associated with him in this development, is now Chicago manager for the Kroger Co. Mr. Badenoch has provided a Rolls-Royce seven passenger car and driver for the use of his guests, who expect to visit all available places of interest in England, Scotland and Ireland. Mr. Roach's father and mother were both born in Ireland and he expects to visit the birthplace of both. Mr. Roach has been a great traveler in the United States. For thirty years he spent an average of three nights a week in sleeping cars. He has never visited Europe and both master and missus are looking forward to their visit to Great Britain with much pleasure.

Abe Scheffman & Co. are succeeded in the produce business by M. Scheffman, who is Mr. Scheffman's daughter.

Thomas J. Marsden, who was local manager of the Detroit house of Lee & Cady for many years, was in the city yesterday. Mr. Marsden is arranging to engage in the merchandising brokerage business in Detroit.

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.

Change in Buying Habits of the Drug Customer

The King is dead, and a new dynasty has arisen in the buying habits of the drug-store customer. Let us hope the fact bears a good omen, for sanity of buying in the drug store seems to have been recovered. People to-day buy, not what their whimsy impels them to, but what they need. This is an attempt at an approach toward normalcy, and may in time behoove a belated recognition for the retail drug store. People to-day are aware of quality of goods in the drug store, as not for a long time previously. They realize the value of their dollar, and they try to obtain a true validity of money-worth. The frantic purchase of every gew-gaw in the drug store on the counter has ceased . . . let it die its death, for professionalism in the pharmacy is the natural reaction to blind stocking-up by the proprietor, who finds a cessation of business demand for worthless goods in the atmosphere of Medicine.

The customer does look for comparative values as never before, it is true, and cut rate stores are still the usual phenomenon, rather, than the exception. Yet the customer of today has become aware of the professional aspect of Pharmacy, and is impressed by the desire of the registered pharmacist to unselfishly render health service to the community at large without personal motive of exorbitant financial return. The customer of to-day is not the grabbag buyer of the post-war affluent time of the last decade, that followed a period of tight money and self-sacrifice for the participants who carried on "over there." He buys, yes, but a critical sense of values has entered within the mind of the ultimate consumer, so that each manufacturer has at this time to extend himself, to give value for money received, instead of shipping out any shoddy, as was formerly the sad case. Money flowing like water, and wages painfully and precariously brought into the family budget each week has bred a new spirit in the drug customer's outlook toward the druggist, and the difficult time that the druggist, too, is having toward a decent living situation. Misery loves company, and moreover, appreciates them in hard times, when all false standards of living are removed, and the scales are down, of the remarkable profit the pharmacist makes on all his goods.

The true perspective is more nearly reached for a mutual understanding between the drug customer and the pharmacist proprietor, when mutual adversity strikes them both. Out of all this depression, out of all our hard times, to keep our focus on pharmaceu-

tical conditions, may come a rebirth of professional pharmacy. The time for concentration on medicines for the relief and alleviation of pains and temporary disorders, by the druggist, is right at our fingers, and even the laity sense this fact. This general acknowledgment is seen in many instances by the wise apothecary throwing the manifold extraneous lines in the drug store to the four winds, and substituting pharmaceutical herbals, professional window-trims, a new emphasis on biologicals, a new and more intensive desire to co-operate and build up a rapport with the physicians of the neighborhood by ethical dealing in the matter of counter-prescribing, and "sending of patients." This same acceptance of a new state of affairs is detected in the customer, who is easily persuaded to cease to expect the pharmacy shop to be a "5 and 10," and to buy more liberally in family sizes of authentic medicines for the home medicine closets, for emergency use, and in simple temporary disorders.

The day of cut-rate drugless drug stores is being curtailed, it is safe to venture in prediction, as soon as price maintenance policies carry through . . . after that, it is a matter for the sage pharmacist proprietor to adequately provide genuine medicines for the normal buyer, and avoid the same error of loading up his "apothecary shop" with hardware supplies and dry goods ware, as he made ten years before.

Morrie Daniels Zalowitz.

Drug Sales To Grocers

It is announced that the A. & P. Co. had decided to install a drug store in every town in which it has a grocery store; that in the cities where it has many grocery stores it will establish an equal number of drug stores.

John Goode, president of the N. A. R. D. and spokesman for the retailers, asserts there is no justification for any manufacturer selling a drug store product to a grocer in any city in the United States. Those who do, he says, are disloyal to the druggists who made them.

The city drug store, says Mr. Goode, supplies the manufacturer with completely adequate distribution for his needs at this moment. Through the drug store, the consumer everywhere has adequate access to his product.

Encouraging the grocer to become a competitor of the druggist is therefore an unfair and destructive act.

"The manufacturer," says Mr. Goode, "has made his living for years out of the drug trade. Without the support of the druggist and of the system of distribution he supplies, he would now have no business at all. Is he now to let greed for volume make him forget that he owes an obligation to the drug trade to stand by it against assault from any other industry? He can't straddle the fence on this question. He must declare himself loyal to the druggist or loyal to the grocer. He can't eat his cake and have it too.

"If he wants distribution through the grocery store, he can't object to the druggist refusing him further distribution through the drug store.

"Obviously, the druggist cannot meet cut throat grocery store prices

on drug store products and won't try to. It would be better for the druggist to quit selling such products altogether.

"Without realizing it, manufacturers who sell the grocer and set him up as a competitor of the druggist in a war of profitless selling, are creating a situation for themselves that is going to cost them a lot of money. In self-defense, they will force the druggist to more aggressively push competitive products on which the druggist can make a profit. It will be a perfect set-up for profit-protected products."

This move of the grocers involves the very existence of thousands of small drug stores all over the country. A great menace confronts Mr. Goode and his organization. Talking about it should be replaced by immediate action, before the A. & P. Co. makes long time contracts for supplies with the drug manufacturers. — Practical Druggist.

Stop, Look and Listen!

Much of complaint has been heard lately from physicians and pharmacists alike about the tendency of the modern physician to prescribe proprietaries making the cost of prescriptions sky high.

Meetings of professional organizations both medical and pharmaceutical for the purpose of encouraging the prescribing of U. S. P. and N. F. products are quite frequent now in many states of the Union.

Indeed the reduction of the cost of prescriptions will prove of great benefit to all parties concerned: physicians, pharmacist and patient.

It seems to me, however that the prescribing of proprietaries involves an evil by far more important than cost, namely incompatibility.

A physician who is in the habit of prescribing proprietaries very frequently finds the patented preparation

an insufficient therapeutic agent for the particular disease, he then adds one or more proprietaries or a U. S. P. or N. F. preparation, or drug. Very frequently the pharmacist finds the final mixture a miserable concoction.

What is the trouble with the mixture? Is the incompatibility a pharmaceutical one, or was there a poison formed? The pharmacist can't tell. No one, no matter how highly trained in chemistry a person may be, can determine the character of an incompatibility if the original ingredients are not known, (of course after days of research and analysis something of a clue can be discovered as to what the ingredients were but prescriptions are not intended to be dispensed a week after they were compounded).

Some manufacturers conceal wholly the name of the ingredients, others list the name of most and add one or more of their own-coin-name-ingredients, the chemical and physical nature of which is unknown to the dispenser. At best the manufacturer will list all the active ingredients and mask the identity of the preparation by such phrases as "cooling vehicle," suitable base," "special base," "aromatics," "flavor and color Q. S.," inert ingredients x per cent. etc.

The cooling vehicle may become an extremely "hot" vehicle, the suitable base—unsuitable, flavor and color may fade and be modified when mixed with other ingredients.

How can we avoid or overcome incompatibilities when we don't know what they are?

The National Drug Store survey discloses the fact that 25 per cent. of the total non-narcotic preparations filled consists of mixtures, proprietaries plus U. S. P. or N. F. products. 40 per cent. of the total narcotic prescriptions consists of mixtures; and there is a large per cent. of prescriptions consisting of mixtures: patents plus pat-

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

ents. The exact percentage is not disclosed in the St. Louis survey.

All these prescriptions are in the realm of uncertainty; whether or not the patient benefited from the prescription; whether or not he was injured. The law does not hold responsible a manufacturer whose preparation caused damage when mixed with other ingredients. The druggist can be held responsible, perhaps the doctor also.

In view of these alarming conditions the immediate attention of the physicians should be called to the danger of incompatibilities when prescribing proprietaries in mixtures.

Samuel Crane.

Lo, the Poor Sales Manager

You are now forty to forty-five years of age and have reached the high pinnacle of "a big shot" under whom many men must work and follow your directions.

In 1914 you were between twenty-one and twenty-five years old and probably started to carry the grip of some house. The buyer was anxious to get merchandise to take care of a careless consumer's trade, who were in prosperity. Your effort was mainly to get your orders filled and if you were conscientious and had the customers' interest at heart, you wanted to get him the proper price in an advancing market. You thought personality became a good order taker and were promoted until you became sales manager. You never had the glorious opportunity of going through a period of depression until 1929. You were only an order taker and must have been a good one. In times of excessive prosperity, high pressurer salesmen developed—likewise extravagant advertising methods developed. In such times as a seller's market men can afford to travel on commission and pay their own expenses.

Men and methods revived the business of this country—the art of sales by personality and the substantial building of a trade of stability by helping the customers to properly display and thus re-market—the merchandise was last. Loaders became the style. The salesmen who made one trip and never came back pleased the house, but put the buyer on a wary status with regard to purchases, although he was willing to load up on a rising market.

But times have changed since 1929. The salesmen have been crippled. They can no longer get a good job and advance the money to pioneer your line. Your men come and go. No substantial foundation is under you or your men. Your board of directors wish to know what ails your business. You say times are tough. You say this because you are only an order taker yourself and the order giver is gone. You ask your house to build your goods too cheap and the ultimate consumer is dissatisfied with his purchase, so you lose him forever. Your salesmen talk prices, not quality. Do you know the slogan of the United Commercial Travelers of America, an organization to which both sales managers and salesmen should belong and fraternize—a strong well organized fraternal so-

ciety whose sole interest is sales and sales methods and salesmen?

Don't Buy Cheapness.
Pay enough to get your money's worth.

This is not a shoddy Nation. Men and methods will return this Nation to prosperity. But the day of the high pressure commission salesman is gone for many years. Men will be furnished with samples and leave their fireside without fussing about wives and children, telephone bills and rent and step forth with confidence to really work and make sales to hold a good job.

What makes sales success? Confidence between the buyer and the seller. Confidence in the house he works for. Confidence in the manufacturer, who makes the goods he sells, plus the simple ingredient that everybody must use to stay on this earth with happiness. No one needs a dictionary to spell the only word which makes success in any endeavor. Work. What has become of the salesman who delivered a square deal and made a lifetime friend of his customers?

C. C Starkweather,
An old fashioned traveling man.

Likes the Special Articles on Meat Cutting

Laurium, May 20—We are very well pleased with the Tradesman and the series of articles you have published on meat cutting. It started us in selling smoked hams by the cut. We are cutting the same as your articles read and show and it surely has started us another department to our store. We are now handling a little fresh pork every week and it is profitable to us, as well as a trade stimulant, and it surely shows that you are always looking to improve your paper with interesting facts and figures and we again thank you for inserting these articles and cuts of modern methods of cutting pork.

Charles Salotti.

Gift Item Sales Expand Slowly

Some seasonal rise in the gift wares trade has developed, but the improvement in basic lines of industry has not yet been reflected in this type of merchandise. At the moment there is some call for wedding gifts, but the volume in both units and dollar sales is said to be substantially under a year ago. Popular price items, particularly in china and novel glassware, have had the best demand. Retailers feel the Fall season will be distinctly better, but are proceeding cautiously in developing buying plans.

American Goods Replacing German

American manufacturers are benefiting as much as those of any other country from antipathy toward goods of German manufacture, Francis T. Cole, manager of the American Manufacturers Export Association, reports. Requests for textiles, general lines of consumer goods and partly finished manufactures have been received recently from Tunis, Morocco, Palestine and a number of other markets. The enquiries, Mr. Cole added, explain that the merchandise wanted was formerly purchased from German producers by those who are now seeking new sources of supply because of resentment over Nazi activities in Germany.

"Good enough" is bad.

WHOLESALE DRUG PRICE CURRENT

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

Acid	Gum	Hemlock, Pu., lb.
Acetic, No. 8, lb. 06 @ 10	Aloes, Barbadoes, so called, lb. gourds @ 60	Hemlock Com., lb. 1 00 @ 1 25
Boric, Powd., or Xtal, lb. 08 1/2 @ 20	Powd., lb. 35 @ 45	Juniper Ber., lb. 3 00 @ 3 20
Carbolic, Xtal, lb. 36 @ 43	Aloes, Socotrine, lb. 75 @ 80	Juniper W'd, lb. 1 50 @ 1 75
Citric, lb. 35 @ 45	Powd., lb. 75 @ 80	Lav. Flow., lb. 3 50 @ 4 00
Muriatic, Com'l., lb. 03 1/2 @ 10	Arabic, first, lb. 40 @ 40	Lav. Gard., lb. 1 25 @ 1 50
Nitric, lb. 09 @ 15	Arabic, sec., lb. 30 @ 30	Lemon, lb. 1 75 @ 2 25
Oxalic, lb. 15 @ 25	Arabic, sorts, lb. 15 @ 25	Mustard, true, ozs. @ 1 50
Sulphuric, lb. 03 1/2 @ 10	Arabic, Gran., lb. 35 @ 35	Mustard, art., ozs. @ 35
Tartaric, lb. 30 @ 40	Arabic, P'd, lb. 25 @ 35	Orange, Sw., lb. 3 00 @ 3 25
Alcohol	Asafoetida, lb. 47 @ 50	Origanum, art, lb. 1 00 @ 1 20
Denatured, No. 5, Gal. 43 @ 60	Asafoetida, Po., lb. 75 @ 82	Pennyroyal, lb. 2 75 @ 3 20
Gal. 43 @ 60	Gualac, lb. 70 @ 70	Peppermint, lb. 3 75 @ 4 25
Grain, Gal. 4 00 @ 5 00	Gualac, Powd., lb. 70 @ 70	Rose, dr. @ 2 50
Wood, Gal. 50 @ 60	Kino, lb. 90 @ 90	Rose, Geran., ozs. 50 @ 95
Alum-Potash, USP	Kino, powd., lb. @ 1 00	Rosemary
Lump, lb. 05 @ 13	Myrrh, lb. 60 @ 60	Flowers, lb. 1 00 @ 1 50
Powd. or Gra., lb. 05 1/2 @ 13	Myrrh, Pow., lb. 75 @ 75	Sandalwood,
Ammonia	Shellac, Orange, lb. 15 @ 25	E. I., lb. 8 00 @ 8 60
Concentrated, lb. 06 @ 18	Ground, lb. 15 @ 25	W. I., lb. 4 50 @ 4 75
4-F, lb. 05 1/2 @ 13	Shellac, white, (bone dr'd) lb. 30 @ 45	Sassafras,
3-F, lb. 05 1/2 @ 13	Tragacanth, No. 1, bbls. 1 60 @ 2 00	true, lb. 1 60 @ 2 20
Carbonate, lb. 20 @ 25	No. 2, lbs. 1 50 @ 1 75	Syn., lb. 70 @ 1 20
Muriate, Lp., lb. 18 @ 30	Pow., lb. 1 25 @ 1 50	Spearment, lb. 2 00 @ 2 40
Muriate, Gra., lb. 08 @ 18	Honey	Tansy, lb. 3 50 @ 4 00
Muriate, Po., lb. 20 @ 30	Pound 25 @ 40	Thyme, Red, lb. 11 15 @ 1 70
Arsenic	Hops	Thyme, Whi., lb. 1 25 @ 1 80
Pound 07 @ 20	1/2s Loose, Pressed, lb. @ 1 00	Wintergreen
Balsams	Hydrogen Peroxide	Leaf, true, lb. 5 40 @ 6 00
Copaiba, lb. 50 @ 1 20	Pound, gross 25 00 @ 27 00	Birch, lb. 2 75 @ 3 20
Fir, Cana., lb. 2 00 @ 2 40	1/2 Lb., gross 15 00 @ 16 00	Syn. 75 @ 1 20
Fir, Oreg., lb. 50 @ 1 00	1/4 Lb., gross 10 00 @ 10 50	Wormseed, lb. 3 50 @ 4 00
Peru, lb. 1 70 @ 2 20	Indigo	Wormwood, lb. 4 75 @ 5 20
Tolu, lb. 1 50 @ 1 80	Madras, lb. 2 00 @ 2 25	Oils Heavy
Barks	Insect Powder	Castor, gal. 1 15 @ 1 35
Cassia, Ordinary, lb. 25 @ 30	Pure, lb. 25 @ 35	Cocoonut, lb. 22 1/2 @ 35
Ordin., Po., lb. 20 @ 25	Lead Acetate	Cod Liver, Norwegian, gal. 1 00 @ 1 50
Salgon, lb. 40 @ 40	Xtal, lb. 17 @ 25	Cot. Seed Gals. 90 @ 1 10
Salgon, Po., lb. 50 @ 60	Powd. & Gran. 25 @ 35	Lard, ex., gal. 1 55 @ 1 65
Elm, lb. 40 @ 50	Licorice	Lard, No. 1, gal. 1 25 @ 1 40
Elm, Powd., lb. 38 @ 45	Extracts, sticks, per box 1 50 @ 2 00	Linseed, raw, gal. 75 @ 90
Elm, G'd, lb. 38 @ 45	Lozenges, lb. 40 @ 50	Linseed, boil., gal. 78 @ 93
Sassafras (P'd lb. 45) 35	Wafers, (24s) box @ 1 50	Neatsfoot,
Soapree, cut, lb. 15 @ 25	Leaves	extra, gal. 80 @ 1 25
Soapree, Po., lb. 25 @ 30	Buchu, lb., short @ 50	Malaga, gal. 2 50 @ 3 00
Berries	Buchu, lb., long @ 60	Pure, gal. 3 00 @ 5 00
Cubeb, lb. 75 @ 80	Buchu, P'd, lb. 60 @ 60	Sperm, gal. 1 25 @ 1 50
Cubeb, Po., lb. 80 @ 80	Sage, bulk, lb. 25 @ 30	Tanner, gal. 75 @ 90
Juniper, lb. 10 @ 20	Sage, loose pressed, 1/2s, lb. @ 40	Tar, gal. 50 @ 65
Blue Vitriol	Sage, ounces @ 85	Whale, gal. @ 2 00
Pound 06 @ 15	Sage, P'd & Grd. @ 35	Opium
Borax	Senna, Alexandria, lb. 50 @ 60	Gum, ozs., \$1.40;
P'd or Xtal, lb. 06 @ 13	Tinnevela, lb. 20 @ 30	lb. 17 50 @ 20 00
Brimstone	Powd., lb. 25 @ 35	Powder, ozs., \$1.40;
Pound 04 @ 10	Uva Ursi, lb. 20 @ 25	lb. 17 50 @ 20 00
Camphor	Uva Ursi, P'd, lb. 30 @ 30	Gran., ozs., \$1.40;
Pound 50 @ 65	Lime	lb. 17 50 @ 20 00
Cantharides	Chloride, med., dz. @ 85	Paraffine
Russian, Powd. @ 3 50	Chloride, large, dz. @ 1 45	Pound 06 1/2 @ 15
Chinese, Powd. @ 1 25	Lycopodium	Papper
Chalk	Pound 37 1/2 @ 60	Black, grd., lb. 25 @ 35
Crayons, white, dozen @ 3 60	Magnesia	Red, grd., lb. 45 @ 55
dustless, doz. @ 6 00	Carb., 1/2s, lb. @ 30	White, grd., lb. 40 @ 45
French Powder, Com'l., lb. 03 1/2 @ 10	Carb., 1/16s, lb. @ 32	Pitch Burgundy
Precipitated, lb. 12 @ 15	Carb., P'd, lb. 15 @ 25	Pound 20 @ 25
Prepared, lb. 14 @ 16	Oxide, Hea., lb. 75 @ 75	Petrolatum
White, lump, lb. 03 @ 10	Oxide, light, lb. 75 @ 75	Amber, Plain, lb. 12 @ 17
Capsicum	Menthol	Amber, Carb., lb. 14 @ 19
Pods, lb. 60 @ 70	Pound 4 67 @ 5 20	Cream Whi., lb. 17 @ 22
Powder, lb. 62 @ 75	Mercury	Lily White, lb. 20 @ 25
Cloves	Pound 1 25 @ 1 35	Snow White, lb. 22 @ 27
Whole, lb. 30 @ 25	Morphine	Plaster Paris Dental
Powdered, lb. 35 @ 40	Ounces @ 10 80	Barrels @ 5 75
Cocaine	1/2s @ 12 96	Less, lb. 03 1/2 @ 08
Ounce 11 43 @ 13 60	Mustard	Potassa
Copperas	Bulk, Powd., select, lb. 45 @ 50	Caustic, st'ks, lb. 55 @ 88
Xtal, lb. 03 1/2 @ 10	No. 1, lb. 25 @ 35	Liquor, lb. @ 40
Powdered, lb. 04 @ 15	Naphthaline	Potassium
Cream Tartar	Balls, lb. 06 1/2 @ 15	Acetate, lb. 60 @ 96
Pound 22 1/2 @ 35	Flake, lb. 05 1/2 @ 15	Bicarbonate, lb. 30 @ 35
Cuttlebone	Nutmeg	Bichromate, lb. 15 @ 25
Pound 40 @ 51	Pound @ 40	Bromide, lb. 51 @ 72
Dextrine	Powdered, lb. @ 50	Carbonate, lb. 30 @ 35
Yellow Corn, lb. 06 1/2 @ 14	Nux Vomica	Chlorate, Xtal, lb. 17 @ 23
White Corn, lb. 07 @ 14	Pound @ 25	powd., lb. 17 @ 23
Extract	Powdered, lb. 15 @ 25	Gran., lb. 21 @ 28
Witch Hazel, Yellow Lab., gal. 99 @ 1 32	Oil Essential	Iodide, lb. 2 70 @ 2 93
Licorice, P'd, lb. 50 @ 60	Almond, Bit., true, ozs. @ 50	Permanganate, lb. 22 1/2 @ 35
Flower	Bit., art., ozs. @ 30	Prussiate, Red, lb. 80 @ 90
Arnica, lb. 50 @ 55	Sweet, true, lb. 1 10 @ 1 60	Yellow, lb. 50 @ 60
Chamomile, German, lb. 35 @ 45	Sw't, Art., lbs. 1 00 @ 1 25	Quassia Chips
Roman, lb. 90 @ 90	Amber, crude, lb. 75 @ 1 00	Pound 25 @ 30
Saffron, American, lb. 50 @ 55	Amber, rect., lb. 1 10 @ 1 75	Powd., lb. 35 @ 40
Spanish, ozs. @ 1 65	Anise, lb. 1 00 @ 1 40	Quinine
Formaldehyde, Bulk	Bay, lb. 4 00 @ 4 25	5 oz. cans, ozs. @ 51
Pound 09 @ 20	Bergamot, lb. 3 50 @ 4 20	Sal
Fuller's Earth	Cajeput, lb. 1 50 @ 2 00	Epsom, lb. 03 1/2 @ 10
Powder, lb. 05 @ 10	Caraway S'd, lb. 2 65 @ 3 20	Glaubers,
Gelatin	Cassia, USP, lb. 1 75 @ 2 40	Lump, lb. 03 @ 10
Pound 55 @ 65	Cedar Leaf, lb. 1 50 @ 2 00	Gran., lb. 03 1/2 @ 10
Glue	Cedar Leaf, Com'l., lb. 1 00 @ 1 25	Nitre, Xtal or Powd. 10 @ 16
Brok., Bro., lb. 20 @ 30	Citronella, lb. 1 05 @ 1 40	Gran., lb. 09 @ 16
Gro'd, Dark, lb. 16 @ 22	Cloves, lb. 1 75 @ 2 25	Rochelle, lb. 17 @ 30
Whi. Flake, lb. 27 1/2 @ 35	Croton, lbs. 4 00 @ 4 60	Soda, lb. 02 1/2 @ 08
White G'd., lb. 25 @ 35	Cubeb, lb. 4 25 @ 4 80	Soda
White AXX light, lb. @ 40	Erigeron, lb. 2 70 @ 3 35	Ash, lb. 03 @ 10
Ribbon 42 1/2 @ 50	Eucalyptus, lb. 75 @ 1 20	Bicarbonate, lb. 03 1/2 @ 10
Glycerine	Fennel 2 00 @ 2 60	Caustic, Co'l., lb. 08 @ 15
Pound 14 1/2 @ 35		Hyposulphite, lb. 05 @ 10

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

Canned Salmon
Dry Lima Beans
Red Kidney Beans
Rice
Palm Olive Soap

DECLINED

Fairy Soap

AMMONIA

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

APPLE BUTTER

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

BAKING POWDERS

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



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

BLEACHER CLEANSER

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

BLUING

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

BEANS and PEAS

100 lb. bag
Dry Lima Beans 100 lb. 7 50
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, 3/4 oz. ... 1 10
Kaffe Hag, 6 1-lb.
cans ... 2 57
Whole Wheat Fla., 24 1 75
Whole Wheat Bis., 24 2 35

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

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

BROOMS
Quaker, 5 sewed ... 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 ... 13

Pears

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

Black Raspberries

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Chowder, No. 2 ... 2 75
Clams, Steamed, No. 1 2 75
Clams, Minced, No. 1/2 2 40
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ... 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ... 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. ... 1 35
Lobster, No. 1/4, Star 2 00
Shrimp, 1, wet ... 1 45
Sard's, 1/4 Oil, Key ... 4 25
Sardines, 1/4 Oil, K'less 3 35
Salmon, Red Alaska ... 1 90
Salmon, Med. Alaska ... 1 55
Salmon, Pink, Alaska ... 1 35
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, 1/4s ... 1 50
Deviled Ham, 1/2s ... 2 35
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. 1/4 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, No. 2 ... 2 25
Tips & Cuts, 8 oz. ... 1 35

Baked Beans

1 lb. Sauce, 36s, cs. 1 60
No. 2 1/2 Size, Doz. ... 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 ... 87 1/2
8 oz. ... 45

String Beans

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

Wax Beans

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

Beets

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

Carrots

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

Tomatoes

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

Tomato Juice

Hart, No. 10 ... 4 75

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
Beechnut Peppermint ... 66
Doublemint ... 66
Peppermint, Wrigleys ... 66
Spearmint, Wrigleys ... 66
Juicy Fruit ... 66
Wrigley's P-K ... 66
Teaberry ... 66

CHOCOLATE

Baker, Prem., 6 lb. 1/2 2 38
Baker, Prem., 6 lb. 3 oz. 2 32

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, in Cartons ... 21
Competition ... 15 1/2

McLaughlin's Kept-Fresh



Coffee Extracts

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

CONDENSED MILK

Eagle, 2 oz., per case 4 60

EVAPORATED MILK



Page, Tall ... 2 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 D'dee, 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 50
Hampton Arms Jun'r ... 37 50
Trojan ... 35 00
Rancho Coronado ... 35 06
Kenway ... 20 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolate

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

Gum Drops

Jelly Strings ... 14
Tip Top Jellies ... 09 1/2
Orange Slices ... 09 1/2

Lozenges

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

Hard Goods

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

Cough Drops

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

Specialties

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

COUPON BOOKS

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

CREAM OF TARTAR

6 lb boxes ... 4 1/2

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...@08
30@40, 25 lb. boxes...@08½
20@30, 25 lb. boxes...@12
18@24, 25 lb. boxes...@14½

Hominy
Pearl, 100 lb. sacks -- 3 50

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

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

Sage
East India ----- 10

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

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

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

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

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

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

GELATINE
Jell-o, 3 doz. ----- 2 50
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 6¾
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 ----- 5½
Filberts ----- 32
Pecans Salted ----- 45
Walnut California ----- 45

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

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

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. ----- 09
Butts ----- 09
Shoulders ----- 06½
Spareribs ----- 05
Neck bones ----- 03
Trimminings ----- 06

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

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

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

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

Smoked Meats
Hams, Cer. 14-16 lb. 13
Hams, Cer., Skinned
16-18 lb. @13
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 75
Fancy Head ----- 5 00

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, 13-2½ lb.
packages ----- 1 10

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

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

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

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. ----- 19 50
K K K K Norway ----- 18 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
Bixby, 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
Stovoll, per doz. ----- 3 00

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



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

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

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s. ----- 1 65
Brillo ----- 85
Chipso, large ----- 4 15
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
Sapallo, 3 doz. ----- 3 15
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandot, Cleaner, 24s 1 85

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

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

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

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

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

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

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

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

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

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

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

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

TEA

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

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

Ceylon
Pekoe, medium ----- 41

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

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

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

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

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

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

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

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

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

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

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

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

WRAPPING PAPER
Fibre, Manila, white ----- 05
No. 1 Fibre ----- 06½
Butchers D F ----- 05¼
Kraft ----- 04
Kraft Stripe ----- 09½

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, 207 Transportation Bldg., Detroit.

The Unfair 10 Per Cent. Must Cease

We had occasion at the Joint Styles Conference to interpret a ray of hope that is growing and growing into full, clear, honest light. The key thought comes from the message of our President, to the nation, over the radio. He said: "The unfair 10 per cent. could produce goods so cheaply that the fair 90 per cent would be compelled to meet the unfair conditions. Here is where government comes in. Government ought to have the right, and will have the right after surveying and planning for an industry, to prevent — with the assistance of the overwhelming majority of that industry — unfair practice and to enforce this agreement by the authority of the government."

A few days prior to that message by the President, the United States Chamber of Commerce unanimously voted:

"The problems of industry must be solved by industry collectively. Those who are best equipped to solve the problems of industry are those who themselves are engaged in industry. Each trade organization should be permitted to promulgate fair rules for industrial production and distribution, to improve the status of labor, the industries of the country and the public welfare. Federal legislation, affording opportunity for this form of self-regulation, under government supervision, would produce conditions which would assure fair competitive opportunity to each enterprise and permit immediate increase in employment, raise earnings and free the public from the burdens and detriments it inevitably suffers from the results of destructive competition on the part of the least responsible industrial elements. All enterprise should be held to standards of fair competition properly determined."

The shoe industry, as such, has made and sold — even in the darkest depression year, over 300,000,000 pairs of shoes annually. But it sold these shoes without proper profit because of the competition of the ruthless, unfair 10 per cent. Not that 10 per cent. of the trade can be charged with commercial immorality, unfair practice, chicanery and deceit as a definite intent in their business; but unfair practice of many concerns directly and indirectly was responsible for a competitive situation that could produce no profit for industry as a whole.

We had occasion to serve, at the conference, as trade remembrancer and to bring out of the past a proposal by William Ball Rice, nearly 25 years ago. He then said: "Ten per cent of the errors of the trade, through wrong style, wrong production, cancellations, freakishness of pattern, product and advertising, forms a staggering obstacle to straight, legitimate honest, normal, sane business. Let the manufacturers send these goods to a central pool where the disposal will not interfere with the honest stream of trade; and even though that manufacturer is penalized for his errors, it will be a les-

son for him not to make the same mistakes again. It is the anarchy of error in ordering and producing that develops an unfair condition in competition with honest goods."

The Rice plan might well be considered if industry is to organize separate control boards for each trade. But the unfair 10 per cent, as indicated by the President, is more than that. It is the system that produces "starvation wages, long hours and burdensome surpluses." These are subject to correction by the intended Control Board.

Advertising terminology, we hope, will also be corrected for "Fifth Avenue Cancellations" as a new form of sample shoe store game with only six out of 100 shoes justifying the title, are just as unfair competition. Terminology that says: "Genuine bench and hand turn" is just as unfair as "Genuine kidskin finish, genuine pigskin finish" — when the term actually means a piece of oilcloth — with emphasis on the word "finish." Unfair practice of any sort, that demoralizes and degenerates, will come under the supervision of this Control Board.

An honest product, serving an honest purpose, is worthy of an honest price and profit for the goods and services rendered. The principle of the thing was laid out as far back as July, 1929, when W. H. Donham, Dean of the Harvard Graduate School of Business, said: "If we are to save western civilization, it lies in the field of business ethics, where stable human nature must learn to deal with rapidly accelerated change. I am fully convinced that the best part of the business world today has higher standards of community ethics than the community at large. Business must compel higher professional standards in the future than any of the other professions."

Industry welcomes the opportunity of setting its house in order. We hope to see the shoe industry as one of the first to say to the President: "We are correcting ruinous practice by co-operating under a plan and prepared system of business fair to all." Not the President alone, but all together.

A writer recently put it: "President Roosevelt will either be the greatest President the United States ever had — or the last." Not he alone is on the spot. So we change that line to be: Modern business men had better be the best business men this world has ever seen or they — will be the last. — Boot and Shoe Recorder.

Hardware Lines Continue Active

Demand for staple hardware and seasonal goods registered another increase in the wholesale markets last week. The call was slightly larger than in the preceding week and followed the upward trend which has been in evidence in the trade for more than a month. Seasonal items, including screening, garden implements, electric fans and thermos jugs and bottles are in best demand. Building hardware, which enjoyed a short spurt three weeks ago, continues inactive. The threat of higher prices in that branch of trade, jobbers say, has failed to stimulate demand to any great extent.

Sound money rings true.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Vincent Crinzi, doing business as Vincent's Cafe, final meeting of creditors was held under date of April 24, 1933. Fred G. Timmer, Trustee, was present. Bankrupt present in person and certain creditors in person and by Robert S. Tubbs. Trustee's final report and account approved and allowed. Order was made for payment of expenses of administration and for payment of balance to equitable claimant as far as funds on hand will permit. No dividend to creditors. No objection to discharge. Files will be returned to U. S. District Court (Bankrupt No. 5056).

In the matter of Olivet Elevator, Bankrupt No. 4967 final meeting of creditors was held under date of May 9, 1933. Fred G. Timmer, trustee, present. Bidders on accounts present. Trustee's final report and account approved and allowed. Certain attorney's bills approved and allowed. Balance bills, notes and accounts receivable sold to Fred Watterson for the sum of \$5.00. Claims against Peoples State Bank of Bellevue and Olivet State Bank were sold to Ray Baker for the sum of \$1.00. Order was made for the payment of expenses of administration and preferred claims as far as funds on hand would permit. No dividend to creditors. No objection to discharge. Files will be returned to U. S. District Court.

May 17, 1933. We have today received the Schedules, Reference, and Adjudication, of Eddie S. Christiansen, Bankrupt No. 5210. Who resides at Coral, Michigan. Whose occupation is that of a farmer. The Schedules show assets of \$310, all of which is claimed exempt, and liabilities of \$3,440.75. The list of creditors is as follows:

U. S. Dept. of Agriculture,	
Washington, D. C.	\$ 360.75
J. A. Cole, Coral, Mich.	1,000.00
Martin Hansen, Eaton Rapids	500.00
J. L. Coady, Coral	200.00
Glen Hamlyn, Coral	240.00
Coral Coop. Store, Coral	51.50
C. A. Baldwin Estate, Coral	52.48
State Bank of Montcalm, Coral	9.08
Greenville Nat'l Bank, Greenville	150.00
Trufant State Bank, Trufant	72.00
O'Donald State Bank, Howard	70.00
City	100.00
Peerless Oil Co., Big Rapids	100.00
C. I. Palmer Estate, Chicago	200.00
Peoples Mutual Fire Insurance	
Co., Ionia	47.04
Scandinavian Mutual Fire Ins.	
Co., Sidney	10.10
Thomas Peckins, Howard City	15.00
Standard Oil Co. of Indiana, G. R.	48.00
Charles Van Sleuyter, G. R.	15.75
Wm. J. Woodall, Coral	14.00

May 17, 1933. We have today received the Schedules, Reference, and Adjudication, of Alex Sam, Bankrupt No. 5209. Who resides at Grand Rapids, Michigan. Whose occupation is that of a cook, the Schedules show assets of \$141.00, all of which is claimed exempt, and liabilities of \$775.25. The list of Creditors are as follows:

Fox Jewelry Shop, G. R.	\$ 332.25
Basch Co., G. R.	70.00
Herpolsheimer Co., G. R.	28.00
St. Mary's Hospital, G. R.	18.00
Dr. William H. VeenBoer, G. R.	62.00
Dr. Willis L. Dixon, G. R.	5.00
Wood Motor Co., G. R.	5.00
Alex Abis, Detroit	200.00
American Home Security Bank	55.00

May 16, 1933. We have today received the Schedules, Reference, and Adjudication, of Peter Klont, Bankrupt No. 5207. Who resides at R. I. Bellevue, Michigan. Whose occupation is that of a farmer. The Schedules show assets of \$5,650, (of which consists of real estate, subject to foreclosure proceedings) of which \$75.00 is claimed exempt, and liabilities of \$8,317.94. The list of Creditors is as follows:

Nashville State Bank, Nashville,	
Mich.	\$5,650.00

International Harvester Co.,	
Kalamazoo	32.00
Floyd Ripley, Bellevue	700.00
Fred Brown, Bellevue	90.00
Latty & Sharky, Bellevue	140.42
Dr. Haight, Bellevue	34.00
C. L. Glasgow, Nashville	58.48
W. J. Liebhauser, Nashville	197.72
Nashville State Bank, Nashville	640.20
Standard Oil Co., G. R.	48.33
Jacksos Discount Co., Jackson	100.00
C. H. Farnham, Sand Lake	350.00
Mrs. Gertrude Hamilton, Bellevue	100.00
C. L. Wildt, Bellevue	28.00
Tim Cheeseman, Nashville	24.00
Darold Dennisin, Bellevue	124.79
Clare Powers, Bancroft	89.00

May 16, 1933. We have today received the Schedules, Reference, and Adjudication, of Mearl Weston, Bankrupt No. 5208. Who resides at Benton Harbor, Michigan. The Schedules show assets of \$548, all of which is claimed exempt, and liabilities of \$4,758.89. The list of creditors is as follows:

Summerfield & Hecht, Detroit	\$ 153.39
Priebe Bros. Gas & Oil Station,	
St. Joseph	400.00
C. A. Hill & Son, Benton Harbor	1,270.00
Goody'r Tire Co., Benton Harbor	55.00
Geo. Houghton, Benton Harbor	55.00
Wenger Tire Co., Benton Harbor	55.00
Adolph Zirk, Benton Harbor	250.00
Fruit Belt Motor Service, Benton	
Harbor	18.00

J. A. King, Benton Harbor	19.00
Vernon Schoff, Benton Harbor	45.00
Walter Allerton, Benton Harbor	127.00
Henry Schultz, Benton Harbor	35.00
Ed. Mielke, Baroda	22.50
Carl Melke, Baroda	102.00
Gus Wolf, Benton Harbor	45.00
Berndt Bros. St. Joseph	63.00
Rosenberg & Forbes, Benton	
Harbor	225.00

Slater & Herold, St. Joseph	45.00
Court Street Garage, St. Joseph	16.00
Benton Harbor State Bank,	
Benton Harbor	37.00

Chas. Miller Garage, St. Joseph	87.00
Irving Horton, Benton Harbor	120.00
W. M. Miller, Baroda	150.00
Claud Miller, Benton Harbor	85.00
Twin City Carpenter Shop,	
Benton Harbor	77.00

Frank Schimmel, Hartford	40.00
M. O. Oppenheim, Hartford	33.00
Olney National Bank, Hartford	267.00
W. M. Miller Burnips Corners	127.00
R. Rader, Lansing	63.00
Bert Davis, Detroit	98.00
E. A. Howell, Detroit	121.00
Orville Burns, Paw Paw	250.00
Larges Service Station, Battle	
Creek	73.00

Seldens Garage, Kalamazoo	27.00
Kalamazoo Oil Co., Kalamazoo	103.00

May 17. We have today received the Schedules and Reference in the matter of Floyd Stanley Voelker, Debtor No. 5211. The Schedule shows assets of \$10,944.00 with liabilities of \$3,265.92. The debtor is a resident of Reed City, Michigan, and his occupation is that of a merchant. The first meeting will be called promptly and note of same made herein. The list of creditors are as follows:

Village of Reed City, Mich.	\$ 183.02
Erna Schmidt Reed City	200.00
Allen & Co., Kenosha, Wis.	49.83
C. C. Aler Co., Cincinnati	121.00
Beacon Falls Rubber Co.,	
Beacon Falls, Conn.	51.60
Herold Bertsch, G. R.	690.00
Century Wallpaper Mills, Decatur	119.00
Commercial Wall Paper Co.,	
Hammond, Ind.	63.81

Endicott Johnson, Endicott, N. Y.	95.00
Fisher Drummond, G. R.	45.00
First National Bank, Reed City	620.00
International Shoe Co., St. Louis	355.00
Hung Arch Brace Co., Cincinnati	7.50
Laverman Bros., Marinette, Wis.	6.32
C. W. Mills Paper Co., G. R.	4.50
S. A. Maxwell & Co., Chicago	92.70
Niagara Paper Co., Niagara Falls	5.59
NuMatic Shoe Co., Milwaukee	7.50
Osceola County Herald, Reed City	72.00
Service Rubber Co., Rock Island	129.45

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

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

W. H. Tomlison, Bay City..... 5.50
Harry P. Williams, Fort Wayne 68.70
First National Bank, Reed City 275.00

May 16. First meeting of creditors in the Matter of American Paper Chemicals, Inc. Bankrupt No. 5191, was held today. Bankrupt present by George W. Oltman, its president, and represented by Knight, Mitts & Schmidt, Attys. Claims proved and allowed. Report of custodian approved. Clifford A. Mitts sworn and examined. M. N. Kennedy, Kalamazoo, Michigan, trustee; bond \$1,000. Meeting adjourned without date.

May 16. First meeting of creditors in the Matter of Clayton N. Stratton. Individually and doing business as Manufacturers Sales Company, Bankrupt No. 5188, was held today. Bankrupt present by F. Roland Allaben, Atty. Creditors represented by Don Minor, Atty. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$100. Meeting adjourned without date.

May 17. On this day first meeting of creditors in the Matter of George Hoodhood, Bankrupt No. 5194, was held. Bankrupt present and by Attorney Willard McIntyre. Creditors represented by Abner Dilley, Attorney. Bankrupt sworn and examined without reporter. Claims filed. Sales made by custodian ratified and confirmed. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$100. Meeting adjourned without date.

In the Matter of Orrie J. Dykman, Bankrupt No. 4704, final meeting of creditors was held April 24, 1933. Trustee present and represented by attorney. U. S. of America represented by attorney. Bankrupt present in person. One creditor present. Trustee's final report and account approved and allowed. Bill of attorney for bankrupt reduced and allowed. Bill of attorney for trustee allowed. Made order for payment of administration and expenses and first and final dividend on preferred labor claims of 23%; no dividend for general creditors. No objection to bankrupt's discharge. Meeting adjourned without date.

May 17. In the Matter of Bert M. Heth, d/b/a Heth Bros., Bankrupt No. 5192, first meeting of creditors was held today. Bankrupt present and represented by Wm. H. Messenger Atty. Creditors represented by Clare J. Hall and Hilding & Baker, Attorneys. Bankrupt sworn and examined before reporter. Claims proved and allowed. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$1,000. Meeting adjourned to May 18, 1933 at 3:00 P. M., for hearing on alleged secured claim of Old Kent Bank.

May 19, 1933. We have today received the Schedules, Reference, and Adjudication, of Frank J. Salmon, Bankrupt No. 5213. Who resides at 1417 Bates St. S.E., Grand Rapids, Michigan. Whose occupation is that of a linotyper. The Schedules show assets of \$250, all of which is claimed exempt, and liabilities of \$1,427.11. The list of creditors are as follows:

Herrick Piano Co., G. R.	\$ 250.00
Boston Store, G. R.	37.50
Dr. O. L. Brooks, G. R.	20.00
Denison & Dykema Co., G. R.	3.98
Elston Storage Co., G. R.	6.00
Goodrich-Silvertows, Inc., G. R.	6.00
Himes Coal Co., G. R.	29.25
Hoelzley Market, G. R.	49.99
Houseman & Jones, G. R.	43.00
Dr. Thomas C. Irwin, G. R.	28.00
Joppe's Dairy, G. R.	4.81
A. Kladder & Son, G. R.	21.00
Dr. J. F. Spencer, G. R.	33.00
Mrs. Matilda Salmon, Green Bay	831.00
Mich. Bell Tele. Co., G. R.	11.00
Dr. Reuben Maurits, G. R.	10.00
Siegal's, G. R.	6.96
Wurzburg's Dry Goods Co., G. R.	30.62

In the Matter of Currey Publishing Co., Bankrupt No. 4972. The final meeting of creditors has been called for June 6, 1933, at 10 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the Matter of Alton F. Petrie, as Pierson Elevator Company, Bankrupt No. 4772. The final meeting of creditors has been called for June 6, 1933, at 10 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the Matter of Donaldson Motor Sales Co., Bankrupt No. 5060. The final meeting of creditors has been called for June 6, 1933, at 10 A. M. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

In the Matter of William L. Hall, Bankrupt No. 5078. The final meeting of creditors has been called for June 6, 1933, at 11 A. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the Matter of Elbert G. Rice, Bankrupt No. 5071. The final meeting of creditors has been called for June 6, 1933, at 11 A. M. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the Matter of Ernest A. Trafford, Bankrupt No. 5059. The final meeting of creditors has been called for June 6, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There probably will be a small first and final dividend to creditors.

In the Matter of Samuel M. Gerber, Bankrupt No. 5094. The final meeting of creditors has been called for June 6, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the Matter of Twin City Storage Co., Bankrupt No. 4451. The final meeting of creditors has been called for June 6, 1933, at 2 P. M. The trustee's final report will be approved at such meeting. There probably will be a small dividend for creditors.

In the Matter of William A. DeVette, Bankrupt No. 5198, first meeting of creditors was held May 18, 1933. Bankrupt present and by attorney. Creditors represented by attorney. Claims filed only. Bankrupt sworn and examined before reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$100. Meeting adjourned without date.

May 20, 1933. We have today received the Schedules, Reference, and Adjudication, of Fred Withey Russell, Bankrupt No. 5212. Who resides at Wyoming Park, Michigan, whose occupation is that of chief Engineer of Kunsy-Trendle Broadcasting Corp. The Schedules show assets of \$581.35, of which \$264.50 is claimed exempt, and liabilities of \$771.35. The list of creditors are as follows:

Consumers Power Co., G. R.	\$ 33.00
Riverview Furniture Co., G. R.	131.50
Industrial Mortgage Co., G. R.	150.00
Fox Jewelry Co., G. R.	25.00
Thelen Lumber Co., G. R.	4.50
Dr. Wm. R. Vis, G. R.	34.50
Broene's Hardware, G. R.	7.50
Consumers Power Co., G. R.	17.97
Dr. Hagerman, G. R.	60.00
Dr. Scully, G. R.	3.00
Mich. Bell Tele. Co., G. R.	25.00
Ben Isma Service Station, Jenison	3.25
Grapewood Garage, Wyoming Pk.	4.00
Wyoming Pk. Lbr. Co., Wymg. Pk.	15.07
G. R. Creamery, G. R.	3.00
Mrs. Arthur W. Stevenson,	

Wyoming Park	204.00
G. R. Gas Light Co., G. R.	14.57
Heibel & Opperman Garage, G. R.	27.00
Steketee Radio Shop, G. R.	4.99
Face Home Laundry, Hudsonville	3.00
Ziton Shoe Shop, Wyoming Park	1.00

In the Matter of Abraham P. Schefman and Frank Schefman, d/b under co-partnership name of Abe Schefman & Co., Bankrupt No. 5195, first meeting of creditors was held May 18, 1933. Each of co-partners present and represented by Cleland & Snyder, Attys. Creditors present and represented by Dilley & Dilley; Norris, McPherson, Harrington & Waer, and G. R. Ass'n of Credit Men. Claim proved and allowed. Abraham P. Schefman and Frank Schefman each sworn and examined before reporter. R. J. Kersjes sworn and examined before reporter. Fred G. Timmer, Grand Rapids, Michigan, trustee; bond \$5,000. Meeting adjourned to June 5, 1933 at 10:00 A. M.

OUT AROUND

(Continued from page 9)

for Grand Rapids as Ab. Carroll has done.

A valued friend writes me a letter which exhibits the state of mind of a large percentage of our people in the present emergency, as follows:

"I seldom keep carbons of my notes to you, but what you say is, as you know, a pretty universal story now. For example: A man dropped in on us last Sunday, first time he ever has visited us and we were a bit surprised because, while I have known him for years in an impersonal, sort of good-fellowship and quite indifferent sort of way, we have both felt that he — being strong on "society"—would naturally have little time for such retiring folks as we are. Well, he did not get any chance to say what I am inclined to think he came to say: That he wanted to borrow money, because I headed him off pronto with tales of my own woes; but he said enough to show that this man whose income was formerly so great, about \$4,000 per week, as to us, to seem beyond the peradventure of anything like stringency — let alone want — was now so far down that he might easily be completely wiped out. Our own actual losses have been so staggering that we do not dare look them in the face. We just try to forget them. Our contingent shrinkages are on top of that, of course. We do enjoy one great advantage over

many: That we do not owe anybody a cent; and I am told that the only folks to-day who can be called rich are those who do not owe. But income — well, that is a factor so uncertain these days that we look at the other side only. We keep before us a list of what outgo we must provide to conserve what we have and keep a roof over our heads; and with diminishing working capacity, this becomes a serious question. Whereas a few years ago I might have cashed in and had enough to care for our immediate relatives — themselves just about on the rocks now, despite the hard conservatism they have always practised — we now look forward to only a security of home and little income that may keep the old folk simply in security and modest comfort during their last days.

Like you, we watch the progress of whatever may be upon us at this writing. Roosevelt has done marvels, and our state governments, likewise our cities in many instances, are cutting expenditures most creditably; but there are signs that disturb me badly. This hint that any part of the bonus may be paid in advance is a terrible shock, for it means not only a tremendous lot of money, but both you and I know that the soldiers' demands never will cease so long as money is paid to them. It will be but a repetition of buying off the Goths and the Vandals, subsidizing the Danes and the other Northmen — they will come again and yet again when such practice is started. If price advances occur because of business revival, then we may escape some inflation — let's hope we do. But, as I say, like you, we watch for some advances to occur, with the plan in mind to sell out whatever we have left at just a little higher values than now, and then put away what we have in the soundest security we can find. Just what is that these days? I incline to Canadian annuities — and I say Canadian because I am rapidly losing confidence in our ability to govern ourselves. Sorry to say that the need to say it is still more serious."

Forty years ago the world's fair met an experience which will probably never be repeated. It was treated to 100 continuous days of sunshine. Rains came frequently and in ample volume, but the showers and storms always occurred during the night. The days were all bright and glorious. It is almost too much to expect that this record will be repeated this year. E. A. Stowe.

Secretary Hanson Succeeded By Flint Man

At a meeting of the directors of the Retail Grocers and Meat Dealers Association of Michigan, held at Lansing on Wednesday afternoon of last week, Elton M. Viets, of Flint, was unanimously elected secretary to take effect as soon as preliminary arrangements can be accomplished.

Mr. Viets was formerly secretary of the Chamber of Commerce of Flint and is highly recommended as a competent and energetic executive.

There were twelve candidates for the position. R. Eckert, of Flint, was chairman of the committee to which the applications were referred. He and his associates were unanimous in rec-

ommending Mr. Viets to the directors and the directors acted on the suggestion.

The meeting held last week is the only meeting that was attended by all the directors for a considerable length of time.

A Business Man's Philosophy

A man who read an item in this column about a husband whose wife refused to cook his dinner, was indignant because the husband argued with the wife. You may recall the circumstances. It was Thursday night and the cook was out. A cleaning woman, mother of several children, was induced to work overtime and prepare dinner.

"What a lot of trouble for every one!" exclaimed the critic. "Why didn't the husband walk into the kitchen and cook his own dinner? A man should never argue with a woman about her duties or obligations. To preserve his independence he must be self-reliant. If necessary, let him cook his own meals, darn his socks, sew on his buttons, attend to his laundry and hire a nurse when he's sick. A man always loses when he argues with his wife, even if he wins the argument."

Ho hum!

William Feather.

Upward Trend in Mexican Market

Steady improvement in domestic business conditions in Mexico has wiped out much of the unemployment in that country and created a good market for a wide range of products. W. L. Bomer, vice president of the Bristol Myers Co., stated in an address before the luncheon meeting of the Export Managers Club of New York at the Hotel Pennsylvania. Mr. Bomer, who returned recently from a business trip to Mexico, said that building trades there have become active and new office buildings, public edifices and scores of new homes have been constructed in and about Mexico City.

Sharp Woolen Advance Expected

Predictions of further sharp advances in the price of men's woolen and worsted piece goods before the Fall season are now being made. Another advance of at least 20 per cent. within a month on certain types of goods is regarded as not unlikely. It is pointed out that a standard cloth, which opened at 85 cents per yard, had been raised to \$1.25 and last week was moved up to \$1.35. Based on the present conditions in the wool market, a further rise to about \$1.67, the 1930 price, is seen as possible.

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PRETZELS AND BEER

Two Products Which Go Well Together

The demand for pretzel products from grocers, delicatessen dealers, hotels and restaurants has increased tremendously since President Roosevelt signed the beer bill.

The two huge bakeries at York, Pa., and St. Joseph, Mo., each devoted exclusively to pretzel baking, have materially increased the working forces, and are on a 24 hour daily production basis. The York bakery, said to be the largest pretzel plant in the country, is now producing approximately 5,000,000 pretzels daily, of all varieties, and the St. Joseph bakery is running around 4,000,000 daily.

The recipes for making pretzels are substantially as they have been handed down from mother to daughter through many generations of Dutch and German Americans. Modern bakery methods have, of course, been introduced. The dough is mixed on a scientific basis to insure uniformity of product, and the actual baking is done under rigid time and temperature controls. The mixing, rolling, cutting and slicing have been mechanized, and many pretzel products of simple design, such as the pretzel stick, require but little hand work.

But the actual shaping or "bending" of the old-style product, for the most part, still resists mechanization. It remains a handicraft in the two National Biscuit Company bakeries. The dough reaches the girls in a thin roll, about the length and circumference of a lead pencil. One end is taken in each hand, and a double twist brings the ends together and completes the looped design. Like the movement of a magician's hands, the operation is so rapid that the eye cannot follow it. The daily output of the girl bakers runs into the thousands.

Curiously enough, the demand for pretzels during the last ten years of the prohibition era has been greater than in the old beer-drinking days. This has been due largely to the fact that the pretzel became fashionable in recent years. In various shapes, it came to grace the tables of the chic, served with soups, salads, ice creams, and naturally with all kinds of cold beverages. It was admitted into the exclusive circle of the cracker canape delicacies that grace the cocktail hour. In fact, during the prohibition period pretzels have remained amazingly alive and popular. Practically all the innovations in pretzel design have been made within the last few years. Pretzels have been marketed in the form of sticks, have been shaped into the letters of the alphabet, and have even appeared in the form of small one-bite fishes, following the lead of the animal crackers. But in spite of the out-cropping of all these novelties, it is the good old-fashioned double-loop pretzel that continues to hold popular fancy.

Also it received the blessing of the medical authorities and the dietitians, and thus found its way to the school lunch counter and to some extent shared honors with the after-school cookie. Dr. Arthur W. Thomas, Professor of Food Chemistry, Columbia

University, recently made an exhaustive study of the pretzel as a food. Professor Thomas found:

"Pretzels are a concentrated food, rich in protein and yielding 1,760 calories of nutritional energy per pound.

"They contain calcium, phosphate and other mineral elements essential for bone, teeth and body tissues.

"The mineral elements are predominantly basic, thus supporting the neutrality of body fluids and counteracting undesired acidity of other foods.

"Their crispness exercises the teeth, provoking mastication and the beneficial flow of saliva.

"Their nutrient substance is for the most part immediately soluble in water and therefore readily assimilable."

By way of summary, Professor Thomas found that the salt in pretzels stimulates the flow of saliva, provides beneficial constituents for the body fluids, insuring muscle tone. It supplies chlorine to make the acid of the gastric juice. It is especially beneficial to workers whose labor is of the vigorous kind which provokes perspiration.

The pretzel's early history is shrouded in the mists of antiquity, pre-dating the ancient Romans, associated cloudily with mystic pagan rites and religious ceremonies. According to one authority, the word has the same derivation as the word prayer, and the shape of the pretzel is said to have been symbolical of a child at prayer, with its arms crossed over the breast.

At one period, the pretzel took the form of a ring to be worn around the arm or neck on feast days, and was supposed to ward off the evil influence of witches and demons. Another long-standing tradition maintained that pretzels strung on cords or willow switches and fastened to fruit trees would ensure good crops.

Good luck seems always to have been associated with the pretzel. In some European localities, pretzels were distributed to the poor and to school children, particularly on feast days. One legend has it that by pulling a pretzel apart while making a wish, one's fondest desire would be attained. Nowhere was the pretzel more esteemed than in the conservative Switzerland. Here in ancient days they were apportioned out as if they had been gold pieces. On baking day, an allotment was made of eight for each male and five for each female.

Apparently they began to lose some of their earlier mystic significance about the time the Renaissance spread its enlightening gleam over Europe. Since then they have been known simply as something good to eat, a nice delicacy to go along with beer. While once famous in their own right, it was beer that brought their more recent popularity over the past four or five centuries.

The merchant who wins success in his business is a man who has a definite aim. To try to get ahead with no definite object in view is like trying to hit a target with your eyes shut.

If you think the town you came from is a better town, go back there. If you think another town would be a better location, go there. Don't stay where are and crab.

RULES OF HYGIENE

For Keeping Well And Fit for Work

For the human body to carry on its functions to the best advantage it must be supplied with clean air, safe water and good food. Personal and community sanitation covers these three major items.

The human body reveals itself as a mechanism composed of parts, called organs, precisely as a watch does. In the same sense that a watch is a timepiece, a living body is a lifepiece. If the watch is in good order we say that it is a normal timepiece.

So, if the human body is in good order we call it a normal or healthy body. But if it be out of order we say that it is in a state of "disease." In a word, health is the normal and disease is the abnormal condition of the human body.

"To die of old age is a rare, singular and extraordinary death." In other words, disease, and not old age, is the most common cause of death.

For simplicity, diseases may be divided into two general classes; namely, constitutional diseases, or those which are caused by some defective parts within the human machine, and environmental diseases, or those caused by something arising outside of the body.

Environmental diseases, in the main, are preventable, and therefore come within the scope of sanitation. For instance, those diseases which are caused by the invasion of some known organism, or germ, may often be prevented by applying the principle of modern sanitary science and preventive medicine.

The whole subject of clean air, safe water and proper food pertains to personal hygiene. But sanitary science is concerned with bad air, polluted water and infected food or clothing.

Whether the citizens of Boston or Albuquerque dress too warmly or not warmly enough, whether cotton, linen or wool is, on the whole, the most suitable fabric for the climate of Santa Fe are questions of personal hygiene. But the question of infection by means of clothing made in sweatshops, the conveyance of disease germs by means of polluted water and food are the peculiar property of sanitary science.

The practice of sanitary science is grounded upon a basis of established truth. The past 60 years have witnessed vast additions to our store of established truth, which we owe almost wholly to the discovery and development of the compound microscope.

It is interesting to look back into the days before Hoch, Pasteur, and Jensen and see some of the theories which had been advanced regarding disease.

Perhaps the earliest theory of disease was that it was caused by the occupancy of the affected body by an evil spirit. This theory regarded disease as a super-natural being. The proper treatment was to use some means of casting out the demons, such as exhortations, drums, etc.

Most effective of all was the voice of a master who could command their obedience and compel them to come out. As a survival of this early theory

we still have with us many charms, horseshoes, and rabbit feet.

Next in order was the theory of the four humors as the cause of disease. According to this, the body contained four humors—blood, phlegm, yellow bile, and black bile; a right proportion and mixture of which constitutes health, and an improper mixture or distribution, the cause of disease. The principal merit of this theory was that it placed the cause of disease upon natural rather than super-natural causes.

Other theories were advanced during the seventeenth, eighteenth, and early nineteenth centuries, only to culminate in the germ theory of disease as suggested by Latour and Schwann and later proved by Louis Pasteur. The work of Pasteur and those following him has resulted in a few "established truths" regarding infectious diseases.

First, the susceptible patient is exposed to the infection, or germ, by contact, water or food. Second, there is a period of incubation during which the germ reproduces in the human body. And third, sickness develops and results in either recovery or death.

Throughout the history of our so-called "filth diseases"—typhoid fever, cholera, and dysentery—there has always been a distinct connection with dirt and filth. Abhorrence of dirt and love of cleanliness are gradually becoming established in all civilized peoples.

Since it has been definitely proven that typhoid fever and its allied intestinal diseases are each caused by a specific germ, and many investigators have demonstrated how these germs are transmitted from one individual to another, it behooves the present-day sanitarian to avail himself of all this knowledge and apply it to the best advantage.

The late Professor Sedgewick stated that "the principal function of sanitation and of the applications of hygiene in general is the prevention of premature death." This is our goal in the field of sanitation. Paul S. Fox.

Price of Men's Hats Raised

Men's felt hats have begun to follow the upward trend in merchandise prices and some advances of about 5 to 7 per cent, have been put into effect. One manufacturer whose line was wholesaling at \$18 per dozen has advanced the price to \$19.50, taking it out of the \$1.95 retail range. Leather clothing is another men's wear item which has registered marked advances. One manufacturer announces a rise of 30 per cent. in some of his styles, following the sharp increase in the price of leather.

Oklahoma Fig Sundae

Into a sundae cup put a cone of chocolate ice cream. Over this pour a ladle of chopped fig syrup, and a spoonful of whipped cream. Top with a cherry, or if you have them, a small preserved fig.

A made-to-order glove service is being offered by a New York store. Women customers are invited to bring in any fabric (24 inches of material, 36 inches wide) and have it turned into gloves.

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

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