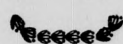


# MICHIGAN TRADESMAN

Fiftieth Anniversary Edition

1883-1933



## Growing Smiles

A smile is quite a funny thing;  
It wrinkles up your face:  
And when it's gone you never find  
Its secret hiding place.

But far more wonderful it is  
To see what smiles can do;  
You smile at one, he smiles at you,  
And so one smile makes two.

He smiled on some one, since you smiled,  
And then that one smiles back;  
And that one smiles, until, in truth,  
You keep in smiling track.

And since a smile can do great good  
By cheering hearts of care,  
Let's smile and smile and not forget  
That smiles go everywhere.

Price 25 Cents

**THIS NEW PLAN**  
*sells everything*  
*you handle...from*  
**carpet tacks**  
**to paint....**

*Get*  
**THE FACTS**  
*now!*



WE'VE made *your* problem *our* problem—and we've developed a powerful merchandising plan on just that principle. We know that, if you are to increase your profits this year, you must increase the sale of everything you handle; and when you get the details of our new merchandising service you will instantly realize that we have solved this worry for you.

*A Revolutionary  
 Merchandising Method!*

The Martin-Senour Merchandising Service is truly revolutionary in that it is built to sell everything in your store—from carpet tacks to paint. The idea behind this service is so big and so broad in scope that it has met with immediate enthusiasm from every hardware dealer we've shown it to. One prominent merchant said—"Here's a paint manufacturer unselfish enough to see beyond the sale of his own product."

*Mail Coupon Today!*

Whether or not you are interested in changing your paint line at this time—it will pay you to get the facts about this dynamic merchandising plan at once. *Mail the coupon below, today!*

*The* **MARTIN-SENOUR Co.**

*Pioneers of Monarch 100% Pure Paint*

CHICAGO • BOSTON • BROOKLYN • LINCOLN  
 DALLAS • LOS ANGELES • CLEVELAND

**MAIL COUPON TODAY**

THE MARTIN-SENOUR CO.  
 2520 Quarry Street, Chicago, Illinois

*Gentlemen:* Please rush complete details on your new sensational merchandising plan.

Name.....

Address.....

City.....State.....



# MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 6, 1933

Number 2620

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

Printed by the Tradesman Company, Under  
NRA Conditions

## FIFTY YEARS AGO IN LOWELL

### Sidelights on Some Old Time Merchants

In this article I am going to give a short history of Lowell. I started in the grocery business in 1872, clerking for John Giles. He was one of the finest retail grocers I ever knew. There was not a better tea expert anywhere than this man. He did a wholesale as well as retail business round about among the country merchants, and while he handled nothing but groceries, the general retailer specialized in one kind of merchandise, the only town that I knew of anywhere that didn't have a mixed stock. We drew trade in those days from near Hastings and Greenville, as well as Grand Rapids: for the simple reason that he purchased everything that the farmer brought in except wheat and he made no difference in paying for this, whether it was in cash or in trade. Many farmers who lived within a few miles of Grand Rapids at that time made Lowell their trading point.

Just before 1872 John Giles took in two young partners, by the name of Wingler and Bergen. The style of the firm then became Wingler, Bergen & Co., and in those days we used to sell Blodgett & Byrne large amounts of goods, carloads of potatoes and so on, which we used to ship to Houghton Lake. During the winter of 1872, they had no snow until along in February and March, which persisted six weeks, and they had an immense amount of timber to get out to the river. When this snow came, they put the teams to work night and day, and Tom Byrne, it is said, stood upon the runway nearly all the time, keeping the drivers hustling, and it was said also that he never got over two or three hours' sleep during the twenty-four. I remember well of his coming to Lowell in the spring, apparently with a satchel full of money,

as they used to pay in money in those days, instead of checks, and he paid the firm many thousands of dollars, and I heard him say to Mr. Giles that if they hadn't got that snow, there would have been no more Blodgett & Byrne. Afterwards they got to logging by railroad, which made no difference whether they had any snow or not.

I also wish to relate in regard to this little history of Lowell about the first Catholic priest I ever met. It was Father McManus, who came there from college, one of the finest and brightest young men I ever met. He made friends by the hundreds with all. He built the first Catholic church that was in that part of the country. Everyone helped him. The church cost \$33,000, which was an immense undertaking at that time. He was afterwards transferred to St. Andrews, Grand Rapids, and was there as long as he lived. The great wonder to us all is that he was not made bishop over this diocese, as he should have been.

It may be beyond belief for the younger generation in Lowell to believe that I have seen the streets blocked with lines of teams blocks long, waiting to unload their wheat at Hatch & Craw's mill, now owned by the King Milling Co. As I understand it, now instead of the farmers' furnishing the wheat there, they have to ship it in.

The merchants of Lowell at that time were such wide awake fellows that if there had been chain stores in those days, and they had come into Lowell, these same merchants would have had them on the way out inside of six months. There was no such thing as breaking up the strong hold they had upon the consuming public.

Later on, as I left Lowell, in 1880, to travel for John Caulfield, after ten days I returned to Lowell, selling goods. They all held orders for me—hardware, drug stores, grocery stores, and all the rest, to give me a sendoff, and I can say truthfully that it was the biggest day's business I ever had in my history. I sold over \$4,000. It took me two days and when I returned to John Caulfield's, he couldn't believe his eyes, as it was the first time he had ever sold any goods in Lowell. Every one of them would say to me, "Come back again before you go, because we are still looking up orders for you." At that time we sold kerosene oil in barrels and I remember well that I sold two carloads, four carloads of salt, syrup in five barrel lots, etc. It may surprise many wholesalers as well as people who are still in the retail grocery business in Lowell to know that John Giles used to buy one hundred chests of tea at a time. He had what you could call a National reputation on this article. Others were a close second. There were four wonderful re-

tail groceries there—Mitchell & Donavan; Wingler, Bergen & Co.; Charles McCarthy; and A. B. Johnson. All have passed on. There is no one in business there now who was there in the 70's except Frank King, of the King Milling Co., who has made a great success of his business career. Frank is still active. While he resides here in Grand Rapids, nearly every day we find him at his office in Lowell. I am the only clerk living who started in in the '70's that I know of. If otherwise, I would like to hear from them, if there are any of the old friends living to-day.

In writing this for the fiftieth anniversary of the Michigan Tradesman, I considered it not only an honor, but a great pleasure to give this contribution to the best trade paper I know of to-day in this country. My friend Stowe started a little four page sheet in 1883. Little did I think in those days it would become the great trades paper that it is at the present time. He has become famous by being square and fighting crooks and dishonesty everywhere: and I want to say to our friend Stowe that if he should see fit to print this, that I will write another article for him on his hundredth anniversary, and I will try and do better then, as this is the first article I have ever written for any paper. My life work in writing has been confined to writing grocery orders for forty-five years of my life for different wholesale houses.

I wish the editor of the Michigan Tradesman long life and happiness and trust he may be able to edit this great paper for many years to come.

Manley Jones.

### Alphabetical List of Contributors In This Issue

|                     | Page  |
|---------------------|-------|
| John E. Alcott      | 30    |
| Dr. Lloyd Arnold    | 34-38 |
| John I. Bellaire    | 98    |
| Wm. L. Brownell     | 88    |
| Geo. E. Catlin      | 92    |
| Wm. John Cooper     | 34    |
| C. D. Dawson        | 54    |
| Robert H. Day       | 42    |
| Geo. H. Dean        | 60    |
| Dorothy Dix         | 62    |
| Donald DuShane      | 30    |
| Paul Findlay        | 74    |
| David N. Foster     | 58    |
| Charles W. Garfield | 26    |
| Andy Hall           | 68    |
| Chas. A. Heath      | 71    |
| Lee M. Hutchins     | 44    |
| Elizabeth Ireland   | 36    |
| Manley Jones        | 1     |
| J. Geo. Lehman      | 70    |
| Solomon Levitan     | 72    |
| Harry R. Lewis      | 44    |
| James M. Merrill    | 94    |
| Douglas Malloch     | 15    |
| H. S. Mitchell      | 48    |
| Jacob Nathan        | 93    |
| Saunders Norvell    | 104   |
| Paul H. Nystrom     | 56    |
| Horatio M. Pollock  | 64    |
| M. B. Pratt         | 64    |
| E. E. Prine         | 90    |
| E. E. Randall       | 38    |
| Roy Randall         | 24    |
| Perry W. Reeves     | 40    |
| Stella M. Rogers    | 11    |
| H. K. Royal         | 86    |
| B. O. Skinner       | 52    |
| Raleigh R. Stotz    | 66    |
| John W. Symons, Sr. | 96    |
| Wm. H. Ukers        | 102   |
| Van A. Wallin       | 32    |
| Frank Welton        | 84    |
| David M. Yates      | 46    |

### Five New Readers of the Tradesman

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

The Vyn Co., Grand Haven  
Nathaniel Robbins, Grand Haven  
A. F. Petrie, Pierson  
James B. Church, Charlotte  
Henry S. Naggar, Detroit.

### Index To Special Advertisers This Week

|                                              | Page      |
|----------------------------------------------|-----------|
| American Laundry                             | 11        |
| American Light & Traction Co.                | 87        |
| Bancroft Hotel Co.                           | 39        |
| Bankers Trust Co. of Muskegon                | 101       |
| Boat & Co.                                   | 77        |
| Brak Cookie Co.                              | 99        |
| Brown & Sehler Co.                           | 55        |
| Citizens Mutual Automobile Insurance Co.     | 101       |
| Colonial Salt Co.                            | 7         |
| Commercial Milling Co.                       | 24        |
| Commonwealth & Southern Corp.                | 35        |
| Consumers Power Co.                          | 69        |
| Corduroy Rubber Co.                          | 83        |
| Chas. H. Coye, Inc.                          | 103       |
| Decker, Davis & Jean, Inc.                   | 77        |
| H. J. Dornbos & Bro.                         | 81        |
| J. H. Duprey & Co.                           | 93        |
| Edson, Moore & Co.                           | 91        |
| Federal Hardware & Implement Mutuals         | 14        |
| Federation of Mutual Fire Ins. Companies     | 4th cover |
| Ferris Institute                             | 99        |
| Forbes Stamp Co.                             | 103       |
| Bertha Fryett Studio                         | 103       |
| Gerber Products Co.                          | 27        |
| Globe Knitting Works                         | 99        |
| G. R. Calendar Co.                           | 57        |
| G. R. Hardware Co.                           | 77        |
| G. R. Gas Co.                                | 65        |
| G. R. Merchants Mutual Fire Ins. Co.         | 68        |
| G. R. Packing Co.                            | 55        |
| G. R. Safe Co.                               | 41        |
| Grand Rapids Trust Co.                       | 3         |
| G. R. Wholesale Grocer Co.                   | 70        |
| Hart Plate Mirror Co.                        | 55        |
| Hazeltine & Perkins Drug Co.                 | 33        |
| H. J. Heinz Co.                              | 49        |
| Hekman Biscuit Co.                           | 25        |
| Herkner Jewelry Co.                          | 2         |
| Hills Bros. Co.                              | 61        |
| Holland Crystal Creamery                     | 57        |
| Holsum Bakery                                | 103       |
| Hosiery Mills, Inc.                          | 101       |
| International Harvester Co.                  | 43        |
| Jacobson Commission Co.                      | 99        |
| Jennings Mfg. Co.                            | 101       |
| Tunis Johnson Co.                            | 81        |
| Kalamazoo Vegetable Parchment Co.            | 73        |
| Kent Storage Co.                             | 81        |
| King Milling Co.                             | 41        |
| Krolik Corp.                                 | 92        |
| Lake Odessa Canning Co.                      | 89        |
| Lee & Cady                                   | 97        |
| H. Leonard & Sons                            | 14        |
| John L. Lynch Sales Co.                      | 47        |
| Joseph P. Lynch Sales Co.                    | 73        |
| McConnell-Kerr Co.                           | 92        |
| Masterpiece Cigar Co.                        | 101       |
| Market Wholesale Grocery                     | 39        |
| Martin-Senour Co.                            | 2nd cover |
| Michigan Bankers & Merchants Mutual Ins. Co. | 51        |
| Michigan Hardware Co.                        | 67        |
| Michigan Shoe Dealers Mutual Fire Ins. Co.   | 53        |
| Michigan Mutual Liability Co.                | 90        |
| C. W. Mills Paper Co.                        | 39        |
| Morton Salt Co.                              | 63        |
| Muller Bakeries, Inc.                        | 103       |
| W. Muller Co.                                | 55        |
| National Bank of Grand Rapids                | 79        |
| National Candy Co.                           | 81        |
| New Era Life Ins. Co.                        | 73        |
| Oceana Canning Co.                           | 59        |
| Old Kent Bank                                | 95        |
| Petoskey Portland Cement                     | 37        |
| J. H. Pettey & Co.                           | 75        |
| Preferred Auto Ins. Co.                      | 77        |
| Peerless Glove Co.                           | 41        |
| Rademaker-Dodge Grocer Co.                   | 29        |
| Richards Mfg. Co.                            | 41        |
| W. R. Roach & Co.                            | 42        |
| C. H. Runciman                               | 31        |
| Schmidt Brewing Co.                          | 19        |
| Sherwood Hall Co.                            | 99        |
| Symons Bros. & Co.                           | 85        |
| Taylor Produce Co.                           | 41        |
| O. & W. Thum Co.                             | 49        |
| Union Bank                                   | 71        |
| I. Van Westenbrugge                          | 41        |
| Voigt Milling Co.                            | 31        |
| A. W. Walsh Co.                              | 13        |
| Woolson Spice Co.                            | 31        |





### Lines of Interest to Grand Rapids Council

Thanksgiving day has come and gone and the many things we were thankful for were perhaps overlooked in our eagerness to get at the dinner on that day. To many the dinner was superfluously satisfying; to others it was just another snack, no different than other meals they have partaken of for the past several years. However, with poverty goes appreciation of better things and the desire to rise to a higher level. With poverty predominating among some of our best citizens and the intelligentsia of the nation, the desire to raise the present standard will be one of the factors in bringing back prosperity when we have decided on our money standard. The people of our nation are patient in awaiting the decision and judgment of the Administration and when it proves itself, a great forward movement will take place that will cause us to bow our heads in true thankfulness on our next Thanksgiving Day.

The CWA which merely stepped in to fill the interim until the PWA gets into action in February, has already put about \$10,000 into the hands of labor in the Grand Rapids district and will continue to increase the payroll until about six thousand unemployed are drawing a fair wage in support of themselves. It is anticipated that after February 15th the PWA will be swinging into full action and then the public works program will be the means of taking up the slack in the unemployment situation to the extent that those who will work will have a job and a fair wage for their efforts. This being a national movement, many millions of men will be restored to self-respect and self-support. Their income will enable them to support their families and to purchase some of the luxuries which have been denied them for several years. Any and all support to these movements is but fuel added to a conflagration whose light will soon illuminate the entire nation.

After repeal, liquor taxes in many states will be used to aid ailing school systems. And, of course, there will be a few citizens who'll want to monopolize the whole job of saving our schools.

Do not forget that the Grand Rapids Traveling Men's Benefit Association will meet Saturday, Dec. 9, at 230 P.M. in the parlors of the Milner hotel. An annual report will be read and officers for the ensuing year will be elected.

Instead of beating swords into plowshares, it seems the farmers are beating plowshares on one another's head.

There is a bill before our National Congress of which very few people are aware. It is known as the Tugwell bill and its viciousness is made manifest in that it strikes at one of the greatest industries of our nation, national advertising. It is couched in terms that apparently intends the layman to interpret the bill as a measure to curtail

the advertising and selling of doubtful medicines, but on the whole it will affect our proprietary medicine manufacturers and cut advertising expenditure many millions of dollars, thus denying educational advertising to those who treat themselves for minor ills.

We as a nation are in no danger as to harmful medicines which are advertised because the Food and Drug department at Washington and the advertising mediums are constantly on the alert for those shysters who are trying to ring in dubious remedies to filch the public. To all intent and purposes the bill has the tang of class legislation and if passed will deny "Medical Freedom" to the nation. It will drive out prosperous manufacturers who hire men, it will disturb advertising which employs high grade help, it will disrupt some of our high class magazines and periodicals and will affect the wholesale and retail druggists who pay good American money to thousands who are in their employ. It means to you and everyone that you will have to depend entirely upon your physician for help when you have some little ache or pain. If passed, the bill will eliminate thousands from payrolls and will deny you a common liberty as was denied the colonists who touched our shores seeking religious freedom. You helped to elect your Congressman, write him and ask him to vote against the bill because you are for medical liberty as well as religious liberty.

A small boy asked his mother where she got the new baby. She said she put some change out on the back porch and the stork left the baby. Bobby left a nickle on the porch that night. Next morning everything was wet from a heavy dew and next to his nickle was a tree toad. Bobby was disgusted and said to the toad "If I wasn't your daddy, I'd knock hell out of you."

Council Leader W. E. Lypps and his good wife, Emma, spent Thanksgiving day and the week end with Mr. and Mrs. A. Fox, of Detroit. We are sure that little granddaughter Gretchen was the main attraction.

Counselor H. F. DeGraff, who is secretary of the Custer Guards Association, formerly known as the 2nd Michigan Regiment, is busy completing plans for a reunion to be held Saturday, Dec. 9, at the Rowe Hotel. A large attendance is expected even though members of the association are scattered all over the world.

Secretary Bradfield and family spent Thanksgiving day with Dr. and Mrs. Bolender, of Detroit. We opine that the "Red Headed Bolender Master" was the objective of Grandpa Bradfield when he headed East on M-16.

He called his girl "Brown Sugar" because she was sweet but unrefined.

The big U. C. T. meeting of the year will be started off with a bang at 6 o'clock, Saturday evening, December 16. The fire works will start with a pot luck supper and those suppers are always humdingers. After the business meeting of the council and Ladies Auxiliary, an open meeting will be held which will be followed by an old fashioned X-mas party which is being planned and will be executed by Selby Miller, Chairman of the Entertainment

Committee. He will be assisted by his wife and other members of the committee. We understand the party will be a whiz and that those who do not believe in Santa Claus will have as good a time as those who still hang up their socks.

Don't forget the date, pack up a well filled basket and be there at 6 p. m. sharp and join in this grand opportunity to kick Old Man Depression out the back window.

They say business is looking up. Well, if you were flat on your back what other way could you look?

John Millar, who attended the luncheon last Saturday at the Elk's cafeteria, announced he was still hacking away at the old apple orchard. Anyone who desires to have his orchard reduced to stove-wood, may call on

John at his residence, 328 South Union avenue, or call him by phone.

Mrs. L. L. Lozier and Mrs. Allen F. Rockwell were members of the entertainment committee which entertained the wives of the dealers who attended the convention of the Farm Equipment Dealers of Michigan this week. Tuesday was devoted to tours through the large furniture factories of the city. Wednesday, the ladies were entertained at luncheon and bridge at the Ladies' City Club and in the evening a ball was held in the Pantlind ball room. Dealers and their wives from all over the state attended this convention which was held in the civic auditorium.

Senior Counselor Wagner made a business trip to Flint last week. When he entered the Durant hotel to register

(Continued on page 23)



# Gifts



that are sure to please everyone!

## DO YOUR SHOPPING EARLY

|                                    |                                   |
|------------------------------------|-----------------------------------|
| Compacts, \$1.00 to \$5.00         | Bracelets, \$1.00 to \$15.00      |
| Cigaret Cases, \$1.00 to \$10.00   | Watch Chains, \$2.00 to \$6.00    |
| Cigaret Lighters, \$1.00 to \$5.00 | Pocket Knives, \$1.50 to \$5.00   |
| Dresser Sets, \$5.00 to \$30.00    | Wrist Watches, \$4.00 to \$100.00 |
| Belt Bucklers, \$1.00 to \$5.00    | Pendants, \$3.00 to \$25.00       |

**J. C. HERKNER JEWELRY CO.**

GRAND RAPIDS, MICH.

# GROCERS will profit plenty

*from this popular NEW*

# FOOD PRODUCT



*The*

**POSTMA BISCUIT CO.**

The Reliable Quality Bakers To Whom Independent Merchants Are Turning.

**GRAND RAPIDS MICHIGAN**

CONVINCE YOURSELF by ORDERING a TRIAL SUPPLY!

**JOINTLY CELEBRATING OUR MUTUAL ANNIVERSARIES!**



# SELECTING INVESTMENTS

Investments made for trust accounts in the **GRAND RAPIDS TRUST COMPANY** are selected with the greatest care.

Every investment program for each trust is considered from three angles:

1. Are the proposed investments sound ?
2. Are they particularly well adapted to the account in which they are to be placed ?
3. Are they sufficiently diversified to furnish a fair margin of safety should one or more types suffer from an unforeseen condition ?

Because we have followed this method of selecting investments and after having selected them we have given attention to each investment, we believe our trust accounts have experienced the minimum of depreciation in principal and income during the last three years.

## GRAND RAPIDS TRUST COMPANY

## MOVEMENTS OF MERCHANTS.

Howard City—The O'Donald State Bank has changed its name to the Howard City State Bank.

Detroit—The Michigan Chandelier Co., 3130 Chene street, has changed its name to Milfreds Corporation.

Detroit—Dave's Cut Rate Drug Co., 3652 Hasting street, has decreased its capital stock from \$10,000 to \$5,000.

Detroit—The John A. Mercier Brick Co., 450 West Fort street, has changed its name to the J. A. M. Products Corporation.

Otsego—M. R. Gamble has removed his stock of men's clothing and shoes from North Farmer street to East Allegan street.

Detroit—The Gekco Co. of Detroit, 1568 Woodward avenue, dealer in shoes, has decreased its capital stock from \$50,000 to \$25,000.

Highland Park—The Auto Battery & Electric Service, 12023 Woodward avenue, has decreased its capital stock from \$25,000 to \$10,000.

Detroit—The American Replacement Gear & Parts Co., 1342 Canfield avenue, has changed its name to the American Gear & Parts Co.

Detroit—The Bolan Shoe Co., 1434 Farmer street, has changed its name to Bolan's Physical Culture Shoe Co. and removed its stock to 100 John R. street.

Kalamazoo—The Greene Drug Co., 802 South Westnedge street, has been incorporated with a capital stock of \$50,000, \$14,700 being subscribed and paid in.

Detroit—The Wayne Furniture Co., 2921 East Davison avenue, has changed its name to the Wayne Tobacco Co. and its address to 2965 Union Guardian Building.

Detroit—The Hahn Lumber & Millwork Co., 15001 Fullerton avenue, has been organized with a capital stock of 25,000 shares at \$1 a share, \$5,750 being subscribed and paid in.

Detroit—Albert's, Inc., 1510 Woodward avenue, has been incorporated to deal in general merchandise with a capital stock of \$10,000, \$5,000 of which has been subscribed and paid in.

Detroit—The National Wringer Roll Co., 20813 Fenkell avenue, washing machines and wringer rolls, has been incorporated with a capital stock of \$2,000, all subscribed and \$1,300 paid in.

Detroit—The John A. Mercier Brick Co., 450 West Fort street, has been organized to deal in clay products, building supplies, etc., with a capital stock of \$25,000, all subscribed and paid in.

Detroit—Barnes Products, Inc., 6521 John R. street, successor to the Barnes Scale Co., has been incorporated with a capital stock of \$50,000, \$2,000 of which has been subscribed and paid in.

Saranac—George W. Potter, 70, died at his home, following a long illness. He was engaged in the drug and hardware business for a number of years, later becoming manager of the Saranac Co-Operative Creamery.

Lansing—Reed's Shoe Store, under the management of T. L. Gordon, opened for business at 115 North Washington avenue. A complete stock

of all sizes of shoes for men, women and children will be carried.

Union City—Charles Bartlett is remodeling his home into modern funeral parlors and will occupy it with his undertaking business as soon as the work is completed. He has closed out his stock of furniture at special sale.

Holland Elmer Kuiper, proprietor of Kuiper's Jewelry Shop, lost about \$2,000 worth of stock and \$50 in money when thieves entered his place of business at 445 Washington avenue. The loss is not covered by insurance.

Detroit—Joseph Witkowski & Sons, Inc., 6305 Chene street, dealer in clothing, haberdashery and shoes, has merged the business into a stock company under the same style with a capital stock of \$5,000, all subscribed and paid in.

Negaunee—Harry J. Cronin, of Kalamazoo, a former resident of Champion, has purchased the drug and jewelry stock of the late J. M. Perkins and has already taken possession. It is one of the best known stores in the city.

Fremont—This city has sustained a great loss in the death of Andrew Gerber, who has long been prominently identified with the banking, canning and farming industries. He was an ideal citizen in all that the term implies.

Harbor Springs—Butler Weaver, who suffered a severe loss by fire a few weeks ago, has re-engaged in business with a complete new stock of groceries, canned goods, etc. and is now located in the Walrond, Friend & Cassidy building.

Highland Park—The Economy Plumbing & Heating Supply Co., 13931 Hamilton avenue, has merged its wholesale business into a stock company under the same style with a capital stock of \$7,500, \$1,000 being subscribed and paid in.

Detroit—The Detroit Packing Co., 1201 Springswells avenue, has merged its business into a stock company under the same style with a capital stock of \$300,000 preferred and 300,000 shares at \$1 a share, \$1,413 being subscribed and \$1,000 paid in.

Petoskey—Edward L. Irish, 90 years old, joint manager of the Bay View House, a summer resort hotel, for many years, died here last Wednesday. He was born in Ionia and came here in 1906 and married Sarah E. Childs. For years they spent their winters in Grand Rapids. The widow survives. The funeral was held here Friday with burial at Ionia Saturday.

Battle Creek—A new store specializing in clothing for men as well as a complete wearing apparel department for boys, has been opened at 30 West Michigan avenue, under the style of the Hibbs Clothing Co. Associated with W. E. Hibbs, is Miss Clara Phillips, in charge of the boys' department and Vern Best Binder, who has disposed of his stock of clothing, located on West Michigan avenue to enter into this new business.

Detroit—Stuart J. Rackham, head of Rackham's Inc., an ultra modern shoe store in Detroit, featuring Cantilever shoes, has fallen heir to a \$191,-

000 fortune from the estate of an uncle. To many perhaps, this would mean a radical alteration in their way of living. But not so to Shoe Man Rackham. "I suppose," he says, "that I could sit back comfortably and do nothing for the rest of my life. Shucks, I'd be a fish. This will give me an opportunity to do the things I've always wanted to do in the shoe business."

Detroit—Residents of the state who did not attend A Century of Progress exhibition at Chicago during the last summer are being given an opportunity to see the Michigan exhibit. The entire exhibit, with the exception of the artificial waterfalls has been installed in the Fisher building in Detroit, and is now open to the public. It is expected that the exhibit will remain open until sometime in March. The Michigan exhibit at the Chicago fair was considered among the finest exhibits sponsored by any state and attracted hundreds of thousands of people.

Kalamazoo—Order was made last Friday by Judge George V. Weimer, authorizing J. T. Bachelder, receiver of the Western Board and Paper Co., to lease the concern's plant to the Mac-SimBar Paper Co., Otsego, for six months at the rate of \$1,500 per month. The lease will be given subject to the portion of the plant already under lease to the Central Motor Freight Co. The court's order provides that the rental may be reduced proportionately to the reduced rating capacity of the mill as approved by the association of board manufacturers, in the event any of its machinery is removed and sold.

## Manufacturing Matters

Ludington—The Davis Storage Battery Co. has been organized to manufacture and build batteries and electrical equipment with a capital stock of \$10,000, \$5,420 being subscribed and paid in.

Vandercook Lake—The American Pyro-Arts, Inc., R. R. 6, Jackson has been incorporated with a capital stock of \$25,000, to manufacture and sell toys and novelties. \$8,850 has been subscribed and paid in.

Detroit—The Michigan Chandelier Co., 3130 Chene street, manufacturer and dealer in light fixtures, has merged the business into a stock company under the same style with a capital stock of \$100,000, all subscribed and paid in.

Detroit—The Garfield Manufacturing Co., Inc., 1834 Garfield avenue, has been organized to manufacture and sell soap and other chemical products, with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—The Acme Cigar & Merchandise Co., 2431 Russell street, has been organized to manufacture and sell cigars and tobaccos and deal in confectionery with a capital stock of 2,000 shares at \$10 a share, \$5,000 being subscribed and paid in.

Grand Rapids—The Grand Rapids Vapor Kiln, Inc., 300 Michigan Trust Bldg., has been organized to manufacture and deal in vapor kilns and other apparatus, with a capital stock of 2,500 shares at \$1 a share, \$1,000 being subscribed and paid in.

## Should be Brought Before Bar of Justice

The news behind the news points to a coming conflict. The issue is clearly drawn between Wall street and Main street. It is a struggle between the common people and the greedy "money changers." On one side is arrayed manufacturers, transportation officials, wholesalers, jobbers, the merchants, professions, farmers and laborers. On the others are the Wall street and international bankers and their pliant cohorts. The issue at stake is whether the Government shall be administered under the constitution or delegated longer to the greedy money interests. Whether it shall serve all the people or just the ten per cent. who own over ninety per cent. of the wealth of the Nation. Possibly the "money changers" justify their right to rule because they possess most of the wealth.

Never before have Wall street financiers been confronted by so formidable an army. They fear the President, who is at the head of this army. They feared him when he heeded the call of the common people to become their nominee. They showered the Chicago National convention with telegrams, to "stop Roosevelt." They sent in their candidate to secure the nomination. He went down to overwhelming defeat. They did not like the President's inaugural address, in which he presented a scathing indictment of the "money changers," who had nearly ruined civilization. They did not like his declaration, that the anti-trust law must be enforced against monopoly.

The battle lines are now forming. The torys within the official ranks of the President's lieutenants and advisors are resigning and going over to the enemy. Their watchman on the tower of the Empire State building is firing their heavy artillery upon the President's recovery plans. He is loading the big guns with poisonous shells, known as "cheap money," "fifty cent dollars," printing press money, and Al's own invention, the "boloney dollar." This is not the first time the greedy financiers have used this kind of ammunition. The war between Wall street and Main street must be fought to a finish. When the people of Main street fully understand the deception that has impoverished them and is seeking to control their future destiny, they will rise up and destroy their enemies. Under the leadership of the President the cohorts of greedy wealth will be banished and its corrupting influence will no longer bribe Government officials to sell out the rights of the people. A new monetary system will be set up and entirely controlled by the Government. Silver will be remonetized so that an adequate volume of money can be assured at all times. The greedy financiers who have robbed the people of billions should be brought before the bar of justice, tried and convicted and their wealth should be confiscated and the proceeds used to pay off the National debt.

E. B. Stebbins.

Modern intelligence and the spirit of enterprise constitute the main forces that create town progress.



### Essential Features of the Grocery Staples

Codes Without End. Another code is promised to be ready for the President's signature Dec. 10.

Sugar—Local jobbers hold cane granulated at 5.10c and beet granulated at 4.90c.

Canned Fruit—New pack Florida grapefruit has been quite steady, with none of the price cutting among larger factors which marred previous seasons. Some of the first of the new pack has been received here and gone into distribution, and buyers have expressed satisfaction with the quality. The official okay from Secretary Wallace is all that is needed now to make the prices on California cling peaches effective as of Jan. 2. This would fix standard No. 2½s at \$1.30, Coast, choice at \$1.40 and fancy at \$1.60, all up 10c, while No. 10s would be advanced 25c and sizes below No. 2½s 5c a dozen. Stocks left are largely in the hands of the bigger packers who were forced to hold the well known umbrella while future peaches contracted for at lower than code price levels early last summer flowed to the trade. The unsold surplus now in first hands has been put at 4,482,221 cases as of November 1, with eight months to go before the next pack. Peaches have not been active here, but sellers report that in other sections of the country the situation has been better.

Canned Vegetables—Canned vegetables are well maintained. Southern tomatoes have shown scarcely no change in weeks. Occasionally some small lot is quoted below the general market, but in the main the situation is as firm as anyone would ask for. New pack spinach has shown, perhaps, a larger decline from earlier price ideas than any other item. There does not seem to be any great pressure to sell, however.

Canned Fish—The canned shrimp industry in the South is close to achieving stabilization through the setting up of an exchange, but the job has not been finished as early as it was expected. The industry has been signed up to the extent of 95 per cent. of the total pack and while the industry could go ahead on this basis some of the packers are inclined to continue the drive for the remaining 5 per cent. Success could undoubtedly be achieved with the present set-up, since the 95 per cent. signed includes all the packers of any consequence, but it is perhaps wise to wait a little longer to secure the others and make the thing airtight. Once this is done the original opening prices of \$1.20, \$1.10 and \$1 on large, medium and small shrimp can be made to stick.

Dried Fruits—With the Thanksgiving holiday over, trade interest in dried fruits is broadening out once again and more attention is being given to the general line. Pre-Thanksgiving business was generally good, with the shortages of some lines emphasizing demand. The next thing the trade will be watching is the results of the drive on Imperial prunes. With arrangements made for large window displays, supported by a nation-wide consumer advertising campaign, the prune pool is making its bid for public support

through increased consumption. It is hoped that the increase in consumption will not merely be temporary but that the wider uses which are to be stressed in the campaign will have a lasting effect and will see prunes prepared and served in a variety of ways by which a wider demand will be established. California raisins have a firmer undertone, with bleached varieties in short supply and prices up. The depreciation of the dollar against international exchanges has, of course, resulted in some heavy booking of fruits, like dried apples, Northwest prunes, apricots, etc. Some of the items which have been and are still being bought freely for export have only a limited domestic appeal, but at least affect the domestic market indirectly as in the case of Northwest prunes. Jobbers here report a good routine business, with fruits moving in a steady way and resistance to higher prices being gradually overcome.

Nuts—With the Thanksgiving holiday over, nut interests are now busy with surveys and looking forward to the year-end holidays. There was a last minute rush of business as was anticipated, but the caution shown by the trade in previous weeks indicates fairly well that retail outlets are inadequately covered. Prices on nuts in the shell have fluctuated considerably this fall and imported shelled nuts advanced somewhat under the influence of higher importing costs.

Rice—The market here is relatively quiet just at present while the trade adjusts itself to new control prices. There is some routine activity going on all the time, but most of it appears still confined to second hands who are still in a position to take advantage of prevailing fixed costs. The higher freight rates which went into effect at Atlantic Coast ports this week, of course, had been anticipated and sellers here now look for a thin domestic market until along the latter part of the present month, when some fairly good sized buying for new year delivery is expected.

Salt Fish—The holiday season tended to reduce the demand for salt fish. This was only seasonal, and a resumption of good business is expected with the turn of the year. Mackerel prices have been firm. The assortment of American mackerel is still confined to the medium sizes. Herring was also affected by the approach of year-end holidays. Prices have been well maintained.

Vinegar—Sellers of sweet cider were reconciled to a poor season. To date sales have been far behind the normal volume for this time of the year. And of course since the season for sweet cider is of short duration, there were prospects of price cuts in the near future in order to accelerate the movement. Vinegar is seasonally slow.

Sometimes people speak lightly of the country newspaper, but it is one of the most potent and uplifting factors in our National existence. The great dailies have their mission, but their scope is too big to touch very closely the inner things of life.

In three days a good story is an old story.

### Review of the Produce Market

Alligator Pears—19c each.  
Apples—Wolf River, 50 @ 75c per bu.; Northern Spy, \$1.25 for No. 1; \$1.50 for extra fancy; Wagner, 75 for No. 1.

Artichokes—Calif., 80c per doz., 4 doz. in box.

Bananas—6 @ 6¼c per lb.

Butter—Jobbers hold plain wrapped creamery prints at 21½c, cartons at 22c and tub butter at 21c.

Cabbage—\$1 per bushel.

Carrots—60c per dozen bunches of Calif.; 75c per bushel for home grown.

Cauliflower—\$1.75 per crate.

Celery—20@40c per dozen bunches.

Celery Cabbage—40c per doz.

Chestnuts—Italian command 15c per lb.

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

Cranberries—Late Howes from Cape Cod, \$2.50 per 25 lb. box.

Cucumbers—No. 1 hothouse, \$1 per dozen.

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

C. H. Pea from farmer.....\$2.15

Light Red Kidney from farmer.. 3.75

Dark Red Kidney from farmer.. 4.00

Light Cranberry..... 5.00

Eggs—Jobbers pay 14c per lb. for mixed eggs and 16c per lb. for heavy white eggs. They sell as follows:

Fancy, fresh white.....28c

Candled, fresh.....25c

Candled, large pullets.....22c

Candled, small pullets.....18c

Storage eggs are as follows:

Candled, X.....16c

Storage, XX.....18c

Checks.....15c

Grapes—California Imperials, \$1.65 per box.

Grape Fruit—Texas and Florida are held as follows:

64.....\$3.25

70..... 3.25

80..... 3.25

96..... 3.00

Green Beans—\$2.25 per hamper for Louisiana grown.

Green Onions—Charlottes, 50c per dozen for Louisiana.

Green Peas—\$5.50 per crate of 40 lbs. for Southern grown.

Green Peppers—California, 50c per dozen.

Honey—Carroll's No. 5, \$4.85 doz.

Hubbard Squash—1c per lb. Table Queen are the same.

Honey Dew Melons—\$2.25 per crate.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate.....\$3.50

Imperial Valley, 4s and 5s, crate.. 4.00

Leaf, hot house......50

Lemons—The price is as follows:

360 Sunkist.....\$6.00

300 Sunkist..... 6.50

360 Red Ball..... 5.00

300 Red Ball..... 5.50

Limes—20c per dozen.

Mushrooms—30c per one lb. carton.

Onions—Home grown, 90c per bu. for Yellow and \$1 for White.

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

126.....\$4.00

176..... 4.00

200..... 4.00

216..... 4.00

252..... 3.75

288..... 3.75

324..... 3.50

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

Rhubarb—Hot house \$2 per crate.

Pomegranates—80c per dozen for Calif.

Potatoes—80c per bu.; Idahos, \$2.25 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy fowls..... 9c

Light Fowls..... 7c

Ducks..... 7c

Turkeys.....11c

Geese..... 7c

Radishes—30c dozen bunches hot house.

Spinach—80c per bushel for Kentucky grown.

Sweet Potatoes—Jerseys from Indiana, \$1.90 per bu.

Tomatoes—90c per 8 lb. basket for home grown hot house.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy.....5½@6½c

Good.....5 @6c

Vegetable Oysters—30c per doz.

Wax Beans—\$3 per hamper for Louisiana grown.

### Litvinoff Overlooked Something

The United States as a whole has recognized Soviet Russia, but there still seems to be one fractional dissenter. This is Mr. Rockefeller's vertical principality on Fifth Avenue, sometimes known as Radio City. Students of war and art will recall that Diego Rivera of Mexico last Winter painted a large, somewhat florid portrait of Lenin there, with other revolutionary embellishments. The fresco was considered unfit for public view on those walls and it was promptly covered up with heavy canvas.

Possibly it did not occur to Mr. Litvinoff to make the resurrection of this painted hymn of communism a condition for resuming diplomatic relations. Or can the contrary be true? Did Litvinoff tell Mr. Roosevelt, gently but firmly, that Russia would recognize the United States only on condition that the unflattering likeness of Lenin remain forever turned to one of America's most resplendent walls?

### Gabby Gleanings From Grand Rapids

Walter Baker, of Kalamazoo, now business stimulator for the Indian Trail Coach Lines, was in town one day last week. Mr. Baker says he has many things to his credit of which he is proud. The accomplishment he prizes most highly is that he has been a regular subscriber and reader of the Michigan Tradesman for forty-eight years.

Charles C. Kritzer, who was engaged in the manufacture of lightning arresters and circuit breakers here for several years, died in Chicago Tuesday. The funeral and interment will be held in Nawaygo, where deceased was born and conducted the grist mill business for many years. During his residence in Chicago he developed a new method of treating lime, manufacturing the machinery necessary to make his process possible.



## MUTUAL FIRE INSURANCE

### Non-Liquid Insurance Assets

In the wake of the economic storm that has been sweeping over us with such unprecedented violence in recent years, a mass of wreckage has been accumulating in the field of insurance.

A flattering justification of the prevalent faith in the stability of insurance institutions may be extracted from the fact that prior to 1930 relatively few receiverships had to be initiated by insurance commissioners. They were sporadic events, limited in extent and consequences.

Since then, however, the liquidation of insurance companies has become necessary with increasing frequency, though still at a rate below the general average, and the supervising authorities are now confronted with this problem on a magnified scale, involving problems which arise not only from a greater number, but also from a greater radius of influence which characterizes the present-day insolvency situation.

When failures of insurance companies were few and far between, there existed at the same time an ample background of solvent institutions able and willing to absorb a crippled business and to extricate at least its policyholders from the danger of total loss. Not a few impending failures were successfully averted altogether.

Today, there are happily many solvent insurance companies, but they are not nearly so willing, nor able, to come to the rescue of their less fortunate rivals. An economic depression of the magnitude and sweeping breadth of the present affliction does not spend itself in fatalities. It weakens all, and insurance companies cannot claim immunity from its effects.

That most of our insurance institutions are blessed with sturdy constitutions, holding promise of ability to weather the storm, is one of the consoling and reassuring bright spots in the dark picture. But it would be a mistake to suppose that even the strongest companies had come off without a scratch. Mortgage loans and other interest-bearing securities, normally considered the best possible investments for the funds of insurance companies and always constituting the bulk of the assets of these institutions, have become frozen or declined in value to an unprecedented extent. Holdings of unprofitable real estate have multiplied on a large scale due to foreclosures, often unavoidable. In short, the liquidity of assets, so long the boast of our strongest institutions, is no longer anything to boast of.

One consequence of this situation is that receivers of insolvent companies cannot proceed speedily with liquidation which, as the name implies, is a making liquid of the resources of the bankrupt estate. While this state of affairs makes for economy in administration—you cannot spend money you do not have—it also adds to its problems and trials.

Most of the States have on their statute books certain legislative enact-

ments outlining legal procedure to be followed upon official determination of insolvency of an insurance company. But there is room for more guidance in the multifarious activities of the liquidator, such as the marshalling of assets, the accounting for the receivership, the filing and approval of claims, the payment of liquidating dividends, the order of preference of certain classes of claims, court procedure and ratification of the liquidator's acts.

All these and many others are new problems, difficult of solution, and require the best matured thought and a good deal of specialized training and experience.

It may be conducive to good results if the National Convention of Insurance Commissioners were to give consideration to the entire problem of liquidation of insurance companies, with a view, after due deliberation, to some pronouncement of policy for uniform adoption in all States.

Forrest Mitchell.

### Economic Test of Life Insurance

A very fixed and definite responsibility attaches to every man or woman in the insurance business. We may become enthusiastic in our thoughts that prosperity is just around the corner, we may ponder well the prospects for the future; but unless we, as apostles of insurance, tackle our individual jobs with a renewed and resolute hope and an optimism that admits not of the surly spectacle of a crushing depression which has so undermined the morale of business, we shall not attain the high standards commensurate with the dignity of the insurance profession.

Insurance, like any other business, has been subjected to acid-tests during the last 100 years. Economic upheavals are not an innovation in American business. Gigantic catastrophes, money panics, inflated values and false standards have many times sought to break down the security of insurance; but it has ever been found basically sound and, in spite of the character-testing period of 1931, a total of \$4,000,000,000 was deposited in insurance premiums with American companies of which 62 per cent. was returned to the policyholders by way of death claims, endowments, annuities, etc. What could be a more eloquent appraisal of the genuine worth of insurance?

I was very much impressed in reading a recent editorial comment on insurance. The statement said in part as follows:

"Life insurance in these times has a more important significance than during periods of prosperity."

Statements such as these, representing as they do the judgment of periodicals of far-reaching influence, emphasize the good repute of the insurance business and are a challenge to those associated with its functions to preserve that well-deserved appraisal.

I think that it does not reflect good judgment in seeking to embarrass our banking institutions by pointing to their failures in many instances to justify the public confidence which they enjoyed in a better day. We should be helpless without banks. But prudence

and modesty in the acclaim of accomplishment can do no harm.

While the invading deficits of a depression—which contrary to the belief of many is not peculiar alone to America—has swallowed up the fortunes in wealth and caught in its snare countless thousands, insurance has withstood the winds of adversity. Its fundamental soundness is the hope of a people harassed and baffled by a shaken confidence.

Never before has insurance merited such acclaim and never before have the people of America been so generous in their expressions of confidence and so susceptible to its benefits.

In our moments of exultation, however, we must not be unmindful of the fact that with every success there is an inescapable responsibility. That responsibility is individual to men who are out on the firing line, as it were, in bringing to the people the manifold benefits of insurance.

While it is consistent with good business ethics to be boundless in praise for the company or companies any man represents and the excellence of the contract he is seeking to sell a prospective purchaser, he must ever be on his guard lest he do not hint at insecurity or the basic soundness of a competing company. Many a bank has closed its doors carrying to destruction the hopeful anticipations of its depositors because someone in an unthinking moment, either by implication or otherwise, has conveyed a thought of insolvency.

The mails of the Insurance Department carry inquiries into companies against whom a whispering propaganda has been lodged. It is well to be zealous in solicitation of business; but to overstep the bounds of propriety invites destruction and chaos which will ultimately reflect to embarrass and impair earning capacity of the culprit.

I presume that it is natural that I should believe that to State supervision, implying as it does the protective sources of the State, is due a portion of credit for the incomparable public confidence which insurance now enjoys. I further believe that a misapplication of that force would be just as potent a factor in the decline of such confidence, and it is for this reason that I have consistently encouraged the council of agency forces in the determination of the many perplexing problems with which I, as Superintendent, am called upon to act as arbitrator.

The Insurance Department can be of great benefit to agency forces, but in the final analysis the responsibility rests on insurance men.

Legislation of a corrective nature must emanate from sources such as insurance meetings. In my judgment the laws of Illinois in respect to insurance are as solicitous of the insuring public as those of any other State in the Union, but new and changing conditions require changes in our statutes to cope with the new economic era in which we now find ourselves.

(Continued on page 22)

cooperation

the basis of recovery

why

has been used  
and practised  
for 100 years  
by  
mutual insurance  
not participate  
in the savings  
made possible  
by cooperation

the  
MILL MUTUALS AGENCY

LANSING . .
DETROIT . .
GRAND RAPIDS . .





## Please Accept Our Thanks



A 32 oz.—not  
26 oz.—package  
containing  
pure iodine in  
just the right  
amount.



A popular  
package —  
the biggest  
package for  
your money.  
Ideal for  
the table.

The Barrel Mark that Buttermakers  
know best.



It is with a profound feeling of gratitude and appreciation that we acknowledge the many favors received from the hands of the retail trade of the state of Michigan over a long period of years. And it is with pardonable pride that we point to this trade approval and acceptance of COLONIAL SALT as a tribute to a selling policy built around Service — Service as attested by the high quality of the product together with a willingness to recognize the niceties of trade relations and what it means to be on the friendliest of terms with your customers.

THERE IS A COLONIAL SALT FOR EVERY PURPOSE. We have learned the necessity of a special salt for each special purpose, and in every instance and for whatever purpose it may be used COLONIAL SALT can be depended upon to give best results.

THERE IS A

**Colonial**  
FOR  
EVERY PURPOSE **Salt**

### FOR THE TABLE

Colonial  
Iodine Salt  
2 lb. round can.  
Colonial  
Log Cabin Plain Salt  
2 lb. round can.  
Colonial (sq. pkg.)  
Plain Salt  
1½ lb., 2 lb. and 3 lb.  
packages.

### FOR TABLE AND COOKING

Colonial  
& Bunker Hill Salt  
2, 2½, 3, 4, 5, 10, 28 and  
56 lb. sacks.

### FOR THE CREAMERY

Colonial  
Butter Salt  
100 lb. sacks or barrels.

### FOR THE BAKER

Colonial  
Bakers' Salt  
100 lb. sacks or barrels.

### FOR BUTTER, MEAT PACKING, AND ALL FARM USE

Colonial  
Special Farmers' Salt  
70 lb. sacks.

THE COLONIAL SALT COMPANY, AKRON, OHIO  
MICHIGAN REPRESENTATIVE  
RICHARD WARNER, Jr.

541 Paris Ave., S. E.

Phone 8-7301

Grand Rapids, Mich.

## STILL AFRAID TO HIT DIRECT

Virtually no further progress has been made this week either in the fight of the opponents of the President's financial program or in a clarification of the monetary policy. This does not mean that it has been a quiet period. On the contrary, the week has been marked by an unusual amount of activity among those carrying on the monetary controversy and by more than the usual quota of rumors as to what the Administration is going to do. After it all has been sifted out, however, the fact still remains that the last few days have added little if anything that might be of aid in appraising the outlook.

Perhaps the most interesting development of the week was the two meetings held recently. On the one side was a group, the Crusaders, opposing inflation, and on the other side, Father Coughlin and various cohorts, supporting the policy of the President. Measured by attendance there is no question that the latter was more successful. This was also true if one weighed the meetings on the basis of the effectiveness of the speakers in arousing a public following. Neither meeting, however, provided any particular indication of the relative strength of the two forces. This still remains to be decided.

At the same time these meetings did provide a good example of what the anti-inflationists are up against in their fight. So far they have been content to present rather nicely reasoned arguments. They apparently have worked on the thesis that if one merely will talk to sufficient people in quiet terms they unquestionably will see the light and become opponents of the Administration program. What they seem to be doing, in other words, is setting up glorified class-rooms for the public and making somewhat the same kind of speeches that might be made before a group with more or less understanding of financial principles and terminology.

On the side of the inflationists no such error is being made. They have recognized clearly that they are talking to individuals who do not understand complicated economic and monetary arguments. In consequence all idea of logic has been tossed out the window and the campaign is being carried forward on purely emotional grounds. Their arguments are silly, inaccurate and monstrous, but they sound plausible and win support.

The trouble with the opposition seems to be that it is afraid of hurting someone's feeling. Instead of indulging in the kind of statements that any politician would tell them is necessary in a case of this kind, they behave like they were carrying on an argument at a tea party. It seems that as long as they follow these tactics, they will continue to be ineffective and the inflationists will remain in the saddle.

It also seems that the opposition most likely will continue these tactics until it is too late to stop the issuance of printing-press money, either directly by the Government or indirectly through the Federal Reserve Banks. With one or two exceptions they are afraid to hit direct and hit hard. Most

of them think it is still too early to tell the American public that a continuation of the present financial policy of the Administration can lead only to economic and financial collapse.

## PRODUCERS ON DEFENSIVE

At the "profiteering" hearings this week in Washington, it is likely that manufacturers and not retailers will be the principal defendants. These sessions will be devoted to finding out just how prices on many articles were increased under various codes and if those advances were justified.

Perhaps some retailers did entertain large ideas of how they would mark up their wares and get back profits in a hurry when the Fall season started. They were soon forced, however, to change them. For one thing, the buying power was not there and, again, the weather and competition interfered very seriously with their plans.

In the main, though, merchants were more worried over what they might have to ask because of sharply advancing prices in their markets than delighted over prospects of improved dollar volume. Most of them averaged up their costs and the full weight of replacement expense never appeared in their quotations. Later on the season turned out so unfavorably, in many instances, that they were forced to disregard costs and sell at what they could get.

The case of many manufacturers was different. A number of them marked up prices substantially before their higher code costs were encountered. Then the code increases were magnified. In many instances, little or no attention was paid to the economies obtained through these same codes, such as lower discounts and the elimination of quantity rebates.

It is understood that confidential complaints will be accepted by the government investigators. Some of these recitals should go a long way toward explaining why the recovery program has failed to attain the highest hopes held out for it.

## SUBSTITUTES MISSING

Agitation of the money question has been less pronounced during the past week. Possibly, the failure of sound money adherents to offer a practical substitute for the relief measures adopted was a reason. Critics of the administration, as many business observers see it, are profuse in their arguments against recovery steps but have nothing to advance beyond methods which proved woefully ineffective over three long years.

Thus, even the business suggestions of Dr. Sprague, early in the week, are by no means new. Economists have repeatedly urged more efficient production and lower prices, which would restore and expand industry so that agricultural workers would be attracted back to the plants, thus reducing farm output.

The difficulty here lies, of course, in getting a start. Then, again, while no one questions that demand would be stimulated by lower prices, the matter of debt service enters. Stores, for instance, can sell a greater number of units at reduced prices but, if dollar volume suffers, then fixed charges take

a larger percentage of the income. This happened over the last two years and wages and salaries had to bear the brunt.

If every industry was fixed to carry out mass production like the automobile line, then lower prices and fair wages might be possible. Low-cost housing was offered by Dr. Sprague as a possibility of new business, but the difficulties here are so numerous and complex that, while the suggestion has been made throughout the depression, the plan seems to get nowhere.

## SENTIMENT GAINS FURTHER

The firmness of the administration in the face of assaults against its money policy, along with certain indications of public temper on this and other issues, has apparently caused some subsiding of the monetary agitation. During the past week sentiment improved further, the gains being based upon the appearance of more encouraging prospects for business and also upon a spread of the feeling that the recovery plan should be given a fair chance to prove its worth.

For the third week the business index advanced, showing the best gain so far in this upturn. The rise in steel operations was noted particularly in view of more cheerful reports coming from this industry. Steel scrap, accepted as a barometer in this line, was higher for the first time since last August.

Although somewhat troubled by union labor relations, the automobile industry is making a start on new models, and estimates are heard that output next year may run 50 per cent. ahead of this year's production. At any rate, the upturn in retail sales this season and cautious manufacturing schedules have reduced stocks to the lowest level in years.

Given further headway in the building line, the upturn in automobile manufacture and railroad rehabilitation might furnish about the same basis for recovery as in 1921, when these were the principal factors in restoring prosperity.

## PLANNED OUTPUT STARTS

In the announcement late last week that the cotton textile authority has obtained permission to order a cut in production to 75 per cent. of the limit specified in its code was seen the first major instance of planned output under the NRA. An industry is regulating its operations to consumer demand upon an industry-wide scale.

This experiment will be eagerly watched in all business quarters because its results will signify whether control of this kind can overcome the wide fluctuations which have plagued all lines of enterprise. The producer and his customers have their eyes on prices a large part of the time, but they appreciate that conditions of supply and demand govern.

The cotton textile industry, particularly, has been struggling with this problem of feast and famine, with not much feast. An active demand would send production shooting up always to overreach the mark. Output would continue heavy after the demand had dried up. Prices would be slashed and

wages cut in order to stir up business in the face of an expiring demand.

To overcome these conditions, the industry first undertook to outlaw night work by women and minors, then it attempted to set limits upon operating schedules. Finally, it came through with the first code under the NRA. Now it proposes to cut output 25 per cent. under that agreement and thus becomes the first major industry to undertake planned economy.

## DRY GOODS CONDITIONS

Launching of apparel clearance sales and the starting of the traditional holiday shopping period brought a sharp pick-up in retail trade toward the close of last week. Before Thanksgiving business was not very active, the warm weather again holding down volume.

Results for the month just closed were rather spotty. The first half saw trade lifted out of the doldrums and increases made over last year. In the second half the late holiday caused a loss of the holiday business which figured in last year's volume.

In this area it is estimated that November will show a small gain over a year ago. For the country as a whole indications are that sales may prove about equal or just a little better than they were in November, 1932.

With prohibition repeal a matter of actual accomplishment, retailers are, of course, keenly interested in its possibilities. While they may lose some money through liquor purchases, they look for a general loosening up of public buying which should more than offset the loss.

Some re-orders were received on holiday goods in the wholesale merchandise markets during the week. There were also a number of first orders, which are unusually late due to the restrictions placed upon buying budgets on account of the slow retail season. Manufacturers are lowering prices on spot goods as a means of helping stores to reduce inventories.

To think great thoughts you must be heroes as well as idealists. Only when you have worked alone—when you have felt around you a black gulf of solitude . . . and in hope and in despair have trusted to your own unshaken will—then only will you have achieved. Thus only can you gain the secret isolated joy of the thinker, who knows that, long after he is dead and forgotten, men who never heard of him will be moving to the measure of his thoughts.—Oliver Wendell Holmes.

Continuous advertising, like continuous work, is most effective. If there is any enterprise in the world that a quitter should leave severely alone it is advertising. Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day, year by year, until it exerts an irresistible power. To discontinue advertising is the same as taking down your sign. If you want to do business, you must let the public know it.—John Wanamaker.

No man can tell what the future may bring forth, and small opportunities are often the beginning of great enterprises.



## OUT AROUND

## Things Seen and Heard on a Week End Trip

It gives me great pleasure to hand our subscribers this week the fiftieth anniversary edition of the Michigan Tradesman—not so large in size as some of its twenty-five predecessors, but nearly 20 per cent. larger in size than the anniversary edition put out last year—104 pages instead of 88 pages, exclusive of cover. This year's anniversary edition contains over forty special articles, mostly written especially for this year's anniversary offering, including a liberal sprinkling of contributors who have been with us on previous occasions. Charles W. Garfield and Lee M. Hutchins have been with us every anniversary issue for the past twenty-five years.

Now that we have rounded out the fifty years I hoped to accomplish when I started the Michigan Tradesman back in 1883, I suppose my readers will expect something entirely different than I have ever given them before. I am afraid they will be doomed to disappointment, because the annual reviews I have prepared for them during the second quarter of a century have covered practically every worthwhile feature pertaining to the growth of our paper and the prosperity of our readers. While the sources of information have been greatly amplified during the past fifty years and the handling of all classes of merchandise has been practically revolutionized, yet the same cardinal principles essential to mercantile success stand out in bold relief, the same as they will, I think, fifty years hence. Honesty is still honesty, service is still service, courtesy is still courtesy and vision is still vision. These qualities are more in evidence now than they ever have been in the past and they are just as essential to success as was the case fifty years ago.

One reason why the Michigan Tradesman has been so generously treated by both the retail and wholesale trade is because of the material advantages it has been able to accomplish in their behalf, some of which may be enumerated as follows:

Organized 132 associations for retail merchants at its own expense, enabling the members to collect over five million dollars in poor accounts at comparatively small cost.

Brought about the uniform insurance policy form, which has been worth millions of dollars to Michigan merchants during the past thirty-five years.

Took thirteen cases to the Supreme Court which merchants were unable to do on account of their financial circumstances and secured a victory thirteen times. These cases involved vital principles affecting the well being of Michigan merchants.

Made large personal contribution to the fund used to defeat the machinations of the mail order houses when the parcel post law was enacted. But for the writer this law would have been made much more favorable for mail order houses, thus working great hardship to regular retail dealers.

Forced stock insurance companies to abandon the wicked and unnecessary

surcharge they undertook to saddle on the insuring public during the war.

Encouraged organization of mutual fire insurance companies which furnish the merchant valid insurance at 30 to 60 per cent. saving over stock company rates.

Saved merchants millions of dollars by exposing frauds and cheats who prey upon the credulity of the mercantile fraternity.

The above by no means represents the measure of service we have been able to record for the benefit of the mercantile interests, but it is sufficiently important and varied to show that it has justified the existence of the Michigan Tradesman and enabled it to render a service which could not be obtained from any other agency or organization.

I wish I knew exactly how much Realm of Rascality has been worth to the readers of the Tradesman. If I were to make an estimate of its value I would place it at a half million dollars per year. This may look large to some, but I could qualify on such a statement if required to do so.

The Tradesman has been very outspoken in handling cheats and frauds during the past half century and has been threatened with hundreds of libel suits. Sixteen of these threats were carried into execution and the cases tried before legal tribunals at a cost to us of more than \$60,000. In every case the controversies resulted in verdicts of no cause of action.

I still hope to see the day when crooks will be relegated to the scrap heap and shady transactions will be taboo, but it will never do to lie down on the job or lessen the present degree of watchfulness so long as all kinds of wickedness is so prevalent in the land.

I am glad to be able to record that during the fifty years I have edited the Michigan Tradesman I have never permitted a word to appear in the paper which would cause a child to ask a question. I was greatly pleased to receive a greeting recently from the Women's City Club, of Grand Rapids, congratulating me on the example of clean journalism I have maintained without interruption during the long career of the Tradesman.

During the career of the Michigan Tradesman I have received letters from perhaps 5,000 merchants saying they have gained competences by following the advice they have found in such ample measure in our paper. My reply has always been that I am glad to learn that I have helped them on the royal road to riches, if they make good use of the possessions they have acquired.

I wish to improve this opportunity to thank our subscribers and advertisers for the generous patronage they have accorded us all these years; to thank our contributors for the faithful service they have rendered us and to express appreciation to all others who have extended a helping hand whenever needed. They all form a

band of helpers who deserve our heartiest thanks.

One long-familiar face is missing from this year's anniversary—Dr. A. W. Wishart. After being a regular feature of these special editions for twenty-five consecutive years, Dr. Wishart has been called to meet his Maker. His record as pastor of the Fountain street Baptist church (Grand Rapids) was a most exceptional one. It will go down in history as one of the most remarkable clerical careers this country has ever witnessed.

Aside from the fact that the earnings of the Tradesman have been ample to enable the writer to live in peace and comfort and lay a little something away for a rainy day, it has enabled him to do his full share in contributing to current charities which appealed to him until the recent depression curtailed our income to such an extent that these contributions have been out of the question. It has also enabled him to do his part in keeping the wheels of industry moving in the city of his adoption.

The assistance I have been able to render my patrons in their aim to achieve mercantile supremacy has, of course, brought me great satisfaction; but even more gratifying are the permanent friends I have been able to gain and retain all these years and whom I have cherished with great delight and appreciation.

We had a pleasant arrangement during the six summer months with E. B. Stebbins, of Lakeview, who represented our subscription department in Northern Michigan and the Upper Peninsula. He sent us several hundred new customers, giving every one he called on a little talk on economics and helped those merchants who sold nut oleo some years ago, but did not handle animal oleo, to \$7 and \$15 cash rebates from Uncle Sam. I hope we may have the pleasure and satisfaction of having Mr. Stebbins with us again next summer.

Of one thing we are sure: Fifty years of faithful service lies behind us and the opportunity to serve the retail dealer is just as great as ever. In fact, there never was a time, in our opinion, when the need of sane and sensible leadership was more apparent than now, when the cohorts of greed and would-be monopoly press forward so arbitrarily and arrogantly for mastery. The writer has reached a stage of life where he ought to be considering the idea of retirement, but to turn the duties of his position over to less experienced hands at this time, when seasoned knowledge of the situation is so urgently needed, would be an unthinkable betrayal of trust. Thoroughly imbued with this idea and steadfast in the determination that he can be of important assistance to the trade during the years of stress which evidently confront us, the writer will lay aside the call for rest and relaxation until the right of the independent merchant to a place in the world of trade is clearly and permanently established.

There never was a time when the Tradesman felt it was so indispensable to the retail trade as now. There never was a time when the retail dealer was confronted with so many difficult problems and perplexing conditions as at present. This applies to all lines of merchandise and every branch of buying and selling. Merchandising has become a science, in which a novice stands small chance of success. In times past a farmer or mechanic could espouse the mercantile business and frequently win recognition and success. Such a possibility has largely become a matter of history, because competition is now so keen and the fundamental rules and underlying theories of the retail business are so exacting and abstruse that none but experienced men stand any show of succeeding in any legitimate mercantile pursuit.

I do not feel called upon at this time to make any promises for the future. The past furnishes a sufficient criterion of what the future has in store. With widened experience and (I trust) expanded vision, with a corps of expert advisers and competent contributors, with a rapidly growing circle of eager readers who place absolute trust in the integrity and good faith of this publication, the Tradesman now enters upon its second half century full of hope and promise, which I confidently expect to realize and see fulfilled in large measure.

I am sorry to see that some of our local public school teachers propose to ally themselves with the American (should be un-American) federation of labor, which means that they are no longer free agents, but servile tools in the hands of the most desperate tyranny ever established in a free country. Under the practice of the union their equipment will soon include torches, clubs and daggers.

The three allied industries—the grain grower, the grain grinder and the bread baker—are the oldest occupations recorded in history. They antedate all recorded history, because on them depended the health and welfare of the people in the gradually upward progress they have made from degradation to civilization—from a condition close to the animal to the proud position they now occupy as superior human beings. Because of this allied relation there should be no friction between these classes or the individual members of each class.

Unfortunately, this live-and-let-live spirit has not always prevailed among the bakers of modern times because of a disposition at times to introduce the tendency of the Ishmaelite—with the hand against every other man's hand; with the substitution of a spirit of harmony and good will for a determination to destroy the confidence which has long been the valued possession of the bread baker and replace it with a feeling of suspicion, distrust and animosity. Instead of undertaking to see how a reasonable profit can be made regularly and legitimately, such men

(Continued on page 23)



## FINANCIAL

### Gold-Buying Program Is Without Legal Foundation

From the memoranda of Dean Acheson and Stanley Reed which became public a few days ago it is perfectly clear that the Administration does not have legal authority for its present gold policy. It is true, of course, that Reed makes an argument to support the right of the Reconstruction Finance Corporation to buy gold at above the statutory price, but his line of reasoning is so obviously unsound that I seriously doubt if even Mr. Reed himself would care to defend it in a court.

The first thing to note in connection with the two memoranda is that both agree that the Reconstruction Finance Corporation does not have the right to buy gold at above the statutory price. No one, in fact, questions this absence of authority. The whole case, accordingly, rests upon whether the R.F.C. has the right to sell its debentures to only a limited group and for a restricted kind of payment. In this sense the problem is exactly the same as it would be if we were discussing whether the R.F.C. would be within its right to offer a ten-dollar debenture for a bushel of wheat.

Reed maintains that it does have this right. His argument rests upon two points. The first is that if the Reconstruction Finance Corporation offers to sell a debenture of, say, \$100 for gold which at the statutory price is worth only \$65, the whole transaction can be interpreted as simply the discounting of its obligations. He brushes aside, in other words, all thought that the rate of discount which it pays must be anything like the market rate. Rather, according to him, it can be anything that the Reconstruction Finance Corporation determines—35, 65 or 99.99 per cent.

His second point is that such an exchange—taking gold at above the statutory price—means that the Reconstruction Finance Corporation is selling its debentures for gold as a commodity and not gold as money. He upholds this as legal with the statement that "the word 'sale' does not necessarily import an exchange for money only."

Dean Acheson, on the other hand, holds that the right given the R.F.C. to discount its notes was for the purpose of enabling it to get "funds for use in connection with its authorized lending functions." Secondly, it is his contention that the act did not anticipate the R.F.C.'s exchanging its obligations directly for commodities, which the organization quite positively is doing when it takes gold at above the statutory price. Finally, he maintains that the spread between the par value of the debentures given by the R.F.C. and the statutory value of the gold received cannot by any stretch of the imagination be considered a discount.

Beyond any reasonable doubt, it seems to me, Acheson's interpretation is the correct one. If we accept the conclusion of Reed we must grant that the R.F.C. has authority to enter any commodity market in the world and exchange its debentures for the commodity in question at any price it likes.

In so far as his line of reasoning goes, it would be just as legal for the R.F.C. to start exchanging thousand-dollar debentures for worn-out shoes of the "brain trust" as it is to exchange debentures for gold at a price of \$33.85 an ounce.

Ralph West Robey.

[Copyright, 1933]

### Eliminate Surtax and Bring Prosperity

"Soak the rich" income taxes are prosperity retarders. Only through elimination of the surtaxes can a quick return be made to the "full dinner-pail" era.

So Roger W. Babson, head of the Babson Institute, told members of the Advertising Club of Boston recently at a luncheon in the Hotel Statler.

"By merely revising the tax policy of this Government for the next five years, you would see the greatest building program in the history of this country. You would see every factory working full time, resulting in an actual shortage of labor, while various new developments in transportation, power projects and other enterprises would start up in all sections of the country.

"You ask how will the Government raise the money to pay its bills. I am willing to stake my reputation that the Government would get more from normal taxes and corporation taxes through increased production and employment without surtaxes, than it now gets from all combined."

Explaining his theory, Mr. Babson pointed out that during 1924 to 1929 in Boston, for example, 2 per cent. of the families supplied most capital for building and other new projects. These families spent little on themselves. Rather they invested practically all their income in new enterprises.

Under the present income tax law these persons, who have hitherto supplied the funds for the development of Boston, which gave employment to Boston's present unemployed are forced to pay surtaxes of from 50 to 60 per cent. The result is that these families now see no sense in taking any more risks and hence buy only non-taxables.

"The present income tax law is so set up that if a family risks its money in constructing a building or erecting a factory, or financing other enterprises, and loses, only 12½ per cent. of that loss can be recovered; while if successful, the Government takes 50 to 60 per cent. of the profits through surtaxes.

Mr. Babson declared that President Roosevelt has two basic aims: reduction of unemployment to the normal of about 2,500,000, thus bringing back prosperity; and legislation for a more equal distribution of the nation's income. The statistician said they are inconsistent with each other.

"The President and everyone else who is attempting to do these two things simultaneously are in the position of a man trying to ride at the same time two horses going in opposite directions.

"The total income of the United States for 1933 is estimated to be \$50,000,000,000. This could be divided among the 25,000,000 families, giving each about \$2000 per year, or the entire wealth of the country could be re-

distributed by adding another amendment to the Constitution. The difficulty, however, is that any such action would close down factories, bring an end to new building, and make the unemployment situation infinitely worse than it is at the present time.

### Some Improvement in Business Expected This Month

Business reports show some evidence of improvement, particularly those for retail trade. Steel production is around 27 per cent. of capacity and steel scrap quotations were slightly higher for the first time in many weeks. Car loadings, power production and other business indices were not accurate due to the Thanksgiving holiday which distorted the figures.

The attention created by the recent resignation of Mr. Sprague, which previously caused a great deal of discussion, has now relaxed and the President gives every indication that the gold buying plan will be continued so that the money battle really continues. This is probably laying the ground work for the December 15th Government financing which now appears will offer no real difficulty and will probably be accomplished through short term notes.

A recent statement of Secretary Ickes, that additional funds are necessary to complete the public works program, gives further evidence that the Administration's present program will continue. In many quarters it is stated the gold dollar will be pegged at around 37; this would make the dollar in terms of foreign exchange around 56 cents. Accordingly, uncertainty as to the future policy will continue.

All of these things helped to cause confusion as to Government credit, as it was feared that eventually they would be forced to use paper money to finance its many projects. Many writers, however, now believe that the Government can do its financing through short term issues.

It is expected that business will show some improvement during this month, with particular activity the first few months of 1934.

J. H. Petter.

### Proceedings of the Grand Rapids Bankruptcy Court

In this matter Herman Maurer, bankrupt No. 5205, final meeting of creditors was held under date of November 6, 1933. Fred G. Timmer, trustee, was present. Trustee's final report and account was approved and allowed. Bill of Archie D. McDonald, attorney for bankrupt, was considered, approved and allowed at the sum of \$50.00. Balance bills, notes and accounts receivable was sold to Roman F. Glocheski for the sum of \$2.00. Order was made for the payment of expenses of administration, preferred claim, and a first and final dividend of .41%. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

November 29, 1933. On this day the schedules, reference and adjudication, in the matter of Benjamin H. Krause, bankrupt No. 5509, were received. The bankrupt is a jobber of East Grand Rapids, Michigan. The schedules show total assets of \$757.00, (of which \$350.00 are claimed exempt), and total liabilities of \$22,074.78, listing the following creditors: Grand Rapids Savings Bank, G. R. \$500.00 Union Bank of Michigan, G. R. 1,585.00 Emma C. Krause, G. R. 100.00 Old Kent Bank, G. R. 700.00 G. R. Savings Bank 1,283.72 Rudolph P. Kutchie, G. R. 8,000.00 Highlands Country Club, G. R. 94.64 Spring Lake Country Club 37.50 Masonic Country Club, G. R. 67.50 Gezon Motor Sales, G. R. 49.00 G. R. Savings Bank 8,800.00 J. K. Mosser Leather Corp., Chicago 757.42

November 29, 1933. On this day the schedules, reference and adjudication, in the matter of William King, bankrupt No. 5508, were received. The bankrupt is an insurance agent of East Grand Rapids, Michigan. The schedules show total assets of \$22,855.00, and total liabilities of \$5,945.00, listing the following creditors: G. R. National Bank \$4,100.00 Elsie Green, G. R. 1,000.00 Associates Investment Co., G. R. 365.00 Bernard Voss, G. R. 250.00 G. R. National Bank 230.00

In the matter of Harry L. Fox, doing business as Fox Brothers, bankrupt No. 5493, first meeting of creditors was held November 27, 1933. The bankrupt was present in person and represented by Charles H. Kavanagh, Attorney. No creditors were present or represented. The bankrupt was sworn and examined before a reporter. M. N. Kennedy, of Kalamazoo, Michigan, was appointed trustee and his bond fixed at the sum of \$5,000.00. Claims were proved and allowed or referred to the trustee. The meeting then adjourned without date.

In the matter of Donker Coal Company, a Michigan corporation, bankrupt No. 5487, first meeting of creditors was held November 27, 1933. The bankrupt was present by Martin B. Donker, Secretary, and represented by Warner, Norcross & Judd, Attorneys. Creditors were represented by Benn M. Corwin and Hilding & Baker, Attorneys. Claims were filed only. Martin B. Donker was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, Michigan, was appointed trustee, with bond of \$100.00. The meeting then adjourned without date.

In the matter of Onandaga Construction Company, Inc., a corporation, bankrupt No. 5478, first meeting of creditors was held November 28, 1933. The bankrupt was present by Mary I. Connell, bookkeeper and office manager, and was represented by Seth R. Bidwell, Attorney. Creditors were represented by Butterfield, Keeney & Amberg and Benjamin T. Smith, Attorneys. Mary I. Connell was sworn and examined before a reporter on behalf of the bankrupt. Claims were filed only. Fred G. Timmer, of Grand Rapids, Michigan, was appointed trustee and his bond fixed at the sum of \$100.00. The meeting then adjourned without date.


In the matter of Benjamin H. Krause, bankrupt No. 5509. The first meeting of creditors has been called for December 18, 1933, at 11 A. M.

In the matter of William King, bankrupt No. 5508. The first meeting of creditors has been called for December 18, 1933, at 10 A. M.

In the matter of Harry Dell Randall, bankrupt No. 5451. The first meeting of creditors has been called for December 18, 1933, at 10 A. M.

### Novelty Furniture Sells Well

The seasonal decline in wholesale buying in most branches of the furniture industry is being offset to a large extent by an active call for novelty merchandise for holiday sale. Buyers are seeking goods to retail at \$5 to \$25, with some ordering merchandise in higher ranges. Producers report a substantial call for novelty liquor cabinets, small bars and related merchandise. Many factories have been able to clear their entire stocks of novelty bars made up last Spring in the hope that legalization of 3.2 beer would create a demand for such goods.

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

**OLD KENT  
BANK**

2 Downtown Offices

12 Community Offices



## OUR EDITOR

## Side Glances on His Work and Personality

If a close observer of human life were to make a study of E. A. Stowe's personality with a view to writing an accurate and sympathetic characterization and biography this observer soon would be asking himself the question: "How am I going to bring out the many-sidedness which forms so prominent a trait in my subject's make-up? This deserves more than passing mention, for it has been a powerful factor in the shaping of his unique and influential career."

The practical way to handle this matter might be to devote a chapter to each of Mr. Stowe's dominant traits, to the trait itself and the activities in which it has been manifested.

One interesting chapter—and not a short one either—would be headed "Stowe the Fighter." Always it has been his conviction that a wrong never rights itself. If ignored and let alone it grows stronger and stronger. It must be tackled and downed if it ever is to be gotten rid of.

Since starting the Tradesman he seldom has had just one fight going—more often it has been two or three or more. By spoken and written words and by court proceedings Mr. Stowe has contended for what he considered fair and just, against fraud and greed in their many and often cleverly disguised forms.

He has chosen as his special field of combat, such matters as affect adversely the interests of independent retailers. The warfare he set up has held the respect of the most powerful adversaries.

Certainly there should be a chapter on "Stowe the Diligent Worker." It often is observed that great fighters usually are not industrious in routine effort. They summon their forces for a contest but loaf between battles. Mr. Stowe has proved himself a marked exception to this rule. Few persons put in anything like so long a working life as he has done. And of those who can claim an equal period of useful activity, only a small part have labored year in and year out with the unflagging energy and zeal that he has shown.

There should be a chapter on "Stowe the Citizen," giving the reader some idea of Mr. Stowe's efforts for honest government, good streets and highways, and whatever would build up the city in which he has lived, the country surrounding it, and the whole fair state of Michigan and the Nation as well.

Allied to, but still distinct from, his endeavors as a public spirited citizen, has been his Get-Together Work, his years of patient teaching and showing business men that those of each village, town and city must pull together for the common good; stressing over and over again that their private concerns are inseparably bound up with the welfare of the community.

One chapter should be entitled "Stowe the Business Getter and Business Manager." He never has made any bones of it that when he started the Tradesman he got right out and hustled hard to put his paper on its

feet. It has not been as a theorist, unacquainted with actual business, that he has given council to merchants through the columns of his publication. During all these years he has kept his hand on the helm, and personally directed the many and large affairs of the Tradesman Company.

The book would be sadly incomplete were there not chapters showing the gentler side of this aggressive, strong-willed man's nature. "Stowe the Friend" would tell of his many warm and close friendships. "Stowe the Philanthropist" would give some account of his generousities and benefactions. It should be brought out that in helping his fellow men he has not stopped with rendering financial aid to individuals and causes that he considered worthy of support. Busy as he has been, he has found time to give advice and sympathy to honest souls struggling against heavy odds, assistance involving more sacrifice on his part and more effectual as to results than the bestowal of money alone.

Other traits deserve at least a brief chapter apiece. But, of course, the book should deal mainly with Mr. Stowe's relation to the publication which has been his great life work; "Stowe the Editor" should be the outstanding chapter of all. The pronounced development of his differing characteristics might give a reader who never has known him the impression that his nature is a composite of several different men bound into one. But his friends and acquaintances do not think of him so. To them he is one man, like no other man they ever knew—Stowe of the Tradesman.

The journal that has furnished an outlet for his great energies has also given a field in which his varied and strenuous activities have been blended together. It has been and still is a fitting exponent of a personality, that while many-sided and possessing some seemingly contrary traits, is still well knit together.

From its beginning the Tradesman has stood for certain things. It still stands for them. Through fifty years which have witnessed almost revolutionary changes in many of the important aspects of life, the Tradesman has held to its course with remarkable uniformity and steadiness. Of Mr. Stowe's success in his long labors, his paper is the best evidence. Here we can enter into detail on only one phase of his many duties.

To do good work an editor must perform two functions which are antagonistic. Unswervingly he must consider, first of all, the value of the paper to its readers—what they want, what they need which he can supply by his publication. But he must deal with his contributors in a way to obtain the best they can furnish—their fresh, spontaneous thought, their inmost convictions, the soundest counsel they can give as the result of keen observation and actual experience.

Every editor will tell you that in regard to their work writers are not like other folks. Many, perhaps most, began to write, not for the pay, but to satisfy an inward urge. They continue for the same reason. They write because they must. And their feeling for

the product of their efforts has a peculiar and very personal intensity.

If a writer submits some poor little piece that hasn't even the virtue of readableness and is entirely inappropriate for the given publication, he is likely to feel terribly hurt if the editor, in sheer justice to his readers, rejects it. For the writer regards the work of his pen, not as a commodity that must stand on its merits and take its chances in the open market, but rather as an overfond and tender mother regards a sickly baby.

Standing between contributors and readers presents many difficult problems—problems which are all the more exasperating because they never can be solved and settled once for all, but must come up again for solution with every issue of the paper. It speaks volumes for Mr. Stowe's tact and forbearance that he has retained his readers and also kept on very friendly terms with his contributors.

Any sort of a "life" except an autobiography must stop with describing a personality and telling of its activities as they appear to an outsider. The most sympathetic writer can not uncover the inner springs of action, nor tell in any completeness what has gone on in the mind of his subject.

If he would not care to go to the work of getting up a full personal history of himself, it would seem that Mr. Stowe might write a very interesting article telling just how his great adventure of starting the Tradesman and conducting it for more than half a century has seemed to him. If no better title could be found, I would suggest that "Fifty Years of It" might answer. Let him tell of the great labor he has put upon it, the perplexities and sorrows it has brought him, the fun he has gotten out of it, the development he has achieved from it—this journal that is and always has been "unlike any other paper," and "frank, free, and fearless for the good it can do."

Ella M. Rogers.

## Hydrochloric Acid Rids Lead Connections of Barnacles

A method by which barnacles may be killed and removed from lead pipes supplying sea water to aquaria and laboratories is announced by Dr. T. Wayland Vaughan, director of the University of California Scripps Institution of Oceanography. Dilute hydrochloric acid is used to treat the pipes. A diffi-

culty with which nearly all who have under their charge the supply of salt water for both aquarium and laboratory purposes have had to contend, is the growth of organisms attached to the insides of the supply pipes.

The Scripps Institution has not escaped this difficulty. An organism which attaches itself to the inside of the lead pipe which supplies both the aquarium and the laboratories at the institution is a small barnacle, technically known as *Balanus glandula*. Dr. D. L. Fox, the physiologist at the institution, undertook to study both the means of killing these organisms and of removing them after death from the inside of the supply pipe.

He has ascertained that if the barnacles are immersed in fresh water for a period of 20-30 hours, that they are killed, and that if they are treated with a very dilute solution of hydrochloric acid, about 1 per cent of acid to water or about 3 per cent of the aqueous acid sold commercially, the organisms are killed and the shells are completely softened, in many cases detached, within six hours. This acid treatment does not affect the lead pipes, for lead is not soluble in dilute hydrochloric acid. As a result of the investigation by Dr. Fox, it is now possible to kill the organic growth within the lead supply pipe for salt water, and then remove the shells which such organisms have secreted.

Storage tanks may be filled with salt water, and the water so stored utilized for both the aquarium and the laboratory. Under such conditions the supply pipe may be filled with acidulated water, and after that washed out with fresh water, before using it for a supply of salt water. The results obtained by Dr. Fox will be of interest not only to the staff of the Scripps Institution but to others who have encountered a similar difficulty, it is believed.

A wise man is he who puts into the hands of boys and girls many and good books of biography. For, in this way, our future leaders will grow to appreciate the world's yesterdays, live soberly and wholesomely to-day, and acquire for themselves fortitude and understanding and high devotion for tomorrow's exacting tasks.

We are starting out on a road so new that we have got to make up our maps as we go along.

## WE WERE 2 YEARS OLD

## WHEN THE TRADESMAN WAS BORN

Together we have seen Grand Rapids grow up. While Mr. Stowe for over 50 years has been wielding a vigorous and fearless editorial pen, we have been making life more pleasant for the ladies of our fair city. In 50 years one can use a lot of printer's ink, and also a lot of laundry soap. Congratulations and best wishes, E. A.

OTTE BROTHERS AMERICAN LAUNDRY

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN



## 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—Elton W. Viets, Lansing.  
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.

### Backhand Boycott Proves To Be Boomerang

Midwest farmers, on "strike," are reported as avoiding Blue Eagle stores. Is that an aftermath of the "cracking down" system of Gen. Johnson? I think it is. Months ago, listening to George Creel, hoping to "put the fear of God" into some folks, I felt the attitude was mistaken. Human nature can be led. It can seldom be driven. Johnson, Creel & Co. are handicapped by wartime Liberty Loan-Selective Draft experiences; and what does either know about business?

Farmers are said to be resentful that NRA has raised farmers' costs faster than AAA's efforts to enhance farm receipts have reached the producers' pockets; anyway, farmers can naturally see but one side of this question.

But when public money—contributed by all of us—is allotted for farm "relief," do farmers play fair? One might think that in such circumstances they would be ashamed not to act on the level, but are they? Well, in the pig-slaughtering campaign, designed to cut surplus herds, they turned in their runt pigs and barren sows. They kept the good ones, thus cheating every intended benefit out of possible effectiveness.

All such schemes are poppy cock, of course, doomed to ultimate failure regardless. For what is paid for hogs must be recovered in the price of pork—or in taxes. And prices are not paid unless people buy, which they do not do freely on enhanced values.

The logical, obvious short cut on farm surpluses is to sell them for what they will bring, each seller to absorb his own loss directly. There would then be one direct, definite, final loss, immediately known, conclusive. That would not entail a tremendous, indeterminate load of interest, administration and charges over long future years—nor thousands of bureaucrats to dally with—no ultimate expenditure of four dollars for one or worse. Where such process bore crushingly on some farmers they could be given direct, locally administered relief by neighbors intimately in touch with the circumstances—a process widely demonstrated as effective, speedier, vastly less costly than any that emanates from a far distant center.

Merchants know that first loss is least loss; also that they have to "take it on the chin" with nobody to help them. Right now farmers, plus AAA, are wishing such losses on merchants through blocking arrangements whereby merchants might secure a minimum measure of margin; and this though it is easily demonstrable that such arrangement would result in ultimate narrowing of the average margin to the permanent benefit of all consumers—farmers, of course, included.

Truly, it's a great game—this beating the devil around a bush!

Public funds are going out to farmers now at the rate of \$2,000,000 daily. That's "little money," of course, as we have figured of late years. But now 2,800 investigators are in the field and 2,000 more are "in training" to go out and speed the lending. That's a little matter of 4,800 new "jobs," plus the money. Well, of course, we want to "spread work."

And the end is not yet. It is not even in sight, because as these loans begin to mature, won't we have plenty of legislators who will plead for the cancellation thereof? What difference between such cancellation and a rat-hole?

It is the same old take which we in America have to learn anew each generation, though older countries are content with a lesson every two or three centuries: On the basis of such schemes we are sure of just one thing—that we shall pay the money, every last cent of principal and interest down to our children and their children's children; but no man can even hope that it will ever come back to us.

We know—or should know something else; that thus civilizations have been wrecked from the beginnings of recorded history. It took 400 years for Rome to disintegrate—a comforting thought, maybe, to some who consider 400 years as quite some time—and we may find a way out. But against that easy thought there is another: that things move faster now than in the past.

And how does this affect the grocery business? It hits each of us as a citizen, from every segment of the compass; but there is ample unrest among grocers right now, resulting from just such factors as cause the farmers' antipathy to the Blue Eagle.

Unrest springs from keen disappointment of two kinds. The great majority of grocers hailed NIRA as a millennial portent. Trade abuses were to go permanently into the discard. Every man was to be on a par with every other. Loss leaders were out. All would pay the same prices. Current replacement values were always to prevail—on to the ultimate of wellbeing.

Here are again the apples of Sodom: disappointment because, first, help from without is seldom of much account and, second, because our hopes were too high. But added to this is basis for perfectly reasonably disappointment in the backing and filling on the food trade code by the various sections of Washington Administration.

The code has not been altered in any essential from what was proposed by the grocery trade early in July. It carried complete unanimity of all segments of the business, including local and national chains—all speedily arrived at a working basis and one plan was presented by a united trade as such. Nothing so hopeful, nothing so promising for the future welfare of the business as a whole had ever happened.

In that tentative code all Governmental requests were immediately—eagerly—conceded: wages, hours, added employees. What actually amounted to an arbitrary redistribution of private property was submitted to (Continued on page 22)

## THE KEY TO GREATER PROFITS

- 1 Keep your biscuit department clean. Brush off dust and dirt from packages and shelves.
- 2 Keep your department fully stocked and arrange merchandise neatly.
- 3 Make sure merchandise is priced plainly.
- 4 Place older stock in front, fresh stock back of it.
- 5 Polish nickel-glass display covers. Finger marks and smudges on Q covers are uninviting.
- 6 Remove nestings and layer boards.
- 7 Adjust Q Profit Lifters. Remember the Profit Lifter makes lower layers into fast-selling "top layers."



"That's fine, Uneeda; much obliged. I always have a good big day when you fix up my biscuit department."

"Glad to do it, Mr. Grocer. It only takes a few minutes. BUT—if you'll give your biscuit department these same little attentions each morning, every day will be a big sales day."

"That sounds reasonable. I'll try it for ten days and see."

National Biscuit Company  
449 West 14th Street  
New York City

Uneeda Bakers

## Merry Christmas and Happy New Year



Standard Brands wishes you all the joys of the Christmas season, and happiness and prosperity for the New Year.

Now is the time to lay your plans for the coming year. And in them be sure to include a resolution to push Dated Coffee strongly during 1934. Getting behind this fast

growing brand will mean more sales and better profits all through the New Year. Begin now.

CHASE & SANBORN'S  
DATED COFFEE



A Product of

STANDARD BRANDS INCORPORATED

## MEAT DEALER

### The Last Word In Meat Cuts

Chicago, Dec. 4—The throng representing a cross-section of America, who attend the International Live Stock Exposition here this week, will be privileged to witness a style show.

This isn't a style show in the ordinary sense of the word, it is said. It is something new and very different. Instead of a display of the latest modes in the season's wearing apparel, as one might expect of a style show, here will be presented in attractive form the last word in meat cuts—1933 styles in meat cuts, if you please.

This exhibit is being arranged by the National Live Stock and Meat Board in co-operation with the International management. The U. S. Department of Agriculture and the Institute of American Meat Packers also are assisting.

It is said that this exhibit, the purpose of which is to present in visual form the latest revelations in the field of meat and meat cookery, will be the most comprehensive one ever installed at the live-stock classic. It will serve to illustrate the remarkable progress which has been made in designing new cuts of beef, pork and lamb, as well as the newer knowledge of meat in its relation to health and efficiency.

Housewives in particular will be greatly interested in the exhibit, because of the many suggestions presented by the new cuts for adding variety to the meat dish. The cuts on display will show how it is possible to get away from the every-day monotony in menus and will also suggest surprise meat dishes for special occasions. A complete list of the new cuts has not yet been made public but it is certain that there will be on exhibit such unusual cuts as butterfly pork chops, top and bottom chuck rolls of beef, mock duck of lamb and many others.

In order to make the exhibit as practical as possible, the recipes for cooking each of the cuts will be on display. In this way the information presented can be put to daily use in every kitchen in the planning of meals that are different.

It is announced that a feature of the exhibit this year will be the new Food Value charts published by the National Live Stock and Meat Board. These charts, which have been referred to by leading authorities as an outstanding contribution to meat literature, show the commanding position of meat among the common foods as a source of the various essential food elements. The charts are already in use in more than 10,000 high schools, colleges and universities and are also extensively used by doctors, dentists, dietitians and other professional groups.

A representative of the Board will be at the exhibit during the week to explain its various details and will have available, timely meat recipe books, and other information presenting the latest facts on meat and its preparation.

### Sausage as Microcosm

"Another school of historians," continues Professor Mixit, "maintains that boloney dollar is synonymous with commodity dollar. A commodity dol-

lar is a dollar so managed that it always commands the same amount of commodities out of a selected list of several hundred. But there is no product of human ingenuity which contains so many commodities brought together in such a small space as a sausage, or bologna sausage, or briefly, boloney; unless it be breakfast hash.

"The average sausage, like the super-champion, 'has everything.' It omits nothing, whether in the animal, vegetable or mineral kingdom. Indeed, spectrum analysis applied to the rarer forms of boloney, like liverwurst or salami, has revealed the presence of commodities hitherto believed to exist only in the remotest star galaxies. That is why the supporters of the commodity dollar in a moment of happy inspiration hit upon the boloney dollar as their slogan."

### Hot Dogs and Prosperity

"Finally," says Professor Mixit, "there are scholars who hold that the boloney dollar has reference to a particular type of sausage of which the Americans were inordinately fond. This was the frankfurter, familiarly known as the hot dog. At the height of American prosperity, just before October, 1929, the hot dog was cooked and consumed in vast and unprecedented quantities along the motor highways of the country—the so-called system of mass production. From this, people argued in 1933 that prosperity could be brought back by the free and unlimited coinage of frankfurters; hence boloney dollars."

Historians have been known to do worse than this.

### Not In Harmony With the Theme

Walkerville, Dec. 4—Pardon this intrusion, yet after reading the front of your issue of Nov. 29 it came to me that said verses surely did not have you in mind as to "What Can an Old Man," etc., although likely there is a difference in opinion as to age and its usefulness. So the following came off the reel this morning:

There is something wrong,  
With the verse or song—  
"What can an old man do but die?"  
For in mortal strife,  
There is more to life  
Than to continue and live a lie.

Pals may forsake you,  
Neighbors may jest you,  
And others will pass you by;  
They'll ever persist,  
As to what exist,  
But that's no reason to wish to die.

A fallacy sure,  
Just simple and pure—  
To live without even a try;  
With words that downcast,  
When nearing the last,  
For the "old" who are slipping by.

To-morrow—to-day,  
When you hear one say,  
"What can an old man do but die?"  
It's not surprising,  
Am just surmizing  
Such a broken life, not a lie.  
E. L. Bunting.

### Gain Shown in Appliance Sales

Manufacturers of electrical household appliances closed the present month with a business volume averaging 10 per cent. ahead of November last year, according to estimates by producers. Although purchases by retailers trailed considerably behind the rate maintained throughout last month, the drop in volume was no greater than seasonal. A sharp pick-up in buying is looked for next week when stores place final or-

ders for the holidays. Reports yesterday indicated that the 1934 lines, to be opened in January, will be priced at Fall levels. The few increases planned will be on low price coffee percolators and toasters.

Some men are known by their deeds, others by their mortgages.

### Oysters and Fish

Fresh Shipments Daily.  
Ask your Dealer for Reader Fish.  
They are better.  
Lake and Ocean Fish. Wholesale.  
G. B. READER, Grand Rapids.

Let changes come. Without changes there is no progress.



**Beech-Nut**  
COFFEE • PEANUT BUTTER  
CATSUP • BUTTER WAFERS  
TOMATO JUICE  
TOMATO JUICE COCKTAIL  
and other foods  
of exceptionally fine flavor  
BEECH-NUT PACKING CO., CANADAHARIE, N.Y.

TO ALL OUR DEALERS AND THEIR CLERKS

## GREETINGS

**A. W. WALSH COMPANY**

WHOLESALE GROCERS

Lansing, Battle Creek, Kalamazoo and Benton Harbor

KEEP SUPPLIED WITH

# LILY WHITE FLOUR

"The flour the best cooks use"

**VALLEY CITY MILLING COMPANY**

Portland — Grand Rapids — Kalamazoo — Traverse City

## 7 GOOD REASONS WHY YOU SHOULD STOCK

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

*The brand you know*



A complete line of canned vegetables and fruits.

## Rademaker-Dooge Grocer Co.

Distributors of

PETER PAN COUNTRY GENTLEMAN CORN  
PETER PAN GOLDEN BANTAM CORN  
MISS MICHIGAN SWEET PEAS  
FREMONT SWEET PEAS  
BIG MASTER MALT  
BLUE RIBBON MALT  
BOUQUET TEA

**The House of Quality and Service**



## HARDWARE

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

### Suggestions for the Hardware Dealer in December

The Christmas trade is of course the big item for the hardware dealer in the early part of December. Most hardware dealers launch their Christmas selling immediately after the Thanksgiving holiday; and from that time till Christmas Eve their best efforts should be put into the work of selling their Christmas lines.

Under normal conditions, less selling effort is required than at other seasons of the year. The public is in the mood to buy; and the dealer's task is to make it easier for his customers to select their Christmas gifts.

To this end, good window displays are desirable. Sometimes a display is so overwhelmed with decorative Christmas accessories that the stock itself is lost sight of. That is a mistake. Everybody knows this is the Christmas season. Everybody—or at least everybody who has money—is looking for Christmas gifts within the reach of his purse. And the ideal Christmas window is one which, while containing enough decorative accessories to impart a strong suggestion of Christmas, at the same time gives the buyer practical help in making a suggestion.

This means that the "stocky" type of window is a good type to use. Put on a display that fairly talks to the passerby about the wide variety of gift lines your store has to offer. Make the display of real help to the perplexed individual who wants to distribute his Christmas funds to the best advantage. A good display will suggest a wide range of articles and likewise a wide range of prices—in short, will convey the message, "This store has anything you can want at prices to fit your purse."

One dealer rigged up a sort of turntable run by electricity. It occupied what might be called the left center of the window, and included a couple of circular shelves. To the right sat Santa Claus in his familiar red and white uniform. At the turntable went slowly round, Santa would pick first one, then another, gift article from the shelf and hold it up for inspection. The idea was a relatively simple one—merely the slowly moving shelf device and the human Santa silently displaying the price-tagged gifts.

Santa Claus is a regular feature of many stores. It is usual for him to occupy a booth in the toy or gift department where he sits and talks to juvenile visitors and sometimes hands out little souvenirs. It is a good stunt to secure the addresses and birthdates of these youngsters. A mailing list of this sort is always worth while.

Anything the dealer can do to help the perplexed customer select the gifts he wants will be a good stunt. Many stores have printed or mimeographed lists of possible gifts, price ranges be-

ing quoted. As a rule, the salesmen are too busy at this season to run through an entire list with each customer; so that the mimeographed list saves time. It also gives the customer a good idea of the wide variety of gift articles to be had in the hardware store.

Do not save your most decorative Christmas display till the last minute. As a rule, the decorative displays should come early, when the season is still young and the great objective is to put across the idea of Christmas buying. The nearer the holiday approaches, the more "stocky" and specific should be your displays; for the simple reason that the Christmas buyer, more and more perplexed as to what to get, is desperately on the lookout for practical suggestions.

What should be done after the holiday? The wise hardware dealer will lay his plans now.

On Christmas Day, the year 1934 is only a week distant; and a lot of things have to be done early in 1934.

Doubtless there will be some Christmas gift lines carried over—lines that will not be seasonable or in much demand till next December. It is sometimes a good stunt to put on what might be called a "sudden death" sale of some if not all these items. Don't try to stage an elaborate sale, but put the stuff right in the window or on the counter ticketed at the sort of prices that are pretty sure to move it out.

There are always some thrifty people willing to buy Christmas gifts a year ahead for the sake of the saving in price. Then, Christmas buyers are apt to overlook someone in making their purchases; and there may be considerable after-the-holiday scurrying around for belated gifts. Perhaps an unexpected gift arrives from someone at the last minute, and the recipient wants to reciprocate. The youngsters may be dissatisfied with what they got; Billy may be clamorous for that sled he wanted: the parents are quite likely to surrender to the clamor. And, finally, the individual who expected a certain gift and didn't get it is quite likely to buy the thing himself—all the more likely if he can get it at a drastic discount.

Anyway, a "sudden death" sale of gift lines at very much reduced prices will fill in the week after Christmas, and perhaps turn quite a bit of carry-over stock into useful money.

Plans for the New Year can meanwhile be got under way. The big items early in the New Year are, first, the annual inventory, and second, the stocktaking sale.

These two items of the program sometimes come in the reverse order. While probably the majority of hardware dealers favor stocktaking first and the stocktaking sale afterward, there are a good many who take the view that a preliminary sale may materially reduce the labor of stock-taking. It is for the individual merchant to decide which policy suits him best.

Stocktaking should, however, come as early as possible in the New Year: it should be carefully planned; and every precaution taken to make it ac-

(Continued on page 22)

# To A MUTUAL MAN Congratulations!

To you, Mr. E. A. Stowe, we extend our congratulations. This fiftieth anniversary of the Michigan Tradesman should be a happy occasion for you. You should have peace of mind and relaxation for the good job you have done.

We have always regarded you as a "champion" for mutual insurance. You have never hesitated once about spending your time and energy to further the mutual cause. It has been with a feeling of satisfaction and cooperation that we have joined in the support of your weekly magazine.

Truly, you have been "a mutual man" in more ways than one. Your efforts in the promotion of better business methods for the average merchant have brought results. You have kept business ethics on a high plane. Those who have had occasion to come in contact with you during the past fifty years owe you a debt of gratitude. You have rendered an unselfish service that will never be forgotten. Again we say, "To a mutual man congratulations!"

## FEDERAL HARDWARE & IMPLEMENT MUTUALS

RETAIL HARDWARE MUTUAL FIRE INSURANCE COMPANY  
Minneapolis, Minnesota  
HARDWARE DEALERS MUTUAL FIRE INSURANCE COMPANY  
Stevens Point, Wisconsin  
MINNESOTA IMPLEMENT MUTUAL FIRE INSURANCE COMPANY  
Owatonna, Minnesota

## Years Before Lincoln Was President We Were Selling Dinnerware

After nearly ninety years experience, with personal knowledge of pottery in the United States, we unhesitatingly pronounce

### HOMER LAUGHLIN CHINA CO.'S LINE

the very best for a merchant to handle because the customer always comes back for more. We carry a large variety of patterns, all of which are in open stock at reasonable prices in keeping with the quality of the ware. If you are interested in dinnerware, get in touch with us and we will have one of our salesmen call on you.

### 5c, 10c, 25c and 50c GOODS

Our lines are particularly adapted to supply the needs of Variety Stores. We show thousands of articles that can be profitably sold at these prices and being the kind that are used in every home every day in the year. Our stock is up-to-date, fresh, clean and snappy. We would enjoy having you come into the store and see for yourself the many varied lines we offer.

### HOLIDAY GOODS

There is still time for you to buy what you need for the Holiday trade. Our stock is still good and there are many items we know you can use in Toys, Stuffed Animals, Books, Games, Dolls, Erector Toys, Blocks, Paint Sets, and everything else that goes to make up a real Toy Department.

## H. LEONARD & SONS

COMMERCE at FULTON ST. GRAND RAPIDS, MICH.

## DRY GOODS

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

### Italy's Women Workers

Italian women in public jobs are to be held down to a quota of 5 per cent. It is one more step in Mussolini's double effort to combat unemployment and lead woman back to her true historic mission in the home. But there are important exceptions to the new ruling. It does not apply to school teachers and hospital nurses, and in the case of telephone workers the female quota is 20 per cent. Here at home the women telephone operators outnumber the men 20 to 1; and taking telegraph and telephone workers together, 4 to 1.

Mussolini's hardest problem will be industry. Contrary to the general impression, Italy's women factory workers are a very important element. Half a dozen years ago there were more than a million of them, as against three million men. It is a higher ratio than in England and twice as high as in this country. But it is always true that in the less industrialized countries there are more women in the factories. In China they outnumber the men.

To get the women out of the factory and back in the home Mussolini will have to invoke that dreaded monster, technological progress.

### Curtain Re-orders Light

Exceptionally heavy buying early in the season has left retailers well stocked with lace curtains of all types, and as a result the flow of reorders usual at this time of year has failed to develop in the wholesale market. Retailers bought well in advance to escape paying the higher prices put into effect in September and October. Manufacturers at present are completing the last of the orders on hand and are turning attention to Spring lines. Reports yesterday were that Spring prices would be approximately the same as Fall quotations. The 1934 styles will show a decided trend away from the heavy mesh curtains popular for the last two seasons.

### To Extend Shrinkage Study

Further research as a basis for standards for the shrinkage of woven cotton goods was decided upon at a meeting held under the auspices of the American Standards Association. The conference agreed to limit its efforts for the present to piece goods as sold to the public, leaving the question of shrinkage of finished garments for future consideration. Federal specifications for textiles will be adopted as a basis for research and administration of standards. A committee will be appointed to make further investigation. Eighteen representatives of various associations and individual companies were present.

### Code Proposals Split Rug Trade

Arguments over sales practice provisions of their codes have two branches of the floor covering industry at odds at the present time. Importers,

unable to agree upon consignment and discount restrictions, have filed two codes with Washington authorities. The Institute of Carpet Manufacturers of America, Inc., submitting a code which bars all but jobbers from volume discount allowances, is drawing fire this week from large retail stores and from group buying organizations. The retailers plan to make vigorous protests against the provision at public hearings next month.

### To Survey Silk Stocks Biweekly

Plans for a biweekly survey of stocks of rayon and silk piece goods in the hands of the trade are being worked out and will be put into operation shortly. In one quarter, the inventory of gray and finished goods in the hands of converters and manufacturers was placed at 33,000,000 yards, as of the latter part of November, a total described as well under a year ago. Imperfect and badly dyed goods have figured in the lower prices on 150 and 200 denier acetates and rayons, with 80 and 85 cents quoted by leading sellers on first-quality goods.

### Cotton Textile Feeling Better

Although demand for goods has picked up only slightly, an undertone of confidence pervades the primary cotton goods markets and sellers are looking forward to a fair-sized amount of business to develop shortly. This feeling is reflected in their firm attitude on Spring prices. While they are trying to clean out current styles at any quotations, most of them entailing losses, mills and agents will not grant concessions on Spring numbers. Prices on such merchandise have been refigured on as close a margin as possible and sellers do not intend to go below these levels.

### January Sales Buying Slow

Buying for January sales is slow in getting started. A factor in the situation is the current heavy retail inventories which, unless consumer-buying picks up sharply soon, will constitute a good percentage of the stock to be offered in the post-holiday clearances. Retail representatives here yesterday indicated that, in the buying which may be done for January events, new

merchandise rather than close-outs will be emphasized. The probable volume of January sales purchases, it was added, will be indicated during the first two weeks of this month.

### "Repeal" Dress Styles Selling

The demand for "repeal styles" and cruise wear is an outstanding feature of the dress business being done, although general activity in the trade has continued quiet. The volume in formal wear indicates a gain over a year ago, with the same held true of the prospects for cruise wear. Production of volume selling types has been adjusted to meet the current call, but some pickup is expected shortly with the arrival of buyers here to cover their January sales needs. Major problems with reference to Spring price lines remain to be worked out.

We are never so ridiculous from the qualities we have, as from those we affect to have.

Look both ways before you cross the street — and before you invest your money.

## DOWN GRADE

Yes, boy, I know — you do not think;  
 You only hear the glasses clink  
 And feel the bogus joy of drink.

Life looks all Summer through a glass;  
 The whisky road is green with grass —  
 But life and Summer both will pass.

It's easy now to drink or not,  
 To drink a little or a lot;  
 But after all your drinking, what?

May it not happen ere the grave  
 The thing you laugh at you will crave?  
 The master will become the slave?

God! I have seen them: Boys like you,  
 The frolickers of fighting crew,  
 Who never thought and never knew.

Who took the road that dips and gleams,  
 That runs ahead of singing streams  
 (Yet somehow never downward seems).

With this same foolish passion played,  
 The same old merry journey made,  
 Who took the joy of easy grade —

Till night came on, till sank the sun,  
 Till shadows gathered one by one  
 Around the path, and day was done.

'Twas then they turned; but now the hill  
 Was high behind them, and the rill  
 Within the valley dark and still —

Around, the level of the plain;  
 Above, a rocky path of pain  
 To climb, if they would rise again.

I am no preacher called to preach;  
 I am no teacher fit to teach  
 You younger men of better speech.

Yet I have walked the merry road  
 Where laughing rivers downward flowed,  
 And climbed again with all the load.

With all the load a man acquires  
 Who follows after his desires  
 Until he finds his lusts are liars.



DOUGLAS MALLOCH

Until he finds, as find he will,  
 The peace, the joy, his age to fill  
 He left behind him on the hill.

My preaching is not perfect, Jack;  
 Yet truth, at least, it does not lack —  
 For I have been there, boy, and back.

Copyright, 1913, by Geo. H. Doran Co.



## HOTEL DEPARTMENT

### Keep in Personal Touch With Regular Resorter

Los Angeles, Dec. 2—Somebody in speaking of the gag "Do married men make the best husbands?" ascribes it to a comic opera of 1908. Careful research on my part, develops that it was included in the line of conversation between Henry VIII and Anne Boleyn in 1554, as was the barber offering of the man who responded to the query of the knight of the tonsor, as to "how he desired his hair cut?" responded: "In silence." Both of these were included in a film offering premier at one of the local houses, the other night, at an admission charge of five bucks.

Every resort operator now realizes, if he never did before, that conditions in his field have changed radically, but there seems to be no organized effort to conduct a survey for the purpose of ascertaining exactly where they are at. In one statement I have read by the landlord of a high class Michigan summer resort, his observation is that the resort situation has changed materially in recent years, there having been a decided falling off in what is classed as actual tourist business, while the permanent summer boarder is missing altogether. He thinks that the resort keepers should get together and analyze the situation carefully, to discover if it is really worth the effort. I do not know that changed conditions in hotel operation are so far different from what they are in all other professions or industries. Some hotels, I discovered, during my visit to Michigan last season, had accepted the inevitable and were catering to a clientele who were resorting for the purpose of securing real rest. Their charges were minimized, housings, though not elaborate, were wholesome, and their food offerings were such as would appeal to "home-folks" as appetizing without elaboration. Off-hand I honestly believe that most resort operators would be better off if they would once more take the permanent guest under their wing, supply them with economical vacations, and let the tourist choose between his offerings and the "big" propositions. In any event, it is difficult to believe that city people are going to quit spending their vacations in the country, and whether the motorist makes long or short stops, he will certainly, under normal conditions, be abroad in the land during the summer season, and some hotel, somewhere, will be called upon to take care of him. I have held all along that the so-called "tourist camp," causing much worry among the legitimate operators is a sort of "craze," as it were, and eventually would become the stopping place for birds of passage who cared little what happened to them so long as they could "imitate" those who, through freak of fortune, were enabled to indulge in greater luxury or, for the first time were participating in a romantic program. In the long run the vacationist who can afford it is pretty sure to gravitate to the hotel which can provide him with the comforts which he can command at home. He isn't going to make himself miserable during the summer months, under the guise of a vacation. Hence it behooves the operator to have his lamp trimmed for any emergency and to couple up with this program a schedule of charges which will justify the guest in the belief that he is being fairly well treated. Another thing which should not be lost sight of, and that is judicious promotion for the purpose of getting in touch with old-time patrons who have drifted away from your door. This does not mean formal advertising altogether, although such judicious publicity is one element which is bound to help out the bank account. I have in mind two wonderful friends of mine, Frank L. Or-

cutt, of Northway Inn, Beulah, and Dan J. Gerow, of the Elliott House, Sturgis, who have follow-up systems which they operate during the season when they cannot pass out "apple sauce" personally to their patrons. They procure neat folders descriptive of their holdings and offerings and write their old friends as well as desired new prospects. Undoubtedly others do the same thing, but these individuals are, to my personal knowledge financially benefitted by these activities. Don't place all your eggs in one receptacle! Don't depend on the legislature to pass some enactment governing tourists homes which will have a come-back to it. Keep your affairs out of the hands of the brass-button fellows as much as possible; give your customers a square deal and, by all means, keep in personal touch with them.

Some systematic operators are now paying good money for the inspection of their hotels by outside individuals who call themselves "hotel doctors." These make criticisms accompanied by practical suggestions, and, if the operator is wise, he carries them out to the best of his ability. I know a very successful Michigan resort hotel operator who yearly installs a society "bud" in his establishment for the purpose of finding out just what his guests think of his service—something he would have small chance of discovering himself owing to the reticence of his patrons. When his inspector reports adverse criticism to him, he at once, without embarrassing anyone, proceeds to make corrections and he receives many compliments for alleged thoughtfulness.

Another one I heard at the breakfast club the other morning. Pat. McGlynn, a consistent or constant sinner, was up before the priest for confessional. The priest, a neophyte, was tolled off by his brothers to handle the emergency. Pat. pleaded bootlegging, a crime of which the young priest was uninformed, and the case was referred to a higher-up as to what penance he should "give him." "Give him five dollars for a quart, and if it is extra good, get one for me," was the response.

Recently I had the satisfaction of peeping through the recently installed 200 inch telescope—said to be the largest in the world—at the Mount Wilson observatory. When this observatory was officially placed on Mount Wilson, in 1904, it was considered one of the best locations to be utilized anywhere, on account of its isolation, and nobody ever dreamed that it would ever get over its wild and woolly status. Now they are regretting that they could not have installed the new telescope somewhere else. The trouble is that the entire surrounding country has been built up in excess of the anticipations of any of the optimists of that day and age. There are a hundred cities which now reflect their electrical achievements on the sky, and this situation gives the learned professors the "wilies," so to speak. They tell me in 1904 an occasional coal-oil glim and a few fire-flies constituted the only illuminations with which they had to combat. Now the same territory looks like a section of the Milky Way. If they have to go out to the Sierra Nevada Mountains to avoid the Great White Way, it is going to prove a bitter pill to Los Angeles boomers, especially the real estate men who are more directly responsible for the changed conditions. But the star-gazers have to be considered and such a thing as a "pocket" 200-inch lens is not to be thought of.

Out here in California the weather is always a topic of conversation. When has it ever failed to be a prolific source of conversation anywhere? Especially do we all like to dilate on the changes in climatic conditions "since we were

boys." Now comes a Smithsonian Institute professor, in Washington, with the information that weather every-

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

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

**Warm Friend Tavern**  
Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

JAMES HOEKSEMA, Manager

**THE ROWE**  
GRAND RAPIDS

The Most Popular Hotel  
in Western Michigan

300 Rooms  
Showers

Servidor

Direction of American Hotels Corp.  
J. Leslie Kincaid, President

**CODY HOTEL**  
GRAND RAPIDS

RATES—\$1 up without bath.  
\$2.00 up with bath.

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO  
IONIA AND

**THE REED INN**

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

**Park Place Hotel**  
Traverse City

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

**New Hotel Elliott**  
STURGIS, MICH.

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

**Occidental Hotel**

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

**Columbia Hotel**  
KALAMAZOO

Good Place To Tie To



## The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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

## The MORTON HOTEL

Grand Rapids, Michigan

Just a fine modern Hotel, where the appreciation of your patronage is reflected in an effort on the part of the Hotel management and employees to make your visit as pleasant as possible.

GRAND RAPIDS'

FRIENDLY HOTEL

Philip A. Jordan, Manager



where on this old earth substantially repeats itself every 23 years. According to this theory, 1956 will have weather practically like that of 1933, subject, of course, to slight variations. Next summer, says the learned professor, should have the same general weather pattern as the world experienced during the summer of 1911. Now let the old-timers wag their tongues and discuss the whole proposition. There will be plenty to discuss, and a lack of practical agreement. The value in all the hard work that has been done, and is yet to be the lot of investigators, lies in making the weather predictions fairly accurate at long range. That will be "something else again."

The hoteliers and restaurateurs in New York City are hard at work arranging a schedule of prices to be in operation after December 6. If they have their way and get the public to accept their ideas on the subject, two-for-a-quarter snake bite antidote will be 35 cents in single doses. But, will the public accept this new order of things? My impression is that they will drive this traffic, for which they have lived long in anticipation, back to the speakeasies. Then the government contemplates another crack at the enterprises by exacting "cruel and inhuman" penalties in the shape of taxes. The great argument used in securing the repeal of prohibition regulations, during the recent campaign, was that hard times were the outcome of the period when the government, states and municipalities suffered from the lack of income amply provided for during pre-prohibition days. If we must have a return of the liquor traffic and its attendant evils, why not let the public recover something from it for the purpose of lessening other forms of taxation, and prevent the moonshiners and bootleggers from "hogging the whole works?" Reasonable retail prices will accomplish much in this direction, and care should be exercised in the handling of the commodity.

Every once in a while somebody who is not interested financially in the operation of hotels and restaurants, bursts forth in song—or rage—and talks about the Jesse Jameses in that particular industry. Even in the palmiest days, the food dispenser never made even a small percentage of the profits you find in many other lines. You will find the shoe man combining fifty cents worth of raw material with a dollar's worth of elbow grease and working off the result for fourteen dollars and nothing is heard of it, or the medicine dispenser packing away three cents worth of ingredients in a tin can and offering it for a stingy dollar. And then there is the bootlegger—well we won't go any farther along this line. Of course, it is true, that cow meat, in the cow, is probably worth a couple of cents a pound; with the packer, sixty; the retailer, ninety and on the platter in the restaurant, two dollars, but it is well to bear in mind that the transportation company takes the first grab, and then there is the organized bandit in the kitchen which picks out the succulent portions for "home" consumption, so that when the guest has absorbed and paid for the dainty morsel finally peddled out to him, there has been no wonderful margin of profit for the individual or concern which undertakes to "feed the brute."

The idea of making a census of the so-called "ghost" hotels, is, to say the least, original. It ought to be worth something to know just what communities are over-hoteled, but the trouble seems to be, that while the operators themselves know all about it, the fool investors gain the impression that just because a few institutions which are favorably located and intelligently operated, are making a reasonable profit,

there ought to be big returns from similar investments almost anywhere. The result has been an epidemic of headaches.

The apartment hotel owners of Los Angeles have a very effective local organization, operated on a strictly business basis. Aside from incidental protection to the operator, they have a "peppy" committee which undertakes to confer with would-be investors in similar propositions, in order to expose some of the delusions in the investment game, hoping thereby to discourage the building of superfluous establishments. Frank S. Verbeck.

#### Michigan Hotels Now Under the Code

All Michigan hotels started operating Monday under the new hotel code worked out in conferences between hotel men and Government officials, and approved by President Roosevelt.

Hotel service to the public is not affected by the code, except that misleading advertising, payment of subsidies to taxicab drivers, porters or employees of guests to obtain business, and other alleged unfair practices, are forbidden.

The number of work hours and the hourly wage vary with the population of the community and the section of the United States in which the hotel is located.

The employer can consider an employee's tips as part of his wages, but must assure the employee at least the minimum wage established for his classification.

According to the code, approximately 20,000 hotels and 350,000 persons are affected.

Gen. Hugh S. Johnson, NRA industrial administrator, in his message to the President recommending acceptance of the hotel code, said:

"The work hours may not be entirely satisfactory from a purely social standpoint, but they represent a substantial reduction from the hours which prevailed in the hotel industry. The code provides for minimum wages for all employees, and will result in a very considerable increase in amounts paid to employees."

Provision is made for a review not later than June 1, 1934, to see how the new system has worked out.

The code defines a hotel as an establishment operated for profit which:

- Extends lodging to the general public;
- Has at least ten guest rooms available for such lodgings in one building;
- Charges not less than 50 cents a day per person in return for transient lodging
- Is equipped to provide lodging in at least 25 per cent of its rooms without prior understanding or agreement as to duration of any guest's stay."

Hotels are permitted to hire or fire employees "on the basis of individual merit and subject to the fluctuating conditions of the business" without regard to membership in labor organizations. Employees, however, are given full power for collective bargaining.

No person under the age of 16 may be employed.

Relative to working hours, the code says:

No hotel employee, not a watchman, guard, detective, night auditor, main-

tenance employee or executive, shall work more than fifty-four hours a week or six days a week.

Maintenance employees shall be paid time and one-third for all hours in excess of fifty-four hours a week.

Executives must receive \$35 or more a week in cities of over 500,000, ranging down to \$25 or more a week in cities under 25,000, to be exempted from the fifty-four hour provision.

During peak periods, not to exceed three weeks in each six-months period, employees may be worked sixty hours, and eleven hours a day.

A working day must not run longer than twelve hours, and not more than one interval off duty shall be permitted.

The wage sections of the code provide:

Clerical employees in cities over 500,000, minimum wage, \$15 for fifty-four hour week; cities from 100,000 to 500,000, minimum wage, \$15 for fifty-four to 25,000, \$10 to \$11; under 2,500, 20 per cent. more than was paid June 15, 1933, but not more than \$10.

Service employees must be assured the same minimums, "irrespective of by whom or on what basis service employees are compensated."

If the arrangement between employee and employer provides for lodging and meals, the employer cannot allow more than \$2.50 for lodging or 25 cents for each meal.

Weekly wages now above the minimums are not to be reduced from the rates existing June 15, 1933, because of any reduction in working hours.

If any hotel considers the imposition of the code works a hardship, it can ask for a hearing and obtain exceptions, if the Government considers the objections warranted.

The code is to be administered by a National committee comprising three members of the American Hotel Association, two non-members, and two Government appointees. The committee will work with the NRA administrator.

#### "Serve Cheese and Serve the Nation"

Echoing and re-echoing from coast to coast—over the air, in the public press, in speeches and talks, in letters and circulars, by almost every known means of communication, "Serve Cheese and Serve the Nation" is the slogan of a campaign to enlist the co-operation of every American in an attack on a problem which directly affects the welfare of millions of dairy-farm families and which is of interest and importance to all readers of the Tradesman. It is the slogan of Cheese week, Dec. 11 to 16, a nationwide movement to attack and consume the surplus of some thirty million pounds of cheese which is now on hand in the United States in excess of normal requirements.

The purpose of the plan is to increase normal consumption of cheese one pound per family in excess of normal consumption during cheese week, as a means of restoring a sound economic basis for the dairy industry. There are twenty-seven dairy states in which millions of farmers are largely dependent upon the income from their year around crop—milk. Cheese plays an important part in the marketing of the

milk crop. It is, therefore, of vital importance that the cheese surplus be marketed quickly, for right now the whole Nation's efforts toward recovery could be speeded by successful measures to help the dairy farmers.

Initiated during October, cheese week rapidly gathered momentum early in November as national, state, and city civil and industrial leaders lent their support, indicating that it is destined to be one of the most successful campaigns of its kind ever undertaken. It is anticipated that with the co-operation of the entire industry and that of civic leaders throughout the Nation, the campaign will bring cheese so strongly to the attention of the public that it will result in a permanent increase of anywhere from 10 to 50 per cent. in the consumption of cheese as more people become acquainted with more varieties of cheese and appreciate its economy and nutritional values.

The National Cheese Institute is in charge of the event, uniting all factors in a concentrated effort. Members of the institute are contributing their assistance both as an association and individually.

Through the institute a barrage of publicity is being launched through Newspapers, trade publications and periodicals. The Tradesman is cooperating by advising its readers of plans for cheese week, so they can profit from this publicity by displaying advertising and featuring cheese.

The National Cheese Institute has approached all branches of the cheese industry, asking their co-operation. The institute has circularized the wholesale trade, cheese factory producers, restaurant and hotel associations, railroad commissaries and other leaders in the food industry and the response has been very strongly in support of the movement.

Practically every newspaper in the country will be contacted through news service bureaus to bring cheese week to the direct attention of the public. There will be news and publicity from National and state civic leaders, from food trade leaders, from food distributors (wholesale and retail) and from producers—a barrage which in total will focus the attention of the American public on cheese from Dec. 11 to 16 more forcefully than it has ever been done before.

Immediately before and during cheese week four nation-wide radio hook-ups will be devoted exclusively to bringing cheese week to the direct attention of the public. Armour & Company is turning over its coast-to-coast radio program of thirty-seven stations, Swift & Co. is doing likewise over a coast-to-coast hook-up of forty stations. Two of the full hour programs of the Kraft-Phenix Cheese Corp. will be devoted to the cause over thirty-five NBC stations Dec. 7 and 14. It is expected that Dr. Clyde L. King, Chief of the Dairy Division of the Agricultural Adjustment Administration, will address the Nation on the Kraft-Phenix program of Dec. 7.

The prominence of the officials behind the cheese week and the tremend-

(Continued on page 24)



## DRUGS

**Michigan Board of Pharmacy**  
 President—Earl Durham, Corunna.  
 Vice-President—M. N. Henry, Lowell.  
 Other members of the Board—Norman Weess, Ewart; Frank T. Gillespie, St. Joseph; Victor C. Plaskowski, Detroit.  
 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.**  
 Officers elected at the Jackson Convention of the M. S. P. A.  
 President—Duncan Weaver, Fennville.  
 First Vice-President—Paul Gibson, Ann Arbor.  
 Second Vice-President—J. E. Mahar, Pontiac.  
 Treasurer—Wm. H. Johnson, Kalamazoo.  
 Secretary—R. A. Turrel, Crosswell.  
 Executive Committee—A. A. Sprague, Ithaca; Leo J. LaCroix, Detroit; J. M. Ciechanowsky, Detroit; M. N. Henry, Lowell; Benj. Peck, Kalamazoo; J. E. Mahar, Pontiac.

### Employer and Employee Pharmacists, Let's Be Pals

When the final drug code—NIRA—is singled by the President, Mr. Druggist for once in your life don't be a hypocrite. Too many have gone before you who have brought pharmacy's present plight of letting things take their course with a self confidence that the good ship wouldn't go on the rocks but alas too late it did and so what is now to be done? Build a new one, captain it and take advantage of the bitter experience in piloting her future course and voyage.

If the cut rate drug store hangs a blue eagle in the window and joins the Drug Institute, it is his privilege to do so, as druggists were exempted in the blanket code. These cut raters work their employees in strict accordance with the minimum wages and maximum hours of the code even though the very fundamental basic idea back of the National Recovery Administration is to eliminate cut throat competition.

Will the cut rater go out of business with fixed resale prices and salesmanship of the substitution type being prohibited personally? I'll say no, for they will undoubtedly, as many have already done, open prescription counters of cut rate type and we can expect real cut throat competition along this end of the business unless minimum prescription prices be adopted by local association's agreement in the same manner as the master barbers union has set the prices for haircuts, shaves, etc., and pay wages accordingly. Don't kid yourself that Mr. Jones will pay you \$1 for 24 B & W 5 Gr. Tabloid Blaud, if Mr. Cut Rate will give him 24 C.C.T. Blaud (retailing @ 19c for C) for 21 cents, when a doctor orders Tab. Blaud 5 Gr. No. XXIV (Coated). Of course, that old self confidence will out and you will say quality is what counts not price and you will dispense it in a colored, lettered bakelite screw cap bottle, cotton above and below, while he uses only a cheap pill box but just wait and see if Mr. Cut Rater does not cut in on the prescription business unless inhibited now.

Pharmacy in America is in a bad way to-day, you will admit, and you can't tell Uncle Sam to give you better conditions without first setting your house in order. The chain drug stores are chartered to sell everything from

nickel plated bathroom fixtures to mamma dolls, let alone do a lunch room business that has restaurants in New York "kicking like steers;" and if you expect Uncle Sam to do away with the chain drug stores, well, you might as well ask to bring back prohibition. What a chance you would have. It is too bad that the chain drug stores don't change tactics and title viz:—United tap rooms and pharmacies, Ltd. I could then assure you that doctors can proceed unmolested with dispensing. Patent medicines can be sold to every cigar and candy store and be hanged and line remedies go with them. Our colleges could open a new course in mixing drinks instead of prescriptions and why not? Don't pharmacies in France sell wines and didn't the Riker-egeman Co. have fine liquor departments and handle Martini, Manhattan and other cocktails in New York, prior to Mr. Volstead, It is not too late to get in on the new deal if you will use your powerful lobby just formed D. I. of A. to exert its pressure on the administration to handle liquors and light wines and beer both bottled and over the lunch counter, inasmuch as the old saloon is not wanted.

If you don't want this business then for God's sake keep your hands clean from worse and now I refer to the sale of abortifacient drugs and catheters (hard) and dope as well as contraceptives which are and always have been as illegal as selling good, yes even bootleg liquor. Permit me to ask you one question. Is it murder to assist a physician to cause the abortion of a three month child by knowingly acting as an accomplice by compounding and dispensing his prescription to effect same? Well it is and you can be held for it with 20 years imprisonment staring you in the face and if your college hasn't taught you this, something is wrong with the pharmacy course. I want to warn you who are guilty that there is a Federal law as well as statutes on the sale of abortifacients and because you have maybe "gotten away with murder in the past" when you clicked 35 cents or a \$1 in the register by selling a hard catheter and wire, that the United States may at some future time not far hence, put a stop to the thousands of abortions here annually as a crime of no small magnitude. Right here let me state that a recent booklet published by an English doctor on birth control and for sale at 10 cents by drug stores recommends a method which has already caused one death in New York City according to the undertaker that performed the postmortem of the supposed appendicitis case.

Personally I should like to see pharmacy in the United States be professional in nature and not big business it now is. To do this is a goal worth fighting for and so why not build a hull for a new ship for our posterity instead of the battered wreck we now have for them to navigate on a well mapped and protected sea?

In conclusion, let me ask a few questions in the spirit of the Blue Eagle. First let me state that according to N.A.R.D. figures here are 30,000 licensed pharmacists unemployed and

it is up to pharmacy to get them back in the harness by making others share the hardships, by equalizing men and women's wages (on soda fountains, in plants, offices, etc.), by doing as the Government did, cast out those employed who have others at home employed at a living wage and last but not least by giving pharmacists preference in all positions whether of pharmaceutical nature or otherwise. After all, you wouldn't think much of a man who wouldn't give preference to his own; even relatives, to a stranger if they were in distress or drowning, so why can't Pharmacy be one big family and help each other? I am sure then employe and employer will be pals.

1. Mr. Druggist, can't you have your pharmacists who haven't been out of work a day in this depression, share work with their fellowmen by "splitting time?" Give two druggists three days and alternate Sundays instead of one full time?

2. Mr. Druggist, don't you pay \$15 a week and 40 hours to employees with no dependents, which work would be appreciated by a needy pharmacist now on Welfare at about \$4 a week, and with dependants?

3. Mr. Druggist, can't you use pharmacists at other work around your plant or business offices where you now have girls who ought to be going to high school (eliminate child labor even through high school to the age of 18)? Mr. Burlingame, Gen. Mgr. for L. K. Liggett Co., told me he had pharmacists on patent, soda, and even part time on his cigar counters just to give them a position and Mr. Sherwin, President of Petty's, in Newark, even had a pharmacist as cashier. Well that is the spirit and a porter job is welcome today.

4. Relief work, Mr. Druggist, is well worth a thought. Give a pharmacist several dollars occasionally and take off Thanksgiving, Christmas or New Years. Go hunting and remember if you can't afford a steady clerk now, there are relief clerks glad to get a day's work a week or occasionally.

5. Now, Mr. Drug Clerk, remember there are still about eleven million people unemployed and that \$40 and \$50 a week days are gone for sometime to come, as those unemployed have no money to pay \$1 average on a prescription and the physician would be wise to get a 50c cash fee with medicine free these days instead of charge accounts of \$2 and \$3 of 1929. Remember also that patent medicines are being sold by everybody and I doubt if the druggist can get this business back and also that with the advent of the tap rooms the lunch business which is n.g. in neighborhood sections is rapidly going in that direction and remember that with 30,000 unemployed pharmacists to get back to work you must take any kind of work at a living wage and be satisfied until the purchasing power is created for the millions still unemployed.

Mr. Employer, don't look on an employe as though you were a capitalist and he a laborer: for you freshly recall where capital fleeced you as employers on your investments and in the banks and Mr. Druggist, whether employer or employe, you are still in the throes of the depression and co-operation will get us out of it quicker than bucking each other with strikes and shutdowns. Prices of commodities according to economics always have been regulated by the simple rule of supply and demand. As graduate licensed pharmacists there is a marked overproduction and the supply far exceeds

## HOLIDAY GOODS

### OUR 1933 DISPLAY NOW READY

Thousands of items sensibly priced in plain figures ready for your inspection. The Line contains plenty of new items, also all the leading staples. We are selling considerable holiday goods every day. We expect to sell our share—and you also should freshen up your stock and sell your share—for every year some buy holiday gifts and if you don't sell them—someone else will. This is your invitation to come look the line over. The selection is large and the prices are right.

**Hazeltine & Perkins Drug Co.**  
 Grand Rapids  
 Michigan



the demand, in fact I have met a number of licensed pharmacists driving laundry trucks, in refrigeration, in clothing departments of department stores and who tell me will never return to pharmacy. They made a poor investment, that is all. Mr. Pharmaceutical Manufacturer, Mr. Drug Jobber, and Mr. Retail Druggist, Do you do your part when you display the Blue Eagle in assisting our leader, President Roosevelt, to march up the hill by doing all you can to eliminate unemployment remembering that half a loaf is better than none and that good times are here when the working man has the purchasing power? He does not kick about prices then. Please remember that.

J. G. Ricketts, P.D.

### A Business Man's Philosophy

"The people who will succeed in the next ten years will be those who give their chief attention to finding better ways to do things rather than using up time worrying about such matters as decline in gold production and how it will affect commodity prices," says Floyd Parsons.

Here is something to think about.

Parsons contends that any attempt to stabilize business in these days is futile. We are moving too fast. We are in an age of youth that imagines

amazing things and then proceeds to bring them to realization.

What would have been the curve of the automobile business if it had been stabilized by an agreement among manufacturers not to change models for a period of five years? Would it have grown to its present size and efficiency? Would the consumer have been served as well?

A stabilized motion picture industry might have delayed the introduction of the talking film for a generation and protected the jobs of thousands of musicians, but do we prefer stabilization or progress?

Governments have mortgaged their credit for millions of dollars in a hopeless attempt to stabilize the prices of coffee, rubber, and other commodities. Meanwhile improved methods of cultivation and wider areas put into cultivation have made a mockery of the experiments. William Feather.

No one can live in a community, enjoy its privileges and draw his substance therefrom without becoming lastingly indebted to the community, its people and institutions, and that obligation is a debt of loyalty the discharge of which is incumbent upon him as opportunity offers.

Metallurgical producing plants in Belgium are receiving many orders.

## WHOLESALE DRUG PRICE CURRENT

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

|                                            |  |                                         |  |                                       |  |
|--------------------------------------------|--|-----------------------------------------|--|---------------------------------------|--|
| <b>ACID</b>                                |  | <b>GUM</b>                              |  | Hemlock, Pu., lb. 1 70@2 20           |  |
| Acetic, No. 8, lb. 06 @ 10                 |  | Aloe Barbadoes, so called, lb. 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                |  | Aloe, Socotrine, lb. 75                 |  | Juniper W'd, lb. 1 50@1 75            |  |
| Citric, lb. 35 @ 45                        |  | Powd., lb. 80                           |  | Lav. Flow., lb. 3 50@4 00             |  |
| Muriatic, Com'l., lb. 03 1/2 @ 10          |  | Arabic, first, lb. 40                   |  | Lav. Gard., lb. 1 25@1 50             |  |
| Nitric, lb. 09 @ 15                        |  | Arabic, sec., lb. 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                   |  | Mustard art., ozs. @ 35               |  |
| Tartaric, lb. 35 @ 46                      |  | Arabic, P'd, lb. 25 @ 35                |  | Orange, Sw., lb. 3 00@3 25            |  |
| <b>ALCOHOL</b>                             |  | Asafoetida, lb. 47 @ 50                 |  | Origanum, art, lb. 1 00@1 20          |  |
| Denatured, No. 5 gal. 44 @ 55              |  | Asafoetida, Po., lb. 75 @ 80            |  | Pennyroyal, lb. 2 75@3 20             |  |
| Grain, gal. 4 00@5 00                      |  | Guaiac, lb. 72                          |  | Peppermint, lb. 5 25@5 75             |  |
| Wood, gal. 50 @ 60                         |  | Guaiac, powd. 75                        |  | Rose, dr. 2 @ 50                      |  |
| <b>ALUM-POTASH, USP</b>                    |  | Kino, lb. 90                            |  | Rose, Geran., ozs. 50 @ 95            |  |
| Lump, lb. 05 @ 13                          |  | Kino, powd., lb. @ 1 00                 |  | Rosemary Flowers, lb. 1 00@1 50       |  |
| Powd. or Gra., lb. 05 1/4 @ 13             |  | Myrrh, lb. 60                           |  | Sandalwood, E. I., lb. 8 00@8 60      |  |
| <b>AMMONIA</b>                             |  | Myrrh Pow., lb. 75                      |  | W. I., lb. 4 50@4 75                  |  |
| Concentrated, lb. 06 @ 18                  |  | Shellac, Orange, lb. 22 1/2 @ 30        |  | Sassafras, true, lb. 1 90@2 40        |  |
| 4-F, lb. 05 1/2 @ 13                       |  | Ground, lb. 22 1/2 @ 30                 |  | Syn., lb. 85 @ 1 40                   |  |
| 3-F, lb. 05 1/2 @ 13                       |  | Shellac, white, (bone dr'd) lb. 35 @ 45 |  | Spearmint, lb. 2 50@3 00              |  |
| Carbonate, lb. 20 @ 25                     |  | Tragacanth, No. 1, bbls. 1 60@2 00      |  | Tansy, lb. 3 50@4 00                  |  |
| Muriate, Lp., lb. 18 @ 30                  |  | No. 2, lbs. 1 50@1 75                   |  | Thyme, Red, lb. 1 50@2 00             |  |
| Muriate, Gra., lb. 08 @ 18                 |  | Pow., lb. 1 25@1 50                     |  | Thyme, Whi., lb. 1 75@2 40            |  |
| Muriate, Po., lb. 20 @ 30                  |  | <b>HONEY</b>                            |  | Wintergreen Leaf, true, lb. 5 75@6 20 |  |
| <b>ARSENIC</b>                             |  | Pound 25 @ 40                           |  | Birch, lb. 4 00@4 60                  |  |
| Pound 07 @ 20                              |  | <b>HOPS</b>                             |  | Syn. 75 @ 1 20                        |  |
| <b>BALSAMS</b>                             |  | 1/2 Loose, Pressed, lb. @ 1 25          |  | Wormseed, lb. 3 50@4 00               |  |
| Copaiba, lb. 60 @ 1 40                     |  | <b>HYDROGEN PEROXIDE</b>                |  | Wormwood, lb. 4 50@5 00               |  |
| Fir, Cana., lb. 2 00@2 40                  |  | Pound, gross. 25 00@27 00               |  | <b>OILS HEAVY</b>                     |  |
| Fir, Oreg., lb. 50 @ 1 00                  |  | 1/2 lb., gross. 15 00@16 00             |  | Castor, gal. 1 15@1 35                |  |
| Peru, lb. 1 70@2 20                        |  | 1/4 lb., gross. 10 00@10 50             |  | Cocao nut, lb. 22 1/2 @ 35            |  |
| Tolu, lb. 1 50@1 80                        |  | <b>INDIGO</b>                           |  | Cod Liver, Norwegian, gal. 1 10@1 50  |  |
| <b>BARKS</b>                               |  | Madras, lb. 2 00@2 25                   |  | Cot. Seed, gal. 85 @ 1 00             |  |
| Cassia, Ordinary, lb. @ 30                 |  | <b>INSECT POWDER</b>                    |  | Lard, ex., gal. 1 55@1 65             |  |
| Ordin., P'o., lb. 25 @ 35                  |  | Pure, lb. 31 @ 41                       |  | Lard No. 1, gal. 1 25@1 40            |  |
| Saigon, lb. 40 @ 60                        |  | <b>LEAD ACETATE</b>                     |  | Linseed, raw, gal. 78 @ 93            |  |
| Saigon, Po., lb. 50 @ 60                   |  | Xtal, lb. 17 @ 25                       |  | Linseed, boil., gal. 81 @ 96          |  |
| Elm, lb. 40 @ 50                           |  | Powd. & Gran. 25 @ 35                   |  | Neatsfoot, extra, gal. 80 @ 1 00      |  |
| Elm, Powd., lb. 38 @ 45                    |  | <b>LICORICE</b>                         |  | Olive, Malaga, gal. 2 50@3 00         |  |
| Elm, G'd, lb. 38 @ 45                      |  | Extracts, sticks, per box. 1 50 @ 2 00  |  | Pure, gal. 3 00@5 00                  |  |
| Sassafras (P'd lb. 45) 35                  |  | Lozenges, lb. 40 @ 50                   |  | Sperm, gal. 1 25@1 50                 |  |
| Soap tree, cut, lb. 20 @ 30                |  | Wafers, (24s) box @ 1 50                |  | Tanner, gal. 75 @ 90                  |  |
| Soap tree, po., lb. 35 @ 40                |  | <b>LEAVES</b>                           |  | Tar gal. 50 @ 65                      |  |
| <b>BERRIES</b>                             |  | Buchu, lb., short @ 60                  |  | Whale, gal. @ 2 00                    |  |
| Cubeb, lb. @ 35                            |  | Buchu, lb., long @ 70                   |  | <b>OPIMUM</b>                         |  |
| Cubeb, po., lb. @ 75                       |  | Buchu, P'd, lb. @ 70                    |  | Gum, ozs., \$1.40; lb. 17 50@20 00    |  |
| Juniper, lb. 10 @ 20                       |  | Sage, bulk, lb. 25 @ 30                 |  | Powder, ozs., \$1.40; lb. 17 50@20 00 |  |
| <b>BLUE VITRIOL</b>                        |  | Sage, loose pressed, 1/4s, lb. @ 40     |  | Gran., ozs., \$1.40; lb. 17 50@20 00  |  |
| Pound 06 @ 15                              |  | Sage, ounces @ 85                       |  | <b>PARAFFINE</b>                      |  |
| <b>BORAX</b>                               |  | Sage, P'd & Grd. @ 35                   |  | Pound 06 1/2 @ 15                     |  |
| P'd or Xtal, lb. 06 @ 13                   |  | Senna, Alexandria, lb. 35 @ 40          |  | <b>PEPPER</b>                         |  |
| <b>BRIMSTONE</b>                           |  | Tinnevela, lb. 20 @ 30                  |  | Black, grd., lb. 25 @ 35              |  |
| Pound 04 @ 10                              |  | Powd., lb. 25 @ 35                      |  | Red, grd., lb. 45 @ 55                |  |
| <b>CAMPOR</b>                              |  | Uva Ursi, lb. @ 31                      |  | White, grd., lb. 40 @ 45              |  |
| Pound 65 @ 75                              |  | Uva Ursi, P'd, lb. @ 45                 |  | <b>PITCH BURGUNDY</b>                 |  |
| <b>CANTHARIDES</b>                         |  | <b>LIME</b>                             |  | Pound 20 @ 25                         |  |
| Russian, Powd. @ 3 50                      |  | Chloride, med., dz. @ 85                |  | <b>PETROLATUM</b>                     |  |
| Chinese, Powd. @ 2 00                      |  | Chloride large, dz. @ 1 45              |  | Amber, Plain, lb. 12 @ 17             |  |
| <b>CHALK</b>                               |  | <b>LYCOPodium</b>                       |  | Amber, Carb., lb. 14 @ 19             |  |
| Crayons, White, dozen @ 3 60               |  | Pound 45 @ 60                           |  | Cream Whi., lb. 17 @ 22               |  |
| Dustless, doz. @ 5 00                      |  | <b>MAGNESIA</b>                         |  | Lily White, lb. 20 @ 25               |  |
| French Powder, Coml., lb. 03 1/2 @ 10      |  | Carb., 1/16s, lb. @ 30                  |  | Snow White, lb. 22 @ 27               |  |
| Precipitated, lb. 12 @ 15                  |  | Carb., 1/16s, lb. @ 32                  |  | <b>PLASTER PARIS DENT'L</b>           |  |
| Prepared, lb. 14 @ 16                      |  | Carb., P'd., lb. 15 @ 25                |  | Barrels @ 5 75                        |  |
| White, lump, lb. 03 @ 10                   |  | Oxide, Hea., lb. 75                     |  | Less, lb. 03 1/2 @ 08                 |  |
| <b>CAPSICUM</b>                            |  | Oxide, light, lb. 75                    |  | <b>POTASSA</b>                        |  |
| Pods, lb. 60 @ 70                          |  | <b>MENTHOL</b>                          |  | Caustic, st'ks, lb. 55 @ 88           |  |
| Powder, lb. 62 @ 75                        |  | Pound 4 54@4 88                         |  | Liquor, lb. @ 40                      |  |
| <b>CLOVES</b>                              |  | <b>MERCURY</b>                          |  | <b>POTASSIUM</b>                      |  |
| Whole, lb. 30 @ 40                         |  | Pound 1 50@1 75                         |  | Acetate, lb. 60 @ 56                  |  |
| Powdered, lb. 35 @ 45                      |  | <b>MORPHINE</b>                         |  | Bicarbonate, lb. 30 @ 35              |  |
| <b>COCAINE</b>                             |  | Ounces @ 11 80                          |  | Bichromate, lb. 15 @ 25               |  |
| Ounce 12 68@14 85                          |  | 1/2s @ 13 96                            |  | Bromide, lb. 66 @ 98                  |  |
| <b>COPPERAS</b>                            |  | <b>MUSTARD</b>                          |  | Carbonate, lb. 30 @ 35                |  |
| Xtal, lb. 03 1/4 @ 10                      |  | Bulk, Powd. select, lb. 45 @ 50         |  | Chlorate, Xtal, lb. 17 @ 23           |  |
| Powdered, lb. 04 @ 15                      |  | No. 1, lb. 25 @ 35                      |  | Powd., lb. 17 @ 23                    |  |
| <b>CREAM TARTAR</b>                        |  | <b>NAPHTHALINE</b>                      |  | Gran., lb. 21 @ 23                    |  |
| Pound 23 @ 36                              |  | Balls, lb. 08 1/2 @ 18                  |  | Iodide, lb. 2 71@2 90                 |  |
| <b>CUTTLEBONE</b>                          |  | Flake, lb. 08 1/2 @ 18                  |  | Permanganate, lb. 22 1/2 @ 35         |  |
| Pound 40 @ 50                              |  | <b>NUTMEG</b>                           |  | Prussiate, Red lb. 80 @ 90            |  |
| <b>DEXTRINE</b>                            |  | Pound @ 40                              |  | Yellow, lb. 50 @ 60                   |  |
| Yellow Corn, lb. 06 1/2 @ 15               |  | <b>NUX VOMICA</b>                       |  | <b>QUASSIA CHIPS</b>                  |  |
| White Corn, lb. 07 @ 15                    |  | Pound @ 25                              |  | Powd., lb. 25 @ 40                    |  |
| <b>EXTRACT</b>                             |  | <b>OIL ESSENTIAL</b>                    |  | <b>QUININE</b>                        |  |
| Witch Hazel, Yel- low Lab., gal. 1 10@1 70 |  | Almond, Bit., true, ozs. @ 50           |  | 5 oz. cans, ozs. @ 77                 |  |
| Licorice, P'd, lb. 50 @ 60                 |  | Bit., art., ozs. @ 30                   |  | <b>SAL</b>                            |  |
| <b>FLOWER</b>                              |  | Sweet, true, lb. 1 25@1 80              |  | Epsom, lb. 03 1/4 @ 10                |  |
| Arnica, lb. 50 @ 55                        |  | Sw't, art., lbs. 1 00@1 25              |  | Glaubers, Lump, lb. 03 @ 10           |  |
| Chamomile, lb. 35 @ 45                     |  | Amber, crude, lb. 71 @ 1 40             |  | Gran., lb. 03 1/4 @ 10                |  |
| Roman, lb. @ 1 00                          |  | Amber, rect., lb. 1 30@2 00             |  | Nitre, Xtal or Powd., lb. 10 @ 16     |  |
| Saffron, American, lb. 50 @ 55             |  | Anise, lb. 1 00@1 60                    |  | Gran., lb. 09 @ 16                    |  |
| Spanish, ozs. @ 1 35                       |  | Bay, lb. 4 00@4 25                      |  | Rochelle, lb. 17 @ 30                 |  |
| <b>FORMALDEHYDE, BULK</b>                  |  | Bergamot, lb. 3 00@3 60                 |  | Soda, lb. 02 1/2 @ 08                 |  |
| Pound 09 @ 20                              |  | Cajeput, lb. 1 50@2 00                  |  | <b>SODA</b>                           |  |
| <b>FULLER'S EARTH</b>                      |  | Caraway S'd, lb. 2 80@3 40              |  | Ash, lb. 03 @ 10                      |  |
| Powder, lb. 05 @ 10                        |  | Cassia, USP, lb. 2 10@2 60              |  | Bicarbonate, lb. 03 1/4 @ 10          |  |
| <b>GELATIN</b>                             |  | Cedar Leaf, lb. 1 70@2 20               |  | Caustic, Co'l, lb. 08 @ 15            |  |
| Pound 55 @ 65                              |  | Cedar Leaf, Coml., lb. 1 00@1 25        |  | Hyposulphite, lb. 05 @ 10             |  |
| <b>GLUE</b>                                |  | Citronella, lb. 1 05@1 40               |  | Phosphate, lb. 23 @ 28                |  |
| Brok. Bro., lb. 20 @ 30                    |  | Cloves, lb. 1 75@2 25                   |  | Sulphate, Xtal, lb. 07 @ 12           |  |
| Whi. Flake, lb. 27 1/2 @ 35                |  | Croton, lbs. 4 00@4 60                  |  | Dry, Powd., lb. 12 1/2 @ 20           |  |
| White G'd., lb. 25 @ 35                    |  | Cubeb, lb. 4 25@4 80                    |  | Silicate, Sol., gal. 40 @ 50          |  |
| White AXX light, lb. @ 40                  |  | Erigeron, lb. 2 70@3 35                 |  | <b>TURPENTINE</b>                     |  |
| Ribbon, lb. 42 1/2 @ 50                    |  | Eucalytus, lb. 85 @ 1 20                |  | Gallons 57 @ 72                       |  |
| <b>GLYCERINE</b>                           |  | Fennel 2 25@2 60                        |  |                                       |  |
| Pound 14 1/2 @ 35                          |  |                                         |  |                                       |  |

## America's Finest Beer

Each Bottle Individually Inspected

**Schmidt's Famous**

SCHMIDT BREWING COMPANY  
DETROIT, MICHIGAN

Congratulations to the Tradesman on its fifty years of successful service to the trade. We, too, have found it paid well to make and sell only a quality product, to which we attribute our continued progress for more than a half century.



# GROCERY PRICE CURRENT

The following list of foods and grocer's sundries is listed upon base prices, not intended as a guide for the buyer. Each week we list items advancing and declining upon the market. By comparing the base price on these items with the base price the week before, it shows the cash advance or decline in the market. This permits the merchant to take advantage of market advances, upon items thus affected, that he has in stock. By so doing he will save much each year. The Michigan Tradesman is read over a broad territory, therefore it would be impossible for it to quote prices to act as a buying guide for everyone. A careful merchant watches the market and takes advantage from it.

## ADVANCED

## Dry Lima Beans

## DECLINED

## AMMONIA

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

## APPLE BUTTER

|                            |      |
|----------------------------|------|
| Twin Lake, 12-31 oz., doz. | 1 70 |
|----------------------------|------|

## BAKING POWDERS

|                     |       |
|---------------------|-------|
| Royal, 2 oz., doz.  | 80    |
| Royal, 6 oz., doz.  | 2 00  |
| Royal, 12 oz., doz. | 3 85  |
| Royal, 5 lbs., doz. | 20 00 |



## BLEACHER CLEANSER

|                     |      |
|---------------------|------|
| Clorox, 16 oz., 24s | 3 25 |
| Clorox, 22 oz., 12s | 3 00 |
| Lizzie, 16 oz., 12s | 2 15 |
| Sunrae, 18 oz., 12s | 1 35 |

## 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 90 |
| White H'd P. Beans        | 3 85 |
| Split Peas, yell., 60 lb. | 3 90 |
| Split Peas, gr'n, 60 lb.  | 5 60 |
| Scotch Peas, 100 lb.      | 7 30 |

## 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 | 15 |
|---------------------------------------|----|

## BREAKFAST FOODS

|                         |          |
|-------------------------|----------|
| <b>Kellogg's Brands</b> |          |
| Corn Flakes, No. 136    | 2 90     |
| Corn Flakes, No. 124    | 2 90     |
| Pep, No. 224            | 2 15     |
| Pep No. 250             | 1 05     |
| Krumbles, No. 412       | 1 40     |
| Bran Flakes, No. 624    | 1 90     |
| Bran Flakes, No. 650    | 35       |
| Rice Krispies, 6 oz.    | 2 25     |
| Rice Krispies, 1 oz.    | 1 10     |
| All Bran, 16 oz.        | 2 30     |
| All Bran, 10 oz.        | 2 75     |
| All Bran, 3/4 oz.       | 1 10     |
| Kaffe Hag, 6 1-lb. cans | 2 57     |
| Whole Wheat Fla.        | 24s 1 85 |
| Whole Wheat Bis.        | 24s 2 30 |

## Post Brands

|                        |      |
|------------------------|------|
| Grapenut Flakes, 24s   | 2 00 |
| Grape-Nuts, 24s        | 3 90 |
| Grape-Nuts, 50s        | 1 50 |
| Instant Postum, No. 8  | 5 40 |
| Instant Postum, No. 10 | 4 50 |
| Postum Cereal, No. 0   | 2 25 |
| Post Toasties, 36s     | 2 90 |
| Post Toasties, 24s     | 2 90 |
| Post Bran, PBF 24      | 2 95 |
| Post Bran, PBF 36      | 2 95 |
| Sanka 6-11s            | 2 57 |

## Amsterdam Brands

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

## BROOMS

|                 |      |
|-----------------|------|
| Quaker, 5 sewed | 6 75 |
| Warehouse       | 6 25 |
| Rose            | 3 95 |
| Winner, 5 sewed | 5 50 |
| Top Notch       | 4 25 |

## BRUSHES

|                   |      |
|-------------------|------|
| <b>Scrub</b>      |      |
| Solid Back, 8 in. | 1 50 |
| Solid Back, 1 in. | 1 75 |
| Pointed Ends      | 1 25 |
| <b>Stove</b>      |      |
| Shaker            | 1 80 |
| No. 50            | 2 00 |
| Peerless          | 2 60 |

## Shoe

|         |      |
|---------|------|
| No. 4-0 | 2 25 |
| No. 2-0 | 3 60 |

## BUTTER COLOR

|                         |      |
|-------------------------|------|
| Hansen's, 4 oz. bottles | 2 40 |
| Hansen's, 2 oz. bottles | 1 60 |

## 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

|                       |      |
|-----------------------|------|
| <b>Hart Brand</b>     |      |
| Apples                | 5 00 |
| <b>Blackberries</b>   |      |
| Pride of Michigan     | 2 55 |
| <b>Cherries</b>       |      |
| Mich. red, No. 10     | 6 25 |
| Pride of Mich., No. 2 | 2 60 |
| Marcellus Red         | 2 19 |
| Special Pie           | 1 35 |
| Whole White           | 2 84 |

## Gooseberries

|        |  |
|--------|--|
| No. 10 |  |
|--------|--|

## Pears

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

## Black Raspberries

|       |      |
|-------|------|
| No. 2 | 2 60 |
|-------|------|

|                      |      |
|----------------------|------|
| Pride of Mich. No. 2 | 1 60 |
|----------------------|------|

## Red Raspberries

|       |      |
|-------|------|
| No. 2 | 2 25 |
|-------|------|

|       |      |
|-------|------|
| No. 1 | 1 25 |
|-------|------|

|                  |      |
|------------------|------|
| Marcellus, No. 2 | 1 70 |
|------------------|------|

## Strawberries

|       |      |
|-------|------|
| No. 2 | 3 00 |
|-------|------|

|       |      |
|-------|------|
| 8 oz. | 1 20 |
|-------|------|

|                  |      |
|------------------|------|
| Marcellus, No. 2 | 1 45 |
|------------------|------|

## 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 |
| Finnaai 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          | 1 95 |
| Shrimp, 1 wet             | 1 50 |
| Sard's, 1/4 Oil, k'less   | 3 35 |
| Sardines, 1/4 Oil, k'less | 3 35 |
| Salmon, Red Alaska        | 2 25 |
| Salmon, Med. Alaska       | 1 80 |
| Salmon, Pink, Alaska      | 1 50 |
| Sardines, Im. 1/4, ea.    | 6@11 |
| Sardines, Cal.            | 1 00 |
| Tuna, 1/2 Van Camps,      | 1 15 |
| doz.                      | 1 15 |
| Tuna, 1/4s, Van Camps,    | 1 35 |
| doz.                      | 1 35 |
| Tuna, 1s, Van Camps,      | 3 60 |
| doz.                      | 3 60 |
| Tuna, 1/2s, Chicken Sea,  | 1 85 |
| doz.                      | 1 85 |

## CANNED MEAT

|                             |      |
|-----------------------------|------|
| Bacon, med., Beechnut       | 1 71 |
| Bacon, lge., Beechnut       | 2 43 |
| Beef, lge., Beechnut        | 3 51 |
| Beef, med., Beechnut        | 2 07 |
| Beef, No. 1, Corned         | 1 95 |
| Beef, No. 1, Roast          | 1 95 |
| Beef, 2 1/2 oz., Qua., Sil. | 1 40 |
| Corn Beef Hash, doz.        | 1 90 |
| Beefsteak & Onions, s.      | 2 70 |
| Chili Con Car., 1s          | 1 05 |
| Deviled Ham, 1/4s           | 90   |
| Deviled Ham, 1/2s           | 1 35 |
| Potted Meat, 1/4 Libby      | 48   |
| Potted Meat, 1/2 Libby      | 75   |
| Potted Meat, 1/2 Qua.       | 70   |
| Potted Ham, Gen. 1/4        | 1 35 |
| Vienna Saus. No. 1/2        | 90   |
| Vienna Sausage, Qua.        | 85   |

## Baked Beans

|               |      |
|---------------|------|
| Campbells 48s | 2 65 |
|---------------|------|

## CANNED VEGETABLES

|                    |      |
|--------------------|------|
| <b>Hart Brand</b>  |      |
| Asparagus          | 3 00 |
| Tips & Cuts, No. 2 | 2 25 |
| Tips & Cuts, 8 oz. | 1 35 |

## Baked Beans

|                      |      |
|----------------------|------|
| 1 lb. Sacc, 36s, cs. | 1 75 |
| No. 2 1/2 Size, doz. | 1 05 |
| No. 10 Sauce         | 4 00 |

## Lima Beans

|                       |      |
|-----------------------|------|
| Little Quaker, No. 10 | 7 90 |
| Baby, No. 2           | 1 60 |
| Pride of Mich. No. 2  | 1 35 |
| Marcellus, No. 10     | 6 50 |

## Red Kidney Beans

|        |      |
|--------|------|
| No. 10 | 4 25 |
| No. 2  | 90   |

## String Beans

|                       |      |
|-----------------------|------|
| Choice, Whole, No. 2  | 1 60 |
| Cut, No. 10           | 7 25 |
| Cut, No. 2            | 1 35 |
| Pride of Michigan     | 1 15 |
| Marcellus Cut, No. 10 | 6 00 |

## Wax Beans

|                       |      |
|-----------------------|------|
| Choice, Whole, No. 2  | 1 60 |
| Cut, No. 10           | 7 25 |
| Cut, No. 2            | 1 35 |
| Pride of Mich., No. 2 | 1 15 |
| Marcellus Cut, No. 10 | 5 50 |

## Beets

|                          |      |
|--------------------------|------|
| Extra Small, No. 2       | 2 00 |
| Hart Cut, No. 10         | 4 25 |
| Hart Cut, No. 2          | 90   |
| Marcel. Whole, No. 2 1/2 | 1 35 |
| Hart Diced, No. 2        | 90   |

## Carrots

|               |      |
|---------------|------|
| Diced, No. 2  | 95   |
| Diced, No. 10 | 4 20 |

## Corn

|                              |       |
|------------------------------|-------|
| Golden Ban., No. 2           | 1 35  |
| Golden Ban., No. 10          | 10 00 |
| Little Quaker, No. 1         | 90    |
| Country Gen., No. 2          | 1 20  |
| Marcellus, No. 2             | 1 10  |
| Fancy Crosby, No. 2          | 1 35  |
| Fancy Crosby, No. 10         | 6 50  |
| Whole Grain, 6 Ban-tam No. 2 | 1 45  |

## Peas

|                        |      |
|------------------------|------|
| Little Dot, No. 2      | 2 15 |
| Sifted E. June, No. 10 | 9 50 |
| Sifted E. June, No. 2  | 1 75 |
| Marcel, Sw. W. No. 2   | 1 45 |
| Marcel, E. June, No. 2 | 1 35 |
| Marcel, E. Ju., No. 10 | 7 75 |

## Pumpkin.

|           |        |
|-----------|--------|
| No. 10    | 4 75   |
| No. 2 1/2 | 1 25   |
| No. 2     | 92 1/2 |

## Sauerkraut

|           |      |
|-----------|------|
| No. 10    | 4 25 |
| No. 2 1/2 |      |
| No. 2     |      |

## Spinach

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

## Squash

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

## Succotash

|                      |      |
|----------------------|------|
| Golden Bantam, No. 2 | 1 75 |
| Hart, No. 2          | 1 55 |
| Pride of Michigan    | 1 15 |

## Tomatoes

|                           |      |
|---------------------------|------|
| No. 10                    | 6 25 |
| No. 2 1/2                 | 2 10 |
| No. 2                     | 1 55 |
| Pride of Mich., No. 2 1/2 | 1 35 |
| Pride of Mich., No. 2     | 1 10 |

## Tomato Juice

|              |  |
|--------------|--|
| Hart, No. 10 |  |
|--------------|--|

## CATSUP

|                 |           |
|-----------------|-----------|
| Regal, 8 oz.    | doz. 90   |
| Regal, 14 oz.   | doz. 1 23 |
| Sniders, 8 oz.  | doz. 1 20 |
| Sniders, 14 oz. | doz. 1 85 |
| Quaker, 8 oz.   | doz. 1 12 |
| Quaker, 14 oz.  | doz. 1 35 |

## CHILI SAUCE

|                 |      |
|-----------------|------|
| Sniders, 8 oz.  | 1 65 |
| Sniders, 14 oz. | 2 25 |

## OYSTER COCKTAIL

|                 |      |
|-----------------|------|
| Sniders, 11 oz. | 2 00 |
|-----------------|------|

## CHEESE

|                          |        |
|--------------------------|--------|
| Roquefort                | 80     |
| Wisconsin Daisy          | 14     |
| Wisconsin Twin           | 13 1/2 |
| New York June            | 23     |
| Sap Sago                 | 48     |
| Brick                    | 17     |
| Michigan Flats           | 12 1/2 |
| Michigan Daisies         | 13     |
| Wisconsin Longhorn       | 14     |
| Imported Leyden          | 28     |
| 1 lb. Limberger          | 19     |
| Imported Swiss           | 60     |
| Kraft, Pimento Loaf      | 22     |
| Kraft, American Loaf     | 20     |
| Kraft, Brick Loaf        | 20     |
| Kraft, Swiss Loaf        | 26     |
| Kraft, Old End. oaf      | 32     |
| Kraft, Pimento, 1/2 lb.  | 1 60   |
| Kraft, American, 1/2 lb. | 1 30   |
| Kraft, Brick, 1/2 lb.    | 1 30   |
| Kraft, Limbur., 1/2 lb.  | 1 30   |

Note that imported items are advancing due to the present dollar.

## CHEWING GUM

|                      |    |
|----------------------|----|
| Adams Black Jack     | 61 |
| Adams Dentyne        | 65 |
| Beeman's Pepsin      | 65 |
| Beechnut Pappermint  | 65 |
| Doublemint           | 65 |
| Peppermint, Wrigleys | 65 |
| Spearmint, Wrigleys  | 65 |
| Juicy Fruit          | 65 |
| Wrigley's P-K        | 65 |
| Teaberry             | 65 |

## CHOCOLATE

|                          |      |
|--------------------------|------|
| Baker, Prem., 6 lb. 1/2  | 2 50 |
| Baker, Pre., 6 lb. 3 oz. | 2 60 |

## CIGARS

|                      |       |
|----------------------|-------|
| Hemt, Champions      | 40 00 |
| Webster Plaza        | 75 00 |
| Webster Golden Wed.  | 76 00 |
| Websterettes         | 33 50 |
| Cincos               | 33 50 |
| Garcia Grand Babies  | 40 00 |
| Bradstreet           | 33 50 |
| Odins                | 40 00 |
| R G Dun Boquet       | 75 00 |
| Perfect Garcia Subl. | 95 00 |
| Budwiser             | 20 00 |
| Hampton Arms Jun'r   | 33 00 |
| Rancho Corono        | 31 50 |
| Kenway               | 20 00 |

## CLOTHES LINE

|                   |      |
|-------------------|------|
| Riverside, 50 ft. | 2 20 |
| Cupples Cord      | 2 90 |

## COFFEE ROASTED

|                       |        |
|-----------------------|--------|
| <b>Lee &amp; Cady</b> |        |
| 1 lb. Package         |        |
| Arrow Brand           | 21     |
| Boston Breakfast      | 23     |
| Breakfast Cup         | 21     |
| Competition           | 15 1/2 |
| J. V.                 | 19     |
| Majestic              | 29     |
| Morton House          | 30 1/2 |
| Nedrow                | 26     |
| Quaker, in cartons    | 21     |
| Quaker, in glass jars | 25     |

## 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 |
|------------------------|------|

## CONFECTIONERY

## Stick Candy

|                        |  |
|------------------------|--|
| Pure Sugar Sticks-600c |  |
| Big Stick, 28 lb. case |  |
| Horehound Stick, 120s  |  |

## Mixed Candy

|               |       |
|---------------|-------|
| Kindergarten  | ----- |
| Leader        | ----- |
| French Creams | ----- |
| Paris Creams  | ----- |
| Jupiter       | ----- |
| Fancy Mixture | ----- |



### Currents

Packages, 11 oz.----- 14

#### Dates

Imperial, 12s, pitted. 1 90  
Imperial, 12s, regular. 1 60  
Imperial 12s, 2 lb.----- 2 25  
Imperial 12s, 1 lb.----- 1 75

#### Figs

Calif., 24-33, case.----- 1 70

#### Peaches

Evap. Choice ----- 11½

#### Peel

Lemon, Dromdary, 4 oz., doz.----- 1 10  
Orange, Dromdary, 4 oz., dozen----- 1 10  
Citron, Dromdary, 4 oz., dozen----- 1 10

#### Raisins

Seeded, bulk.----- 6½  
Thompson's S'dless blk. 6½  
Quaker s'dless blk.----- 7½  
Quaker Seeded, 15 oz.----- 7½

#### California Prunes

90@100, 25 lb. boxes.-----@07  
80@ 90, 25 lb. boxes.-----@07½  
70@ 80, 25 lb. boxes.-----@07½  
60@ 70, 25 lb. boxes.-----@08½  
50@ 60, 25 lb. boxes.-----@08½  
40@ 50, 25 lb. boxes.-----@09½  
30@ 40, 25 lb. boxes.-----@10  
20@ 30, 25 lb. boxes.-----@13  
18@ 24, 25 lb. boxes.-----@15½

#### Hominy

Pearl, 100 lb. sacks.----- 3 50

#### Bulk Goods

Elb. Macaroni, 20 lb. bx. 1 25  
Egg Noodle, 10 lb. box 1 25

#### Pearl Barley

0000 ----- 7 00  
Barley Grits.----- 5 00  
Chester ----- 4 50

#### Lentils

Chili ----- 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.-----

#### EVAPORATED MILK

Quaker, Tall, 10½ oz.----- 2 85  
Quaker, Baby, 4 doz.----- 1 43  
Quaker, Gallon, ½ dz.----- 2 85  
Carnation, Tall, 4 doz.----- 2 95  
Carnation, Baby, 4 dz.----- 1 43  
Oatman's D'dee, Tall ----- 2 95  
Oatman's D'dee, Baby ----- 1 43  
Pet, Tall ----- 2 95  
Pet, Baby, 4 dozen.----- 1 45  
Borden's, Tall, 4 doz.----- 2 95  
Borden's, Baby, 4 doz.----- 1 43

#### 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.----- 78  
Presto White Lip, 2 gro. carton.----- 83

#### GELATINE

Jell-o, 3 doz.----- 2 35  
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., doz.----- 90  
Pure Pres., 16 oz., dz.----- 1 40

#### JELLY GLASSES

½ Pint Tall, per doz.----- 25

#### JUNKET GOODS

Junket Powder ----- 1 20  
Junket Tablets ----- 1 35  
Junket Food Colors.----- 1 60

### MARGARINE

#### Wilson & Co.'s Brands

Nut ----- 07  
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. 5 25  
Signal Light, 5 gro. cs 5 25

### MUELLER'S PRODUCTS

Macaroni, 9 oz.----- 2 10  
Spaghetti, 9 oz.----- 2 10  
Elbow Macaroni, 9 oz.----- 2 10  
Egg Noodles, 6 oz.----- 2 10  
Egg Vermicelli, 6 oz.----- 2 10  
Egg Alphabets, 6 oz.----- 2 10  
Cooked Spaghetti, 24c, 17 oz.----- 2 20

### NUTS

#### Whole

Almonds, Peerless ----- 15½  
Brazil, large ----- 14½  
Fancy Mixed ----- 15  
Filberts, Naples ----- 20  
Peanuts, Vir. Roasted ----- 7  
Peanuts, Jumbo ----- 8½  
Pecans, 3, star ----- 25  
Pecans, Jumbo ----- 40  
Pecans, Mammoth ----- 50  
Walnuts, Cal. ----- 14@20  
Hickory ----- 07

#### Salted Peanuts

Fancy, No. 1.----- 08½  
12-1 lb. Cellophane case. 1 25

#### Shelled

Almonds ----- 39  
Peanuts, Spanish, 125 lb. bags.----- 7½  
Filberts ----- 32  
Pecans, salted ----- 45  
Walnut, California ----- 48

### MINCE MEAT

None Such, 4 doz.----- 6 20  
Quaker, 3 doz. case.----- 2 65  
Yo Ho, Kegs, wet, lb.----- 16½

### OLIVES

7 oz. Jar, Plain, doz.----- 1 05  
16 oz. Jar, Plain, doz.----- 1 95  
Quart Jars, Plain, doz.----- 3 25  
5 Gal. Kegs, each.----- 6 50  
3 oz. Jar, Stuff., doz.----- 1 15  
8 oz. Jar, Stuff., doz.----- 2 25  
10 oz. Jar, Stuff., doz.----- 2 65  
1 Gal. Jugs, Stuff., dz.----- 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  
Banner, 6 oz., doz.----- 90  
Banner, quarts, doz.----- 2 10  
Paw Paw, quarts, doz.----- 2 80

#### Dill Pickles

Gal., 40 to Tin, doz.----- 8 15  
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

Cob, 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.----- 10  
Good Steers & Heif.----- 09  
Med. Steers & Heif.----- 08  
Com. Steers & Heif.----- 07

#### Veal

Top ----- 10  
Good ----- 08  
Medium ----- 06

#### Lamb

Spring Lamb.----- 13  
Good ----- 11  
Medium ----- 10  
Poor ----- 03

#### Mutton

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

#### Pork

5 Gallon cans, each.----- 4 08  
Butts ----- 08  
Shoulders ----- 06  
Spareribs ----- 06  
Neck bones.----- 03  
Trimnings ----- 06

### PROVISIONS

#### Barreled Pork

Clear Back.----- 16 00@18 00  
Short Cut, Clear.----- 12 00

#### Dry Salt Meats

D S Belles.----- 13-29@13-10-09

#### Lard

Pure in tierces.----- 6½  
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, Cert., 14-16 lb.----- 14½  
Hams, Cert., Skinned ----- 14½  
16-18 lb. -----@14½  
Ham, dried beef -----@23  
Knuckles -----@09  
California Hams -----@09  
Picnic Boiled Hams -----@16  
Boiled Hams -----@21  
Minced Hams -----@10  
Bacon, 4/6 Cert.-----@15

#### Beef

Boneless rump.-----@19 00

#### Liver

Beef ----- 10  
Calf ----- 35  
Pork ----- 05

### RICE

Fancy Blue Rose ----- 4 85  
Fancy Head ----- 5 75

### RUSKS

#### Postma Biscuit Co.

18 rolls, per case ----- 2 10  
12 rolls, per case ----- 1 39  
18 cartons, per case ----- 2 35  
12 cartons, per case ----- 1 57

### SALERATUS

Arm and Hammer 24s.----- 1 50

### SAL SODA

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

### COD FISH

Peerless, 1 lb. boxes.----- 18  
Old Kent, 1 lb. pure.----- 25

### HERRING

#### Holland Herring

Mixed, Kegs ----- 83  
Milkers, kegs ----- 99  
Boneless, 10 lb. box.----- 1 50

#### Lake Herring

½ bbl., 100 lbs.-----

#### Mackerel

Tubs, 60 Count, fy. fat 6 00  
Pails, 10 lb. Fancy fat 1 50

#### White Fish

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

### SHOE BLACKENING

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

### STOVE POLISH

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

### SALT

F. O. B. Grand Rapids  
Colonial, 24, 2 lb.----- 95  
Colonial, 36-1½ ----- 1 24  
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



See 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 ----- 3 45  
Climaline, 4 doz.----- 3 60  
Grandma, 100, 5c ----- 3 50  
Grandma, 24 large ----- 3 50  
Snowboy, 12 large ----- 1 80  
Gold Dust, 12 la.----- 1 80  
Golden Rod, 24 ----- 4 25  
La France Laur. 4 dz.----- 3 65  
Old Dutch Clean. 4 dz.----- 3 40  
Octagon, 96s ----- 3 90  
Rinso, 24s ----- 4 80  
Rinso, 40s ----- 2 95  
Spotless Cleanser, 48, 20 oz.----- 3 85  
Sani Flush, 1 doz.----- 2 25  
Sapolio, 3 doz.----- 3 15  
Speedee, 3 doz.----- 7 20  
Sunbrite, 50s ----- 2 10  
Wyandot. Cleaner, 24s 1 85

### SOAP

Am. Family, 100 box.----- 5 05  
Crystal White, 100.----- 3 50  
F. B., 60s.----- 2 35  
Fels Naptha, 100 box.----- 4 65  
Flake White, 10 box.----- 2 75  
Jap Rose, 100 box.----- 7 40  
Fairly, 100 box.----- 3 25  
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  
Tribby Soap, 50, 10c.----- 3 15  
Williams Barber Bar, 9s ----- 50  
Williams Mug, per doz.----- 48  
Lux Toilet, 50 ----- 3 15

### SPICES

#### Whole Spices

Allspice, Jamaica -----@24  
Cloves, Zanzibar -----@36  
Cassia, Canton -----@24  
Cassia, 5c pkg., doz.-----@40  
Ginger, Africa -----@19  
Mixed, No. 1 -----@30  
Mixed, 10c pkgs., doz.-----@65  
Nutmegs, 70@90 -----@50  
Nutmegs, 105-110 -----@43  
Pepper, Black -----@23

#### Pure Ground in Bulk

Allspice, Jamaica -----@17  
Cloves, Zanzibar -----@27  
Cassia, Canton -----@22  
Ginger, Corkin -----@16  
Mustard -----@21  
Mace Penang -----@69  
Pepper, Black -----@13  
Nutmegs -----@25  
Pepper, White -----@26  
Pepper, Cayenne -----@26  
Paprika, Spanish -----@36

#### 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 ----- 26  
Marjoram, 1 oz.----- 90  
Savory, 1 oz.----- 65  
Thyme, 1 oz.----- 90  
Turmeric, 1½ oz.----- 75

### STARCH

Corn  
Kingsford, 25 lbs.----- 2 38  
Powd., bags, per 100.----- 3 95  
Argo, 24, 1 lb. pkgs.----- 1 58  
Cream, 24-1 ----- 2 25

#### Gloss

Argo, 24, 1 lb. pkgs.----- 1 46  
Argo, 12, 3 lb. pkgs.----- 2 25  
Argo, 8, 5 lb. pkgs.----- 2 46  
Silver Gloss, 48, 1s.----- 11½  
Elastic, 16 pkgs.----- 1 38  
Tiger, 50 lbs.----- 2 82

### SYRUP

Blue Karo, No. 1½ ----- 2 22  
Blue Karo, No. 5, 1 dz.----- 3 09  
Blue Karo, No. 10 ----- 2 92  
Red Karo, No. 1½ ----- 2 44  
Red Karo, No. 5, 1 dz.----- 3 37  
Red Karo, No. 10 ----- 3 22

#### Imit. Maple Flavor

Orange, No. 1½, 2 dz.----- 2 82  
Orange, No. 3, 20 cans 4 25

#### Maple and Cane

Kanuck, per gal.----- 1 10  
Kanuck, 5 gal. can ----- 4 14

#### Grape Juice

Welch, 12 quart case.----- 4 40  
Welch, 12 pint case.----- 2 25  
Welch, 26-4 oz. case.----- 2 30

### COOKING OIL

Mazola  
Pints, 2 doz.----- 5 15  
Quarts, 1 doz.----- 4 70  
Half Gallons, 1 doz.----- 6 00  
Loin, med. ----- 09

### 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 60  
A-1, large ----- 4 75  
A-1, small ----- 2 85  
Caper, 2 oz.----- 3 30

### TEA

#### Japan

Medium ----- 18  
Choice ----- 21@28  
Fancy ----- 30@32  
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 ----- 35  
Cotton, 3 ply balls ----- 35

### VINEGAR

F. O. B. Grand Rapids  
Cider, 40 grain ----- 15  
White Wine, 40 grain.----- 20  
White Wine, 30 grain.----- 25

</



## SHOE MARKET

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

### Why a Profiteering Inquiry Now?

Isn't it a trifle early for public hearing upon price changes? General Hugh S. Johnson has called for a fact-finding inquiry on Dec. 12 in the auditorium of the Chamber of Commerce Building, Washington, D. C.

"This hearing is for the purpose of obtaining facts with respect to prevailing prices that will enable the Administrator to establish the extent to which current prices may be justifiably attributed to the operations of industry and trade under approved codes of fair competition of the National Industrial Recovery Act or under the President's Reemployment Agreement, and to determine whether existing price increases may be warranted or the result of monopolistic practices.

"All persons who have made purchases at prices believed to be unwarranted, or in violation of the President's Reemployment Agreement or any approved Code, will be given full opportunity to appear at the hearing either in person or by representative and state the facts with respect thereto. Where a number of persons wish to present evidence of the same set of facts, however, the Administrator reserves the right to require that one representative of such persons present such evidence for all."

If this hearing is to be one of those old profiteering inquisitions, then it is certainly ill-timed and ill-advisable. We can speak only for a retail shoe industry, which has certainly not taken advantage of the necessity for higher prices in line with supply, demand and replacement. The retail shoe industry has shown great restraint and we hardly believe that a single case will be brought before the hearing challenging retail prices of shoes.

But the menace is there nevertheless and in a public hearing thrown open to the malicious, discontented and the limelight seekers, there is bound to be publicity dangerous to individual stores and to trades. In the profiteering hearings a decade or more ago, names of stores were mentioned and the resulting publicity was exceedingly damaging to several honorable concerns in the trade who had difficulty in explaining to the public the necessity for margin adequate to cover perishable fashion footwear.

The public can never understand the margin of markup needed for the sale of a commodity like shoes. There is evidently no opportunity at the public hearing for the merchant to answer specific charges but we hope representatives of our trade and other trades at retail will be present to explain the necessary costs of distribution in the light of recent advances.

A merchant buys 36 pairs of shoes and finds in the experience of trade that 18 pairs sell at a 40 per cent markup and the balance can only be moved in clearance and that the net result of the transaction is a loss. A member of

the Consumer's League or any individual may challenge the markup on a single pair without knowing the status of the service of selection and the risk of sale that attends the function of retailing. Now, if that same merchant should mark the shoes up to a higher point to make possible an ultimate profit, he is likely to be branded as a profiteer under the NRA.

In the notice of this public hearing on price changes in this rather amazing clause:

"This hearing is to consider only price changes with respect to industries or trades under the jurisdiction of the NRA. It does not include price changes in food and foodstuffs, agricultural commodities or other products under the jurisdiction of the Agricultural Adjustment Administration."

The above clause reveals quite clearly that perhaps the public hearing is for the farmers' benefit, for the complaint is loud in the land of the farmer that he is getting less money for his commodities and paying higher prices for his necessities. We have it on the authority of V. S. Szeliski, of the Research Division of the NRA:

"If a product is of such a type that an increase in the price would cause a large falling off of demand, obviously a rise in wage rates, in theory at least, might operate to bring about a decrease in employment and in payrolls. Luxury or semi-luxury goods are of this type, and so also are those subject to the competition of substitutes. At the opposite extreme we have goods of inelastic demand, the most extreme example of which is food. Food prices could be increased 10 or 20 per cent. without decreasing the consumption by more than 1 per cent. or so. That is to say, the whole of a wage rise could be passed on to the consumer. In such cases, wages could be put up very much higher. The difference must be appreciated and taken into consideration as modifying the principle of the living wage and the principle of station in life."

So the food store is exempt in the hearing and all other retail fields are vulnerable to the complaints of any and all. The hearing may be for the purpose of throwing a fear into the merchants everywhere, to decrease prices of articles. We hope the alert National Retail Trade Council will be prepared to present the case of the merchant in this true light as a useful service of selection that must carry proper costs for distribution.

"Where complaint of an unwarranted price increase has been filed against any industry or trade, or against any person or firm, the Code authority of such industry or trade, and the person or firm complained of, will be notified of the complaint and the facts with respect thereto."

The action is well enough as a final "out," but the entire scheme of holding a public hearing inquisition of retail prices is ill-timed and inadvisable. There are so many more things to be done to encourage the movement of goods and the turnover of the dollar, that it seems almost a pity to bring out the old charges of profiteering. We hope the meeting falls flat for lack of

evidence and almost predict it insofar as shoes are concerned.

Competition and lack of public buying has corrected most of the cases where merchants had hoped that higher prices would sweep through the field of trade in September and October. But higher prices are now absolutely necessary. They have been made obligatory by pressure of commodity prices and increased costs right along the line.—Boot and Shoe Recorder.

### Backhand Boycott Proves To Be Boomerang

(Continued from page 12)

without hesitancy or question by merchants of all kinds, sizes and classes; and this with no evident reluctance. The response was such as to manifest the purest unselfishness in every region.

The trade asked for some basis on which to recoup its forced regimented extra expenditure. It advanced the suggestion that recoupment might be most practicably attained by setting a modest minimum margin for the journey between producer and consumer. The total suggested spread was 10 per cent. divided, in case of wholesale and retail participation, at 2½ per cent. wholesale and 7½ per cent. retail. True, it appeared that if such rule were universally and permanently applied, the trade would become stabler, would be raised to a higher plane; but such consummation we were led to believe would be devoutly welcomed by the Administration.

There progress halted and has hung fire ever since. Now it seems that the thought was that the trade could give, but as for getting anything in return, that was something else again. Now as the weeks have dragged along with nothing done, one half-ruling following another so rapidly that the ink had no chance to dry on one before it was superseded, enthusiasm has oozed out. Now a "what-the-use" attitude has developed into indifference and antagonism is born with the entire NRA scheme.

There is justice as well as plain common sense in a fair quid pro quo. If the men in Washington don't speedily fish or cut bait, they are apt to find they have missed the finest salmon run of this generation.

Paul Findlay.

### Suggestions for the Hardware Dealer in December

(Continued from page 14)

curate and thorough, so that your stock sheets will reveal your exact position. If your sale is to come afterward, it is helpful to put aside, as you run across them, any items of stock which you want to clean out during the sale. It is good policy to plan your stocktaking carefully beforehand, and then rush it through as fast as you can, consistent with accuracy.

Victor Lauriston.

### Germany's Church Battle

From the Protestant churches has come the sharpest challenge to the Hitler doctrine of "co-ordination." The Nazi zealots mean by co-ordination that 70,000,000 Germans, their beliefs, practices, traditions, instincts are so much clay in the hands of the potter, for Hitler to do with absolutely as he pleased.

To the swastika fanatics the recasting of the Christian faith is apparently as simply a task as the suppression of the Marxists or the ousting of non-Aryan professors and lawyers. All that was needed was to prove that the interest of newly awakened Germany demanded such a step. The thing would then be carried through, for the Nazi leaders had the necessary will, and behind them stood the German people united as one.

The formidable uprising of the Protestant pastors has shown that there is a limit to national unity in Hitler's Reich, and a limit to German docility in the face of doctrinarianism gone mad.

### Big Doings at Kalamazoo

Kalamazoo, Dec. 3 — Kalamazoo Council, No. 156, will hold its regular meeting this coming Saturday night, Dec. 9. A special dinner will be served at 6:30, for which there will be a charge of 25 cents.

Immediately following the dinner, Jacob Kindleberger, President of the Kalamazoo Vegetable Parchment Co., and a nationally known speaker, will talk to us.

Following the dinner and entertainment, we will initiate a class of candidates, of which Mr. Kindleberger will be one. Grand Conductor, Al Guimond will be present and we expect delegations from Grand Rapids, Muskegon, Jackson, Battle Creek and Hillsdale.

M. O. Leach,  
Senior Counselor.

### Economic Test of Life Insurance

(Continued from page 6)

It was the cooperation of agencies which has made possible the agents' and brokers' qualification laws and the other 18 pieces of constructive legislation passed at the last session of the General Assembly.

Harry W. Hanson,  
Superintendent of Insurance, State of Illinois.

We must keep the old pioneer spirit, in our business, our work, our community life. We must be willing not merely to work hard, but to strike out for new things, and remove the obstacles to development.

The only hope of a stout woman is to cultivate a lovely disposition.

Phone 89574  
**John L. Lynch Sales Co.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
Grand Rapids, Michigan

### WHOLESALE SOLE LEATHER AND SHOE FINDINGS

For REPAIR SHOP—SHOE STORE—DEPARTMENT STORE Distributors

Panco Rubber Taps and Heels—Joppa Leathers—Griffin Shoe Dressings and Polish—Steerhead Leathers—St. Louis Braid Co. Shoe Laces—Tioga Oak Leathers—Flickenstein Flexible Sole Leather—Rayon Products—Bends—Strips—Men's and Women's Cut Taps—Large Complete Stock—Prompt Shipments.

### GRAND RAPIDS BELTING COMPANY

40-50 Market Avenue

Established in 1904

Grand Rapids, Michigan



## OUT AROUND

(Continued from page 9)

seem to be animated solely by a desire to see how they can prevent other men in the same line of business from making the money they are entitled to by reason of their superior knowledge, energy and activity. When men engage in the baking business they should lay down as a corner stone the theory that quality should be the first desideratum and that price should always be a secondary consideration; because both experience and observation lead to the conclusion that no permanent success can be achieved by price cutting, by excessive competition or by misrepresenting the attitude or practice of neighbors in the same line of business.

Lake Orion, Nov. 24—I am writing you for any information you can give me regarding the Goodwin plan for making money for the various organizations and churches. Their agent was here this week wanting our church to sign up for three years. Mr. Goodwin made arrangements with the Standard Manufacturing Co. They pay 3½ per cent. and send us 2 per cent. on the dollar. The 1½ per cent. goes to Mr. Goodwin. We collect coupons or labels on the goods purchased from the various stores. These coupons are collected every month and sent to the manufacturer.

We did not sign up for these plans. Please let me have your opinion regarding this new business if it is all right or not. Mrs. Fred E. Scott.

I have given the Goodwin plan careful investigation and due consideration and see nothing dishonest in the scheme. It does not seem to me to be ethical, however, for church organizations to engage in an undertaking of this kind, because it may involve clashes with local merchants who are already supporting churches which receive liberal cash contributions from them. I cannot definitely determine to what extent this is likely to happen until the plan has been in actual operation in some locality long enough to enable me to form an opinion.

E. A. Stowe.

## Mutual Insurance Code Adopted by Government

The provisions of this code shall apply to all the member companies of the Federation of Mutual Fire Insurance Companies, the National Association of Automotive Mutual Insurance Companies, the National Association of Mutual Casualty Companies, the National Association of Mutual Insurance Companies and their affiliated organizations. All these organizations and their constituent companies being in sympathy with the spirit and purpose of the National Industrial Recovery Act present this code to the President to forward the program leading toward the economic and business recovery of the United States, the necessity for which is stated in Title I, Section 1 of the Act.

Article I—The Federation of Mutual Fire Insurance Companies, the National Association of Automotive Mutual Insurance Companies, the National Association of Mutual Casualty Companies and the National Association of Mutual Insurance Companies affirm that they impose no inequitable restric-

tions on their members and participation in their activities and that they are truly representative national associations of fire and casualty insurance companies operating on the mutual plan.

The membership of the various organizations above named, in whole or in part, maintains, supports or subscribes to, insurance rating, inspection and audit bureaus, associations, engineering services, testing and inspection stations and laboratories, arson investigators, loss adjustment bureaus, and patrol or salvage corps cooperating with municipal fire departments, all of which come within the purview of the code.

The operation of the business of fire and casualty insurance and its allied activities are rigidly controlled by the laws of the several states which are not rescinded or set aside by the National Industrial Recovery Act. Nothing herein shall obligate the companies, members of the above named organizations, to any action, agreement or understanding prohibited by the laws of any of the States.

Article II.—Labor Provisions. Section 1. (a) Employes shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

(b). No employes and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing or assisting a labor organization of his own choosing; and

(c) Employers shall comply with the maximum hours of labor, minimum rates of pay and other conditions of employment, approved or prescribed by the President.

Child Labor. Section 2. After August 31, 1933, no person under sixteen years of age shall be employed, except that persons between fourteen and sixteen years of age may be employed for not to exceed three hours a day and those hours between 7 a. m. to 7 p. m. in such work as will not interfere with hours of day school, provided, however, that where a state law prescribes a higher minimum age no person shall be employed in such State below the age specified in such law.

Article III—Hours of Employment. Section 1. (a) Not to work any employes engaged in the business of insurance, except outside representatives consisting of salesmen, solicitors, agents, field representatives, claims men, inspectors, service engineers, adjusters, appraisers, collectors, payroll auditors, raters and employees handling mortgages and real estate for more than 40 hours in any one week.

Section 2. The maximum hours fixed in the foregoing paragraph (a) shall not apply to employes in a managerial or executive capacity and to their technical assistants who now receive more than \$35 per week; nor to guards and

watchmen employed to safeguard securities; nor for an aggregate period not exceeding eight weeks in any one year to employes on emergency work incident to the preparation of annual statements or special data required by the respective states in their supervision of the insurance business; nor to extra work in offices on account of an unusual number of loss claims; nor to special work where restrictions in hours of highly technical workers would unavoidably hamper operations.

Article IV—Wages. Employes, except salesmen, solicitors and agents operating on a commission or contingent basis, engaged in the business of insurance shall be paid not—

1-(a) Less than \$15 a week in any city of over 500,000 population or in the immediate trade area of such city.

(b) Less than \$14.50 a week in any city between 250,000 and 500,000 population or in the immediate trade area of such city;

(c) Less than \$14 a week in any city between 2,500 and 250,000 population or in the immediate trade area of such city;

(d) In towns of less than 2,500 population all wages shall be increased by not less than 20 per cent., provided that this shall not require wages in excess of \$10 a week.

2-(a) Messengers may be paid not less than 75 per cent. of the minimum wages above specified.

(b) Junior file clerks for a period of six months after employment may be paid not less than 75 per cent. of the minimum wages above specified.

Employes referred to in Sections 2-(a) and 2-(b) shall not exceed 10 per cent. of the total number of employes.

## Lines of Interest to Grand Rapids Council

(Continued from page 2)

he was surprised to meet counselors Tom Fishleigh and Ray Shinn. Not having a quorum, they spent the evening in playing cribbage and discussing ways and means.

"George, I hope you gave the waiter a good tip. Was he satisfied?"

"Was he? Look at this brand new overcoat he handed me!"

The many friends and Council members will be shocked to hear of the sudden passing of Mrs. Van Buren, wife of counselor Thos. J. Van Buren. Mrs. Van Buren had been in ill health for some time and had recently undergone a serious operation. She passed away Saturday afternoon at her home at 53 Pleasant street. The Council extends its heartfelt sympathy to counselor Van Buren in the loss of his companion.

Frank C. Powers, 65, former member of the council, passed away last week after a short illness. Mr. Powers had been identified with business in Grand Rapids all his life. His grandfather, Wm. T. Powers, was the builder of the present Powers opera house. In his early business career he was connected with the old Grand Rapids Light and Power Company. He later identified himself with the Valley City Cable and Street Car Company. When the Powers and Walker Casket Company was organized, he served as vice president and general manager

until the plant was closed a few years ago. He was Michigan representative for a casket company the last five years. His funeral was held last Friday at 2:30 from the Alt funeral parlors and interment made in Greenwood cemetery. He leaves one brother, Fred W., and two sisters, Mrs. Stanley Emery, of 1213 Bates street, with whom he made his home, and Mrs. Royal F. Lynch of Willmette, Ill. Hardrock Baseball Club. Mr. Perchaising Agent.

Dear Sir:

Other teams have lost games because they did not accept my offer, I hope you will not be as foolish as they were. My son and I have perfected the concrete baseball. This ball is a solid sphere of my secret mixture of patented sement. The regulation cover fits over it snugly and it can not be detected from the ordinary lively ball that gets hit over the fence too much. Your pitchers could keep a few of my concrete balls in their pockets, and at a crucial moment let one go over the plate. This ball cannot be hit over fifteen feet, I tried it myself. If you are interested I will come up from Peoria and demonstrate my patent.

Respectfully yours,

Johns &amp; Sons.

P. S. Babe Ruth or Lou Gehrig won't like this ball.

The salesmen's code will be presented to Col. R. W. Lea, assistant to General Johnson. We do not know what its fate will be but hope we may have something encouraging to present at a later writing.

Many a salesman gets turned down because he does not turn up.

We hasten to congratulate Ray "Razzin' the Rapids" Barns on the tenth anniversary of his comic section. Any one who can think of something different for ten consecutive years and add enough smiles to it to hold the public interest is worthy of more than congratulations: he should be given a political job where things are spontaneously funny year in and year out. Ray, if you are nominated we will cast our entire vote for you. Are you fur us, Mr. Sparks?

Do not buy cheapness. Pay enough to get your money's worth. This is not a shoddy Nation. Support the NRA. Scribe.

## Business Wants Department

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

## I Will Buy Your Merchandise For Cash

Dry Goods, Clothing, Shoes, Ready-to-Wear, Furnishings, Groceries, Furniture, Hardware, Etc. Will buy entire stock and fixtures, or any part. Also short leases taken over. All transactions confidential.

Write, Phone, or Wire

LOUIS LEVINSOHN

Phone 27406 655 So. Park St. Saginaw, Michigan

Will Trade—Free and clear, improved farm for stock of merchandise. G. Lintten, Big Rapids, Mich. 609



## WITH US TWENTY-FIVE YEARS

## Sidelights From a Former Faithful Employee

I was very much grieved to learn from one of your recent issues of the death of our good friend, Uncle Louie Winternitz. I try to read both of the Grand Rapids daily papers quite religiously, but I do not remember of having seen any account of his death in either of the local papers.

Had he lived he would have been eighty years old next April. The world is certainly a much better place to live in when we can have such men as Uncle Louie, always jolly and full of good cheer, with a good word for everyone.

I was also surprised to learn from one of your recent issues of the death of Jim Marshall, the first printer you ever employed after you started to make the Tradesman. During my long time with you I met Mr. Marshall several times. His career certainly should be an inspiration to younger men.

I had often wondered what had become of Rufus Freeman and was glad to know that he is still in the land of the living. Although I never had the privilege of working with him, he often called at the office during the time I was with you and I admired him very much.

I was also interested in what you had to say about Lake Smith. I remember very distinctly when Lake came to work for the Michigan Tradesman, soliciting advertising. He was one of the most genial men I ever met. I hope some time when Lake Smith is in Grand Rapids and you know that he is here you will let me know, because I would certainly like to see him again. Lake and I got very well acquainted while he was with the Michigan Tradesman and you could just naturally feel that there were bigger things ahead for him.

I will never forget that at one of our annual banquets you called on Lake Smith to make a speech and he replied that while he did not think that he would be able to make a speech he would show us a trick with cards. He took out of his pocket a deck of what looked like regular playing cards and took the pack out of the case and extended the pack to dear old Warren Fuller and asked him to select one of the cards and remember what that particular card was. He then placed the card back in the deck and proceeded to shuffle the deck and do a little haphazard talking and finally without apparently looking at the deck again he took a card off the top and extended it to Mr. Fuller and it was the 9 of clubs. He asked Mr. Fuller if that was the card he selected and Mr. Fuller said it was. He then put the deck back in the case, put it in his pocket and talked a little while longer and sat down. I was rather surprised that Mr. Fuller knew that it was the 9 of clubs because I didn't know that he knew anything about cards at all.

But, anyway, a few more people made speeches and a half or three-quarters of an hour elapsed and finally during a lull in conversation at the banquet Mr. Fuller turned to Lake Smith and said, "Lake, did not that whole pack of cards consist of 9 of clubs?"

Lake Smith took the pack out of his pocket and, sure enough, every card in the pack was a 9 of clubs.

Mr. Fuller had set there and apparently thought out that deduction.

I also remember an incident that always was remembered—one of the banquets we held at the Eagle Hotel.

John De Boer was our pressman. He is a very conservative and staid bachelor. It seems that one of the girls in the bindery who was at the banquet lived near where John De Boer lived and, as it was half past ten, or eleven o'clock in the evening when the banquet broke up, you asked John De Boer if he would walk home with this particular girl. He did, but he never attended another banquet. He probably thought that if he was going to accompany ladies home he would pick his own company, in case he wanted company.

I believe you told me that you were issuing your fiftieth Anniversary number the first week in December, which will be your next issue. I know it will be a success from the standpoint of the reading matter it contains and I sincerely hope that it will be a success from an advertising standpoint also.

I can remember the first anniversary issue published, I presume about twenty-five years ago. I remember it very distinctly because I was making up the paper at that time and I think it was somewhere in the neighborhood of eighty or ninety-six pages and, of course, a great many of the forms had to be set up, made up and run two or three weeks in advance of the date of issue, and some of the articles contributed by the prominent men of this state were to long to go on one page and had to be run over on another form. And, because of the fact that it was out of the ordinary, I certainly did get all balled up in making up those pages. For instance, say, an article run on page sixteen had to be continued on some other page further in the book and, as usual, in cases of this kind the continuation of the article would, of course, be on some page farther back in the book.

I made up several forms and run them and had several of these articles that would run over and after I found that quite a number of the forms had been printed I still had some of these articles that were to run over left, or rather the end of the article left, and I remember in two instances the continuation of the article had to be printed on pages preceding the starting of the articles. You got a great kick out of that—had a lot of fun with me about it for several years.

I started with the Tradesman Company on February 14, 1894, and filled different positions with the organization for twenty-five and one-half years. Two years after starting with the Tradesman the offices were moved to the fifth floor of the Blodgett building, which is now the Herpolsheimer building, and I believe we stayed in that place about eight years, when we moved the offices to your present location. I was, therefore, with the company when it moved two different times, and if anyone thinks it is any fun moving a printing office and continuing to do business all the time, just let them try it. Each move was made

in the winter time, too, which did not add at all to the pleasure of moving.

There was a time twenty-five years ago when I believe the Michigan Tradesman had halftone cuts of more prominent business men in Michigan than any other publication in Michigan. I wonder if this still is so. I hope so.

I hope this present anniversary issue will be a complete success in every detail and I also hope that I may have the privilege of reading the Michigan Tradesman, edited by the present editor, for a great many years to come.

Roy H. Randall.

### "Serve Cheese and Serve the Nation"

(Continued from page 17)

ous scope of the publicity plan assure Nation-wide interest and offer distributors and retailers a unique and compelling sales opportunity. Tying in their sales activities with the campaign, they can contribute a vital part to the campaign, increase their sales, and assist in a concentrated effort which can be an important contribution toward National recovery.

According to the figures released by the U. S. Dept. of Agriculture for the year 1932, Michigan produced 6,495,600 pounds of American cheese and 738,000 pounds of other varieties, exclusive of cottage cheese. More than 70,000,000 pounds of milk were required to produce this quantity of cheese. The production of cheese in Michigan during 1933 will, undoubtedly, exceed the production during 1932 by a considerable quantity: so the dairy farmers of Michigan will be vitally affected by the increased sale of cheese.

### Growing Use of Antitoxins

A large demand for diphtheria antitoxin and for many other biological products, regarded not many years ago as novel, is indicated in the number of laboratories, in almost every part of the country, now licensed by the Treasury Department to make and sell these products in interstate commerce.

Besides 38 laboratories approved for domestic licensing there are 10 foreign laboratories which are holding licenses from this country. Michigan operates a laboratory at Lansing, but has a Federal license to permit products of the laboratory to be sold in interstate commerce.

The Public Health Service, in issuing its list of these establishments, makes it clear that indorsement of claims made by manufacturers of such products is not intended. Licenses, however, mean that the plants are inspected to see that safe methods of manufacture are used, and no contamination is permitted.

Standards have been developed for some laboratory products—such as the diphtheria antitoxin, scarlet fever streptococcus antitoxin, tetanus antitoxin, botulinus antitoxin, anti-dysentery serum, anti-meningo coccic serum, antipneumococcic serum, vaccines made from typhoid bacillus, and others.

Looking for a substitute that will pay as well as work has been the ruin of many. It will never win any more than a slow horse wins the race. Work wins lasting victories, makes real men, builds homes, erects factories, and makes peaceful communities.

## Step Up Your Profits

With

**Henkel's**  
EXTRA FANCY

**FLOURS**

"Made Good" since 1855

Henkel's Flours show you a better profit—yet your customer pays no more for outstanding Henkel quality! The name Henkel—on the package—is the best assurance of uniform goodness—and of consistently good baking results. That's why public demand for Henkel's Flours has been building—since 1855. On every Henkel product complete, perfect satisfaction is unconditionally guaranteed.

**COMMERCIAL MILLING CO.**  
DETROIT MICHIGAN



# HEKMAN'S

At  
Every Meal  
Eat  
HEKMAN'S  
Cookie-Cakes  
and Crackers



*First  
and  
Last*

HEKMAN Crackers  
appetizing, fresh,  
nourishing, companions  
to the first dinner course



HEKMAN Cookie-  
Cakes, a selection  
of tasteful and  
appropriate dainties  
for the last course  
of the dinner.



*Hekman Biscuit Co.*  
Grand Rapids, Mich.



## SONGS OF MY CHILDHOOD

## Joy To Recall Them As Gleams of Sunshine

My earliest recollection is attached to singing. My uncle, Erastus Smith, was a frequent visitor to our Wauwatosa home and he was leader of the choir in the Baptist church and also led the singing in the Sunday school. He had a voice full of melody and I liked to hear him sing, so when he would appear at the house I immediately tackled him for a song. This was before I could even speak his name plainly. He called me "Duck" and I called him "Rassus," and so I would say, "Rassus, take Duck, rock him, sing," and he would respond with the hymns which were associated with most of his singing.

So I became acquainted with the first lines of many of the great hymns early in my childhood and they have stayed with me to this day. I recall "Awake My Soul in Joyful Lays," "Come Thou Fount of Every Blessing," "My Days Are Gliding Swiftly By," "In the Cross of Christ I Glory," and, best of all, "Jesus, Lover of My Soul." One day when Uncle Erastus had gone over the gamut of hymns, I said to him, "Rassus, sing something else," and he understood and immediately responded by singing:

Old Grimes is dead  
That good old man  
I ne'er shall see him more.  
He used to wear an old blue coat  
All buttoned down before.

This was just what I wanted, and I was immediately an interrogation point.

"Rassus, did you know old Grimes?"

"No, I didn't know him, but I knew about him."

"Was he a real old man and did he have grey whiskers and no hair on his head like you?"

"He was very grey and wrinkled like your grandfather, but he wasn't bald."

"What kind of buttons were they?"

"Brass buttons."

"Were they little or big?"

"They were large brass buttons."

"Did you see that coat?"

"No, I knew about it and it was buried in the grave with him."

"I wish I could have a button like that."

"Well, Duck, the next time I come, I will bring you a brass button like the ones on old Grimes' coat."

Then to finish up, I asked, "You said 'buttoned down before.' Didn't they never button behind like my apron?"

"Not with brass buttons, Duck, because they wouldn't look nice behind."

Perhaps the most interesting music connected with my earliest childhood was attached to the bedtime when my mother would sing to me the childhood ditties. I was a very nervous child and often when I was put to bed in my trundle bed, I would flop around and be uneasy and finally jump up in my nightgown, and say, "Muzzer, rock me, sing." And she would always ask, "Well, Charley boy, what shall I sing?" "Sing — O! Hush My Dear," and after finishing this, I would say, "Sing something else." "Well, what?" "The Tree Top." And then Mother would sing:

Rockaby baby in the tree top,  
When the wind blows, the cradle will rock.  
When the bough bends, the cradle will fall,  
And down comes rockaby, baby and all.

By that time, I would begin to get sleepy and would ask her to sing "Sleep, Baby, Sleep." Then she would sing that song which has stayed with me all these years and that I love still to go to sleep on:

Go to sleep my ba-a-by, my ba-a-by,  
my ba-a-by,  
Go to sleep my ba-a-by, my ba-a-by,  
O-by,  
Go to o'sleep, baby sleep.

The next thing after this was the awakening in the morning, for I had been put into bed and slept all the

ing with me, for I was fortunate in attending a country school where one of the first questions asked the applicant for the teacher's position was, "Can you sing?" and with this equipment the teacher had an influence which threaded through all the educational processes.

When I was ten years old we had a teacher who had a mellifluous voice and who enjoyed teaching school songs, and she utilized them very delightfully in her tuition. I recall one day when the atmosphere was surcharged with carbonic acid gas and the pupils were uneasy and it was pretty nearly time to close, she opened the

years old, he was the one to respond. "I think it means the fly was darned sure he knew everything and nobody could fool him." And smilingly Miss Stiles said, "We'll leave out the 'darned' and then I think your definitions is as good as Webster's."

One song always brought peace and quietness to our school, one verse of which was:

Speak gently, it is better far  
To rule by love than fear.  
Speak gently, let no harsh word mar  
The good we might do here.  
Speak gently, 'tis a little thing  
Dropped in the heart's deep well.  
The good, the joy, which it may bring  
Eternity shall tell.

Then there was a song which I use even to this day with grown-ups to awaken hope in times of despond:

Catch the sunshine, though it flickers  
Through a dark and dismal cloud,  
Though it falls so faint and feeble  
On a heart with sorrow bowed.  
Catch it quickly, it is passing,  
Passing rapidly away.  
It has only come to tell you  
There is yet a brighter day.

And then the last verse, as I recall it, was always a stimulant to a brighter outlook:

Catch the sunshine, don't be grieving  
O'er that darksome billow there.  
Life's a sea of stormy billows,  
We must meet them everywhere;  
Pass right through them, do not tarry,  
Overcome the heaving tide,  
There's a sparkling gleam of sunshine  
Waiting on the other side.

Then there was the bright ditty, the first verse of which has always stayed with me:

Lightly row, lightly row,  
O'er the glassy waves we go.  
Smoothly glide, smoothly glide,  
On the silent tide.  
Let the winds and waters be  
Mingled with our melody.  
Sing and float, sing and float  
In our little boat.

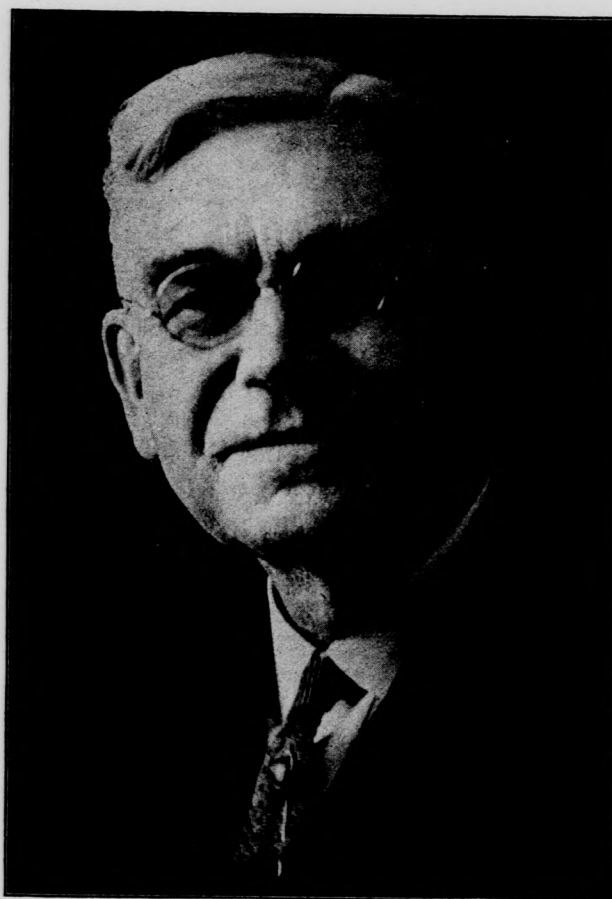
There was "The Evening Bells" and connected with it the story which our teacher gave us, which ran like this: An Italian spent nearly his whole life in the development of a chime of bells and they were placed in the village church. His whole thought and joy were attached to the music of these bells. An invasion from the North cleared out a great many of the precious things in Italy and along with them was this chime of bells. The musical inventor was crushed with the great loss and spent the remainder of his life hunting for his bells. After some years of search, one evening when he was floating on a little lake in a boat, all at once there came the chime of his beloved bells. He was again coming into his own, but the ecstasy of the moment took his life and he never again saw or heard the beloved bells. The song, as I recall it, runs like this:

Those evening bells, those evening bells  
How many a tale their music tells  
Of youth and home and that sweet time  
When last I heard their soothing chime.

Those joyous hours have passed away,  
And many a heart that then was gay  
Within the tomb now darkly dwells  
And hears no more—those evening bells.

And so 'twill be when I am gone,  
That tuneful peal will still ring on;  
While other bards shall walk these dells  
And sing your praise—sweet evening bells.

There were many songs used by the teachers to carry a lesson to us. A verse of one clings to me:



Charles W. Garfield

night long. Then if Uncle Erastus happened to be there over night, he was always early to rise in the morning and I would rush to him and again say, "Rassus, sing." And how clearly I recall his taking me to the window in the morning and calling my attention to the beauties of the sky and sing to me that beautiful hymn that even to-day I sing as I look out of our East window and enjoy the morning sky:

How gently breaks the dewy morn,  
How calm and how serene.  
How hushed and still all nature seems  
Beneath the day's first beam.

The eastern heavens are all aglow  
And lo, the glorious sun  
Bursts forth in majesty arrayed  
And now the day's begun.

Memory recalls these beautiful associations with the childhood songs and makes great contributions to the happiness of to-day. Perhaps the school songs are the ones that are most abid-

windows and said, "Let's sing the rest of the time. What shall we sing?" Georgie Seymour held up his hand and said, "Miss Stiles, let's sing 'The Spider and the Fly.'" Of course, the teacher responded favorably, and we began:

Will you walk into my parlor?  
Said a spider to a fly,  
It's the prettiest little parlor  
That ever you did spy.

The way into my parlor, sir,  
Is up a winding stair,  
If you'll step in one moment, Sir,  
I'll show you what is there.

And then the third verse began:

The silly fly with vain conceit  
Drew near the parlor door—

Up went the teacher's hand. We knew that meant everything must stop, and she said, "Who can tell what 'vain conceit' means?" George's hand went up again and, although he was but six





**SEND  
FOR THIS  
FREE  
DISPLAY!**

**...IT WILL ENABLE YOU TO  
MAKE EVEN GREATER PROFITS  
FROM GERBER PRODUCTS**

This compact and efficient Gerber counter display sells more Gerber products. It shows the complete line—all nine items.

—and it tells each customer that you're the Gerber store and that you carry the exact Gerber food that her physician or pediatrician prescribed for *her* baby! It's a reminder, too, that you probably have the other things she wants for baby.

It makes an actual Baby Department right on your counter. It catches the eye and it sells the goods.

**HERE'S THE COMPLETE  
GERBER LINE**

Strained Tomatoes... Green  
Beans... Beets... Vegetable  
Soup... Carrots... Prunes  
... Peas... Spinach...  
4½-oz. cans. Strained Cereal  
... 10¼-oz. cans... 15c



**Gerber's**  
*9 Strained Foods for Baby*

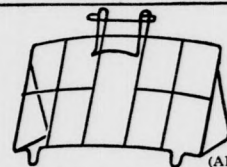
Your best customers are families with children. Cultivate their good will and continued patronage with a complete line of Gerber's 9 Strained Foods for Baby.

—and with physicians and pediatricians more than ever prescribing these famous foods, it's to your advantage for bigger profits to use this display.

It's FREE, just send in the coupon below—but ACT NOW so you'll receive it in time to gain the benefit from the big push in Gerber's national advertising during September and October.



Complete with places for all nine items and holder for educational leaflets which we also furnish. The Gerber 9-Item Counter Rack is a neat, compact sales builder.



(AD-10)

Gerber Products Company, Fremont, Michigan

Gentlemen:—Please send me FREE Gerber 9-Item Counter Rack—also supply of educational leaflets.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Name of Store \_\_\_\_\_



'Tis a lesson you should heed  
Try, try gain.  
If at first you don't succeed,  
Try, try again.  
Then your courage should appear,  
For if you will persevere,  
You will conquer, never fear—  
Try, try again.

Perhaps the song which in all collections never has been in print was called "The Rivers," and Miss Stiles taught us this song in connection with our geography lessons. There are three or four of those children who learned that song still living, and when we get together it is a joy to us to know that we can sing that song of the rivers with never a mistake. We simply can't forget it; and I am inclined to embellish this story of childhood songs by giving this "Song of the Rivers." It is sung to the tune of Yankee Doodle:

First in North America we tell of flowing rivers: Mackenzie, Rio Grande, Columbia, Colorado, Penobscot, Kennebec, Androscoggin, Saco, Merri-mac, Connecticut, Hudson, and the Mohawk, Susquehanna, Delaware, Potomac, Rappahannock, York, James, and Shoanne, Pamlico, Roanoke, Tom-bigby, Pascagola, Pearl, Altamaha, Cape Fear, Great Pedee, Santee, Edisto, Wabash, and Savannah, Red and Arkansas, Missouri, Yellowstone, Platte or Nebraska, Mississippi, Tennessee, Ohio, Alleghany, Genesee, Niagara, St. Lawrence and Oswego.

South America is next with its mighty rivers, Amazon, Parana, Laplata, Orinoco.

Europe next with Thames and Po, Elbe, Oder, Duna, Dwina, Volga, Don, Vistula, Dnieper, Dniester, Danube.

Asia in the train appears with its proud Euphrates, Brahmaputra, Irrawaddy, Ganges and Hoangho, Yenisee and Lena, too, Obi and Cambodia.

Last of all is Africa with Senegal and Zambesi, Niger, too, and noted Nile, Congo, Orange, Yambia.

Among the most pleasing memories of my childhood, and even young manhood, were the good-night songs we learned at school and sang at home and in our public gatherings, and the few that are left now, when they get together, love to recall these hymns. Two verses of one of them occur to me as worth recording here:

How sweet the happy evenings close,  
'Tis the house of sweet repose.  
Good Night.  
The summer winds have sunk to rest,  
The moon serenely bright,  
Unfolds her bright and gentle ray  
Softly now she seems to say  
Good Night.

These tranquil hours of social mirth  
Form the dearest links on earth.  
Good Night.  
And while each hand is fondly pressed  
O may our prayers ascend,  
With humble fervor be addressed  
And heaven's blessings on us rest.  
Good Night.

It was in the civil war period that we youngsters were wrought up with a spirit of militarism. We had our paper uniforms and organized into military formations and went through with the evolutions which we had seen as the regiments were organized in our city. Every new song which came out, we learned, and I doubt not all who are still living recall many of the verses of the songs of that period. There was "The Kingdom Coming," the first verse of which was

Say, darkies, hab you seen old massa,  
Wid the mufftash on his face,  
Go long de road some time dis morning  
Like he gwine to leab de place?  
He seen a smoke, way down de ribber,  
Where de Linkum gunboats lay;  
He took his hat an' lef berry sudden  
And the year of jubilee.

The chorus followed each verse:

The massa run Ha! Ha!  
The darkies stay, Ho! Ho!  
It must be now that the Kingdom is coming  
Ind the year of jubilo.

I recall the one which began, "We are coming, Father Abraham, three hundred thousand strong"; and that patriotic one, "Just Before the Battle, Mother"; and we all loved to sing, "Tramp, Tramp, Tramp, the Boys Are Marching." But the one hymn which stays with me the longest, as connected with the civil war period, came to us in the form of a piece of sheet music which we wore completely out in learning the hymn and in singing it at most of our neighborhood gatherings. I think in this connection the verses are worthy of recalling:

Dead! Dead! Dead at the dawning of the strife;  
Dead! Dead! and late so loyal, brave and true.  
When high hopes centered in his life  
And fond hearts had his fame in view.  
Ellsworth! Ellsworth! the noble, brave and true.  
Ellsworth! Ellsworth! dear, departed, brave and true.

And let no word of censure fall;  
Let those who seek the world's applause  
Know well he went at duty's call  
And perished in his country's cause.  
Sleep on, brave heart, the flag you bore  
Through all the land at last shall wave  
Your bold Zouave, when war is o'er  
Will plant that banner on your grave.

Enfold him in the stripes and stars;  
They will not dim its brightest beam.  
His blood will tinge the crimson bars  
Add richer luster to its gleam.

One episode in connection with Sunday School singing in those early days I am inclined to record as worth placing in this category. I attended the Sunday school in the First Congregational church in Grand Rapids, and I was in the class of boys under the tutelage of "Pa" Post, who was one of our pioneers in the banking business and whose knowledge of the Bible was not extensive, but whose joy in boys was overflowing. We loved him and he taught us lessons of life which were vitalized afterward in each of our careers. Dr. C. B. Smith came into the city as pastor of the Second Baptist church and very soon after his arrival George Wickwire Smith, his son, became my dearest associate in school. We were constantly together and he induced me to exchange with him. He would come to my Sunday School class one Sunday and I would go to his class the next Sunday. This arrangement worked very happily for a time, but my parents became members of the Baptist congregation and so I transferred my allegiance entirely to that Sunday school. Dr. Smith was really a great preacher. He was full of enthusiasm and always stirred his congregation through his utterances to activity. He had a striking personality and great dignity of bearing.

One Sunday following the preaching service and just before Sunday School should open, which was held in the same auditorium, he mingled with the lingering congregation and with the Sunday school children, and all at once

he shouted, "I want this Sunday school to get into action. We have become too slow and poky in our Sunday school work. I want to have a thrill of joyousness pervade us and I want everybody to start out o-day with a joyful note." Then he turned to Mrs. Pennell, who was our soprano in church and who led the music in Sunday school, and said, "Mrs. Pennell, lead us in 'Hold the Fort,' and all of you people, young and old, join me in a march around through the aisles of the church as we go to our classes." And although he couldn't sing a note, he shouted the words and with Mrs. Pennell's beautiful voice to lead us, we all gradually fell into line and walked through the aisles of the church. You will recall the words of that stirring song:

Ho! My comrades, see the signal  
Waving in the sky.  
Reinforcements now appearing  
Victory is nigh.

Hold the fort, for I am coming,  
Jesus signals still.  
Wave the answer back to heaven  
By thy grace we will.

By the time we had reached the last verse, everybody in the church was in line and they were singing and shouting at the height of their voices. Perhaps my readers will recall that last verse in the song:

See the mighty host advancing,  
Satan leading on—

Dr. Smith saw the humor of the situation and burst out in a volume of laughter and dropped into a seat and laughed until the tears ran out of his eyes, and all the remainder of us joined in the laughter, and it was the jolliest crowd one could imagine. Afterward, even during the prayer service, one could hear an occasional snicker as the humor of the occasion was recalled.

We had a Sunday school in our country school house Sunday afternoons, and Mr. and Mrs. Henry Seymour, who were beautiful singers, led us in songs, and the music was the leading feature of the service. In our school district we had a wide range of religious opinions and church attachments. Methodists, Congregationalists, Unitarians, Adventists, Spiritualists, Roman Catholics, Baptists, Dutch Reformed and Jews were all represented and all joined in the beautiful Sunday observance. We learned the songs from pamphlets sent out by the American Sunday School Union and many sang with joy bits of theology which would not be tolerated in the home teaching. My Uncle, who was an Adventist, said to Father one day, "My children go to the Sunday school and love it. I want them to learn to sing and enjoy it, but it takes me all the remainder of the week to get out of them the religion that is sung into them in the Sunday school."

Some of the standard hymns used in divine worship in my boyhood included a theology which now has lost its significance. For instance:

I'm but a stranger here, Heaven is my home,  
Earth is a desert drear, Heaven is my home.  
Dangers and sorrows stand 'round me on every hand,  
Heaven is my fatherland, Heaven is my home.

And another:

I'm a pilgrim, I'm a stranger,  
I can tarry, I can tarry but a night.  
Do not detain me for I am going to where  
the fountain is ever flowing.  
I'm a pilgrim, I'm a stranger,  
I can tarry, I can tarry but a night.

With the most beautiful world we know anything about spread out before us — God's world—these lines sound strangely inappropriate. Now at an advanced age my memories linger over the songs of my childhood and I can see what a softening as well as stimulating agency music has been in the development of my character, and now in life's decline it is a joy to recall the songs which embellished life's highway and sweetened associations that linger as gleams of sunshine threading through the experiences of a lifetime. Charles W. Garfield.

### Making Home Industry Pay

Development of home-handicraft industries throughout the country has been given a decided impetus by economic conditions in the last few years. Reports to the Department of Agriculture Extension Service show that ingenious housewives, both in the rural districts and in the suburbs of the larger towns, have devised many new methods of increasing family incomes.

The making of gift articles for sale at Christmas or of souvenir articles for sale at resorts has been especially developed in Florida and other parts of the South. Basketry is one of the most common crafts which has been developed. Baskets of all sizes and shapes, hot-dish mats, shopping bags, chair seats, and clothes brushes have been made and sold.

In Florida the coconut palm trees have yielded bark for pocketbooks, shopping bags, hand-painted Christmas cards, place cards and menu cards, covers for portfolios and other uses.

The coconut palm has been used in a wide variety of ways in Florida handicraft. The shell of the coconut has been polished, and ceremonial dippers, vases and trinket boxes have been made from it. Coconut fronds have been used for making baskets and hats. From the fruit have been made pies, breads, cakes, and coconut butter.

Gourds have been grown in many sections as another source of material for domestic industries. Women have raised the matured gourds, and have cut, polished and decorated them into bowls for different purposes, lamp bases, bird houses and toys.

Christmas wreaths made from luxuriant shrubbery to be found in many sections of the South and in other parts of the country have proven a source of income for many families.

Tiny shells collected on the seashore have been used to make decorative pictures on tallies, place cards, and calendar pads. Even sponges from the Gulf of Mexico have been transformed into bright nosegays for decorating clothing.

Sizable incomes have been added to the resources of many families by tooling leather, from making rugs and weaving and from pewter products. Bags, coin purses, book covers, portfolios, key holders, book-end covers, and gold stick bags in tooled leather are among the products of home manufacture which find a market.

# **The House of Service**

## **Rademaker=Dooge Grocer Company**

**Grand Rapids, Michigan**

**Distributors of**

**Peter Pan Peas**

**Peter Pan Corn**

**Every Day Evaporated Milk**

**Fremont Canned Vegetables**

**Miss Michigan Sweet Peas**

**Rockford Tomatoes**

**Larabee Flour**

**Mary-Lou Flour**

**Bouquet Tea**

**Ra-Do Teas**

**Morning Cup Coffee**

**Chicken of the Sea Tuna Fish**

**American Beauty Oats**

**Elk's Pride Catsup**

**Big Master Malt**

**Blue Ribbon Malt**

# **The House of Quality**



### Making Manufactured Goods Attractive To Customer

Why should anyone be interested in art in industry? I know there are some people who wonder why art in industry is a thing which manufacturers have become enthusiastic about. I know they are wondering whether or not it is going to cost them any money to become excited about it. They are asking, "Does it mean that we have to pay more for our dish pans and our shoes, our hats and our houses? Does this art business mean more expense?" These are some of the questions which they are asking.

In the first place, everyone is looking for dividends, the manufacturer, the retailer, and the consumer. For what are dividends but the return from an investment. We may invest time, we may invest money. In every case a wise investment returns interest to the person who made that investment. It matters not whether our investment be of time, effort, or money. We want a dividend.

The manufacturer who is investing time, and effort, and money in making commodities for us to use has a right to get a dividend. The retailer who is investing his time and his effort and his money has the right to get a dividend. In both of these cases, this dividend is twofold; a satisfaction and thrill dividend from a piece of work well done, and a money dividend.

Those who are consumers sometimes forget that in their investment for food, clothes, and shelter, for furnishings, for everything that they spend money for and time and effort, must also expect to get a dividend. The difference between the consumer and the manufacturer is that the consumer does not get a cash dividend. His dividend must be had in terms of satisfaction and pleasure in the use of the article in which he has invested.

There are four kinds of dividends—there are the tangible dividends, value; intangible dividends, which are satisfaction, pleasure, pride and thrill; present dividends in which we expect a very quick response; and future dividends in which our investment is for the future. We must look for all four kinds in terms, not of money, but in terms of satisfaction. In buying an article, no matter what the nature of this article may be, we must look for these four dividends.

How then may art or good taste be used to help make dividends for the consumer? How may the activities of the manufacturer along the lines of art in industry benefit the consumer? The answer is very definite. Benefit to the consumer is in greater utility through greater beauty. If one were to buy a car, and selected a car which would run and which would seat a sufficient number of people in a more or less comfortable manner, even if the car had no tires, nor top, nor windshield, nor upholstery, it would still be a car. It would be what we term minimum function. It would just get by. On the other hand, if we begin to put rubber tires on so that the car rides easily, if we keep the motor in excellent repair so that there is great power, and but a slight vibration, if we have heavy upholstery for great comfort in riding, and the beautiful body work so that the car is a positive thing of

beauty, we are then approaching maximum functioning. It is giving us a great deal more than mere utility.

Any article to be really beautiful must have utility, and any article to have maximum utility must be beautiful. Beauty applied to the things about us is one of the most useful things in the world. How frequently the manner of packaging some trivial thing which we may purchase or obtain gives us a positive thrill in the use of that article. It is more fun to use a good looking thing.

One other point that it is necessary to consider is the question of sustained or more or less permanent beauty. How frequently when we are shopping, we notice some particular item on the counter, and walking over to it, pick it up only to drop it again quickly, realizing that although it attracted our attention, it has no permanent appeal to us. Frequently, we may even purchase the article, and wear it for a time only to tire of it very quickly and long before its natural and intended life has elapsed. Good art in industry will insure the fact that articles which the consumer may purchase will have sustained good taste.

The question that confronts the manufacturer and the individual to-day is that of how to determine whether or not a thing is in good taste. Design should be a matter of rational background more than haphazard uninformed judgment.

Some people who select merchandise are very apt to depend upon their personal whims rather than upon rational thinking and logical information. It is necessary that we have some measure of good taste. Good taste is something like common sense. Most of us feel that we have at least enough, and yet it isn't enough. We must train the selective powers. We must know what makes good design.

It is the duty of the manufacturer to so carefully plan the design of his merchandise that it will give this thrill of ownership and pleasure in use to the greatest number of people. To accomplish this a very real and very professional approach through the use of expert designers is needed. The Massachusetts School of Art recognizes this great need, and is trying to follow a program which will add through design more visual value to the things which the consumers use.

The manufacturer wants to please the consumer. The Massachusetts School of Art, under the leadership of the Department of Education, wants to please the manufacturer. We believe that real value can be added to the things that consumers use every day if intelligent designing is done and applied to these problems. We believe that the public has good taste. We believe that we must keep up the standard of that good taste.

The public must try to require of manufacturers that permanence of good taste in order that they may get the thrill of using, the dividend of satisfaction that all are entitled to have, and intelligent application of art or good taste to industry and every-day life will bring out new utilities and new values in the things which serve us.

John E. Alcott.

### Methods Devised to Prevent Juvenile Delinquency

The Indiana Committee on Observation and Enforcement of Law has made a number of rather detailed studies in the Indiana Boys' School and in the Indiana State Reformatory at Pendleton. Our attempt in these studies has been to find out, if possible, from a study of delinquents, what was wrong back home in the State's communities, to find out, if possible, whether some of this delinquency could not be prevented.

We have come to a number of rather interesting conclusions. It is my own opinion, first, that some 60 per cent of the boys, and I presume of the girls, who are so delinquent as to be committed to State institutions, can be handled, can be straightened out and made useful citizens, without being committed at all. In other words, there are possibilities, feasible possibilities, of setting up machinery and activities by society which will prevent a great amount of delinquency.

The typical delinquent, as we found him, I might describe rather briefly as being a boy of rather less than average mental ability, a misfit in his school, maladjusted to the conditions which we have set up for normal and successful children, who seeks, because of this maladjustment, activities outside the conventionalized schools, playgrounds and other places where normal children are supposed to gain basic satisfaction.

Each one of these boys, studied by our committee, has had his ambitions, has wanted success, has desired the praise of his fellows, and has failed in normal lines; so he has sought other channels where he could win distinction and win the praise of somebody.

The average delinquent has come from a home where there has been disaster of some kind; either poverty, less than average means of normal satisfactions, from a broken home, where there is either dissension or divorce or separation or misunderstanding. He is of below average mental ability, and in his school record he has been truant a number of times. He has learned to dislike school, because it hasn't given him out of life what his cravings demand. He has been on the streets a good deal. He has sought companionship. He has sought excitement in unknown channels, channels not supervised. That, I think, is the picture of the average delinquent or of the typical delinquent. In addition to all these qualities, he is perhaps easy to influence, has a twisted personality and warped viewpoint.

Our Crime Commission, in view of these and other findings, has set up a program which we hope will be of some benefit in decreasing delinquency, and we start with the child and with the home. We advocate, among other things, the establishment of clinics, behavior clinics, mental clinics for the study of children.

We advocate the passage of a law requiring that all problem and retarded children in our schools anywhere in the State shall be examined and studied, to secure an early identification, in other words, of problem and backward children.

We also advocate a bill which will provide for the setting up of special classes, where necessary, for the study, classification and special training of the retarded child problems. We believe the school should fit the child, especially the problem child, and that the schools should adapt themselves more than in the past to the interests and abilities of the children contained herein.

In addition, we recommend that we have a constantly improving type of attendance and probation work in the State of Indiana. When the home is on the break, when conditions are just becoming disturbed, is the time for the State to send its agents and not after crimes have been committed, reputations have been established, habits have been set.

And so we urge that we have the highest type of socially trained individuals as probation officers and attendance officer, who can make home contacts in a way that no other officers can make; that decadent homes be visited and constructive efforts be made to make them fit places for the children.

We even feel that not only should the probation officers and attendance officers be trained social workers, but that every teacher should be a social worker, be a student of case methods, understand and study the case histories of every child in her charge, to the end that each individual's needs may be to a considerable extent met, that problems of conduct, problems of attitude and habits may be solved at their inception.

We feel that the school cannot return to the methods of the little red school-house back on the hill. We feel that more money rather than less will have to be put in the schools. We believe that \$1,000,000 additional put in education is better than \$10,000,000 put in penitentiaries, jails, parole officers, and criminal court machinery.

Donald DuShane.

### Things Worth Owning

First-class bed.  
Comfortable chair and footstool.  
Sharp razor.  
Good pipe.  
Comfortable shoes.  
New-model automobile.  
Accurate watch.  
Electric clock.  
Adequate refrigerator.  
Good reading lamp.  
Modern radio and phonograph.  
Small library of books worth reading.  
Typewriter in good condition.  
Ample supply of clothes.  
Electric fan.

The foregoing items are a better investment than any stock or bond listed on the Exchange. They pay dividends out of all proportion to their cost. Any one who chooses to go without these common essentials of pleasant living in order to "save" money is making a mistake. A comfortable bed is worth more than four dollars a year which is all that a safe hundred dollar bond yields.

William Feather.

Everybody in this world wants watching, but none more than ourselves.

# BEANS

Navy or Pea Beans

Dark Red Kidneys

Light Red Kidneys

Potatoes Onions

By Bag  
Truck Load Carload

## C. H. Runciman

Lowell, Michigan

Telephone 34

Serving the  
Wholesale Grocer Trade  
in Michigan



COFFEES TEAS  
SPICES



The Woolson Spice Company  
Toledo, Ohio



The Same  
Fine Quality  
Products in  
New Package

In keeping with the modern trend of packaging, several products in the Voigt line are being put in new 5-lb. packages as shown above. They will be a real help to you in merchandising this popular flour.



VOIGT'S  
**CRESCENT**  
FLOUR

"Mother's Delight"

We wish to take this opportunity to thank the trade for their loyal support throughout the years. We trust that our efforts to serve you and your customers will merit your continued patronage of this old reliable mill located right in the heart of your own territory.

**Voigt's Crescent Flour**

**Mark Twain Springwheat Flour**

**Royal Patent Flour**  
**Golden Crescent Cornmeal**

**Hygienic Graham Flour**  
**Old Time Pure Buckwheat Flour**

**Voigt's Crescent Self-Rising**

- Pancake Flour
- Wholewheat Flour
- Buckwheat Flour

*There is a Voigt Flour  
for Every Purpose*

**Kansas Wheat Flour**

- Calla Lily
- American Family
- Columbian

**VOIGT MILLING COMPANY, GRAND RAPIDS, MICHIGAN**



## EARLY DAY TANNERIES

## They Followed the Trail of the Hemlock Tree

The history of the early settlement of Michigan is largely the history of its water courses. The early explorations came from the Atlantic by the way of the St. Lawrence and the Great Lakes. The first pioneers, trappers and Indian traders entered the state by following the rivers upstream from the Lakes, and the first settlers, who came with their families to make permanent homes, followed the same water routes.

The three large streams in Southern Michigan—the Saint Joseph River, the Kalamazoo River and the Grand River—have their head waters pretty well over to the Eastern side of the state, flowing Westerly and Northwesterly into Lake Michigan and, coming in through the valleys of these three streams, the largest part of Southern Michigan was permanently occupied.

The first settlers came to the Saint Joseph valley in 1830, to the Kalamazoo valley in 1831, and to the Grand River valley in 1832. Hunters, trappers and traders came up the rivers several years earlier, but the true settlers, who came with their families with the intention of making permanent homes, did not move into central and Western Michigan until about a century ago.

It is generally thought that the first manufacturing industry in the pioneer Michigan country was that of the sawmill. I believe, however, that the tannery preceded the sawmill. The first manufacturing operation on the Kalamazoo River was a tannery, and very early in the history of the St. Joseph valley and the Grand River Valley tanneries were in operation. Leather was an early necessity. Shoes and harness were required in the very first days of occupation. Skins were available for tanning and hemlock bark was at hand as a tanning agent.

Western Michigan from the valley of the Saint Joseph River North was forested with white pine, hemlock and hardwood. Pine had a market in the earliest days, but the hemlock and hardwood timber was of but little value. Hardwood had only a limited market as stove wood and hemlock logs had no market whatever. In the early days of cheap and abundant white pine, hemlock lumber was not used in construction, the sawmills cut no hemlock and great piles of burning hemlock logs were a common sight in Michigan clearings. The bark from the hemlock, however, found an immediate cash market at those early-day tanneries which were located at Buchanan, South Haven, Ganges, Douglas, Saugatuck, Holland, Grand Haven and Grand Rapids. For the settler, located on other than pine land, engaged in the difficult task of clearing his land and building a farm, hemlock bark provided his only cash income. In numberless cases it carried the early pioneer through the difficult years of settlement and made possible the ownership of a farm and the building of a home.

The tanneries erected in Western Michigan in the middle of the last century were for the most part small affairs. In most cases the only ma-

chinery was a bark mill, and that a primitive tool of small capacity operated by horse power. Later the windmill came into use and water power. These, in turn, were supplanted in civil war days by steam.

The locations of the tanneries were largely determined by available tracts of hemlock timber within team-hauling distance of the tannery. The timber was felled and the bark peeled in the spring. That portion close to the tannery was brought in on wagons in the summer, while the bark more than a few miles distant was held for winter hauling on sleighs.

The tanneries in Allegan county—those at Ganges, Saugatuck and Doug-

tug, well known in the early history of the harbour at Saugatuck, the Fannie Shriver, was purchased by the Wallins. Large flat-bottomed, heavily-timbered scows were built, and from the time of peeling season in the spring until the close of navigation, taking advantage of all favorable weather, scowloads of bark were towed from the Grand River valley to the valley of the Kalamazoo, where it was divided between the two tanneries at Douglas and Saugatuck.

A large part of the hemlock, which was plentiful on both banks of the Grand River in Ottawa county was marketed by this river route. Loading stations were established as far up-

able merchant and business man with docks, warehouse and store at Eastmanville. When bark operations ceased C. C. Wallin & Sons sold the Fannie Shriver to Mr. Hefferan, who used the tug for several years, moving logs and other forest products to the mouth of the river at Grand Haven. Mr. Hefferan's son, T. William Hefferan, Vice-President of the Old Kent Bank of Grand Rapids, still owns the carved wooden eagle which, with gilded wings outspread, topped the pilot house of the old Fannie Shriver in the days when the smart little craft claimed to be the fastest tug on the West shore of Lake Michigan.

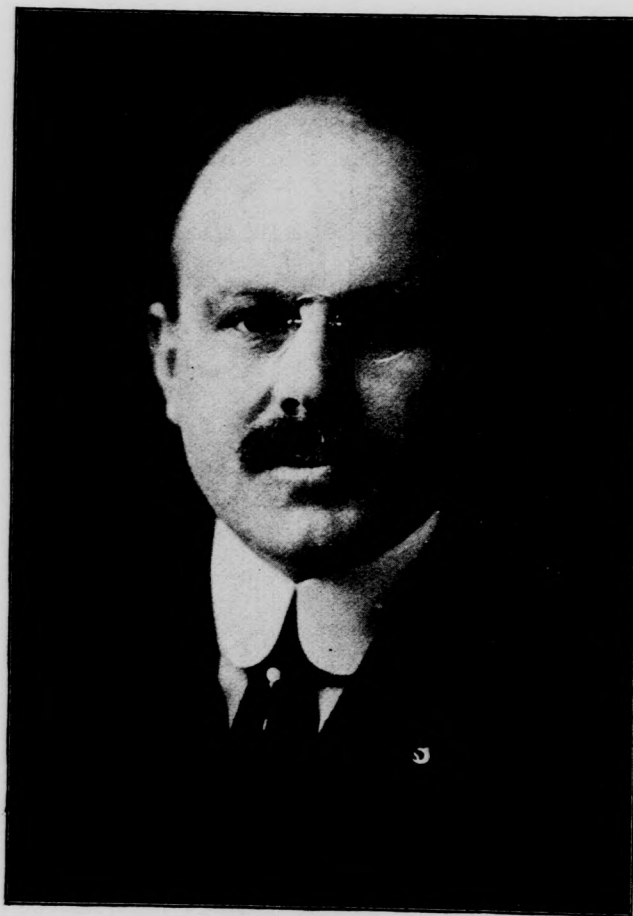
Sixty years ago Grand River was, in fact, a navigable stream. The Daniel Ball and L. L. Jenison made daily trips between Grand Rapids and Grand Haven. In addition to these light craft boats the river was in constant use during the period of navigation by steam barges and their attendant scows which picked up cargoes of lumber, shingles, ties, telegraph poles and cordwood which found a lucrative market on the other side of Lake Michigan. Ten years later the old side-wheeler, the Barrett, was making regular trips between Grand Rapids and Grand Haven, and even in the midsummer months there was a depth of water as far up the River as Eastmanville, sufficient to accommodate the ordinary tugs which handled the lake traffic, then consisting mostly of lumber schooners which put into the harbors on the Eastern shore of Lake Michigan.

There is very little fall in Grand River between Lamont and Grand Haven. In those early days, when River carried millions of feet of logs to the mills at the mouth of the river, I often saw the tide flowing upstream instead of downstream at points opposite Bass River and Spoonville, with logs apparently bound for Grand Rapids instead of Grand Haven. This would occur on days when a strong West wind, long continued, would pile up the waters on the East side of the Lake, and so raise the level of the water at the mouth of the river.

As a boy I was sometimes permitted to sail with Captain Upham on the Fannie Shriver from Saugatuck to the loading stations on the Grand and remain aboard one of the scows while it was being loaded with bark, awaiting the return trip of the tug. I remember one night, in an effort to get away from the mosquitoes which swarmed over the river bank and the unprotected cabin of the scow, Mr. Hefferan permitted me with some of my boy companions to sleep in the hay in his barn at Eastmanville.

In those early days the village lad, E. A. Stowe, must have been watching that river traffic from his father's home on the high bluffs at Lamont, perhaps eager to inject his dynamic energy into the activities of what was a real artery of commerce. More likely, however, he already had his eyes set on the growing metropolis of Western Michigan. It may be his mind was even then filled with dreams of the day when his editorial name would be a household word in many homes in the cities, towns and villages of the state.

Van A. Wallin.



Van A. Wallin

las—had no railroad transportation available, and when the bark within team-hauling distance was used up, there was no alternative but to abandon the plants and move farther north. One of these plants, at Douglas, which had been built by Daniel Gerber, moved to Fremont and was rebuilt there. Another plant just outside of Saugatuck, was owned by the firm of C. C. Wallin & Sons. By the year 1878 the last tan bark had been brought in. There was practically none left in the Kalamazoo Valley within reach of either tannery. Plans were made, however, to reach out to the Grand River Valley by water transportation, and for a few years tanning operations were carried on at Saugatuck and Douglas by bringing bark down Grand River and up the Lake to Kalamazoo. A fast and powerful little

stream as Lamont, Eastmanville and Bass River. A dock at Spoonville also contributed many hundreds of cords of hemlock bark.

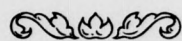
This traffic continued until about the year 1881, when both old tanneries were abandoned, and the tanning operations were transferred to Grand Rapids, where the Wallin Leather Co. had been organized and a new tannery built. Almost no bark was ever brought upstream to the Wallin tannery at Grand Rapids, however, for in 1882, when this tannery went into operation, there was practically no bark left on the Grand River below Grand Rapids. The bark supply for the Wallin Tannery came by rail from points North of the city.

When the Wallins were bringing bark down the Grand River Thomas W. Hefferan was a successful and not-

# A House With A History



*1873-1933 --- Sixty Years of Successful Service  
to the Drug Trade of Michigan*



We enjoy the courtesy of more visiting buyers than  
any other Drug House in this part of the country



**HAZELTINE & PERKINS DRUG COMPANY**

*Grand Rapids, Michigan*



### How Feeling of Listlessness May Be Avoided

It is possible to buy a certain kind of health insurance by the regular payment of premiums. This insures us against loss of time due to total and sometimes partial disability. It does not offer protection against feeling below par and it does not compensate us for loss of efficiency in our work due to headaches, indigestion, rheumatism, and other common ailments that decrease our productivity in our daily work. The housewife and mother does not carry health insurance. The non-productive younger members of the family cannot be insured against illness.

The scientific research activities of the Illinois State Department of Public Health have been concerned with studying the reasons why certain people are susceptible to various diseases. Some individuals are poor risks and some people enjoy a good state of health most of the time. The research work has been conducted upon normal people to ascertain how they maintain themselves in a good state of health.

Curative medicine has been concerned with sick people and how to restore them to health. Preventive medicine and public health practice concerns itself with keeping people healthy. The two fields of activity are separate and distinct from each other.

The hazards of industrial employment cannot be controlled by the individual worker. But one's health is influenced more by what he eats than by where he works. Next in importance are his habits and what he does outside of working hours. Carrying insurance against loss of time from sickness does not remunerate one for the added expense incurred, nor does it compensate one for the hazards he runs of damaging a vital organ by disease.

The best health insurance is good diet and health habits. Food can be classified into protective and nonprotective foods. The protective foods are biological or natural foods. They are protective in that in addition to their nutritious value they actually increase our resistance to disease. One should eat plenty of these natural foods; they are the best protection against ill health.

Before the period of industrialization with its accompanying changes in concentrating thousands of families within narrow geographical limits and feeding such densely-populated communities, a family could raise foodstuff in a garden and can and store certain foods for future use.

Now it has become necessary to concentrate and refine the food before transporting it into these centers of population. The artificial or nonprotective foods must be balanced and mixed with the natural or protective foods in order to keep healthy.

The following are some examples of the protective foods: Eggs, milk, fresh fruits and fresh vegetables. The nonprotective foods include foods such as bread, potatoes, pie, and cake. A meal of meat, bread, potatoes, pie and coffee would not include a protective food. As a steady diet such nonprotective foods will certainly lead to a poor state of health.

Most of us lose more time by just feeling bad than by actual illness that causes us to go to bed and call a physician. This just feeling below par and "peppless" is not covered by health insurance. We make most mistakes when we feel bad, we cost our employer most by not performing our duties properly. We stupidly allow opportunities to pass by us without recognizing them when we are feeling bad. If one eats some of the protective foods at each meal he will be less liable to have such bad days.

Excesses in our habits outside of working hours can cause ill health. We must learn to live in our social community just as we must learn and know what to eat. A great variety of food is offered us, so is there a great variety of amusements and vocational employments offered us in our social environment. The person reporting for work with a tired, lethargic and unconcerned attitude is a financial gamble and a bad health risk. Diet or habits or maybe both are responsible for the state of physical and mental exhaustion.

We are all familiar with the farm-raised boy who is now our successful business man. There is a good reason why this is so often true. The rural-reared boy had a protective diet, he had no chance to get any other. He had his rest at night. No midnight movies or card parties to excite him and break up his rest. Plenty of open air exercise during the day.

He built up a foundation by healthy habits that have allowed him to develop and carry a mental load in later life. He had fewer bad days, he was not tired so often, few opportunities passed his way that were not recognized and utilized to their fullest extent. He did not have a "pull," but he succeeded.

There has appeared in recent medical literature some reports showing many of the degenerative diseases of later life, such as stomach diseases, high blood pressure, some heart diseases, diabetes, rheumatism and other chronic deteriorating diseases, appearing in people who habitually eat few protective foods. Analysis of the diet of many people in this group have disclosed a nonprotective type of diet. Although not conclusive, such reports are suggestive and are certainly significant in view of our present knowledge of nutrition.

The best health insurance is a balanced diet and hygienic habits. State health agencies can aid in reducing the prevalence of contagious diseases by compulsory notification, isolation and quarantine. Probably a greater factor for the well-being, health and enjoyment of the citizens is the dissemination of sound information upon how to keep well.

If one is not up to his usual standard of efficiency, he should think about his diet. He should balance it with enough protective foods to give a wide margin of safety. He should get out in the open air for a walk; sleep in an open window ventilated room. If one wakes up in the morning tired, he should examine himself from a critical standpoint. He should try eating a light evening meal, and should eat only protective foods. He should get 8 to 10 hours' rest. Dr. Lloyd Arnold.

### Need To Train Youth For Life

If statesmen have failed to prevent a world war and its ensuing evils, and if business leaders have been too self-centered for vision and too timid for action which might have prevented disaster, where have the educators been all these years?

Why have they not prevented the crisis? Are they not in possession of the chief instrument of social control?

Bismarck is said to have stated that the Franco-Prussian War was won by the Prussian schoolmaster. The French Republic, taking this statement at its face value, put its schools to the task of developing a generation of Frenchmen who would not let the Germans pass a second time. They succeeded.

And to-day, following the same plan, Mussolini appears to be using the school system of Italy to bring up a generation of loyal black shirts. The communist party is without question using the Russian schools to establish and perpetuate a social program developed by those now in power.

American educators do realize that the school is a most powerful instrument of social control, but they also know that they serve a people who have no clearly formulated social or religious program to be inculcated in our schools. Consequently, the American schoolmaster and schoolmistress have been guided by no effective philosophy of education.

Accordingly, their time and energies have gone into helping their pupils acquire skills, such as reading, writing and figuring. They have endeavored to make them memorize facts which grew out of the experiences of our people and our race, disregarding the problems of the present and their implications to the future.

There is just emerging an American philosophy of education which will emphasize the importance of confronting children with immediate problems. Children will be guided in the solution of these problems with a view of developing in them an ability to meet new situations and a power to think.

Few of those who now teach and administer American public schools have any clear conception of this new philosophy, and relatively few of them have been adequately prepared to render more than a mere routine clerical and administrative type of service. Only within the last quarter century has American education shown indications of becoming scientific in character, and in many States the American people do not yet demand adequate preparation of those to whom they entrust their most precious possessions.

It is especially incumbent upon the educator to look ahead since he has in his classes in 1931 the young people who will be active in the adult world of 1940, 1950 and 1960. Obviously, in a civilization changing so rapidly, as is the present, the teacher's most valuable contribution to his pupils consists in showing them how to face problems fearlessly and attack them scientifically.

But he will also need to make some additions to their usual equipment. Surveying the age in which he lives himself, he must select those trends which seem most significant and help his charges to develop in their youth

those habits and attitudes which will serve them in good stead in their adult years.

In the past such leisure time as a civilization has been able to accumulate has been pre-empted by a special class. There can be little doubt in the minds of students of society about the disposition of such leisure time in the future. The forces of democracy demand that ultimately it be distributed fairly to the advantage of all the people.

This will be accomplished in part by shortening the working week and the working day. But some of it will also accrue to the youth of the Nation in a longer period of formal education.

The latter movement will place upon educators the responsibility for working out new methods of teaching and a new curriculum: for education or the secondary and higher levels has never before been offered to other than a small percentage of the people with brains best adapted to mastering books and to a few who can acquire technical manual skills. As new kinds of minds enter the schools new devices in education must be developed.

It may be asked what would we do with these boys and girls if by legislative enactment we were compelled to take care of all of them in our schools until they were 17, 18 or perhaps even 21 years of age.

I offer here three suggestions: The educator to-day must somehow or other keep the young citizen of to-morrow in school:

First, until he can prepare him better to utilize the leisure time which he will have as an adult;

Second, to help him establish the habits and acquire the knowledge which will enable him to care properly for his health in a world; and

Third, to afford him information and the desire to vote intelligently in a social organization which depends on him as a citizen not only of his city, county, State and Nation, but in very fact, of the world, and to enable him the better to do his part in solving problems increasingly economic in character and international in scope.

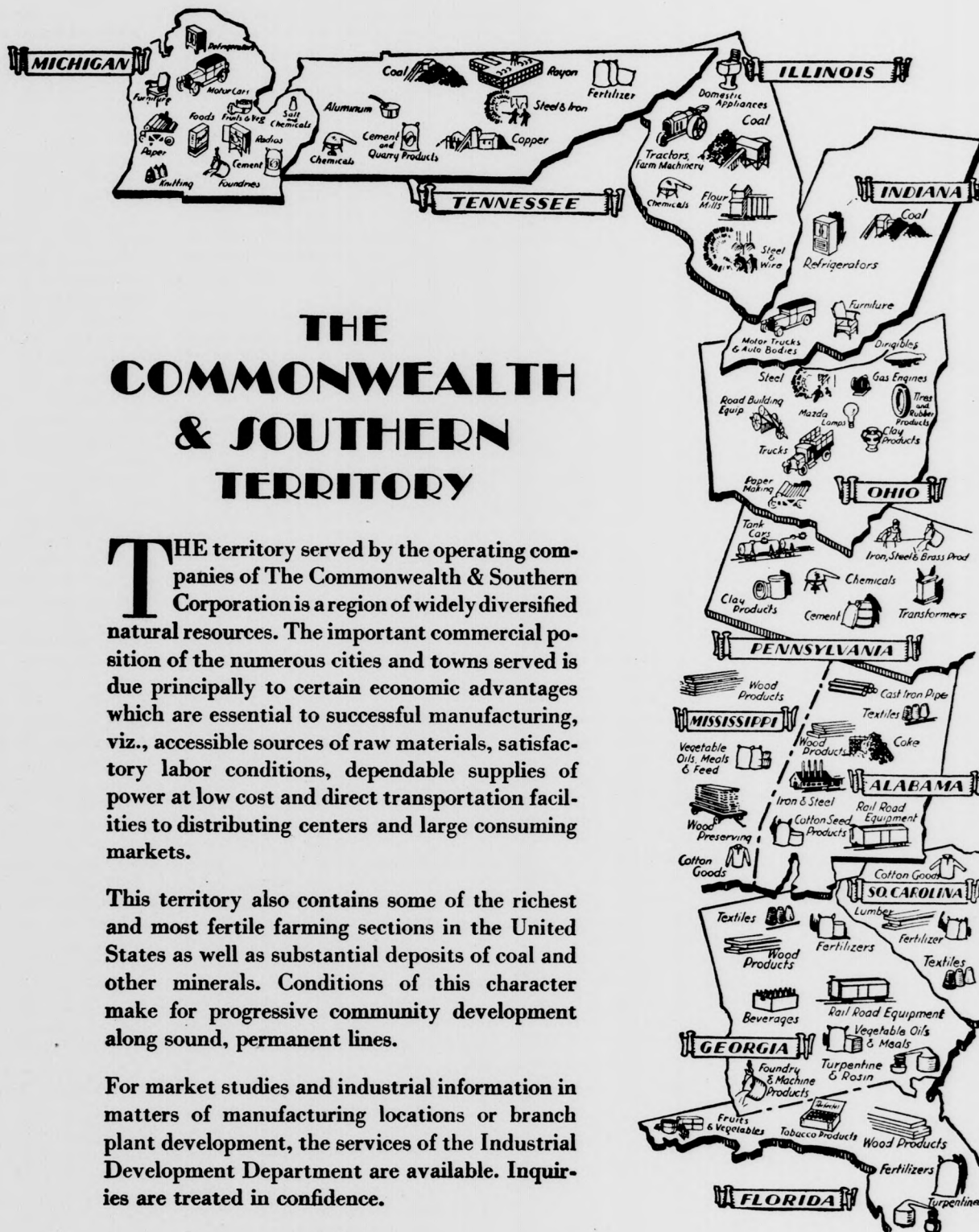
William John Cooper.

### Too Many of Everything

Too many doctors, too many pills,  
Too many croakers, too many ills;  
Too many farmers with overmuch wheat,  
Too many starving with nothing to eat.  
Too many zephyrs, too many chills,  
Too many taxes, too many bills;  
Too many workers without any jobs,  
Too many spenders who haven't a "bob."  
Too many hollows, too many hills,  
Too many rivers, too many rills;  
Too many talkers about our sad fate,  
Too many war debts upon the old slate;  
Too many plumbers going back to their tools,  
Too many asses and too many fools.  
Too many bankers who have all the gold,  
But buried so deep it's frozen stone cold.

There never was a looking-glass that told a woman she was ugly.

He who stops at every stone never gets to his journey's end.



## THE COMMONWEALTH & SOUTHERN TERRITORY

**T**HE territory served by the operating companies of The Commonwealth & Southern Corporation is a region of widely diversified natural resources. The important commercial position of the numerous cities and towns served is due principally to certain economic advantages which are essential to successful manufacturing, viz., accessible sources of raw materials, satisfactory labor conditions, dependable supplies of power at low cost and direct transportation facilities to distributing centers and large consuming markets.

This territory also contains some of the richest and most fertile farming sections in the United States as well as substantial deposits of coal and other minerals. Conditions of this character make for progressive community development along sound, permanent lines.

For market studies and industrial information in matters of manufacturing locations or branch plant development, the services of the Industrial Development Department are available. Inquiries are treated in confidence.

Address

INDUSTRIAL DEVELOPMENT DEPARTMENT

**THE COMMONWEALTH & SOUTHERN CORPORATION**

20 PINE STREET, NEW YORK CITY, N. Y.



## DEVELOP A HEALTHY MIND

### How Parents Can Help Child Accomplish This Result

Intellectual growth alone leaves us mentally one-legged. Many times those who are college graduates intellectually are only children emotionally. The criminal who is not feeble-minded is overdeveloped in some emotion, such as anger, lust, elation, appetite, ownership, and wanting in some inhibiting tendency. It is only the question of how much the degree of unbalance among the emotions.

Character training, now so popular, is just one more effort, too often bungling and indefinite, too keep the emotions and their outgrowths adjusted to life's conditions. That which we desire is a well-balanced, poised, integrated, personality. Our complexes are ingrown emotions. Each one of us becomes the living example of some one of the fourteen effective colorings. Smith is habitually fearful. Jones is chronically blue with distress.

The big man of the town very likely succeeded on the basis of his mental success, be it inborn or acquired. He has found by bitter experience or costly mistakes that he must hold his temper or lose his cause. An angry man is a defeated one. One must avoid envy, jealousy and other reducing moods and passions. One must be cheerful, happy and friendly if he would hold friends, if he would hold friends. One must take a beating with a smile if he is to win from the Indian-tempered world its admiration.

There are fourteen emotions from which personality is made. We all have them in varying degrees—fear, anger, disgust, tender emotions, distress, lust, curiosity, subjection and elation, loneliness, appetite, ownership, creativeness, amusement.

In attaining an ideal one should use each of the primary emotions to facilitate or inhibit each of the others. If one has found that he is too irritable, fear will help him to reduce this by picturing the results that will follow the loss of friends and popularity; loss of position and station in life. If one is always disgusted—the "chronic knocker," a perpetual fault finder—he should picture to himself the suffering he causes others and cultivate the emotions of kindness and charity. And so on through all the emotions until one comes to amusement, which will help him to save the day.

Mental health is not a subject to be learned or traits of character to be established. Life is made up of responses such as motor activity, thinking, feeling, imagining, and attending. Mental health concerns itself with all these responses that help the individual to meet life with success. Mental health has for its ideal the formation of a normal integrated personality.

A great deal of misunderstanding and misconception seems to surround two utterly different subjects, intelligence and emotion: and often enough the two terms are used interchangeably.

Although it is said to be possible to measure intelligence, so far no one has devised a method whereby we can hold to the emotional equipment of a person

to be tested, the measuring stick of an emotional norm or standard. All we can do is to fix a very broad average of social conduct, and if anyone departs too far from what we feel to be the limit of his average, we are constrained to put him in jail or in a hospital for the insane, or call him "peculiar."

From an emotional point of view there is no sharp line of separation between the normal and the abnormal. The latter is merely the manifestation of a variety of conduct out of harmony with the vague average which society has rather shakily erected.

The parental attitude in many homes is often one of domineering tolerance. Quite unconsciously adults slight, humiliate, tease, ridicule, and perhaps bore the child with superior and intolerant attitude. Not only are many adults indifferent to, but sometimes absolutely ignorant of the unhealthy atmosphere they are creating for children.

Habits, personality traits, patterns of conduct, and general behavior, depend very largely on the mental hygiene of the home. It is not too much to say that a home where the mental atmosphere is not contaminated by emotional conflicts of the parents is the child's most precious heritage, regardless of the social, intellectual, or cultural life.

Our personalities or our mental outlook on life have not been inherited. It is something that has been built into us from childhood, which if it manifests undesirable traits we must eradicate. We all know the child who flies into temper tantrums when thwarted in any desire. We know the child who is abnormally timid, shrinking and fearful; the child who is too dependent on its protecting mother and clings to its teacher; the jealous child who resents attention to or achievement by other children. These all stand out in need of special attention. There are many other types one could mention.

It is true that no one type of training will suit all children as there is more variance in emotional traits than there is in intellectual ability.

While we recognize that there are natures that may be subjected to wholly undesirable childhood experiences with perhaps a negligible amount of harm being done them, and there are those that by reason of later experiences actually do cast off undesirable characteristics and take on desirable habits and attitudes of mind, nevertheless these natures can be no means be used to prove the fallacious rule that children will outgrow undesirable traits.

All children should have intelligent sympathy and understanding but not foolish unguided sentimentality. There are so many mothers in whom the maternal instinct is so strong, their children are emotionally fondled, petted, and hovered over to their ruin. They begin to think the whole universe revolves about them. Just how much petting and fondling is good depends upon the characteristics of the child, the nature of the response aroused in him, and the attitude of the parents.

Then again there are children who because of their natural tendencies call forth from their parents just the sort of treatment that will ruin them. Too

often do we see the parent because of natural brightness and strong initiative of a child pushing him on to an increase of his energies, stimulating him to "show off," developing thereby in the child just those forms of self-projection that will cause his undoing later—the superiority complex.

Over and over again do we see the child calling forth the opposite reactions to the ones he should have. The overactive, energetic child is caused to call forth the overstimulating experience. The inactive, lethargic child who keeps by himself or leans on others and wants to be helped, who constantly seeks help from his parents, is indulged and consequently tends to call forth from the parent just the treatment that fixes rather than eradicates the harmful tendency. This child avoids more and more responsibility and becomes more and more dependent.

When parents begin to find their growing boy or girl avoiding work, shirking responsibility, the atmosphere of the home on these points should be analyzed. The parents are prone to call this "natural" laziness in human nature instead of realizing they are reaping that which they unwittingly have sown in their own daily reactions to their duties and responsibilities. Healthy mindedness toward work and toward responsibility must be engendered and fostered in a child's nature just as reverence and courtesy—namely by attitudes.

Often, for example, children are allowed to be present when family affairs are being discussed, when callers are present, or when grave affairs are talked over, all of which may not be for childish ears, under the impression that because the child cannot understand intellectually the words, situations, circumstances, and the events that everything is passing over his head.

This is erroneous, he is getting the emotional response and this is forming his personality. An example of his is the hypothetical "Paul Pry," who was permitted from childhood to "listen in." We want healthy curiosity, but not those who are prying into others' affairs. One can well imagine such a child developing the undesirable personality of keeping in touch with all neighborhood affairs in a very undesirable manner.

Thus the atmosphere of the home has an untold effect upon child nature. The atmosphere that produces personality is not something that is vague, indefinable, or of subtle abstraction. It is the sum total of all the every-day happenings going on in the home which should be free from stress, bickering, quarreling, nagging and all such kindred unwholesome procedures. A nervous, finicky, fidgety mother, full of worries and fears, can do untold harm to a child.

What kind of a personality do parents desire to form? An orderly, obedient, controlled, well-poised nature is the answer. The nature that is able to face reality with upstanding courage instead of turning from reality to live a life of phantasy, the nature that does not shrink from the world of facts with timidity, and a craving for a soft place and a pleasant berth, that is able to take criticism and direction, that

controls feeling with intelligence, standing foursquare to every wind that blows. This kind of nature must be provided for in the infant days by the atmosphere that surrounds the child, or faults eradicated later in adults who were not fortunate enough to have this heritage. Miss Elizabeth Ireland.

### Effect of Chain Store Competition

Chain-store competition was found to be dominant among the environmental forces leading to business failure, accounting for 9 per cent. of the cases in this survey. "However, it is not apparent that the chain store as an institution is eliminating the best of the individual proprietors. It would appear that most of the failures occurred to marginal firms, which could remain in business only so long as not challenged by pressure of economic forces or of modern business methods."

Results of the survey indicate, the report states, that most of the businesses whose failure was caused to a considerable extent by price competition were affected by the liquidating sales of competitors failing in business or attempting to raise cash to stave off failure, rather than the regular price competition of competitors operating under normal conditions.

In 5.5 per cent. of the retail failures it was found that the inauspicious location of the store made success improbable, and in almost all such cases no effort was made to evaluate the location before establishing the business.

Approximately one retail merchant out of every forty-four in operation within the period studies petitioned for bankruptcy, it was found. This does not include the many firms which liquidate by assignment or less formal devices. Relatively, liquidations of luggage stores formed the largest group, 12 per cent., with cigar stores, radio, sporting goods, painting and decorating approximating 9 per cent. each and lingerie and hosiery 8 per cent.

For the benefit of other business men a special analysis was made in each neighborhood of "going concerns" in order to observe policies and methods employed to meet problems to which the failed concerns succumbed.

The report may be obtained for \$1 from the University of Chicago Press, 5750 Ellis Avenue, Chicago.

### A Business Man's Philosophy

I wish it were possible to outlaw future debt. Why can't we let creditors collect what is now owing them, but take from them all legal recourse on future debt? Let all government expense—national, state and city—be on a cash basis. Let industry finance itself exclusively by stock sales. Let all short-term credit be given on a basis of character. Then when we came into the next depression we would not be smothered in debt.

The idea is not as crazy as it seems. Some people will say that if we did not have debt we could not have savings. The fact is, there is too much saving. We need more spending, particularly more consumable spending. Under any system, the world lives from hand to mouth. It eats today what it raises today. Rent and interest merely permit some to eat when others are starving. William Findlay.

# PLANTS AT PETOSKEY - DETROIT - MILWAUKEE - CHICAGO



Petoskey Cement is made in one of the Most Modern Cement Plants  
in the world. You are sure of High Grade Cement  
when you use Petoskey

USE PETOSKEY CEMENT  
FOR APPEARANCE - STRENGTH AND PERMANENCE

Petoskey Portland Cement Co.  
Petoskey, Michigan



### Health Problems Confronting Industrial Workers

Standardization of production in industry has been the outstanding accomplishment of the twentieth century in this country. The human factor has been submerged into and has become a part of the machinery. This has led to mass production in industry. But the employe—from the chairman of the board of directors to the unskilled day laborer—is just as individualistic as his ancestors were 500 years ago. Man cannot be poured into a mold in so far as his body functions are concerned.

The employe has the same inherited patterns of reaction as his forefathers. Metals poured into molds can sometimes give off poisonous and toxic gases, such as lead and other substances. The air in such industrial plants causes illness, weakness, headache, fatigue and mental confusion so long as man must breathe it and work in it. The health hazard is increased. Such examples could be multiplied if time permitted.

Man is still an individualist. Talk to him about himself and you have his undivided attention. He is just as individualistic from a health standpoint. He will be healthy so long as he can keep his breathing, digesting, excreting apparatus co-ordinated and working properly. Inheritance, as well as experiences, mold these vital systems so that they respond in different ways to even the same stimulus. The margin of safety, or the reserve power, each of us may have in our heart muscle, in our kidney, in our stomach or in any other vital physiological unit of our system varies with each individual.

Early in the nineteenth century many experiments were made in government in several countries. Before the end of the century it was known that democratic government made really little difference in so far as the life of the ordinary man was concerned. Economic power became the political power. Many lives were sacrificed during the early industrialization periods in England and other countries. The introduction of the machine age in industry was accompanied by a clear demonstration of the individualistic nature of the human who ran the machine.

An employe must be healthy to be an economic asset to his employer. The public health authority knows that from his standpoint it makes little difference if man lives in a communistic, socialistic, democratic or monarchical government community, he is still an individual so far as health is concerned. He will have the same diseases if he eats an unbalanced diet. Neglect of personal hygiene will be followed by the same epidemics of pestilence.

The health of a population living in a tropical climate differs only in detail from the health of folk living in a colder, northern climate. Insects live the year 'round in warm climates; hence mosquitoes and flies are capable of transmitting certain diseases. The digestive diseases are more prevalent in warm climates, such as typhoid fever, dysentery, cholera and such diseases

can become epidemic and assume serious health hazards. The respiratory diseases are more prevalent in colder climates, such as the pneumonias. These are instances of how climate changes man and makes him more susceptible to certain diseases.

Diet still remains the single greatest factor in maintaining health. Malaria, although a mosquito-borne disease, never assumes epidemic or economic importance except in an undernourished people. There would be the same pestilence in Illinois if we suffered from famine as so often occurs in certain countries in Asia and Africa.

The technic of living becomes more complicated when man has to maintain himself in a highly industrialized community. He is compelled to pay more attention to his health. The city-dwelling man in Illinois does not live quite as long as his country dwelling brother. He must recognize that he is under a greater physical and mental strain than the rural dweller. The human body has been trained through many generations to adapt itself to certain environments. The simple, but natural, foods have been man's diet for several thousand years. Refined, concentrated and preserved fruits, vegetables, fish and meat have been developed within the span of one generation of time.

Ventilation in the factory containing thousands of machines introduces new substances in the air the worker must breathe. The artificial illumination necessary for the worker to perform his duties may cause eyestrain, with a train of abnormal symptoms produced by ocular maladjustment.

Industrial mass production is here to stay; man must fit himself into this new industrial environment. We cannot pour man into a mold; he is truly individualistic in his make-up. A hundred suits may be cut from the same pattern, but the hundred men wearing these suits differ one from the other.

Certain broad principles of how to keep well can be laid down and recommended for the average person. He should eat health-giving and disease-preventing foods as a steady diet. He shouldn't be a worrier and shouldn't follow fads. He should keep himself in health by natural and physiological methods. Overindulgence in food, play or work causes the teeterboard of his body equilibrium to deviate from its normal position. Dr. Lloyd Arnold.

### Solutions of Many Woodland Problems

Where can information be obtained concerning trees—the best trees to plant for timber, means of getting the most out of farm woodlands, where to go to get nursery stock, the best varieties of trees for windbreaks, how to identify the various species of trees, and where to get information on treatment of tree diseases and control of insect pests?

This information is provided by the Department of Agriculture. The Department has published more than 50 bulletins dealing with these problems. They may be obtained at a nominal cost from the Superintendent of Public Documents, Washington, D.C.

Where can a person secure information on the principal varieties of trees?

A bulletin of the Forest Service—"Let's Know Some Trees" (15 cents), contains a good description of some of the principal trees of California. A standard authority giving more complete national data on the subject is the "Check List of Forest Trees of the United States" (40 cents).

Where can the citizen go to get nursery stock?

The Forest Service does not supply such stock except for use in the National Forests, but it does co-operate with States which have such a service. Almost all the States now have forestry departments; and nursery stock for farm, forest, or windbreak planting can be obtained at low cost by writing to these departments.

In one year more than 26,000,000 forest tree seedlings have been distributed by the States for the use of farmers in establishing farm woodlands, and for setting out windbreaks or shelter belts. Trees for shade or ornamental planting are not distributed either by the States or the Federal Government, but must be obtained from private nurseries. The Forest Service, on request, will send a list of private nurseries which sell forest trees.

Material increases in the number of trees distributed from State nurseries in the South is evidence of an awakening interest there in timber as a farm crop. Recognition of the value to farms of shelter belts and woodlands has resulted in constantly growing demands for planting stock in the Plains States.

Does the Department furnish information on raising nursery stock and fighting insect pests and tree diseases?

Description of the best practices in raising nursery stock and of the methods of controlling insect pests and tree diseases is contained in a number of bulletins. Information on practically every insect pest and disease affecting trees has been gathered by specialists in various branches of the Department of Agriculture.

Information on means of preventing insect damage to shade trees is provided in a publication entitled "Insects Injurious to Deciduous Shade Trees and Their Control" (10 cents).

What are the best varieties of trees to plant?

The answer to this question depends upon a number of factors. In certain areas of the country only a few species of trees will thrive. Advice on the types of trees to plant in the Plains States is contained in "Tree Planting in the Great Plains Region" (10 cents), and "The Windbreak as a Farm Asset" (5 cents). Similar information has also been prepared for other regions.

If it is desired to plant trees for shade, valuable advice can be secured from the "Planting and Care of Street Trees" (1 cent). "Trees for Town and City Streets" (5 cents) is another bulletin on this subject which will be found helpful. "Planting the Roadside" (5 cents) is a publication of the Department which discusses the types of trees for roadside planting.

Does the Department have pictures which schools may use in studying forests and their products?

It has a large collection of photographs which may be borrowed. These pictures are especially in demand for

school use. It is desirable for school officials ordering pictures to specify the particular subject they wish to illustrate. The Department will then make the selection of the pictures.

Lantern slides are also available on the subjects of protecting forests from fire, recreational uses of national forests, production of forest products, and species of trees. Motion picture films on various forest topics are also loaned by the Department. C. E. Randall.

### A Business Man's Philosophy

An old man with a well-read and active mind frequently comes to my office to talk. He is fond of thinking about economics and social systems and he wants me to agree with his conclusions. My inability to agree irritates him, but he always returns.

The trouble with his thinking from my point of view, is that he imagines a way can be found by which human activity will be stabilized. He tells me that his father had a large family and modest means, despite which there was no fighting for food at the table. Because there was enough for all, every one behaved. He is unable to understand why a nation cannot feed and clothe itself without constant fighting and occasional starving.

His fault, as I see it, is that he is seeking a kind of stability that is found nowhere in nature.

When one class of our leaders preaches "back to the farm," they admit defeat and express a conviction that our present advancement cannot be maintained. Another class of our leaders preaches government control, equal distribution, communism, etc. All these are but degrees of stability, and stability has no place in nature's scheme.

Equilibrium is nature's scheme and she maintains it by the use of power, which is developed from strain, which, in turn, is created by inequality.

Nature has never permitted stability in any form of life. Man will be going dead against nature if he seeks stability in his own affairs. It is strain that makes life not only worth while but actually possible, because from strain comes the only available power for individual development.

William Feather.

### The Incomparable Gift

All gifts  
Are sacred things  
Be it the pristine blade  
That gave a simple loaf of bread  
Or in the mete  
Which fullness brings with Time;  
Millions of years have come and fled  
To their eternity  
Beore beneficent Paternity  
In his transcendent hour  
Reveals  
The blessing of their power.  
Since man—a day from dust and bone—  
Beheld an help  
And heard the calls—  
Like echoes of his own—  
Old Babylons, and older still,  
Sumerian walls  
Have come and gone;  
Nor then—  
At either morn or setting sun—  
Was yet benown  
The worth of men  
Though Life did through long ages run!  
Incomparable Gift  
Incarnate Dower  
As man ascends  
With God to power.

Charles A. Heath.

He is the wisest man who does not think himself so.

No one is so liberal as he who has nothing to give.

## Bancroft Hotel

Saginaw, Michigan

*Fireproof, Modern  
with 300 rooms*

**RATE \$1.50 to \$6.00 PER DAY  
EUROPEAN**

Popular price Cafe and  
Coffee Shop

Garage in Connection with Hotel

*Owned and operated by*

**BANCROFT HOTEL COMPANY**

## MARKET WHOLESALE GROCERY

GLENN S. MCCARTHY  
CASH KING

•  
STRICTLY WHOLESALE

39 South Market Ave. Grand Rapids, Mich.

•  
**We Can Make  
You Money**  
•

Our wholesale grocery stock is large and varied. It is purchased under the most favorable conditions and is resold to spot cash customers at very low prices. We solicit an inspection of our stock at any time. You can make no mistake giving us the lion's share of your business. Remember, the cash and carry system applies to every article in our establishment.

## Now that the Depression is Over

Let us think of new ways of attracting customers to our stores. Let us study up-to-date methods of displaying our merchandise, practice window trimming (it's an art), learn from our competitors, the chain stores, get new ideas and practice them. Spend a little time in some of our large 5 and 10 stores.

If you need new pricing outfits we have them.

## C. W. MILLS PAPER CO.

**204-206 Grandville Avenue**

One block South, and one block West of Union Station

**GRAND RAPIDS**

**MICHIGAN**



## VOCATIONAL EDUCATION

### It Should Be Placed on a Practical Basis

In the literature of industrial economics frequent reference is made to the industrial revolution, so-called, brought about by the introduction of power and the factory system. It will be recalled that this resulted in a great deal of industrial unrest and established an enormous problem of employment readjustment.

It is customary to talk about this industrial revolution as if it burst upon England like a cataclysm, or a hurricane, without warning. Few people recognize, however, that since the time of the industrial revolution in England a continual industrial revolution has been taking place apparently without attracting special comment.

The experience of the Lancashire weaver who suddenly found himself out of a job because the power loom had taken the place of the hand loom is duplicated every day in our present situation.

If it is to render the service it is designed to render, vocational education must parallel these changes. It is therefore necessary to know what some of these changes are. In the first place, we have the ever-increasing degree of specialization. We may decry specialization, we may regret the passage of the old-fashioned, all-round mechanic, but if specialization results in cheaper production, it is here to stay. Once the tractor operator going from farm to farm, for instance, replaces the mule or horse driver, it is not likely that we will return to horse or mule power again.

In the second place, we have changes in methods. If the electric locomotive is to take the place of the steam locomotive, the telephone the place of the railroad telegrapher, or the modern automatic stop-loom the place of the older type of loom, however much we may decry the situation, it continues to exist and we must reckon with it.

Again we have changes in materials. It has recently been predicted that within 20 years buildings will be practically entirely built of metal, and that ceramic materials and wood will be less and less used. If this happens the house carpenter and the bricklayer will be out of a job.

Not only are changes continually taking place in forms of specialization, in methods, and in the use of material, but they are also taking place in the form of organization.

In the working out of the law of economics the tendency in the industrial field is steadily toward the development of large corporations. The small one and two man producing plant is disappearing. These large organizations create a variety of what may be called specialized jobs which men and women must learn to do somehow. In the agricultural field the drift is toward much greater use of mechanical equipment, and the farming of much larger units—toward what might be called manufacturing rather than agricultural methods.

Changes are taking place in the commercial field also. In the old days the clerk and the bookkeeper were the principal types of commercial workers. Today we have an infinite variety of commercial workers—salesmen, specialized workers, machine workers, and others; in fact, it has been ascertained that of all the jobs in a modern office only about 15 per cent call for a knowledge of typing and stenography. Selling merchandise is now largely a matter of advertising—requiring specially trained personnel, and of salesmanship, and salesmen must have training. Character of merchandise and knowledge of merchandise have become to a degree secondary in the modern commercial scheme.

In all fairness I think it must be admitted that there has been less tendency for the program of vocational education to lag behind the development of civilization than has been the case with general education.

Nevertheless, vocational education as it is now set up under public control can be charged to a considerable extent with the same delinquencies which characterize general education. For example, we are still concentrating very largely on the teaching of skilled trades in our day schools and to a considerable extent our evening courses are organized for the benefit of the skilled worker.

To what extent are our schools teaching trades which are becoming obsolete? How far they have anticipated, if at all, coming changes, remains an open question. It may be said, fairly, however, that there is little evidence to show that any great amount of anticipatory training—that is, training for jobs which will result from industrial changes, in advance of these changes—has thus far been considered in our vocational education program. To the extent that it has failed to do this, therefore, the vocational education program has been a failure.

The following suggestions are based upon the above discussion:

In the first place, I cannot see how vocational education can render the service that it should render unless it is regarded as a cooperative enterprise. The worker, the employer, the citizen, and the educator must all make their contributions. If the educator alone undertakes to handle the program, it cannot be successful. If it fails entirely under the control of the employer, it cannot be successful. If it fails entirely true if it is controlled entirely by employees. All interested parties must be represented in the control. Not only that, but their contribution must be utilized if vocational education is to keep up with the developments in the world's work.

In the second place, it seems to me that any program of vocational education which is in any way rigid cannot be highly successful. It must be elastic. It must be in a position to give to practically anyone the form of training that he needs when he needs it.

It seems to me that vocational education must largely serve the purpose that the apprenticeship system did under the old conditions. Courses should

be changed to meet modern conditions, but should still have for their essential purpose the bringing together of the master worker as a teacher, on the one hand, and the employed learner, on the other.

Vocational education should be intensive. When an individual requires a certain form of training he should be given that training completely and fully, and as rapidly as possible.

Having considered some of the defects of vocational education, as well as some of the demands that are being made upon it, let us ask ourselves the question: How can vocational education keep up to date?

In the first place, how can it deal with changing occupation? Obviously, it can deal with those occupations only in proportion as it knows what changes are taking place and in proportion as it can procure the necessary instructors and equipment for training. This can be done only through close cooperation of employers and employees with the school authorities.

How are we going to deal with specialization? Are we going to refuse to recognize it or are we going to so organize our program that individuals who can best work on specialized jobs may be trained for these jobs? How are we going to establish cooperative relations between the vocational schools and the industries in which changes are continually taking place?

An advisory committee which is simply set up as a piece of scenery soon becomes innocuous. Experience has shown, however, that cooperative committees of employers and employees who are given a real job to do and who feel that they have a real responsibility become intensely interested and are willing to give their time to assist in the development of vocational programs which are being brought up to date. In no other way, in my opinion, can this be done.

Although I am neither a prophet nor the son of a prophet I venture to make a few prophecies as to what will happen in the next 25 or 50 years if the program of vocational education develops as it should.

In the first place, I believe the present form of day school will change completely. I believe that practically all preemployment training will be carried on a part-time basis—the learner spending part of his time in the occupation as an employee and part in school.

I believe further that the program which I vision will be one which is exceedingly elastic; instead of long fixed courses we will have short unit courses, each unit training for a form of specialization, or for some portion of an occupation, so that if the individual drops out of the vocational course he will still have something definite which he can sell in the way of knowledge and skill.

I believe that faculties instead of being fixed, as they are now, will be drawn from the ranks of workers, and that the personnel of these faculties will be continually changed as conditions demand. Teachers will be employed when there is need for their

services, and dropped when there is no further need for the time being for the particular sort of training in which they are competent to give instruction.

Finally, I venture to prophesy that instead of being housed in expensive buildings filled with machinery, vocational schools will be carrying on their work all over the community; that they will be scattered so as to be readily accessible to workers and prospective workers; that they will utilize all of the facilities of the occupations represented in industries in their immediate communities; and that they will be so tied up with the life of the community that they will be able to secure expert teaching service as needed and to continually keep themselves up-to-date with changing conditions.

Perry W. Reeves.

### Reflection-Insulation for Building

The old idea in insulation was for the insulation material to absorb heat and thus prevent its passage into the space to be protected. The new idea is for the insulation to turn the heat rays back, exactly as a mirror turns back rays of light.

One reader has written us, to find out whether the new principle has been applied to insulation for building construction. And thanks to this reader's inquiry, we have learned that, for the first time, the new type of insulation is available for building construction.

The new building insulation is, I understand, a reinforced sheet of paper containing jute. The surface of this paper is made shiny with a pigment which gives an appearance something like that of aluminum. This new material can be purchased in rolls 18 inches or 36 inches wide. It is not stretched tight across the studs, but given sufficient play so that it can be bowed in in order to create an air space and give the shiny surfaces a chance to reflect the heat. If they were in contact with whatever material covers the studs, they would absorb rather than reflect.

It is claimed for this new insulation that it does a 40 per cent. better job of keeping out heat than does the typical rigid insulation. Chaplin Hoskins.

### A Business Man's Philosophy

A few weeks ago a man who has a reputation for successful investment was awakened from a sound sleep by a telephone call from a woman. She said: "I have ten thousand dollars in cash. Now I want to make some money. Tell me what to do."

"What I'm going to say won't please you," was his answer, "but if you follow my suggestion you'll thank me some day."

He told her to buy United States Government bonds with her money and forget all about common stocks.

"The purchasing power of your money may shrink in the next five years, but you'll be better off than you will be if you begin speculating. At first you would probably make substantial profits, but those profits would be your undoing. You'd feast on your success, lose your head—and finally lose all your money."

William Feather.

## Do You Know?

That right here in Grand Rapids the Richards Manufacturing Company have one of the finest displays of Plumbing and Heating fixtures in the State.

This display is at the disposal of the general public so that the home owner may select proper Plumbing and Heating material for his home.

You will find over a hundred different types of bathroom and kitchen fixtures to select from, all KOHLER quality and offered at very reasonable prices.

All of the material you select may then be purchased through any responsible Plumbing Contractor.

Be sure to pay us a visit and learn about those beautiful fixtures so that you may make a more fitting selection for your plumbing and heating needs.

**RICHARDS MANUFACTURING CO.**

135 Front Street at Pearl Street Bridge  
GRAND RAPIDS, MICHIGAN

## King Milling Co.

Successful Millers for  
over 40 years

LOWELL,

MICHIGAN

## Taylor Produce Co.

Kalamazoo — Battle Creek — Jackson  
Holland and Sturgis

**FRUITS AND VEGETABLES**

Modern Cold Storage Facilities at All Plants

FIRE AND BURGLAR PROOF

**S A F E S**

**GRAND RAPIDS SAFE COMPANY**

GRAND RAPIDS, MICHIGAN



Every Michigan Retail Food  
Store is serviced weekly by a  
Kraft-Phoenix Truck

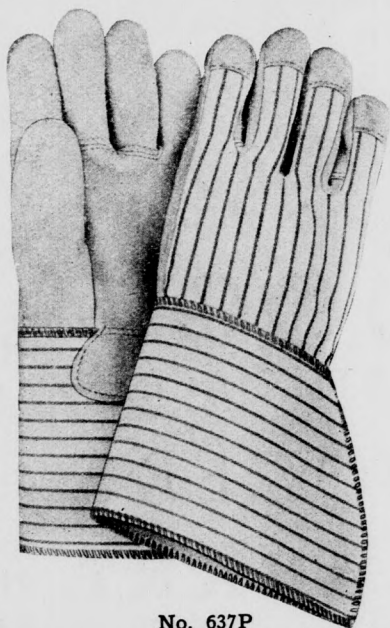
Food Distributor

# Peerless Glove Company

MANUFACTURERS OF

LEATHER FACED, CANTON FLANNEL AND JERSEY GLOVES and PEERLESS PROCESSED GOLDEN FLEECE GLOVES.

GRAND HAVEN, MICHIGAN

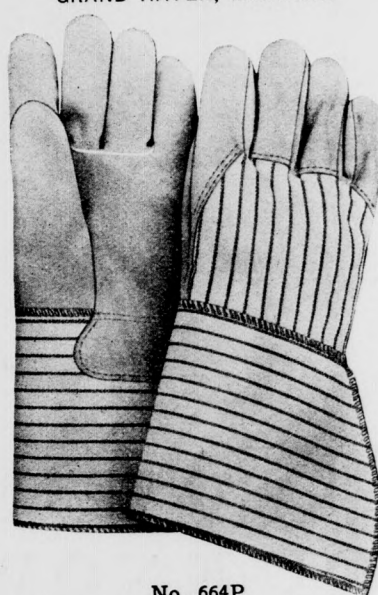


No. 637P

Made for big hands and rough work.

No. 537P

is the knit wrist in this number.

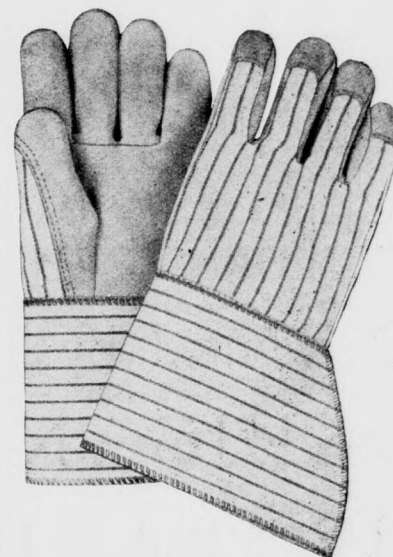


No. 664P

One of the best we make, all wearing  
surfaces covered.

No. 564P

is the knit wrist in this number.



No. 417T

Best value in a general utility glove.

No. 517T

is the knit wrist in this number.

For the jobbing trade—standard for over 25\*years. Buy Michigan made gloves. A postal card will bring you descriptive list with prices.



### Promotion of Public Interest as Lawyer's Obligation

No other profession or calling affords such wide opportunities for service to his fellowmen as does the lawyer's profession. Its points of contact are innumerable.

Taking up especially the relation of the public to the courts, perhaps jury service is the most common one in which the public is called upon to take a part. In truth, there is no public duty of more importance which comes to a man than service upon a jury; and yet there is no public service that men are more inclined to shirk and to avoid than sitting upon a jury; and the better qualified a man is for that service, the more reluctant he seems to grant time and make sacrifice of purely personal pleasures, as well as business, in that behalf. Every possible excuse is tendered for relief from such duty, and yet it is that very class who seek exemption that by training and public necessity should be the very ones to respond to the call of duty.

I have often noticed that the lawyer is frequently called upon for assistance in securing excuse from jury service, or in evasion in some form thereof. If we are to have the jury trial—and I think we shall never see the day, under our system, when this species of trial will be abandoned—we should guard and use it as a treasured privilege and duty.

The recent change in jury service has been the innovation of admission to the jury box of women jurors. This privilege was accorded to women co-incident with their obtaining the ballot. It was but an act of common jus-

tice to grant to women an equal privilege in the exercise of franchise with men and, therefore, an equal sharing of the obligations incident thereto.

I believe that women jurors have improved the atmosphere of the courts. There is less coarse comment and a new decency of language and bearing in and about judicial procedure, which is a movement for the better. Corridors and court rooms have taken on a new aspect. Groups of women have brought an air of respect and honor from their fellow jurors, and it gives to them also a new outlook upon life, a view into business complications of the commercial world. Two weeks of jury service is an education, both for the average man and woman, and this experience makes a broader-minded and better citizen.

The woman brings to the jury box a new point of view, and the consensus of the 12, in my judgment, is more just and more nearly the right than existed heretofore. She is a welcome addition to the jury and brings with her a natural respect of law and decency and good order, as well as her natural sense of justice.

Another opportunity for the lawyer to render the highest service to his community and to his fellow citizens is to lend his influence, both as a lawyer and as a public-spirited citizen, to the study of the crime problem that has grown so tremendously in the last few years in this country.

The late Chief Justice Taft in a public address some time ago said that the administration of our criminal law was a disgrace to our civilization.

President Hoover, in his inaugural address, made the subject one of the chief points.

Recently, in New York at the American Associated Press dinner, his entire theme was taken up with the subject of law enforcement. He said, in part:

"What we are facing to-day is something far larger and far more fundamental—the possibility that respect for law as law is fading from the sensibilities of our people.

"More than 9,000 human beings are lawlessly killed in the United States each year. Little more than one-half as many arrests follow. Less than one-sixth of these slayers are convicted, and but a scandalously small percentage are adequately punished. Twenty times as many people in proportion to population are lawlessly killed in the United States as in Great Britain. In many of our great cities murder can apparently be committed with impunity. At least 50 times as many robberies in proportion to population are committed in the United States as in the United Kingdom, and three times as many burglaries.

"No part of the country, rural or urban, is immune. Life and property are relatively more unsafe than in any other civilized country in the world."

The most grievous burden on our government is crime. The expense of guarding against it and punishing it is the source of our heaviest taxes. If we can make its punishment swift and sure, the load of taxation will be greatly lightened and all of us will feel the benefit.

It is toward the inculcating in the minds of the people the paramount principle of respect for law that the legal profession should wholeheartedly devote itself. Lawyers should give their services freely and earnestly to that great cause.

The acquisition of character is not a matter of chance, but of deliberate training. Sound moral and ethical ideas in the abstract do not result in character, unless they have been put into play in the conduct of life and proper habits thereby established.

Character is the only sure foundation for a lawyer's professional success, since character is the only sure foundation for a client's confidence. No man will entrust to another the defense of his property, liberties, and even life itself, unless he has in that other the most perfect confidence as regards his character.

A lawyer not distinguished for moral excellence is like a ship without chart, compass or rudder, drifting here and there without guidance; and high success for him in his profession is utterly impossible. The nature of his calling is one of trust to his clients and to his community, and without that moral excellence which is character, he can serve neither the social body by forwarding the administration of justice, nor the clients who entrust to him their most important and dearest concerns. It is not natural advantages that make a people great; it is character.

Character, the most scrupulous integrity, is the first requisite for a lawyer; truth to his client, truth to the court, truth to his adversary. If in his

## HART BRAND Canned Foods Michigan Products

GROWN EXCLUSIVELY BY  
MICHIGAN FARMERS,  
PACKED IN SEVEN MODERN  
MICHIGAN FOOD FACTORIES

Distributed By Thousands

MICHIGAN RETAIL GROCERS  
THE BRAND YOU KNOW BY HART

A Complete Line of Canned Fruits and Vegetables

W. R. Roach & Company, Grand Rapids, Michigan



desire to get on he forgets to be honest, he is lost—no matter how much money he may make, nor how much material prosperity may attend him.

It is the discharge of these duties by the lawyer that will have its influence upon the community for weal or for woe, just in proportion as lawyers measure up to those duties. If the courts are permitted to function so that justice may be meted out to all men, and their decrees held in respect and life and property held sacred, such as consummation can only be secured by every lawyer doing the full measure of his duty, with the single end in view of discharging that duty with the full confidence of achieving the right as he sees it.

Robert H. Day,  
Judge of the Ohio Supreme Court.

#### Merchant Spins Yarns of Early Days

Having driven a four-horse stagecoach in the West at the age of 13, having cast his first vote when 15 years old, Charles E. Pearson, Fremont merchant, is one of the most colorful personalities in Michigan.

Mr. Pearson seems to have a flair for World's Fairs. At any rate, the one at Chicago made a total of seven which he has attended. He was living in Grafton, N. D., in 1885 when the Cotton Centennial Exposition was held at New Orleans. He was only 24 years old, but he negotiated the 1,600 miles between Grafton and New Orleans. Since then he has visited the Columbian Exposition at Chicago in 1893, the Pan-American Exposition at Buffalo in 1901, the Lewis & Clarke Centennial, American Pacific Exposition and Oriental Fair at Portland in 1905, the Jamestown Tercentennial Exposition at Hampton Roads in 1907, and the San Francisco Exposition in 1915.

Mr. Pearson's adventures began in 1874, when his father sent him from Fremont to a farm near Toronto, where he was to spend the summer with his grandparents. He did not like farm work and, a week after he arrived, he decided to run away. He had \$65 which his father had given him, and with this money in his pocket he started out one April afternoon to seek his fortune.

"I reached Collingwood on Georgian Bay about 1 o'clock in the morning," says Mr. Pearson, "and at noon of the same day I left for Duluth on an old sidewheel steamer, the Francis Smith.

"We landed in Duluth April 15, and I slept that night without blankets on the bare floor of the immigrant station. The next day, when I had convinced the officials that I was an American citizen, I went by train to Fisher's Landing, Minn., where the railroad ended."

After staying a few days in Fisher's Landing, the young adventurer took the stagecoach to Grand Forks, N. D. Here was the headquarters of a man named C. W. Carpenter, who was manager of several Government star mail routes. Mr. Carpenter had been a friend of young Pearson's father. So the boy applied to him for a job driving stagecoach. He was hired at \$60 a month to drive a four horse coach, carrying both mail and passengers, from Grand Forks to Pembina, a distance of 80 miles.

Mr. Pearson's recollections of this period are vivid. "The Sioux Indians held a war dance near Grand Forks the first summer," he recalls, "and I went with a group of men to offer them blankets and groceries to placate them until the soldiers could arrive from Fort Pembina.

"In the summer of 1875, I had a strange adventure. Two days were needed to drive from Grand Forks to the fort, and I usually stayed at night at a halfway house kept by an Indian called LaRose. One night, when I was making the trip alone with the mail, I arrived at the halfway house after dark to find everything in confusion. LaRose's wife, a halfbreed, was dying and she kept crying that he husband had poisoned her. The room was

crowded with kneeling Indians who made me kneel and pray with them. I reported the affair at Fort Pembina. LaRose was arrested on a charge of murder but two weeks later, he and four white outlaws broke jail, stole 20 ponies and escaped into the Black Hills. He was never captured.

"In 1878, two railroads, the Northern Pacific and the Great Northern were built from Minnesota to the Pacific Coast. With the coming of the railroads, the mail coach was abandoned. My parents had moved to Dakota while I was driving the coach, and I spent my fifth year in the West working on my father's farm.

"In 1879 I went to Grafton and started a small grocery and bakery.

"It was while I was at Grafton that

a halfbreed named Reall aroused the Indians in British Columbia to a revolt, and North Dakota was threatened. I joined the militia. We were called out, but the Canadians captured Reall and hanged him, so the Reall Rebellion was quelled without our aid."

The old stagecoach and the old West are but memories now, but Mr. Pearson cherishes memories of those days. He attended the World's Fair to refresh these memories.

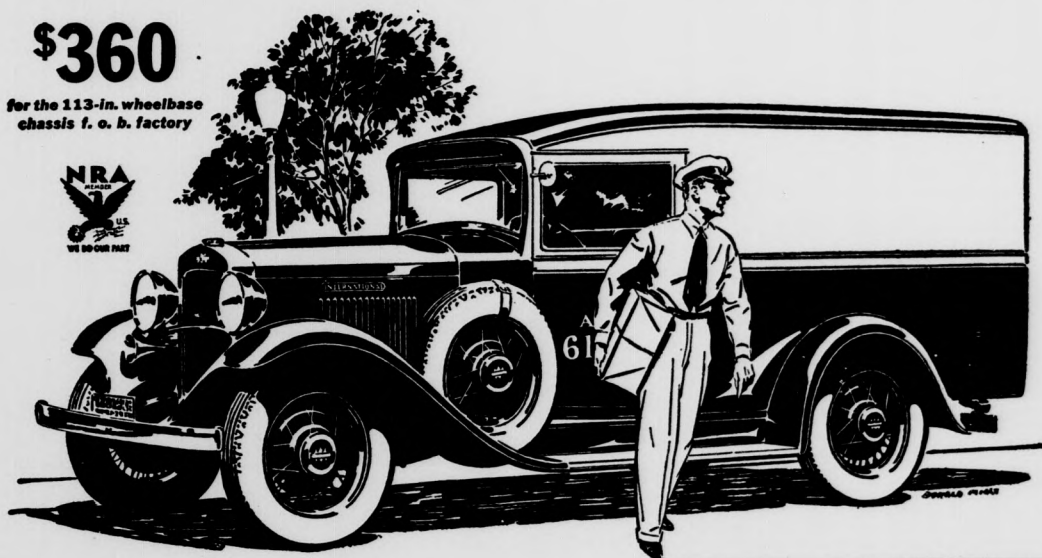
Mr. Pearson is a member of Saladin Temple, Mystic Shrine, and is well known in Grand Rapids.

Mrs. Palmer Quackenbush, of Grand Rapids, is a daughter of Mr. Pearson. He has another daughter in Fremont and a son, Charles S. Pearson, in Kalamaazoo.

## Another Strong Endorsement for the New Half-Ton International

**\$360**

for the 113-in. wheelbase chassis f. o. b. factory



● Mr. Siebold, in his letter at the right, expresses the *general* enthusiasm for the International Model D-1. Talk to any owner and you will get the same kind of response. Look into this truck yourself and see how it will meet your own delivery problems. This truck is a real buy. Come in and we will be glad to demonstrate.

Other International Models up to 7½-ton

To the International Harvester Company.  
Gentlemen:

As a purchaser of eleven of your new Model D-1 International Trucks, I wish to advise of my complete satisfaction with the equipment. All the units comprising our large fleet have performed admirably, and we feel more than pleased that our judgment decided our purchase in your favor. My entire sales force reports complete satisfaction with this unit.

We feel that your Half-Ton International is particularly adapted to our field due to the low operating expense, sturdy build, ease of handling, and superior inside body construction.

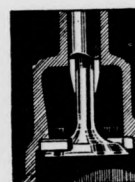
I wish you unlimited success in the further merchandising of your fine product.

Very truly yours,

H. M. SIEBOLD.

(Name of Company on request)

● Hardened Exhaust-Valve Seat Inserts are an International engine feature. They retard valve seat burning, engine efficiency is retained, and the valves seldom need grinding. Details like these spell low-cost hauling over a long period of years.



# INTERNATIONAL TRUCKS



## WHO IS TO BLAME

### For the Peculiar Conditions Which Now Prevail?

One of the weakest traits of human character is that of trying to put the blame upon someone else for each and every unfortunate occurrence in the affairs of life.

The peculiar conditions of the present time are constant reminders not only in every day experiences, but especially in our newspapers and periodicals in regard to what we call "depression," reminding us very thoroughly of this tendency of human nature to put the blame upon someone else. We have been told by speakers and writers for newspapers, magazines, etc., that our form of government has been responsible for the present conditions. We have been told that Wall street through its gambling processes and the heavy campaign of bond salesmen and their particular selling schemes are other direct causes for our condition. We are reminded every few days that it is not these things at all, but the extravagances into which all the people of the United States have plunged themselves and that such things are the entire cause of it. In other words, every individual has been living beyond what we call "his or her means." We are again told that over-production in every direction and the over-crowding of the selling of merchandise, etc., together with such things as the purchase of homes upon installment plans of payment, and many other features of business have been severely overdone, and therefore, we have had a depression. And so we might go on through numerous items which appear almost every day in our newspapers especially.

It is the writer's opinion that the time is coming within a reasonable future when all this kind of talk and printing will be dropped and we will probably get around to what might be called "fundamentals." The truth of the proposition is that we are each and every one of us responsible for the depression, from the man who owns a peanut stand and through all the avenues of business such as manufacturing, wholesaling, retailing and also in our financial concerns, each and every one of us is responsible in some way for our present condition. It is an acknowledged fact, and getting to be more so every day, that all individuals from the peddler upon the street to the operations of the multi-millionaire, have within the last few years become inflated. We were first inflated with the idea of accomplishment in the way of speculation in increasing the value of real estate, stocks, etc., but we were induced through it all to increase our expenses of living to an extent that has proven to be far beyond the possibilities, or, to be a little more explicit, the majority of American people have fixed their expenditures before they have calculated what their earning powers are or what their incomes would actually be.

A vast amount of this has been induced by the incurring of obligations upon partial payments, etc., without a

clear reckoning of the safety of the future; and the time has come when each individual must turn his mind to the fact that he has his share of the responsibility for our present condition. As has been stated before, all the way from the multi-millionaire down to the man who owns a peanut stand, this disposition to establish the expense account without reference to the possible income has not only been individual, but it permeated for a few years previous to 1929, banking institutions, financial groups, manufacturing institutions, wholesaling, retailing and even large operators in agricultural products. In some way we have become inflated with the belief that appreciation of value would continue and that there would never be any such thing as a readjustment of values, and never such a thing as the experiences of depression which have occurred previous to the present one.

If we will think it through we will realize that this is true and that it is impossible to find anyone in any field of operation except perhaps one who may be called a "hermit" who may have done nothing else for a few years but hoard his earnings, but what has contributed somewhat and in some way to the inflations which brought about our downfall.

Now this is taking a rather different angle than we have indulged in before and for a particular purpose, and it is this, that this principle of income and expense belongs to every individual in one form or another. To illustrate what we mean, take, for instance, a man who is occupying a good position with a manufacturing institution, wholesale house or bank, or some such institution. He is ultimately of no value to that institution if he does not take into consideration seriously the question of expenses as against income; because when that is not taken into consideration, inflation must take place as a possibility to bridge the chasm. We will take, for instance, a wholesale drug house. Every individual in that institution must realize that the success of the institution will depend upon his worthiness to that institution. We have known in the past men who gave no consideration to this thought of what their contacts amounted to in an institution, but the facts are that there must be loyalty and worthiness and such individuals must realize that the institution for which they are working will succeed or fail according to the men who are engaged with that institution. The man who is of the greatest worth is a man who realizes that he is a citizen of the United States, that he has a job with his institution such as he desires, and that he is an integral part of the success or failure of that institution.

This means diligence, faithfulness, honesty and a keen interest for the welfare of the institution. We have had an illustration in the last few years here in Grand Rapids in a large institution where one man's extreme unfaithfulness to his institution succeeded in ruining the entire business. Now what one man or more can do for an institution shows what can be done as cit-

izens of this country. We indulged in speculations and methods which were not fundamental and we brought ourselves to an elevation off from which we fell and suffered severe injuries.

We are producing these illustrations simply to illustrate the fact that no one particular set of men is responsible for the depression which we now have, whether political or in business or whatever you may mention; because go wherever we will in this country, we will find that the spirit of the up-grade in years previous to 1929 created a condition in the minds of all American citizens that there was practically no relation between expenditures and income.

Individually we must get back to fundamentals. We must realize that each one of us has a part in the building of the National structure. We must not indulge in "blaming the other man."

Lee M. Hutchins.

### Protecting Elms From Ravages of Leaf Beetle

One of the most beautiful of our shade trees is the elm. Thousands of these magnificent trees can be found lining the roadsides and streets of our cities, towns and villages, some of them having attained an age of from 50 to 100 years. Surely it is worth while to protect such trees.

A very serious pest that attacks the elm trees and one that caused defoliation to hundreds of these trees in Rhode Island last Summer is the insect known as the elm leaf beetle. This is a pest with which we are all well acquainted. It is about 3-16-inch long and oblong in form. The general color is a yellowish-brown and there is a narrow black line where the two wing covers come together and a broader stripe near the outer margin of each wing cover.

The adult elm leaf beetles hide themselves in crevices or under the eaves or insides of houses or barns, and there pass the Winter in a dormant state. With the warm weather of Spring and the opening of the leaf buds of the elms, they become lively and flying to the trees they feed upon the young leaves and riddle them with holes. The females lay eggs which are orange in color in irregular rows or clusters on the underside of the leaves and in about a week the caterpillars hatch. They eat only the tissues from the underside of the leaves, skeletonizing them so that they turn brown, shrivel up and fall. Trees are thus often completely defoliated, and elm trees that are defoliated for three successive years by these beetles are likely to be killed.

The elms are likely to suffer from this insect in Summer, as they have during past Summers. It is wise to protect them now because one can not do much with a dead elm.

The time has come for systematic protection of shade trees just the same as for fruit trees. We can not grow fruit without making provision for the control of insect pests and diseases, and similar provision should be made for shade trees.

Trees that are fifty to 100 years old can not be replaced in less than one or

two generations, and surely a magnificent elm or other shade tree of great age is better than a recently planted sapling.

The cost of cutting out dead wood from weakened trees will easily exceed the cost of spraying for two or three years and the results are not as satisfactory. Now is the time for the owner or community to choose whether to spray or not to spray, for nothing can be done after the trees have died.

There are several effective methods of spraying the elm leaf beetle. An important factor to bear in mind is that inasmuch as the beetles feed on the undersides of the leaves, the spray should be forced up through the foliage and not thrown to fall down on the trees as in treating other leaf-eating insects.

Spraying elm trees for the control of the elm leaf beetle should be done early in June. Not only elm trees, but all other shade trees are subject to attack by leaf-eating insects during that month. Therefore, it is necessary for all owners of shade trees, and more particularly those that own elm trees, to see to it that they are sprayed.

Harry R. Lewis.

### Fitness of Shark for Food

Many who would not knowingly eat shark frequently eat and enjoy it when camouflaged as filet or tenderloin of sole or sturgeon. The sale of shark under the names of fish more reputable in the family diet is set forth by the Fish and Game Division of the State of California in a report on the food value of shark.

A widespread but fallacious belief that all shark are man-eaters is responsible for the general prejudice against shark as food for the human family. There are not enough people available in the water to feed a shark population, it is pointed out; and if shark had to depend for a living on eating people no shark would survive starvation.

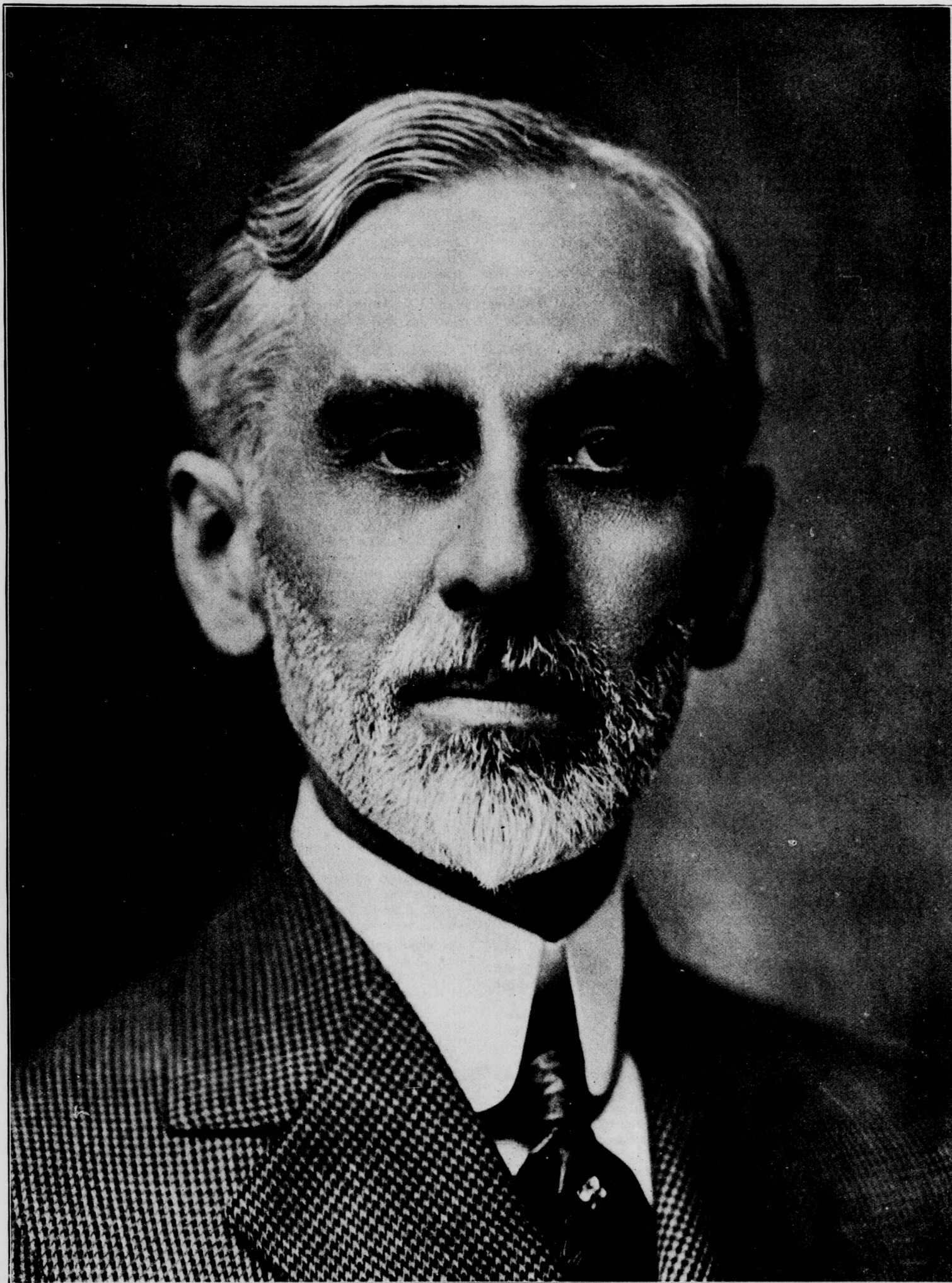
While shark and skates are not commonly regarded as fine eating as some other fish, a fairly large market should be found among people who cannot afford the higher costs of salmon, tuna, and halibut. If properly prepared, it is asserted, some of the shark and many of the skates compared favorably with more popular fish.

Most of the shark are small, with small teeth. Like most of the fish suitable for human fare, they feed on smaller species of fishes and on invertebrates, which swarm the sea in vast numbers. The basking shark, one of the largest Pacific varieties found in California waters, eats only very tiny marine organisms.

Advertising is gradually overcoming the prejudice against eating shark, it is stated. Shark and skates are now sold in fair number in the markets of San Pedro, and to some extent in San Francisco.

In San Pedro the shark are prepared by beheading, removing all the fins, cleaning, skinning, and finally fileting. As steaks they appear on the retail markets, usually under the name of "filets," and sell from 10 to 20 cents per pound. Fishermen receive about 3 cents per pound.

Skates, which bring about the same price, are prepared for the market and sold sometimes under their own name, and other times as "filets." Both shark and skates may be cooked like any other fish, without any special preparation.



Lee M. Hutchins



## FIFTY YEARS OF RETAILING

## Changes Which Have Marked Chicago's Retail Business

Someone has said that anniversaries are especially popular in America because they cater to the pride of achievement and progress. When our present can be shown superior to our past it gives everybody a pleasing sensation.

There are always those who put the past on a pedestal and bow down to it with reverence. But that attitude of mind has never gained much of a foothold in Chicago. We have been too busy making improvements. And alongside the new there has always been left enough of the old to illustrate the contrast in favor of the new.

Much of the courage and zest with which Chicago has gone forward steadily improving its conditions is no doubt due to the opportunities for comparison between the old way and the new which are everywhere in evidence.

This is especially true in considering the progress of retail merchandising in Chicago during the past fifty years. There have been innumerable changes and most of them have been for the better.

Few would be willing, all things considered, to exchange anything that is truly representative of the present day at its best for that which correspond with it fifty years ago—or, for that matter, a much shorter period of time.

Retail merchandise is always a good cross-section of civilization at any given time or place. The market place has always been the great popular meeting place of the people of every land and time.

It is inevitably so—the meeting place of supply and demand, the primary reason for the existence of cities. A retail store is the first form of business in every new village. The industry of retailing grows up with every community.

When changes come, as they always must come, they concern commodities and equipment and means of transportation; but human nature does not change. It comes to the retailer, to-day as it did fifty years ago, with its desires and demands for comfort, utility, beauty, fashion, novelty, value, service. Popular ideas of what will best serve these elemental needs change with the years, and the changes in retailing reflect these changed ideas.

Fifty years ago it took nine yards of cloth (or was it twelve?) to make a woman's dress, and to-day it takes five yards (or possibly three). One might think that retailers would deplore that fact, but more dresses easily make up for the difference. Styles change and bring a demand for new goods; and apparel is always a conspicuous and important factor in retailing.

Chicago fifty years ago, in 1881—ten years after the great fire—was rebuilding itself on a more solid basis than before. The temporary and faulty structures that went up immediately after the fire were being replaced by better ones, some of which are still doing service on some of our principal streets, although most of them have been succeeded by two or three subsequent layers of new buildings. The

"new Chicago" of 1881, as it was then popularly called, had little to suggest the "new Chicago" of to-day.

The concentration of the retail district in the downtown area, and especially on State street, was due at first in no small degree to the difficulty of clearing away the vast amount of debris left by the fire. The first areas to be cleared were soon occupied by retail stores, and the idea of a central retail district took a firm hold upon the city. In more recent years there has been a vast spreading out towards outlying districts and suburban communities.

This early concentration of business in the central district gave an impetus to taller buildings, and lines of transportation were developed to serve the compact areas thus created. But the residence districts were not so far away.

Among the firms familiar to the shoppers of to-day which were active and conspicuous in Chicago retailing fifty years ago are:

Marshall Field & Co., changed only that year from Field, Leiter & Co., occupied a six-story building at State and Washington streets, with its famous mansard roof.

Mandel Brothers on Wabash avenue. Schlesinger & Mayer opened a new store that year at State and Madison streets. This was later succeeded by another building which in 1904 was purchased by H. G. Selfridge & Co., and later that year was purchased by Carson, Pirie Scott & Co.

Carson, Pirie & Co., in 1881, were located at Madison and Peoria streets, insisting in every advertisement that "It pays to trade on the West Side." Later this firm moved to State street and was located on the southwest corner of State and Washington streets, where they remained until 1904, when they moved to their present location at State and Madison streets.

Madigan Brothers, then as now, were located on W. Madison street.

Geohegan & Revell, which afterwards became A. H. Revell & Co., were at Randolph and Fifth avenue, now Wells street.

John M. Smyth was also, then as now, located on W. Madison street.

Partridges, which was afterwards sold to Charles Netcher and became the Boston Store of to-day, was then at the same location.

The Fair was at its present location under other ownership than at present. Burley & Tyrrell were at 83 State street.

Lyon & Healy, even then featuring the long famous script signature with the big L, were at State and Monroe streets.

Charles Gossage & Co., an outstanding store of the period, later merged, were on State street.

Tobey Furniture Company was where the Pittsfield Building now stands.

C. D. Peacock was at State and Adams, opposite the Fair.

The Golden Eagle Clothing Company, afterwards purchased by Browning, King & Co., was an active concern of the period.

Other concerns of the period well known to-day were:

John T. Shayne.

John Colby.

Wilson Brothers.

Juergens & Anderson.

Gunther's Candy Store.

S. M. Rothchild.

These concerns, which represented the leading retail interests of Chicago fifty years ago, although then doing business on a much smaller scale than in later and more recent years, were nevertheless laying a broad foundation of public confidence and a reputation for quality merchandise and square dealing which has always been an outstanding characteristic of Chicago's retailing activities.

It is true that even the ethics of Chicago retailing have improved with the years, partly because of an increased recognition of what were the more worthy practices, and partly because it was found that the constant return of satisfied customers was the only key to successful retailing.

Many practices which were considered good business fifty years ago would be dismissed to-day as unworthy of use. Perhaps the chief factor in bringing this about was the early and continual insistence on the policy of "satisfaction guaranteed or money refunded." Probably no city in the country has quite equaled Chicago in maintaining this policy in retailing.

While the growth in the volume of business, due to the increase in the size of the city, has been the outstanding fact in Chicago retailing in fifty years, many other changes are worthy of mention.

With the increase in business and the need for new buildings there came new fixtures and equipments; better arranged stocks, better show cases, display windows; better elevators, better lighting, better ventilation; more artistic signs; better and more artistic advertising; better conveniences and accommodation facilities; wider and wider areas of free delivery of merchandise—in a steady and unbroken series of steps through the years.

State street, always the principal retail shopping street of Chicago, in the eighties and nineties, and down to a later period had to share its frontage with numerous saloons, burlesque vaudeville houses and later with nickelodeons with their crude and lurid posters, all of which made the street far less attractive than it is to-day.

As late as 1900 it was the custom of some of the less dignified stores to bring innumerable bolts of dress goods and other merchandise out to the street edge of the sidewalks and claim the attention of passersby with large placards and vocal advertising.

It seems difficult to imagine our dignified State street of to-day ever having been the scene of such activities, but many persons with good memories will have no difficulty in reproducing the scene.

The vast business once done in dress goods by the yard eventually made way for the ever-increasing popularity of ready-to-wear apparel. In the eighties and nineties yard goods occupied the first floor of every leading dry goods store; and it is said there were more dressmakers in Chicago at that time than today, although the city has increased five or six times in population.

Horse and wagon deliveries over eight square miles of free delivery areas eventually gave way to motor truck deliveries over a 250 square mile area of city and suburbs.

Michigan avenue, once the outstanding street of homes, gradually gave way to stores and shops and tall buildings which have given it a strictly business character.

The upbuilding of retail stores in the outlying districts of the city and suburbs during the past twenty or thirty years is one of the notable developments of the half century of Chicago retailing.

Brilliantly lighted and artistically trimmed show windows, so long a conspicuous feature of Chicago retailing, are to-day so much a matter of course that it seems difficult to realize that for generations Chicago merchants but meagerly appreciated this form of display.

Newspaper advertising of retail stores, which to-day is an outstanding characteristic of retailing, was a comparatively small affair fifty years ago. A half column of space, mostly without prices, listing from three to ten departments and their offerings, was a characteristic advertisement of even the largest stores of the period.

Few, if any, illustrations were used. The process of photo-engraving, by which advertisements of today are illustrated, was not yet even a projected invention. Wood engraving was at the height of its development, but it was considered too expensive for advertising purposes.

It would be difficult to suggest any factor in retailing which has not been materially changed, either in character or in magnitude, during the past fifty years, and, as previously stated, practically all of these changes have been decidedly for the better.

To-day the feeling of improvement is the order of the day and hardly a week goes by that some new step is not taken to improve the industry of retailing in Chicago.

But the room for improvement is still much in evidence and it cannot be doubted that in another fifty years much that passes muster to-day or even ranks as a thing of pride will be considered rather crude and inefficient.

To look backward with satisfaction helps to stimulate looking forward with vision and determination.

David M. Yates,  
Gen'l Mgr. Marshall Field & Co.

A Texas department store has opened a "Properteria" department for selling real estate. Minute movies of each property permit prospects to view as many as 100 homes without leaving their easy chairs in the new department. Another new merchandise device employed is a display unit which shows details of each property, including a map which reveals the character of the neighborhood, transportation, school and church facilities, a photograph of the house from the street, and a sketch of the house interior.

A new striping tool for painting automobile bodies, etc., carries its paint in an aluminum cup, has a guide which, it is said, can be adjusted to take any type of molding or flat surface.

# Where do we go from here?



NOW that the smoke of the battle of the "codes" is clearing, the big question is — what's the next move?

The next move is to create business. Retailers and wholesalers must **MOVE THE GOODS** if they are to survive and prosper.

The same old markets are waiting to be sold in much the same old way. Human nature hasn't changed. It's as quick to take advantage of "bargains" as it ever was.

To **MOVE THE GOODS** today requires a good deal of vital, extra pressure. It takes shrewd brains and sound merchandising sense. It must avail itself of ability that has been tried and tested on the proving ground of practical, down-to-earth merchandising experience.

For nearly thirty years the John L. Lynch Organization has been serving the nation's leading wholesalers and retailers in the capacity of special sales directors. We have directed inventory-reduction, business-building and complete liquidation sales for many of the country's largest establishments. Our reputation is firmly established. Our record is an open book.

If you are eager to "go places" during the next six months, we think you will be interested in a confidential examination of facts and figures which we are prepared to submit to you, and which have a very important bearing on your business regardless of its size and location. Correspondence is invited. You will not be obligated.

The John L. Lynch organization heartily congratulates the Michigan Tradesman and its editor, Mr. E. A. Stowe, on the Golden Anniversary of the founding of this indispensable paper. We believe Mr. Stowe's record is unique as the editor and publisher of Michigan's leading business weekly, both in length and quality of service. We wish for Mr. Stowe and his paper a long continuation of life and usefulness.

**JOHN L. LYNCH**  
**SALES COMPANY**  
MURRAY BUILDING  
GRAND RAPIDS, MICHIGAN



## GOOD QUALITIES OF LARD

## Most Satisfactory Shortening for Many Purposes

I am very pleased to have this opportunity of writing about lard to a group so vitally interested in that product. I hope to accomplish several things in the space allotted to me. First, I will give you my conception of the attitude of the trade, particularly the bulk trade, toward shortening in general. Second, I will cover the principal baked products consumed by the American public, giving you so far as I can, the facts concerning the use of lard in each product. During this discussion, I would also like to present some rather radical ideas with respect to the attitude of the consuming bulk trade toward proper quality necessary in such products as cake to satisfy the housewife. And in conclusion I will take the liberty of making several suggestions which I believe will be helpful in our efforts to elevate lard to its proper place in the shortening field.

The history of the various baked products which we consume is very interesting, and the correlation of this history with the trend in shortenings is instructive.

Let us first consider bread, which is the most important of the bakery products. Not so many years ago, over 80 per cent. of the bread consumed in this country was baked by the housewife in her kitchen. The commercial shop had to be satisfied with the remaining 20 per cent. of the business. This condition was not, of course, conducive to profit in the baking business, so the leaders of the industry determined to find the reason for such an uneven division of the bread production and, if possible, change it. What they accomplished is now history. At the present time 80 per cent. of the bread production comes from the commercial shop and the remaining 20 per cent is baked by the housewife. This ratio may be only approximately correct at the moment because of the present economic situation, with its effect upon the family budget, and the tendency among some bakers to reduce quality in competitive wars, which can only spell failure for the participants. It does, however, represent the average division over the past few years. It is important for us to note here that the baking leaders found that the housewife was making her own bread because the quality of the commercially baked product did not satisfy those who sat around her table. Steps were taken to improve the product. This was brought about by improvement in quality of all ingredients used and, more important, by improvement in manufacturing procedure and control. Science was applied to bread making with the result that the quality of the product soon reached a point where the housewife felt she could buy and be satisfied.

Now, by way of comparison, let us turn our attention to the production of cake, which probably ranks second in importance among bakery products. The manufacture of cake is a comparatively young industry and is in the

same condition relatively as the bread industry was years ago. Today over 80 per cent of the cake consumed is produced by the housewife. The baking industry must be satisfied under present conditions with less than 20 per cent. of the potential market. The reason for this condition is again found in quality of product offered. Practically everyone connected with the baking industry will concede that the housewife bakes rather than buys cake because of the fact that the bakers' products lack something which her kitchen baked cake has; and it is this something which accounts for the large amount of cake which comes from the kitchen ovens. You will note here almost an exact parallel so far with the bread situation previously described. But now let us consider briefly the steps which have been and are being taken to capture the large potential cake volume for the commercial shop. You will recall that the quality of bread was brought up to the housewife's requirements by the application of science to bread ingredients and methods of production. There is considerable doubt in my mind whether this same procedure, so successful with bread, is being followed in the work which is being carried out in the interests of cake. The growth of the cake business, comprising now only a small percentage of the potential possibilities, has been practically coincident with the development of the hydrogenated vegetable oil shortening. Many of our present ideas and theories concerning the production of cake, as well as other bakeshop products, have originated from sources interested primarily in the production of this type of shortening. Such qualities as creaming power, water-absorbing ability, and bland flavor have come into prominence, possibly not because of their particular desirability for the production of the most satisfactory products, but because they are inherent properties of shortenings available for extensive advertising campaigns. I offer, therefore, the suggestion that the investigation of cake problems has been led along the lines of endeavor particularly advantageous to hydrogenated vegetable oil shortening rather than along the lines followed successfully in the bread field; namely, the scientific investigation of the qualities and production of the baked product itself.

Whether this assumption be right or wrong, there is ample evidence that no serious inroads have thus far been made on the 80 per cent of cake production handled by the housewife. This indicates to me that the line of attack may well not be the proper one. I shall discuss this particular phase of the question more in detail when we consider the use of lard in the production of cake. My purpose in presenting the material so far covered, which really has no direct connection with the subject given me, is to build a background for some possible good qualities of lard which we do not at present advocate generally and persistently to the trade. I have stated that the development of the hydrogenated oil shortening and the cake industry cover

about the same period of time, and have inferred that present cake quality has been made to fit in with hydrogenated vegetable oil shortening properties rather than developed from the standpoint of producing the housewife's product. As an indication of this, let me call your attention to the qualities of the ideal shortening as they have been presented to the baking trade for the past 15 years by the active advocates of such products:

- (1) Color—glossy white.
- (2) Flavor—bland.
- (3) Smoke point—high—450 deg. F. or better.
- (4) Creaming qualities—must cream light and hold volume.
- (5) Water holding capacity (emulsification)—must emulsify with the water of the batter.
- (6) Keeping qualities—must maintain its original desirable flavor for an appreciable time in the cake or other products in which it is used.
- (7) Consistency (plasticity)—must incorporate properly in the mix.
- (8) Uniformity.

The baking industry at present has been led to accept these properties as essential to a successful cake shortening, and, what is more important to lard producers, these same properties are being represented as essential to the production of all baked products.

This brings us, if you please, to the consideration of the principal bakery products. We shall have time to consider briefly, only, bread, pie, crackers, deep fat frying, and cake. All of the material which I shall cover in connection with these several products is predicated on the theory that each particular shortening has its own particular place in the production of baked products where its use for one reason or another is especially advantageous. I am not going to ask you to depend on my word alone for this, but shall present some rather decisive proof that the theory is correct. I shall quote you authorities from the baking industry itself, representing companies well equipped with laboratory and testing facilities, so that they may determine definitely what is best for their business. Their statements were made under oath in a hearing before an official body in Washington and represent, as I see it, not opinion but fact developed from experience and research.

Lard is the best shortening for use in the production of bread. It was, in fact, formerly considered the standard shortening in bread work. When the subject was discussed at conventions and bakers' meetings, lard was accepted without question as the leader, and comparisons were made with it as such. Any change which may have occurred with respect to this situation has resulted from successful selling of the all-purpose shortening idea with the characteristics as noted, rather than from better quality produced by fat other than lard.

The percentage of shortening used in bread will vary from two to three per cent., based, as the baker calculates percentage, on the basis of the flour. The total score or quality of the

loaf improves very rapidly up to two per cent. The rise is quite gradual between two and three per cent. After three per cent., there is a quite rapid decline. The small percentage of shortening present in bread does not permit of any startling effects upon the loaf. There is, however, a noticeable improvement in the character of the crust with the increase in shortening content. The extreme brittleness decreases with the addition of shortening and is replaced by the much desired pliable crust which results from the lubricating action of the fat. The texture of the crumb is also improved, with a slower improvement with additional amounts. Lard is probably slightly superior to other shortenings when considered in connection with character of crust and texture because of its longer plastic range, insuring satisfactory mixing under varying conditions of handling, and also because of its greater shortening power. But the chief advantage of lard in bread work is found in its flavor. The flavor of the lard does not, of course, carry through as such into the finished loaf. Neither does the flavor of salt, sugar, malt, or yeast. All, however, contribute their bit toward the final flavor. I maintain that a loaf of bread made with lard is superior, from the flavor standpoint, to a loaf made with bland shortenings. Let me offer evidence at this point, consisting of sworn statements made by representatives of two of the largest bread baking companies in the United States:

I. Director of laboratories of a large baking chain with plants located throughout the country says under oath:

Q. Do you consider that there are certain purposes for which lard is especially suitable?

A. Yes, for instance in the production of bread and rolls.

Q. Will you please state why you consider lard especially suitable for the production of bread and rolls?

A. Primarily because of the particularly fine flavor which it imparts to those products.

II. Manager of Cake Sales and Production, of another nation-wide system of bakeries, says under oath:

Q. Please explain fully in what department lard is used in your company and the reason for its use therein.

A. We use it almost exclusively in our bread products and exclusively in our main bread product. It is used because hydrogenated vegetable oil shortening will not give the desired flavor and characteristics that we desire to have and which the business has been built upon.

Q. Do you regard lard as a shortening which is peculiarly suitable for bread?

A. We do.

I am quite sure you will agree with me that there is very good evidence to the effect that lard and not the so-called ideal, all-purpose hydrogenated oil shortening is, as stated previously, the best shortening for bread work.

Hi-Grade  
Quality  
Sanitary



Insecticides  
Guaranteed  
Non-  
Poisonous



TANGLEFOOT FLY  
PAPER

A famous fly catcher, sanitary, non-poisonous and economical. Ideal where food-stuffs are exposed. Packed 50 double sheets in display carton, 5 cartons to a case.

#### TANGLEFOOT FLY SPRAY

A clean smelling powerful insecticide. Kills moths, flies, mosquitoes, roaches, ants and certain other insects.

Packed in various sizes.

Also packed in bulk.



TANGLEFOOT FLY RIBBONS sell better because they are made better—easy to pull out, neat in appearance, wonderfully efficient, long lasting. Thumb tacks come with them.

Attractively and conveniently packed in cartons like one illustrated at the left. They will practically sell themselves. Packed 100 ribbons in display carton. 10 cartons to a case.

Made by American Labor and a Profitable Item

for Every Retailer

**THE TANGLEFOOT COMPANY**

GRAND RAPIDS, MICHIGAN



Now a Wider Choice of

# DELICIOUS HEINZ SOUPS

OPENS A PROFITABLE NEW MARKET  
TO GROCERS

In response to country-wide demand for more of the famous Heinz Homemade Style Soups, Heinz now offers a wider range — 15 varieties in all — each fully prepared, ready-to-serve.

These new Heinz Soups open up an entirely new market among discriminating customers. They are welcomed in the finest homes — served in the most exclusive restaurants.

To progressive grocers, Heinz Homemade Style Soups offer an exceptional opportunity for sales and profits. Forceful advertising is directing buyers to your store as the place where these delicious new foods may be obtained. Be sure to stock them now for the increased fall and winter trade.

**H. J. HEINZ COMPANY**

**15 KINDS**

**HEINZ HOMEMADE STYLE SOUPS**



Approximately three-fourths of the desserts served to men in hotels and restaurants are said to be pie. This proportion does not hold true in the case of women, as the estimate claims only one-quarter for them. It appears again that the woman is not sold on the quality of bakers' products. Pie crusts are mixtures of flour, shortening, water, and salt, with the shortening present in percentages which vary from 30 to 100 per cent. on the basis of the flour. Lard is the best shortening for this work. It has three outstanding advantages in the production of pie crusts. First, the flavor of lard crusts is far superior to that produced by bland shortenings; second, the actual shortness resulting from the use of lard is considerably more pronounced than that found from other shortenings; third, the plastic range of lard is considerably longer than that possessed by other shortenings, which permits the satisfactory mixing of the pie dough at cool temperatures, a procedure which is acknowledged by all of the best informed of the baking industry as productive of the most satisfactory crust. The first advantage is, of course, subject somewhat to personal likes and dislikes and has lost some ground in late years because of the propaganda favorable to the bland, all-purpose shortening. Most unbiased pie bakers, however, will say that the lard crust is desirable from the standpoint of flavor. The second advantage has been proven by scientific methods, making use of instruments of various types known as shortometers. These instruments measure the actual shortening power, especially in those mixes where the fats act in a lubricating capacity only, and show definitely that lard has from ten to twenty per cent. more actual shortening power than the hydrogenated vegetable oil products. I might point out in connection with the third advantage, namely plastic range, that the manufacturers of hydrogenated oil products have worked for years without success to duplicate the plastic range of lard in their product.

Director of Bakery Research, of a large bakery, says under oath:

Q. Please state the principal purposes for which lard is used in the baking industry (based on experience with present company).

A. Lard is used in the manufacturing of bread as well as pies.

Q. In pies, I assume you mean the crust.

A. Yes.

Q. Do you know whether hydrogenated vegetable oil shortenings are used in the manufacture of pie crust?

A. I couldn't say as to that. In my experience of 15 years I have never used them.

Q. You never used them.

A. No. We always use lard. It gives you a better crust and people don't get away from lard in the making of it because the housewife can very easily determine a pie made of any other fat.

Now, let us turn our attention very briefly to crackers.

Flavor and superior shortening power are the qualities which make lard the best shortening for the manufacture of crackers. This baked product is made from a yeast-raised dough and is baked in thin sheets to a dry, crisp wafer. The shortening used acts as a lubricant surrounding the various particles of other ingredients, such as the flour. It is common knowledge in the cracker field that lard will produce a crisper, tastier cracker than any other fat. Shortometer tests have proved conclusively that the lard cracker is shorter and therefore more pleasing from the standpoint of that quality best described as "chewability."

A shortening to be successful in cracker manufacture must have good keeping quality. Good lard does have good keeping quality. I have seen crackers made from lard which were over one year old and still sweet and without trace of rancidity development. On the other hand, I have seen crackers made from lard which became rancid in 6 weeks' time. I have also seen crackers made with hydrogenated vegetable oil product which were decidedly rancid after storage for 6 weeks. I make this claim with respect to keeping quality of shortening in connection with the production of crackers: Furnish the manufacturer with lard meeting the specifications necessary for his problem and it will prove entirely satisfactory. His requirements are severe and he should have the highest quality of lard made. You will note that the hydrogenated vegetable oil shortening producer makes a special product for this work. The lard producer can furnish a suitable lard by accepting and following the proper specifications.

Non-uniformity has been the principal argument against the use of lard for crackers. This condition is, however, largely a thing of the past and uniform product can be furnished, and is being furnished, by strict adherence to correct standards.

Director of Research and Development of one of the progressive baking companies, said under oath:

Q. Is there any one shortening that is a universal shortening or do the different shortenings occupy distinctive places in the baking industry?

A. Different shortenings occupy distinct and different places.

Q. Where do you use lard as a shortening?

A. We use it in biscuits, crackers, cookies, bread, and other yeast leavened doughs.

Q. Is it your practice to substitute one kind of shortening for another?

A. No. We use each class of shortening for the purpose to which it is best adapted in the baking industry.

We have now covered bread, pies and crackers. The feeling in the baking industry toward lard for these purposes is still somewhat favorable in spite of the lack of support given it. This feeling does not exist, however, toward the use of lard for the production of either doughnuts or cake, and if we are to admit the correctness

of the existing unfavorable attitude in these particular instances, then we should dismiss these two products with the simple statement that lard is entirely unsuitable for them. But let us consider the matter carefully and see if we cannot find justification for the use of some lard in the manufacture of doughnuts or cake.

Shortening is used in the dough batch and also as the frying medium in the frying of doughnuts. For the sake of convenience only, the baker prefers to use the same fat in the dough as he uses in the frying kettle. The fat used in the dough does not appreciably influence the flavor because of the spices and flavor usually used and because of the relatively small percentage of fat present in the dough itself. This is not the case, however, with the frying fat; because approximately 20 per cent. of the finished doughnut is fat which is absorbed during frying, and this amount does exert an influence on the flavor. Now we are informed that 385 to 395 deg. F. is the proper frying temperature and that 3 ounces of fat per dozen is the proper absorption. I am not going to say definitely at this time that this information is incorrect. But I am going to ask this question: Were these instructions arrived at in an investigation intended to produce doughnuts comparable to those made by the housewife? Well, Mary Meade in the Chicago Tribune says to fry at 350-356 deg. F.; Everybody's Cook Book says 360-370 deg. F.; The Household Searchlight Institute says 365 deg. F.; Mrs. Peterson's Simplified Cooking says 370 deg. F.; Belle Lowe in Experimental Cookery says 350-355 deg. F. Why the appreciable difference between these directions and the present commercial practice? The correct answer to this question might be extremely interesting to producers and merchandisers of lard.

Doughnuts can be fried in lard under the proper conditions of frying. I personally like the product so made. It is true that they will have more than the three ounces of absorbed fat. But so do those produced by Mrs. Housewife. It is true that they will have evidences of lard flavor. But a great many people like this flavor and prefer the doughnuts carrying it. The majority of those who dislike the flavor did not come to that opinion of their own accord, but were led to it by the persistent presentation, in one way and another, of a certain type of shortening. I know of a number of bakers who are using lard successfully in this work at the present time. One fries 700 dozen per day; another, 1000 dozen per day; and still another, 1,500 dozen per day. The small shop, particularly, should find its use advantageous because the finished product in my opinion will be more like the housewife's doughnut and will stay fresh longer because it has slightly more than the three ounces per dozen absorption advocated for commercial products. I would be foolish indeed to tell you that lard can be heated as high and as long as the hydrogenated vegetable oil products and still retain the

same degree of "life" as the baker calls it. I do maintain, however, that very satisfactory doughnuts can be made in lard by slight changes in the frying time and temperature. What is still more important, the doughnuts produced in lard will probably be more nearly like the old fashioned kind that used to come from the kitchen in quantity just as soon as the cold weather set in, in the fall. I am no longer telling the trade that lard is not suitable for deep fat frying. I believe that it is, under the proper working conditions.

There is also a prejudice against the use of lard as an ingredient in cake. We can only touch upon it briefly. There are three general methods of producing cake: We have that class which depends for its lightness upon beaten eggs, as, for example, sponge cakes or angel food cakes when made with whites. There is also that class which makes use of an inorganic leavening agent in addition to creamed shortening and beaten eggs. The layer and loaf cakes are usually found in this class. Last there are the pound cakes, which depend for their lightness upon the creaming and emulsifying power of the shortening. The procedure followed in making a cake of this latter class is to place the sugar and shortening in the bowl and incorporate air by creaming or mixing. This forms a foamy mass, the volume of which is, in the case of certain shortenings, more than double the volume of the original mass. When the sugar-shortening mixture has been sufficiently creamed, the milk, eggs, and flour are added in such a way that the foamy structure is not broken down. The dough going into the oven, therefore, contains finely distributed particles of air and moisture. The air and moisture, particularly the moisture, when exposed to the oven temperature, expand and produce the volume and texture characteristic of this type of cake. We were led to believe for a long time that the expansion was due entirely to the air taken up by the shortening in the creaming operation. That made a very good selling story for the good creaming products. But some recent investigation and calculations have shown that the expansion of the air could theoretically only account for a small proportion of the total rise obtained in the oven. We now know that the vaporization of the water accounts for the rest and greater part of the oven kick.

The cake industry almost to a man has accepted the characteristics of the ideal shortening, as given in the first part of this discussion, as essential to the production of quality baked goods. In spite of this very general agreement, I often wonder whether we are not on the wrong track in cake work. The baker's principal competitor is admitted to be the housewife. But did you ever compare the average commercial cake with the product as it is usually made in the kitchen? The commercial cake is light and to me invariably dry. That produced by the housewife is moist, rich, and would prob-

# CONGRATULATIONS E. A. STOWE

of the



## FIFTIETH ANNIVERSARY



A Man and an Institution  
whose Integrity and Service  
are beyond reproach



Michigan Bankers and Merchants  
Mutual Fire Insurance Company

Fremont, Michigan

Organized 1916

Wm. N. Senf, Secretary and Treasurer



ably be called heavy by most bakers. This difference is undoubtedly due to excessive creaming in commercial production. Several investigators have shown that the great majority of formulas used by bakers and expressed in pounds and quarts are not appreciably different from the housewife's formulas when converted by calculation into teaspoons and cups. Therefore, I submit that if the bakers' cakes do not compare favorably with the housewife's product, and the division of cake production between commercial shop and kitchen indicate that they do not, then the difference is very probably due to the difference in mechanical methods used. The housewife does not have the facilities to whip a great amount of air into the batter but she surely appears to turn out a most satisfactory product. May I leave this thought with you then? It might be discovered, on investigation of cake production with particular attention to the amount of creaming, that the education of the baker has been carried too far in this respect and that lard, plus the right amount of chemical leavening, might lead to a product more satisfactory to Mrs. Housewife than that which she apparently refuses to buy now. So much for cake.

I would like to go further and tell you of other products in which lard may be used successfully. They would include cookies of certain types, cream puff shells, coffee cake, etc. I would also like to discuss some advantages which lard may have from a nutritional standpoint, but time will not permit the further consideration of these subjects.

And now, in conclusion, let me mention just a few pertinent facts with respect to the use of lard:

1. We have improved the quality of our product in the last several years. We should talk about this improvement more, especially to our customers and prospective customers. Don't accept the non-uniform argument as if it were an undeniable fact. Strict adherence to specifications can overcome, and has largely overcome, former serious difficulties in this respect.

2. Lard is a satisfactory shortening for many bakeshop purposes. Let's become familiar with them. Let's make our organizations familiar with them. And finally let's take advantage of every opportunity to make the trade familiar with them.

H. S. Mitchell.

Two western baking companies are promoting cookie sales through novel merchandising ideas. One has introduced a large jig-saw cookie, offered in five types—pigs, cows, horses, rhinos, elephants. A die cuts segments nearly through before the cookies are baked and they are packed unbroken, two to the package. The other company has introduced "mystery cookies." The label on their container explains: "There are ten ingredients. Guess eight right and win a handsome prize." The prize is a jar of another kind of cookies, made by the same company.

Satisfaction begets stagnation.

### Ohio's Method of Training Youth

Educational service in Ohio, along with almost every other public activity, has been hard hit by the economic situation.

Public schools have universally cut salaries, staff and supply costs. Budgets have been reduced on an average of 20 per cent, from 1931, and suffered further reduction in 1933.

Nevertheless, educators carry on, making every effort to keep the schools functioning on the highest possible basis.

Probably the outstanding feature of 1932 was the work of the Ohio School Survey Commission, appointed early in the year by the Director of Education, at the suggestion of the Governor. This Commission of 16 men and women made an exhaustive study of the entire public school system. The Commission concluded its work on Dec. 27, 1932, with recommendations for a permanent program for the State.

The main feature of the report dealt with inequalities of educational opportunity, with recommendations for correction. It was discovered that the present system of State aid, under which was distributed about \$4,500,000 in 1932, is inadequate; as many districts needing assistance could not obtain it under the present law and bad conditions in nearly all districts had been greatly augmented by the economic situation.

The Commission recommended that \$33,000,000 be raised by indirect taxation and that it be distributed as follows:

1. A flat sum of \$7 per pupil be given to every district in the State.
2. Each district should then be given a sum which, with a local levy of three mills, would guarantee a \$1,200 program for a school of 30 pupils.

The State Department of Education would set up minimum standards and make the distribution. The program recommended is the average one for the districts now receiving aid and is intended to be only a guaranteed minimum.

The special work in Vocational Trades and Industries, Vocational Agriculture, Vocational Home Economics and Vocational Rehabilitation has been unusually well done in Ohio. Due to the desire to balance the budget by economies, rather than to increase taxes, the Budget Commission has cut out the State's share for the first three named activities.

State wide protest has already been made and efforts will be made to induce the legislature to return the amount necessary to the appropriation. Two hundred centers each for Vocational Agriculture and Vocational Home Economics have been maintained, and 600 for Vocational Trades and Industries. Vocational Rehabilitation has cared for the education and placement of nearly 400 cases during the year.

Special class work for deaf, blind and crippled children in the elementary grades is carried on by cooperation of the State and the local districts. A fund of nearly \$500,000 yearly has been used for this purpose. Ohio stands

high in this work, ranking first in sight saving and crippled children's work.

One of the unique features of the work in the state is the Ohio School of the Air. On each school day during the past four years, a 60-minute program has been broadcast over Radio Station WLW in Cincinnati.

This project, although very much worth while, has suffered in the past two years for lack of funds. There are hopes that, with greatly extended service, other States may see fit to give assistance.

Through the agency of the State Department, music has become an outstanding feature of the educational program in Ohio. A State Supervisor has added to the efficiency of this work by cooperating with county superintendents in establishing circuits by means of which high grade teachings is given in vocal and instrumental work in almost every part of the State.

It is generally admitted that Ohio has some of the outstanding programs in rural counties in America. Through this service of the Department, the desire of many children for musical development has been satisfied, and the finer things of life have been developed as would not have been possible without such service.

The objective of the Department is now to hold the line against the attacks caused by a spasm of economy which may rob the citizens of the future of the educational opportunity which is justly theirs.

B. O. Skinner,

Director of Education for Ohio.

### Factors Which Result in Spread of Disease

The history of malaria may be traced as far back as 1,000 years before the birth of Christ. As early as 500 B. C. there were known to be three types of malaria—quartan, tertian and estivo-autumnal. However the cause of the disease was not known at that time, nor had a satisfactory method of treatment been found.

In Europe, prior to the seventeenth century, many remedies had been used in the treatment of malaria, but with little effect. However, the Indians in South America had found that the extract of the bark of a certain tree would control chills and fever. In 1638 the Countess of Cinchon, wife of the Governor of Peru, was taken ill with chills and fever. Her physician advised her to try this bark and in a very short time a cure was effected.

In 1880 Laveran, a French army surgeon, working in Africa, discovered that the blood of malaria patients contained certain organisms. It was thought at that time that the disease was transmitted through bad air and water. In 1898 it was definitely proven that these organisms were transmitted to man by the bite of an infected mosquito.

There is little doubt that malaria is one of the most outstanding health problems in the South today. Malaria costs the South incalculable wealth each year. Besides the loss through untilled fields, diminished earning capacity, loss of time and even death, it

produces in its victims an inertia, the economic effect of which can scarcely be measured in dollars and cents. It has been estimated by some authorities that the cost of malaria to the southern States is about \$50,000,000 to \$60,000,000 annually.

Malaria may attack the individual in different ways. It may come on suddenly and become rapidly fatal, or it may attack the individual slowly, gradually sapping his strength and destroying his vitality. Malaria adversely influences the birth rate, the length of life, and may even interfere with mental progress and development.

Certain factors have an important bearing on the occurrence and spread of malaria. Among these are the climate, the season, the amount of rainfall, and character of the vegetation.

Malaria occurs most frequently during the warm months. The malaria season begins in this State a few weeks after the first brood of mosquitoes appears. This is usually the latter part of May. The height of the season is reached shortly after midsummer, and the decline begins in October when the nights are cool.

Rainfall has a decided influence upon malaria. The mosquito must have suitable ponded water in which to breed. Seasons of excessive rainfall naturally create an abundance of such breeding places. Moderate rains at short intervals are more conducive to creation of breeding places than are heavy rains at long intervals.

The type of soil in a given locality may affect the incidence of malaria in that some soils hold rainfall and allow water to stand, whereas others either allow it to drain or absorb the moisture quickly.

Trees and vegetation have an effect upon mosquito production in that they retain the moisture in the soil, causing ponded water to remain for sufficient length of time to allow the mosquitoes to develop. Perhaps the greatest single factor in the production of malaria mosquitoes in ponded water is the food and protection afforded the larvae by trees, brush, small vegetation and foliage.

This fact was recognized some years ago in Alabama when the State Board of Health passed its regulations governing impounded waters. A major requirement of the regulations is that new basins shall be completely clear of all trees and vegetation before the water is impounded. It is now a rare exception to have an epidemic of malaria around a newly impounded water, whereas it was quite a common occurrence 20 years ago. B. F. Austin.

Two eastern motor-truck lines are interchanging loaded trailer trucks, much as railroads interchange freight cars. One company operates between Maryland and New York, the other between New York and Boston. Tractor trucks handle loads originating in one company's territory and destined for delivery in territory of the other, the truck of the one company uncoupling from the trailer and that of the other coupling on at a joint terminal which has been set up in Newark, N.J.

Compliments

to Mr. Stowe  
of the Michigan  
Tradesman .

50 years  
of successful  
editorship  
has been based  
on . . .

SERVICE and  
(COOPERATION

mutual  
insurance is also  
based on these  
fundamentals .

**THE MICHIGAN SHOE DEALERS  
MUTUAL FIRE INSURANCE COMPANY**

HOME OFFICES IN THE  
MUTUAL BUILDING  
LANSING MICHIGAN



## OUR SAFETY PROGRAMME

### Present Day Trends Must Not Be Narrow

Wherever there is mechanical progress, there are new safety problems arising. For example, with the invention of the sickle and scythe, the hazard of the sharp edge tool became imminent; the reaper with its fast moving knives, its cogs and "cantankerous" horses brought with it more grief; the steam engine, the automobile, and the airplane all have been accompanied by new and more deadly conditions. As a result, to-day we live in the midst of a complex civilization fraught with danger on all sides. We are not only threatened but approximately 100,000 people actually lose their lives each year, while almost three quarters of a million people are maimed and injured. Furthermore, the physical and natural laws inherent in these inventions are no respecters of persons. The president of the United States is confronted with danger along with us all.

What is to be our program of safety under these unmistakable and continuous conditions?

In the first place, our safety program must not be a narrow one. It must go far beyond the application of a guard placed on dangerous machinery designed to inhibit men from killing and injuring themselves. For there are many thousands of conditions upon which guards can not be placed. The home, which today is the most hazardous place of all, is practically without guards (more people were killed in homes during 1932 than by automobiles which is considered our most dangerous field for accidents); the streets and highways are well guarded at dangerous points, especially on trunk lines yet 28,000 people lost their lives in traffic last year; in the fields of chemistry, electricity, surgery and the air, guards play only a minor part. If mechanical devices are placed as preventives wherever possible, only a very small percentage of our dangers will be eliminated. It is evident that a comprehensive safety program must be introduced which will go far beyond mere mechanical safety; it must include mental safety as well. The previous statements are not made to disparage the use of mechanical guards; we believe in safety devices of the proper kind but we do not believe they are sufficient in themselves to cover all phases of safety. We do not think a shop teacher or a factory foreman can exonerate himself for blame for accidents to students and workmen if his safety program includes only the use of proper guards. Neither is it sufficient that an instructor tells his students that they should roll up their sleeves and take off their ties when working near fast revolving machinery. Teaching safety is a harder job than that. It is creating a safety atmosphere in the shop or a safety viewpoint on the part of each individual so that he will react to danger just as he does to immoral temptations. Society demands this of the teacher since a careless worker is a potential liability to the public in the same manner that a reckless driver is a menace on the highway. Neither can an instructor, in my estimation, exonerate himself from blame

because of worn and obsolete machinery if the instructor knows it to be such. He may ethically account for poor results through the use of rickety machinery but he can not justify lost fingers on that ground. The common sense safety principle to be applied in such cases is that the older and less reliable the machine, the more caution and safety instruction the instructor must give before allowing students to operate the machine. Think of an automobile driver attempting to exonerate himself from blame in the case of an accident if he knew the weakness or defect existed in his machine when he started on his trip. Such evidence is criminal negligence. It is equally true in the shop that if an instructor or foreman knew that a part of the machine might fly out at any moment and hit a student or workman in the eye, he is criminally negligent and does not deserve the place he occupies.

It has often been said that 99.9 per cent of the accidents are preventable and until this has become a recognized fact by teachers and by the public, accidents will persist. It has been my observation and experience that the cause or causes of accidents are quite well discernable when carefully analyzed. In other words, our "hind sight" can easily detect the defects of our foresight. If any of you have had serious accidents, you no doubt since have thought of a dozen or more things which you might have done to have avoided them. I recall my first automobile accident. It was only a minor accident with no greater damage than a "blowout" to the other fellow's tire. The other fellow was approaching the intersection on my left. He did not slow down at the intersection but kept on going until he was compelled to stop suddenly to avoid hitting a horse and wagon. Unfortunately he stopped directly in my path. I pushed on the brakes with all my might but did not stop my machine before striking his front wheel broadside. Apparently there was no escapng him from either front or back and at that time apparently no way to have avoided the accident: but to my surprise my fertile imagination informed me the next day about 11 o'clock that if I had pulled my emergency lever, which was almost sticking in my face, I could have avoided the collision. The accident had happened just about 26 hours previous to this little silent voice. The mechanical device was sufficient in this case if I had only used it but the mental training was lacking. The narrower aspect of safety therefore was not sufficient to prevent the accident. It required the mechanical device together with a trained safety attitude before this accident could have been avoided. This I did not have. In other words, I had not become safety minded.

In the second place, accidents are happening everywhere and under every conceivable condition. It is futile to attempt to fight it out by means of mere mechanical devices. The problem of accident prevention in scope is bigger than that, it is very much the same as that of vocational education. How can a vocational, trade or technical high school expert to train boys and girls in the technique of all possible vocations which are being fol-

lowed to-day? The answer is that no single school can hope to do this. Boys and girls must be taught fundamental principles which are applicable to several kindred vocations. In the matter of safety no matter whether boys are working in wood, paper or steel, they must be taught to be careful workmen; to be good housekeepers; and they must develop attitudes along with skills. Safety may be taught in principles as well as mathematics may be so taught. Teachers are not expected to teach children all the problems and examples which may fall under a particular mathematical process, but they are expected to do enough of the examples to fix the principle in mind. The same is true of safety. But just what safety principles are to be taught in the shops should be determined by the shop instructors themselves just as the teachers of mathematics or rather writers of mathematics text books do decide on what mathematical principles are to be included in the book. Our accident record throughout the United States is evidence in itself to show that more attention should be paid to safety as a part of our instruction. The splendid safety work which has been done in the past few years has borne fruit as fatal accidents to children have been on the decrease for the past four or five years while that for adults has been gradually increasing year by year. Safety instruction pays big dividends and should not be neglected by teachers.

How shall safety be taught? It should be taught in correlation with other subjects; that is, safety information should be presented as a part of the regular subject matter. In other words, we do not believe that a given time or period per day should be set aside as a safety period. Safety can be taught more effectively if it is pertinent to the lesson than if taught as an isolated exercise. Psychologically, it is difficult to arouse interest in safety on the part of students if it does not fit into the subject under discussion and therefore very unlikely to create lasting impression. Safety discussions in order to become vital must be woven in as a part of the content of the lesson or follow closely upon the heels of unfortunate or serious accidents. The practice of having safety rules printed and tacked to the machine or upon the wall somewhere in the room or shop is good as a reminder only, but is far from being a teaching device. It serves a purpose similar to the menu in the cafeteria. A menu may be emblazoned on the wall, yet it tells children nothing about a balanced diet; they must learn that through study and discussion. Let me reiterate that the fundamental principle to be followed in teaching safety is to make it hook up with the natural situation wherever possible.

Safety should be a part of the course of study of every teacher training institution in the country. I believe it was John Dewey who said that school is not a preparation for life, school is life itself especially for approximately thirteen years for each and every individual. This bit of educational philosophy is uttered for the purpose of impressing people with the fact that

school work should be practical and fit the child to cope with every day problems. Safety, therefore, in my estimation should be made a part of the educational preparation of every teacher. State teachers colleges over the country should imbue teachers with safety so they will do something about it. There is no excuse for neglecting it and every reason for including it as a part of the curriculum. When a hundred thousand people lose their lives unnecessarily each year, something ought to be done about it. It used to be that people were afraid to ride on trains because of the danger of wrecks. To-day one is 200 times safer in a pullman car than he is in his own home. Why is this? It is because we have been working at railroad safety for fifty years and neglecting home safety. We must now turn our attention not only to home but to all other kinds of safety if we are to stop the annual slaughter of our youth.

What shall be the set up for a comprehensive school safety program? Such a program should include safety in all departments, even in the academic, within the school building, on the school grounds, going to and from school, and in the home. The program should be headed by one who has jurisdiction over all departments if such a program is to be effective. This is important since a program fails because of lack of proper leadership or authority.

In the second place, with such a broad program, particularly since it includes home accidents, there should be a rigid system of reporting accidents. Such reports should be assembled in the main office and a report sent to each school with comments on certain types of accidents.

In the third place, pupils and students should do most of the safety work. Participation in an activity means interest and education.

#### Summary

1. We have shown that through the ages new hazards have accompanied new and improved inventions.

2. Statistics reveal that the annual toll of accidental deaths now reaches almost 100,000.

3. That a broad program of accident prevention must be inaugurated if accidents are to be even lessened.

4. That a safety program of instruction must be correlated with other subject matter to be effective.

5. That a person of considerable leadership must head up a broad and comprehensive program if it is to function well.

6. That pupils and students themselves must do the major portion of the work of a safety program if it is to be made effective.

Mr. C. D. Dawson,  
Assistant Superintendent of  
Grand Rapids Schools.

A radio manufacturer is spurring sales of auto radios by offering free with each set a year's insurance against loss or damage by lightning, fire, theft, wind or explosion while installed in the owner's car.

Floor lamps which keep the slack out of their light cords are being offered. Concealed automatic cord reels are built in under the base.

# BROWN AND SEHLER COMPANY

---

AUTOMOBILE TIRES AND TUBES  
RADIO SETS  
RADIO EQUIPMENT  
HARNESS  
HORSE COLLARS  
FARM MACHINERY AND GARDEN TOOLS  
BLANKETS  
ROBES  
SHEEP LINED AND BLANKET-LINED COATS  
LEATHER COATS

---

GRAND RAPIDS  
MICHIGAN

# MIRRORS



Modernize your store with decorative Mirrors. Most attractive results can be obtained in this way. We are glad to assist in planning.



Hart Mirror Plate Company

Grand Rapids, Michigan

Compliments of

W. Muller Co.

Bakers of Fine Bread

W. Muller Co.

256 Eugene St. Grand Rapids, Mich.

Ask for

Kent Pride Sausage

and Meat Products

At Your Neighborhood Market

Made in Grand Rapids  
By Men You Know

Grand Rapids Packing Co.

Abattoir, 1700 Bristol Avenue, N. W.  
Office and Box, 26 Ottawa Avenue, N. W.

GRAND RAPIDS

MICHIGAN



## GOOD MERCHANTS WILL WIN

### But Unsound Tactics Invariably Arouse Ill-Will

That chain stores do not employ local people, that they pay low salaries and that they provide no opportunity for promotion are, as general statements, easily subject to disproof. To use them is to invite ridicule and interpretations of prejudice. Every chain known to the writer tries to employ local people. The wages and salaries paid by chains are as high as and often somewhat higher than wages and salaries paid by other local institutions for the same class of work. It has to be so. Opportunities for promotion are probably as good in chains as in independent stores, and certainly the chain offers in its higher executive positions opportunities rarely if ever possible in the independent small store field, both in remuneration and influence.

That chain store organizations do not always take a proper interest in local, civic developments, in local schools, libraries, welfare and charities is a criticism that may be fairly made in some instances. There are chain organizations apparently operated by their executives as if they believed they could avoid their responsibilities in these directions. Their short sight and selfishness is a matter for public reproach and specific criticism. Chain stores need to have their communities prosper as much as independents do. The fact that the chain organization is spread over many towns, while the independent small store owner's interests are tied up in only one town, in no wise alters the principle. Far-sighted chain store development provides for active participation in community building wherever its stores may be. Obviously, chain store organizations that neglect their civic responsibilities are in no wise different, humanly speaking, from the thousands and thousands of independent retailers who also avoid any effort or thought in the upbuilding of their communities. But the chain, through the fact of becoming generally well known, is more vulnerable to criticism on this point than the independent and, because of its public position, may be forced to take civic and social interests into account. There are, however, chain store systems which have from the first worked through their units for the welfare of their respective communities in a very commendable way, showing as deep and as constructive an interest as is possible.

In conclusion, the use of unsound and uneconomic arguments and methods in meeting chain store competition, appeals to wrong public motives and the attempts to suppress chains by restrictive legislation are not likely to help the independent small store owners, but are more than likely to create public suspicion and ill-will. Chain stores are the product of our times. They have grown and are growing rapidly. They obviously meet a public need. Unless that need can otherwise be met, even suppression of chain stores would not leave small independent stores in an invulnerable position.

The consuming public is not going to be satisfied with the type of service and merchandising of stores run according to a 1900 or 1910 model. The chain stores have opened up new possibilities which the independents might much better copy than seek to destroy.

The retail business is subject to waves of unrest and revolution. For example, back in the 90's small retailers in nearly every big city in the country feared and fought the growth of department stores. Nearly all of the arguments now used against chain stores were then used against department stores. In spite of such opposition, the department stores grew tremendously because they satisfied a de-

mand of the consuming public. The fear of the mail order house since that time has largely been that of another competitor rather than as a devouring juggernaut.

Beginning with 1920 and continuing up to the present, small retailers the country over have been plunged into another fright over the development of chain stores. Again the argument against big business and the appeals to local patriotism are being exercised just as they were against the department stores thirty years ago and the mail order houses fifteen years ago. It does not seem too much of a risk to predict that in time the chain store system will find its limits of economic

require, by keener and deeper study of consumer demand so as to suit the current case of the public more accurately than hitherto.

The opinion to be expressed here is that in the competition with chain stores the outcome for small stores is not to be feared if they concentrate their efforts on improvements in merchandising, in training their sales people to give thought to customers' wants and in co-operating with others in the retail business on lines in which the strength of numbers is more important than individual initiative.

In the long run, it is believed, retailers of all classes, even those hardest hit by chain store competition, will come to recognize and admit that, ruthless as the struggle may be, very important contributions are being made to better retail merchandising by the chain stores without which not only the consuming public but the institution of retailing itself would be the losers.

Paul H. Nystrom,

Professor of Marketing, School of Business, Columbia University.

### Washing Poison From Fruit

Danger from poisonous spray residue on apple has been reduced to a minimum by the work of the Federal Government and the State governments which are interested in inspection of fruits.

Measures developed by apple growers' associations and by governmental agencies now place a more rigid inspection than ever before on fruit products, it is pointed out by W. B. White, of the United States Food and Drug Administration.

Mr. White says that a new technique of testing washed apples to discover whether they still carry more than the tolerated amount of spray residue is expected to further means of protecting the consumer. By this new process tests can be made within half an hour which formerly took a day or more to yield sufficiently accurate results.

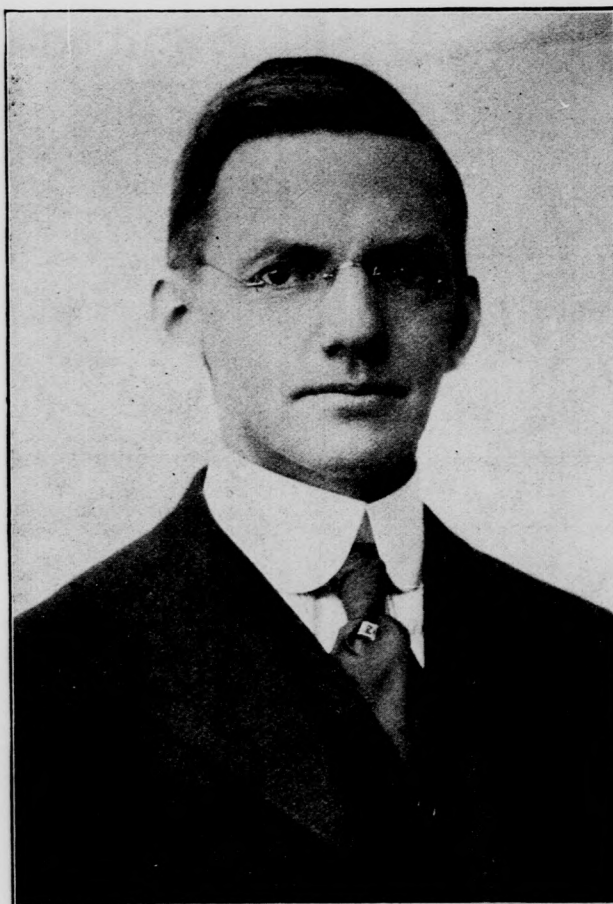
The Department of Agriculture is supplying its inspectors with this new equipment which is also available for the use of individual apple growers and growers' associations.

In the major apple growing districts, especially in the Northwest, apple "laundries" are set up for washing all fruit. Hydrochloric acid, soda ash and other solvents are used which rapidly remove the spray residue which might not be disposed of by washing in water and mechanical cleaning.

The Bureau of Plant Industry is working to develop better methods of washing apples. When unwashed apples are stored, warehouse companies are cooperating to see that none of the fruit gets to the consumer.

Supervision of the Food and Drug Administration includes only interstate shipments of fruits. Few prosecutions fail on that account, according to Mr. White, because practically all States cooperate and make seizures when there is any question of Federal jurisdiction.

The Administration also guards the consumer against danger of spray residues left on such vegetables as cauliflower, cabbage and celery.



Paul H. Nystrom

mand of the consuming public. In time the small retailers' fear of department stores subsided. They learned how to meet any outspoken opposition against this type of retailing as such.

From approximately 1910 to 1915 the small retailers, particularly of the country districts, experienced another fright, and again sought by organization, legislative efforts and other means to fight a new invader—in this case the mail order houses. But, as with the struggle with department stores, the fight with the mail order houses in time settled down into proper proportions: and by 1920-1921 the mail order houses had found what apparently is their relative limits of successfully serving the American consuming public and retailers throughout the coun-

try gradually came to see this and the fear of the mail order house since that time has largely been that of another competitor rather than as a devouring juggernaut.

It should not be inferred from the foregoing statement that definite measures need not be taken to meet the competition of the chains. The chain store has introduced several improvements in the general practice of retailing. To neglect to meet these improvements by similar improvements in independent stores would be fatal. The proper and natural course of action for independent stores, wherever faced by chain store competition, is to meet and beat this competition by the development of superior service, by specializing or diversifying as the case may

Have you ordered your  
**Calendars**  
 for 1934  
 ?

Wholesalers of Christmas and  
 Birthday Greeting Cards

Don't forget we carry all kinds of

**Advertising Specialties**

*Samples and Prices on Request*

**GRAND RAPIDS CALENDAR CO.**

906-912 South Division Avenue

Grand Rapids, Michigan

Phone 31732

**HOLLAND CRYSTAL  
 CREAMERY**

**HOLLAND . . . MICHIGAN**

Manufacturers of

**Fancy Creamery Butter**

-:-

Cash Buyers of

**C r e a m**

both individual shippers and  
 on the station plan

-:-

*Write for further information*

**HOLLAND CRYSTAL CREAMERY**



**EYES of the NIGHT**



**W**HEN heavy-lidded Sleep lays her quiet hand across the homes of cities and hamlets, farms and waysides of Michigan . . . and the toil of day melts into rest for the tomorrow . . . there still gleams Electricity, the Eyes of the Night. Untiring, never resting, electricity gives man back the eyes that darkness takes away.

Whether the protecting glance of light along street and highway; the cry of the child in the night that may bring instant need for light and heat; the midnight emergency in the throbbing hospital where life may hang by the wire that carries electricity to the most delicate surgical instrument; or whether for the tiniest gleam of the smallest home in the farthest corner of the most remote village . . . electricity serves all alike.

Somewhere in the vast black panorama where Michigan lies draped in night's velvet robes, there are other gleams . . . the power houses, substations, service offices . . . that tell of those on duty, that these vital needs may be served. Out of sight but on the job . . . these loyal forces personify the very essence of the public utility structure, above and beyond mere kilowatt, copper and steel. They are of the human element that gives life to public service.

*High above this, stands a record of providing these thousands of homes with a service of ever increasing usefulness and adequacy — at a price that is today the lowest in history.*

**CONSUMERS POWER  
 CO.**



## IF I WERE 19 TO-DAY?

## Golden Words to the Young Men of America

I take it my subject, "If I Were 19 To-day?" ends with an interrogation point. If I were starting manhood anew what would I do? How would I look out upon life in the light of the fourscore and twelve years I have lived?

I think, readers of the Tradesman, the first thing I would do would be to find an opportunity to betake myself to some lonely spot and sit down and think and think. I would try and look the future squarely in the face. I would endeavor to take an honest inventory of myself. I would try to correctly measure my disposition, my opportunities, my abilities, my failures and my shortcomings. I would resolve to increase the former in every way I could and to lessen and get rid of the latter, I would look upon life as something real and earnest and solemn in its responsibilities. I would not seek to obscure the bad that was in me nor would I over-emphasize the good. I would try to realize that I had a real battle on between the good and the bad that was in me, and that as the years rolled on the one or the other of these would gain the mastery—for there is no such thing in life as standing still. Either we are progressing or falling back, reaching higher or dropping lower.

I would seek to call to my aid every good influence I could command and every ounce of resolution I possessed. I would resolve to be somebody—to get ahead in the world, to win the approbation of right thinking people, to be of service to somebody beside myself. I would take note that my personal character would largely determine my success or failure—that it was essential to build up in my community a reputation for honesty, reliability and decent citizenship.

But my subject is too broad a one to be treated in all its aspects in the space I have at my command. And so I am going to use my space in a consideration of only one branch of it.

A friend of James G. Blaine was once discussing with him the failure in life of a brilliant classmate of the former. Mr. Blaine said, "I could never account for what you term my success and his failure unless upon the ground that he was handicapped by riches and I was aided by my poverty."

But surely, that cannot be, says the weak, improvident, self-indulgent man. Does not the Bible say that money is the root of all evil? No, it does not—it says nothing of the kind. To the contrary, it can be truthfully said that money comes nearer being the root of all good—the necessary instrument in the accomplishing of almost everything that is good and useful and promotive of the public welfare. It employs labor, builds schools, colleges and hospitals, rears homes and sanctuaries and ministers in a thousand ways to the highest interest of humanity. But it needs to be earned not inherited.

And so with Mr. Blaine, I am inclined to believe that to a boy, wealth

is a handicap and poverty a blessing. Many a rich man's son has begun at the top of the ladder and successfully worked his way down. It is better to reach the top than to start there.

I once heard my pastor say from his pulpit, with fine alliteration, "Discipline is better than dollars and character better than cash." I couldn't dispute his proposition, but somehow I didn't quite like the way it was said, and so I thought on and questioned in my mind whether, as a rule, discipline and dollars and character and cash didn't keep company with one another? Generally, perhaps not always, when we are getting dollars we are accumulating discipline; generally, perhaps not always, when we are building up

Four letters will give you an unflinching plan for success in life, s-a-v-e.

Five letters can be made to spell failure, s-p-e-n-d.

A witty Frenchman once said, "A vice is a virtue carried to the extreme." It is true that at the bottom of most vices you find an abused virtue. Everybody hates a tightwad, but thrifty people are the hope of the community.

There is a mighty sight of difference between economy and penuriousness. See it illustrated in two American multi-millionaires—Carnegie and Russell Sage. Carnegie, giving away hundreds of millions of dollars and declaring it a disgrace for a man to die rich beyond the needs of himself and family, and Russell Sage, who gave in nig-

Spend-thrift! Hyphenate the word. Spend-the-thrift. It is so common to do that in our day, the dictionary makers have dropped the hyphen to save ink.

Living beyond one's means is the vice of the day. Half the people you meet on the street are bankrupt. But they don't know it and would be insulted if you told them of it.

Husbands are generally the spend-thrifts of the family. Money slips through their hands like water through a sieve. But sometimes the wife is as reckless as the husband. Then indeed you have a bad combination. They retire at night in perfect composure, not only without a dollar in the family purse, but also in debt to the butcher, the baker and the candlestick maker. Many a woman is riding in an automobile today, who if the breadwinner of the family should be taken away would not have street car fare to ride to the factory where she would have to be employed in order to live.

The startling statement is made that not quite nineteen men out of every 100 who die, in this country leave an estate sufficient to maintain their families in comfortable circumstances. The statement is as discreditable as it is startling.

## Keep Resolutions

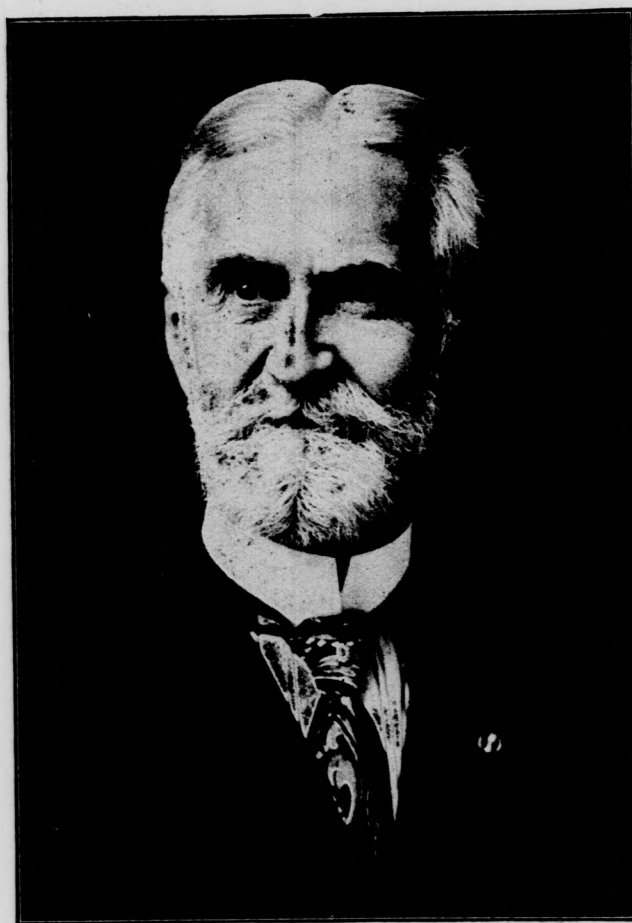
Resolved, therefore, to accumulate. You will never earn a dollar worth as much to you as the first dollar which you save. You may have education, talent, ability and opportunity, but if you cannot save you are not likely to be able to make much use of your advantages, and when you make resolutions see that you keep them. Hell, you know, is said to be paved with good resolutions. So also is the road to honor, usefulness and success. The only difference is, that in the one case good intentions were never carried out and in the other they were.

A man without money is in danger. It is mighty hard to keep straight when your back is cold and your stomach empty. A savings account is a rainy day fund, a life insurance policy, a sick benefit, a funeral fund, an old age pension, a comfort now and a joy forever. Start one. Saving is like swimming; once you get the hang of it, it is easy and you never forget how, but if you grow tired and stop you start to sink.

So get something at interest and remember that interest doesn't work on an eight-hour schedule—it never loafs, never watches the clock, never goes upon a strike and you do not have to feed, clothe or house it or pay it any wages. Get this tireless worker into your employ as quickly as possible.

Two young men passing a club looked in through the windows and saw a company of white haired millionaires at lunch. "Gee, I wish I was one of them in there," said one. "I have a real start toward it," said the other. "I have my first thousand saved and am just starting in on my second." That young man is sure, sooner or later, to get his feet under the mahogany tables of the white haired club.

However, if you would accumulate, watch your step. Don't listen to pipe dreams about investments which will



David N. Foster

cash we are at the same time building up character. To accumulate dollars requires thrift, energy, and self denial; to add to our cash necessitates economy, industry and right living; for vice is expensive and alike destructive to discipline and dollars, character and cash.

I believe it to be every young man's duty to endeavor to accumulate property. The great novelist, Dickens, makes one of his characters frequently proclaim this truism. "Income, 20 shillings per week, expenditure, 19 shillings and six pence—result happiness; income 20 shillings, expenditure 20 shillings and six pence—result misery." So it has ever been—so it ever will be.

gantly fashion while he lived, and whose will, at his death, provided nothing for any public benefaction. The economical man is the generous man. He is the man who starts early in life to save, pays his debts promptly, accumulates a fortune, becomes a prominent and influential citizen and builds the churches, libraries, hospitals and the colleges of the country. The penurious man, like Russell Sage, hoards every cent, builds up a mammoth fortune, holds on to it until grim death makes him let loose, and his widow takes up the work of accomplishing some good with it. But the spend-thrift is still worse, for he doesn't even leave anything for his wife to distrib-

# ***Oceana Canning Company***

***Quality Packers of Michigan's  
Finest Fruits***



## **BRANDS:**

|                              |                             |
|------------------------------|-----------------------------|
| <b><i>Royal</i></b>          | <b><i>Shelby</i></b>        |
| <b><i>Telephone</i></b>      | <b><i>Water Lily</i></b>    |
| <b><i>Little Hatchet</i></b> | <b><i>Oceana County</i></b> |



**SHELBY, MICHIGAN**



make you 100 per cent. Don't enter into some rosy scheme just because it listens well and promises great returns. Don't speculate on the board of trade. Only one in a thousand succeeds in that game and you are not likely to be that one.

Don't buy in on blue sky propositions in order that you may get rich quick—there is no slower way. Play safe. Put your money where you can get it when you want it. Be content with a reasonable rate of interest. Better be safe than sorry.

The fellow who doesn't make good always blames someone else for his failure, or he has always had "such bad luck." Bad luck is generally only another name for laziness, indifference, shiftlessness and lack of thrift. Good luck is generally only another name for energy, industry, economy and foresight.

Finally, young man, don't let the sympathizing public say of your wife, "Poor girl, she married a man who could never save anything." Don't be like the reckless young fellow I talked with in my store a couple of years ago. I said to him, "You can live comfortably on \$12 a week. You are getting \$25. What are you doing with the rest?" "Blowing it in." "Anything laid up?" "No." "Waiting on a girl?" "Yes." "Going to marry her?" "After a while." "Going then to housekeeping?" "We expect to." "Going to have anything with which to pay for your goods?" "Expect not." "How then are you to furnish your home?" "Get some fool merchant to do it for me on the \$5 down and \$5 a month plan." "If you get sick or lose your job, what then?" "Lose my goods, I suppose, and what I have paid upon them." "And then," I said, "probably send your wife home to her parents to live." "Very likely," he replied.

Love, young man, in a cottage is all right, but bear in mind the old saying, "When poverty comes in at the door, love flies out of the window."

David N. Foster.

Ft. Wayne, Ind.

### Need of Government as a Force to Protect the Individual

We are sometimes prone to lose sight of the importance of Government. Many people do not seem to sense how their lives and fortunes depend upon it, for they do not bother to take any part in public affairs.

They do not participate in the activities of the political parties through which our Government functions and hence they have no voice in the promulgation of party principles and policies. They do not attend primaries or conventions and hence they have no voice in the nomination of candidates. Often they do not even vote and hence they have no voice in the election of public officers. It is, therefore, fair to say that they are not interested in Government.

And yet, without Government, civilized society is impossible. If there were no Government everyone would have complete liberty. That may sound like an ideal condition, but it is far from ideal when we analyze it.

In the absence of Government every person would be at liberty to kill another if he were strong enough, or to make another his slave if he were strong enough, or to take another's property if he were strong enough. Government steps in and protects our lives, protects our liberty, and protects our property.

The Declaration of Independence says all men are endowed with certain inalienable rights, among which are life, liberty, and the pursuit of happiness; and that to secure these rights governments are instituted among men. Merely to state these rights means nothing without some way to make them secure.

And so a Government or State is formed, under which men surrender a great many of their natural rights. Thus they surrender the right to kill, to enslave, and to rob others, in exchange for the assurance that others shall not kill, enslave, or rob them.

The first function of the State, and the first service it renders to its citizens, therefore, is protection—protection from the trespasses of their neighbors. Indeed, there is a school of political philosophy which holds that this is all that the State should do, merely give the people this protection and then leave them free to do and say what they please, so long as they do not interfere with the rights of others to do likewise.

As a matter of fact, that extreme policy could not possibly be followed, for in civilized society there are always a great many things that are the concern of everybody but that no individual will or can do. These are activities that can be better conducted by the co-operation of all the people than by individuals. Anything that can be better done by the people collectively than by the people individually is a legitimate governmental function.

To begin with, public safety, or the protection of our lives and property, and the detection, apprehension, and punishment of criminals, can not possibly be conducted by ourselves as individual citizens without reverting to the primitive activities of the vigilantes.

It has been found essential to have courts and peace officers if we are to enjoy the justice, security, and domestic tranquility which we must be guaranteed in civilized society. The judges, sheriffs, and policemen who protect us must be paid by taxation.

It is impracticable for parents to educate their own children. They have neither the time nor the training to do it well. All the parents in a community, therefore, club together and hire teachers to educate all their children at common expense, and thus a new governmental function is born.

It is not possible to leave the building of highways to individual citizens. They do not feel the incentive or recognize the obligation to do such work away from their own premises, although they need highways to transport their produce to market, to reach the schools and churches, and for social intercourse. For mutual benefit they, therefore, decide to make road-building a co-operative enterprise to which each shall contribute his fair share of the cost. Thus another public activity comes into being.

Nothing is more important to any person than the preservation of his health. Often his health is menaced by conditions beyond his control, such as epidemics, impure water supply, and lack of sanitation. The prevention of illness means avoiding interruption of earnings, as well as the saving of doctor and hospital bills. The prevention of a death may mean the sparing of a worker whose earning power during a lifetime would be worth many thousands of dollars to a community. It may mean saving a breadwinner and thereby keeping a family from dropping to a lower standard of living with greater likelihood of becoming a charge upon the public treasury and, perhaps, producing criminals and prostitutes who would require more policemen and jails. These are among the practical considerations which justify expenditures for public health activities.

I need not mention the sorrows and heartaches that always come from the loss of a loved one. The general good will of all and the well-being of each individual demand that conditions which are dangerous to health be controlled, which can only be done by forced co-operation, and, therefore, a fourth activity is created and is supported by all the people.

A citizen may take precautions to protect his property against destruction by fire, but when in spite of his precautions, a fire breaks out which threatens not only his own property but the property of his neighbors as well, he is not equipped to put it out. It, therefore, becomes necessary to organize a public fire department and to sustain it at public expense.

Farmers may have wells or other sources of domestic water supply, but city dwellers usually must get their water from a distant source. This is too costly to be done separately by each home-owner, so all the home-owners co-operate to put in a system of water works, again at public expense. Irrigation projects generally are similar co-operative enterprises.

The morals of the people are influenced, not alone by the home atmosphere, but also by the community atmosphere. Immoral resorts, unrestricted gambling, and uncontrolled traffic in intoxicating liquors throw temptations before young and old alike and cause debasement of character, blasted lives, and broken homes. In the interest of public morality and better manhood these demoralizing agencies must be kept in check through public co-operation and at public expense.

Street paving, street lighting, garbage removal, parks, and recreational facilities are examples of other advantages that the people want and can get only through co-operative effort, and so these become functions of Government.

The care of the vicious, the unfortunate, and the underprivileged, such as the criminal, the insane, the feeble-minded, the wayward youth, the deaf and blind, and the pauper classes, can better be done by united than by individual effort, and, therefore, becomes another phase of governmental activity.

Social justice demands that individual greed and economic cruelty be restrained, and so the socializing tendency exhibits itself in the enactment

and administration of labor laws, laws to regulate the charges of public utilities, and laws to regulate banking practices—a further extension of governmental functions.

It would be tedious to trace the growth of governmental activities in all their branches and ramifications. The mere mention of these examples will suffice to remind us how our Government touches us every hour of our lives and how essential it is to our comfort and existence. As living conditions become more complex the socialization goes on, and the people demand more and more service from their Government.

A good Government strives at all times to promote the welfare and happiness of its citizens and, presumably, the establishment of these multifarious governmental activities is for that purpose. They are always established in response to a public demand. But they cost money, and hence there is complaint of high taxes, for they must all be paid for out of the taxpayer's money.

We sometimes forget that if we discontinued some of our public activities and thereby reduced taxes, the expenses of the individual taxpayer might easily be increased rather than diminished by such attempted economy.

For example, if we closed down our institutions of higher education it might cut down the tax levy, but it would cost us more to send our children to distant colleges. If we abandoned our public health service we should doubtless all have bigger doctor bills and more sickness and deaths in our families. We can not transfer part of our expenses to our tax account without somewhat increasing our taxes.

The very reason for instituting a public activity is that we expect to get the service from the State at a lower cost than if we employed someone else to do it for us. The test is not always whether the State is spending too much money, but whether it is spending it wisely and efficiently.

Nevertheless, the more functions the Government performs, the more money it must spend. In other words, the more service the people demand from their Government, the higher their taxes will be.

The budget of every tax-spending agency should be minutely scrutinized and analyzed, and every possible economy effected. If there are duplications of work they should be eliminated. If politicians are on the pay roll merely to give them jobs and not because they are needed they should be laid off, even though they increase the size of the army of the unemployed. If public salaries and wages are out of line with salaries and wages paid in private employment they should be adjusted. Indeed, everything possible should be done to promote efficiency and economy.

Public officers should never be smugly content that they are conducting their offices in the best and cheapest manner. They should re-examine their own methods to see if improvements may not be made, and they should welcome the constructive criticism of others.

George H. Dern,  
Governor of Utah.



TURN THE SEARCHLIGHT  
ON HILLS BROS COFFEE  
AND YOU DISCOVER THESE  
**3** OUTSTANDING QUALITIES

**1. UNIFORMITY**  
Controlled Roasting—Hills Bros.' exclusive process—roasts every coffee-berry to perfection. Every pound of Hills Bros. Coffee tastes like every other pound.

**2. FRESHNESS**  
Hills Bros. originated the vacuum pack for coffee. No can of Hills Bros. Coffee will ever go stale. The vacuum pack keeps it fresh always!

**3. GRANULATION**  
Hills Bros. Coffee is ground right to taste right. Hills Bros.' granulation will give best results by the drip process or any other method.

**NRA**  
MEMBER  
U.S.  
WE DO OUR PART

WHEN you find Hills Bros. Coffee, your search for perfect coffee is at an end. The first taste will delight you—Hills Bros. Coffee has a flavor no other coffee has. What's more, it's a flavor that never varies. Why not start using

Hills Bros. Coffee today and enjoy this goodness that is the result of perfect roasting, perfect grinding and perfect packing? Ask for Hills Bros. Coffee by name and look for the Arab trade-mark on the can.

A current Hills Bros. Coffee advertisement that gives the best reasons why you should stock this brand which is the largest seller between Chicago and the Pacific.

# HILLS BROS COFFEE



## LOST ART OF GRATITUDE

### No Quality Better Worth a Woman's Cultivation

I wish somebody would start a school for the cultivation of old-fashioned virtues and begin by trying to revive the lost art of gratitude. To my mind there is no other fault of our day so unlovely as the lack of appreciation that we encounter everywhere. We have gotten into the way of taking everything for granted and of accepting favors as they were merely a slight and unworthy tribute to our own charms and merits. Even in the matter of thanks we are as stingy and niggardly as if, like the heroine of the fairy tale, our lips dropped diamonds and we were afraid of being robbed.

Of course, when we do a kindly thing we do not perform it in the hope of reward, nor do we care to have our virtues unduly exploited, but it is one thing to have a trumpet sound in your praise and another to have everything received in dead silence. Yet the whole world hungers and thirsts for appreciation, and to realize the truth of this we have only to bring it home to ourselves and recall how our hearts warmed under the sunshine of a little gratitude, and understanding of the things we had done, and the sacrifices we had made for someone else.

It is a pleasure we are seldom permitted to enjoy. What we are intimately acquainted with is the brutal rudeness of people who take our effort in their behalf as a matter of course, and think it entirely too much trouble to manifest the slightest appreciation of it. Take the matter of entertaining, for instance. The world over an invitation has been considered a sight draft on politeness that would draw some sort of acknowledgment out of a clam, yet every season the land is full of the wails of hostesses who have received no reply to their invitations and do not know whether to expect forty guests or 400. Nor does the lack of appreciation stop there. The majority of guests nowadays seems to regard your house as merely affording a picturesque background for their flirtations or a convenient meeting place for their friends, and such a thing as having any obligations to you does not enter their heads. Men are the particular offenders in this line. The hostess who can induce the weary-looking young fellows who line her walls at her balls, and eat her salads and drink her champagne, to dance or pay any attention to an ugly girl when there is a pretty one in sight is a diplomat and a general who deserves recognition at her country's hands. So far as a man regarding himself as being under any obligations for an invitation, he thinks that he has conferred a favor by going for which his hostess should be humbly grateful. Only last winter I heard a beardless stripling calmly announce that he never called at houses where he was entertained unless there were girls there. "What's the use?" he cynically remarked "They can't give parties without men. They're bound to ask us." For my part, I should like to see the women who entertain form an iron-clad trust and boycott every man who failed to show a decent appreciation of the courtesies shown him.

But men are not the only ones lacking in appreciation. There isn't one woman in a thousand who hesitates to ask a favor of you, and there is about one in ten who ever thinks of making any return for it, in words or deeds. There is Mrs. A, who writes you from New York or Chicago, asking you to give her a letter of introduction to some charming friends of yours. Being good-natured, you comply, and they show her all sorts of attentions on your account. One would think that her first impulse would be to sit down and write you a note teeming with gratitude; but does she do it? Rarely ever. Instead, she waits until she gets home, and if you happen to meet her she casually mentions that she saw your friends, the Z's, and that's all the thanks you ever get from her.

they glibly suggest, or "Don't put yourself to any trouble, but please tell me how to begin a paper on the 'Over-soul,' and what to put in the middle, and write me a real good ending, because in a club paper the end is always what people enjoy most. I have got the loveliest new hat and a duck of a dress trimmed with real lace, and if you will only help me out with my paper I'll be all right." What is one to do? Very likely the writing woman doesn't know any more about the subject than a rabbit, and to find out involves weary searching through biographies and encyclopedias, but she does it and sends off the best essay she can manage. Then comes the curious part, for not once in a blue moon does the recipient take the trouble to manifest any appreciation whatever, or

mestic circle. I honestly believe that, while we are ransacking heaven and earth for some cure for the domestic troubles we see all about us, it lies in the simple expedient of people showing some appreciation and some gratitude for the daily toil and sacrifice of those about them. I have known plenty of women whose whole married life was nothing short of slavery, who were goaded on from day to day and year to year by hard and relentless poverty, who never had one hour that was free from anxiety and care and who never knew what it was to gratify a longing for anything pretty or dainty, but I never knew one who considered herself ill-used or her lot hard, if she was sustained by the loving appreciation of her husband. I remember once saying to such a woman that it must be hard for her to always wear shabby clothes when she had been used, in her youth, to walk in silk attire. "Ah," she said, with a contented smile, "Tom would dress me like a princess if he could, and to know that is better than to have anything that money could buy. Why, the other day he kissed my hand and a tear fell on it, because it had grown hard and callous working for him, and it seemed to me that it was brighter and more beautiful than a diamond." It is a solemn fact, based on God knows what strange contradiction of the feminine heart, that if you give a woman appreciation you need give her precious little else, and she will still consider herself blessed among her sex, and I have frequently wondered that husbands didn't oftener indulge in it just as a good financial investment.

A woman errs equally in taking it too much for granted that a man is glad to spend his life toiling for her, and that no word of acknowledgment is needed to show that she understands and appreciates all his sacrifices. Say what you will, it is hard to work on day after day, as the average man does, just to pay grocery bills and school bills and doctors' bills and dry goods bills, and to feel that he has been reasonably fortunate if at the end of the month he has evened up with the collector. Surely he must be more than mortal if, at times, he doesn't think that the silent acquiescence of his family in accepting his labor is pretty poor pay for the luxuries and the pleasures he might have had if he had stayed single. It is sadly true that this view but seldom occurs to any woman, but it is one she may well consider and believe that in no other way can she so lighten the burden of life for her husband as by showing him that she appreciates his patient toil, the bravery of the unrecorded daily sacrifices, the heroism that keeps him, sick or well, at his post, that he may keep her safe and sheltered in the warmth of home.

When we all care for appreciation so much ourselves, what queer freak of human nature it is that makes us chary of bestowing it on others? I never go down town that I am not shocked at the brutal callousness of women who will make a tired clerk pull down stacks of goods or search for impossible shades, and who accept the service without even a grunt of acknowledgment of her politeness and patience.



Dorothy Dix

Or, there is Mrs. B, in the country, who reads the Sunday advertisements of Snip & Cuetm. Two days later you get a letter asking you to go down and see if the silk slips that they are advertising at \$3.99 are really the same that were \$4 at the beginning of the season. It is inconvenient and you are busy, but you wearily chase down town and investigate and report to her, but she never thinks of showing her appreciation of your trouble by writing you a note of thanks, and that's all you ever hear from her until she wants another errand done.

Every writing woman knows what it is to be importuned by friends and people whom she has never seen to help them out when they have a club paper to write. "Just a few points about the ancient dynasty of Rameses,"

even let the writer know how the paper "went" at the club meeting, yet that same woman would have been overwhelmed with gratitude if her grocer had presented her with a pound of soda crackers. It is the same way with the woman who reads or recites or sings. When Mrs. Society gives a reception and wants to break the deadly dullness by a musicale which costs her nothing, she is in great demand. She is continually importuned to help out charity entertainments and church affairs, but do those to whom she has given her time and talent so freely manifest any appreciation when the time comes for reciprocity? Let the sparsely-attended benefits of our own gifted and generous artists testify.

But the very tragedy of the lack of appreciation manifests itself in the do-



# MORTON'S SALT

## 85 Years of Leadership

For over 85 years the Morton Salt Company have been the leaders in the salt industry. During that time most of the product they distribute has been produced in the State of Michigan.

The Morton plants in Michigan are the largest and most modern of any salt producing units in the world. They are used as models by salt manufacturers everywhere.

These plants employ thousands of people. They make shipments east to most of the Atlantic Coast states, as well as west to many points beyond the Mississippi River. Many southern states are also served from these Michigan plants.

The Morton blue package and its famous slogan, "WHEN IT RAINS IT POURS," is known the country over. It is in more homes than any other brand. Grocers everywhere have found it to be an unusually profitable item to feature in the sales which they hold to attract buyers to their store. This is because everyone buys salt and they all know the quality of Morton's.

When salt for any purpose is needed Morton can make prompt shipment on quality merchandise at attractive prices.

## Morton Salt Company

MAIN OFFICE      CHICAGO



There are servants whose mistresses never give a word of praise for good work done and children who insensibly feel that nobody appreciates them at home and that their little efforts at better manners and harder study are wasted. It is all a terrible mistake, born of our carelessness, and the sooner we correct it the better. There is no quality better worth a woman's cultivation than the gift of appreciation. It is the magic that robs daily toil of its hardness and takes the bitterness out of life and fills it with sweetness and light.

Dorothy Dix.

### Prevention of Mental Diseases Discussed by Specialist

Our quest for mental health should ultimately be successful. It may be said to be already successful in large measure. Probably 900 of each 1,000 persons on the average go through life with a fair degree of mental health. About 45 of the remaining 100 become patients in a hospital for mental diseases during some portion of their lives. Many of the others constitute social misfits that are always with us.

What can be done about the unfortunate 10 per cent.? With regard to some of these we can apply the thought of Artemus Ward that they would be better off if they had not been born. They are here, however, mostly as burdens on society. In a few years they will be gone.

Are we going to learn from experience or are we going to produce an equal proportion of mentally inadequate persons in the next succeeding generations? From the present attitude toward race improvement we can safely conclude that lessons of experience will go unheeded and that the crop of social misfits will not fail for many years to come. It is easy for eugenically-minded persons to point the way to the production of more perfect human beings but to obtain even a small degree of co-operation in any movement for race betterment seems beyond hope.

Efforts to restrict marriage and to sterilize the unfit may be helpful in small degree but their effect on the problem of mental disease must necessarily be small.

Fortunately more hopeful methods of prevention are available. Without waiting for the evolution of more perfect beings, certain very promising lines of preventive work may now be undertaken. Some of these and their probable effects will be briefly discussed.

1. Assistance in the development or adjustment of the individual so that he may successfully meet the issues of life.

Although a preventive agency can do little to modify inherited characteristics, it can do much to help to develop to the full the innate capacity of the individual, be such capacity great or small. To secure the best results we must begin with the child but effective work may also be done with the adult. As a first step it becomes necessary to know the makeup of the individual, his intellectual status, his emotional reactions and his physical condition. The physical and social environment must also be taken into account. It follows that the treatment

must be adapted to the individual. It will naturally be most effective if begun before behavior disorders develop in the child or before mental disease develops in the adult. Such disorders may be averted but their prevention is a far greater achievement.

The child guidance clinic which has developed during the past decade has become an effective agency in dealing with the more marked abnormal conditions and behavior disorders of children. Its influence is already widely felt and will undoubtedly become greater as the work develops. The training given parents in connection with the treatment of the child is of the utmost significance. If children could be reared under good mental-hygienic conditions and could be trained to cope with the difficulties of life in a rational way a large part of the mental disease and delinquency problems would be solved.

Parents, teachers and others who have a part in the training of the young should become familiar with the mental hygiene of childhood and should endeavor to build up in the children who come under their influence proper habits of work and thought and of emotional response. The early-formed behavior patterns are of the greatest importance. They may serve to lift the child as he develops into places of prominence and usefulness, or may lead him into degradation and failure.

The interest now being taken in mental hygiene by progressive parents and teachers augurs well for the future. We may confidently look forward to a time when young people will leave school well equipped to meet the difficulties of life, and to adjust to the most adverse conditions.

2. Development of mental hygiene conditions in home, school, industry and social life.

The first line of preventive action discussed dealt with the development of the individual; the second relates to the environment. Here we are proceeding along the lines that have proved so effectual in the prevention of physical disease.

We have not yet acquired enough knowledge concerning mental hygiene to proceed with the assurance evidenced in our work against typhoid fever, but we do know quite definitely the difference from a mental hygiene viewpoint between favorable and unfavorable environment. The front-line trenches in France probably constituted the most unfavorable environment for mental life that this generation has known. Few persons could long withstand such an environment. Fortunately in ordinary civil life such extreme conditions are not encountered. We do find, however, many distressing conditions that undoubtedly contribute to mental disease. Among the commonest of these are poverty, dissension in the home, noisy and ugly surroundings, lack of congenial companions, distasteful or unsuitable work, lack of wholesome recreation and other like conditions which cause frustration of hopes and general dissatisfaction and discouragement.

The problem in prevention here is one of early contact with faltering individuals and of giving relief of the right kind, not necessarily financial re-

lief, but such change in environment or help in adjustment as may be needed to restore hope and courage. The problem is not a simple one as it involves many factors and may require the co-operation of several agencies in its solution.

3. Elimination of the causes of organic mental disease.

In considering the prevention of organic mental disease we can speak in more definite terms, as the relation of cause to effect is much better understood in organic than in functional mental disease.

It is, of course, recognized that no strict line of demarcation can be drawn between the organic and functional psychoses. It is customary to use the term organic to designate those psychoses which accompany diseases or toxic states of the central nervous system. The whole organic group constitutes between 40 and 45 per cent of new cases. In 1929 among all first admissions to institutions for mental disease in the state of New York, there were 4,098 organic cases, or 44.1 per cent. of the total. The group has notably increased in recent years. In 1920, the organic first admissions numbered 2,605 and the percentage of the total was 35.9.

Theoretically prevention of a large part of the organic forms of mental disease is possible, but thus far little progress has been made.

4. Dissemination of information pertaining to mental hygiene.

Although no specific methods for the prevention of the functional mental diseases are available, it is generally believed that much can be accomplished by the application of known principles of mental hygiene. We have already referred to the use of such principles in the training of children and in the adjustment of adults, but up to this time comparatively few persons have acquired a working knowledge of mental hygiene. That such knowledge would be welcomed by many is evidenced by the avidity with which mental hygiene literature is sought when made available.

The only way the great mass of young people can be reached is through the schools. Already mental hygiene courses are given in many colleges and normal schools and in a few high schools. Newer textbooks in hygiene and other teaching material in mental hygiene can easily be obtained. It seems probable that in a few years the general facts and principles of mental hygiene will be common knowledge. To what extent such knowledge will be utilized for the improvement of mental health and the prevention of mental disease can only be conjectured.

We have at various times indulged the hope that preventive methods might greatly reduce the rate of incidence of mental disease. Some palliative measures have been tried and the rate has continued to advance. We have definite evidence, however, that in many incipient cases of mental disease frank psychoses have been averted; children with serious behavior disorders have been adjusted; industrial misfits have been transformed into successful workers; the possibility of preventing many organic diseases has been demonstrated; and a great multi-

tude of persons are living happier and more efficient lives because of their knowledge of mental hygiene.

Dr. Horatio M. Pollock.

### Permanent Crews for Suppressing Forest Fires

In years past one of the most important problems of protecting California's forest and watershed areas has been the matter of incendiary fires. Tremendous losses have occurred annually from incendiarism, and we have strong reason to believe that fires actually have been set by members of temporary suppression crews recruited from itinerants.

The system of using itinerants in fire-fighting activities was employed in Calif. until this year, when the State Board of Forestry decided upon a policy of establishing permanent suppression crews stationed at strategic points throughout the state. It is a significant fact that while the first season is practically half over, California has not yet had a single major fire, and fires which had menacing possibilities have been promptly suppressed.

While it is a fact the State has had more favorable weather conditions than for several seasons, it seems reasonable to attribute the comparatively small losses of the current season to the permanent suppression crews, coupled with the activities of a special bureau to apprehend and prosecute incendiaries.

The small wage paid to members of suppression crews hastily recruited from itinerants, we believe, has been a constant temptation to many jobless men. We also believe these itinerants have not fought fires as diligently as they might, knowing that when the fire was under control they would be out of their temporary jobs. Also, while we have been fighting one fire, new blazes have mysteriously broken out in the same locality.

Last year, half of the loss incurred by the State in forest, brush and grain fires was directly traceable to incendiarism.

At the present time California has approximately 300 men employed in the suppression crews for a wage of \$25 per month and board. All of them are more or less experienced in the matter of fire fighting. It has been found that under present economic conditions, at least, reliable local men can be obtained for these crews, and in every instance a reserve list has been made up for use in the event any member of a crew drops out.


When the 1932 fire season was over, we found that, even with the initial expense of establishing these crews, that not only were the fire losses in the State materially less than in the previous years, but the actual cost of suppression was markedly lower.

Undoubtedly the news of the State's policy of hiring no transient labor in fire-fighting activities has percolated into the jungle camps throughout the State, as well as has the news that a vigorous law-enforcement campaign is being carried on.


M. B. Pratt,  
State Forester of Calif.

When a man has not good reason for doing a thing, he has one good reason for letting it alone.—Scott.

# GENUINE GAS COKE



is a Quality Fuel. It is clean because the dirt and soot making elements have been removed. It ranks high in heat unit content and low in ash. In every way it is a satisfactory fuel for your Home Heating.



The present low price for Furnace Size Coke should appeal to thrifty-minded people. It IS a low price. Make no mistake. You can heat your home economically and satisfactorily with GAS COKE.

Sold in Grand Rapids by

**Gas Company**  
and  
**ALL FUEL MERCHANTS**



## LIFE INSURANCE

## It Has Never Been Held in Higher Esteem

Imagine a fast-flying plane which could leave New York City at dawn and fly to San Francisco before dark. Picture this plane, carrying large bundles of currency, being met on its trans-continental trip by other planes which receive shipments of currency for each state in the Union. As this plane leaves New York at dawn it will be loaded with \$8,306,709 in currency, which before dark, is to be delivered to the American people in every section of the country. Start this plane from New York not once each month—not once each week—but each working day of the year, and you have in effect what the institution of life insurance did during the year of 1932.

The records of 1933 will exceed even those of 1932. There are to-day 68,000,000 people, which is 54 per cent. of our entire population, who carry life insurance. This is equal to two members for each family in the land. During 1933, millions of people found life insurance to be the only solvent financial institution with which they were able to do business. Some 350 life insurance companies carried the load which thousands of banks had formerly carried. With these facts in mind, it is little wonder that life insurance is held in such high esteem.

The Kaiser's war contributed greatly to the appreciation of the American public for life insurance. However great this contribution was, it is overshadowed to-day by the great lessons forcefully taught the American public during the dark days from 1929 to 1933.

These valuable lessons, or truths, were no new fangled ideas. In fact, quite the contrary was true. They were old—indeed, very old—and while the public knew these lessons, they did not try to review their application.

The first lesson has been taught continuously for at least three thousand years. It is as follows: "Riches certainly make themselves wings; they fly away." Proverbs 23d chapter and 5th verse.

It may be only a step from poverty to riches, but it is a million miles back from riches to poverty. After the easily and quickly gotten riches had taken wings, the humiliation of coming down was so great that many destroyed themselves rather than go back to work. Then it was that the one-time meek and lowly life insurance policy provided food and shelter for the widow and children. To the home where the bread-winner turned about courageously and started over again, the life policy provided some cash funds as a grub-stake; and in addition, the policyholder had the satisfaction of knowing his family would be protected in the event of his decease.

The policyholder who carried a large amount of life insurance quickly discovered that the cash value of his policy was the only property he could realize upon. Further than this, he was not asked to discount its value. The value of life insurance alone remained 100 cents on the dollar. Many other

forms of property failed during the crisis. Many a hard-boiled business man to-day has a profound respect for life insurance as a result of its recent performance and has definitely resolved that with the first upswing of business a larger percentage of his reserves will go into life insurance.

A prominent historian once said: "Of all the inventions, those which have shortened distance have done most for humanity." Life insurance is a scientific invention which shortens distance between what a father ultimately hopes to do for his dependents and what he has actually been able to do up to the present moment. This great scientific invention which, upon the death of the head of the family, assumes his respon-

surance comes first in the minds of the American public to-day.

The third lesson which has been taught the public is that no permanent gain can be made from speculation. It is just as natural for people to like to speculate as it is to like to explore. The wealth of the United States increases at the rate of about 4 per cent. annually. Any increase at a faster rate is apt to cause a loss of principal. Few people to-day actually have the money they have saved. There will always be those who are willing to speculate; however, a large part of our population has now come to consider that one should speculate only with money he can afford to lose. The problem of how the public is to know a speculation has

Justice of the United States Supreme Court. This investigation resulted in New York state having the strictest insurance code of any state in the Union. Some of the sound principles underlying this code of laws have been violated by those few companies which have found themselves in difficulty. Probably not more than one or two per cent. of the total insurance in force is held by those few companies in difficulty.

From 1915 to 1933 life insurance in force has increased 500 per cent. People are learning how good an investment life insurance really is. Life insurance has never been held in higher esteem.

Raleigh R. Stotz.

## Edible Part of Shark Fins

The cartilaginous rays are the part of the shark used in making shark-fin soup. As high as \$2.50 a pound retail is the price commanded by prepared shark fin in the markets of China, the Philippines and other Oriental countries where this delicacy is most appreciated.

Although shark fins are usually cut off and thrown away by fishermen and marketmen on the Pacific coast, says the Division of Fish and Game of the State of California, several tons a year are imported from the west coast of Mexico either to be shipped from California ports to the Orient or for local consumption of Oriental residents of the State. For the American-Chinese trade, shark fins are sometimes imported even from China.

Merchants say that the demand for shark fins far exceeds the supply, as they are not only expensive but often difficult to obtain. The wholesale prices prevailing in 1931, of from 15 cents to \$1.50 a pound, while not enough to support a special industry, it is pointed out, certainly offered an opportunity for a profitable side-line.

All fins of the shark are used, provided they are at least six inches long; the tail fin is, however, of least value. The species of shark from which the fins are taken seems to be unimportant, so long as the fins are long enough and contain good-sized cartilaginous rays.

In preparation for market, the fins are cut from the body of the shark and the flesh cut entirely away; the bare fins are then washed thoroughly in sea water. They are then spread out, preferably on chicken wire stretched two or three feet above the ground and left in the sun for about 14 days until they are stiff and hard as a board.

For the first three days the fins should be taken under shelter during the night to protect them from moisture. They must never, during the drying process, be stacked. After they are dried the fins should be packed in 200-pound lots in cases or barrels for shipment.

In preparing the fins for use, the Chinese soak them in warm water until the cartilage softens and the rays can be separated out. These rays keep indefinitely when dried and are sold in retail stores. They are sliced up and boiled with chicken or other meat in the preparation of soup.

The final test of personality is to hold the family's attention while you read interesting items aloud.



Raleigh R. Stotz

sibility to feed, clothe and shelter the dependents, was not known when the following was written:

"My husband is dead and the creditor is come to take unto him my two sons to be bondsmen."—II Kings, 4th chapter and 1st verse. Death releases the father, but binds the family. The widow and children go into bondage.

Upon this familiar truth is based the second important lesson. Property values, once considered sufficient to provide for the dependents, have shrunk so much that they can not be depended upon.

The average individual at the head of a family has definitely resolved to own sufficient insurance before any other investments are made. Life in-

not been solved. However, it is generally conceded that life insurance represents a safe investment and this fact is more generally known to-day than ever before.

When the question of company failures is discussed, it is well to remember that, so far as can be known, each of the few failures was due to the violation of some one of the sound principles upon which the life insurance companies should be run. There is a profound difference between the significance of the failure of a man and the failure of a principle.

There are to-day many people who recall the Armstrong investigation in 1906 and 1907 which was conducted by Charles Evans Hughes, to-day Chief

**CONGRATULATIONS**  
TO THE  
**Michigan Tradesman**  
ON THEIR  
**FIFTIETH ANNIVERSARY**



**Michigan Hardware Company**

**GRAND RAPIDS, MICHIGAN**

**Distributors of American Steel & Wire Company Zinc  
Insulated Fence, Ideal Steel Posts, Banner & Pro-  
tector Poultry Fence, Wire Nails, Staples,  
Barbed Wire, Wire Netting**



## ORDINARY MISHAPS

## They Are Responsible for Greatest Number of Casualties

Just 100 years ago, at midnight on Nov. 13, a wealthy slaveowner of South Carolina was suddenly awakened from a sound sleep by a violent rapping on his door. Thoroughly aroused, this Southern gentleman was somewhat alarmed by a storm of wails and agonizing cries that sounded like all bedlam was turned loose outside.

Another imperative rapping on the door greeted his ears. Taking sword in hand, the planter thrust open the door, only to behold one of the most amaxing and spectacular scenes that human eyes have ever beheld.

At his feet lay a prostrate slave who had come to him begging for help under the pressure of great fear. In the yard and around the Negro cabins lay more than a thousand other slaves—praying, groaning, wailing in the agony of fear and alarm. From the heavens was falling what seemed to be a shower of fire.

The slaveowner recognized at once that the phenomenon was a meteorite display. Astronomers throughout the world had waited anxiously to enjoy this magnificent sight that comes but once in 33 years. The Negro slaves, ignorant and superstitious, thought that the end of time had come and were reduced to prostration by an alarming fear.

Nothing could illustrate more clearly than this true story the profound influence which accurate knowledge has

over human life and health. Superstitious and ignorant, those slaves found themselves in the depth of despair and suffering from great mental anguish because of a perfectly harmless celestial display. Versed in the knowledge of astronomy, the master and thousands of people throughout the world enjoyed a thrilling vision of a magnificent demonstration.

From the moment of birth, every human being born upon the earth begins to encounter circumstances and conditions which require constant adjustment if the individual is to survive and live a happy, reasonably contented life. In order to adjust himself properly each person must acquire knowledge about the principal hazards and pitfalls which may seriously interfere with health and life.

Knowledge comes from two sources. These two sources are personal experience and the experience of others transmitted through books and by word of mouth. In respect to health and the ability to survive the hazards of life, an incapacity to learn from the experiences of others is frequently fatal and often disastrous to health.

This is particularly true with regard to accidents. Nearly all accidents in which humans are involved occur because the people concerned have not adjusted themselves properly to their surroundings. These people have failed to adapt themselves to their environment in nearly all cases because they either refused or were unable to learn by the experiences of others.

"Never pull the trigger of an empty gun," for example, is usually accepted as a trivial saying too senseless for serious consideration by a reasonable person. That saying, however, is based upon the firm foundation of tragic experience which has cost thousands of lives. So heedless are many of us to the teaching and experience of others, as expressed in that trite saying, that the accidental explosion of firearms causes more than 150 deaths annually in Illinois.

Accidents are by far the greatest of all hazards to life and limb for boys and men between 5 and 55 years of age. For every female victim of fatal accidents there are five males who die from accidental causes.

The risk of accidental death is twice as great as the liability of death from any form of sickness among males between 5 and 55 years old. Approximately 3,000 boys and men in this age group are killed annually in Illinois from accidental causes. No disease causes more than 1,600 deaths annually in this age group of males.

Of no less importance than the fatal accidents are those which result in serious and painful injuries. Careful studies have shown that for each death from accidental causes there are fully 30 injuries serious enough to result in loss of time or limb.

This works out to show that about one in each ten boys and men gets painfully injured each year. Nearly 1 in each 1,000 males between 5 and 55 fall victim to fatal accident.

Automobiles are the greatest single source of accidents. This wonderful machine is a product of the human mind. It is entirely subject to the will of man.

Without the touch of human hands an automobile is as harmless as the morning dew. Responding to the commands of human beings, automobiles crush out the lives of over 2,000 people every year in Illinois and over 1,700 of that number are boys and men.

Failure to profit by the experience of others is the underlying cause of a great majority of fatal and injurious automobile accidents. Running down pedestrians and head-on collisions with other automobiles are responsible for two out of every three deaths from automobile accidents.

A very large responsibility for these accidents rests upon the person behind the wheel. Taking a chance and getting away with it only whets the appetite for trying it again.

Probably no other one subject concerning health has received more attention during recent years than that of automobile accidents. Every known way in which an automobile can become involved in an accident has been discussed pro and con until it seems that every living being should know how to avoid unnecessary risks.

Heedless of these warnings and of the inevitable disasters which the violation of common-sense rules always brings sooner or later, the automobile driver on the one hand and the careless pedestrians on the other bring death to over 2,000 people annually.

# CONGRATULATIONS

To the Michigan Tradesman and its Editor at this

GOLDEN JUBILEE - 50

May its good work continue for many years



**The Grand Rapids Merchants Mutual Fire Insurance Co.**

affiliated with

**The Michigan Retail Dry Goods Association**

320 Houseman Building

Grand Rapids, Michigan

painful injury to 75,000 others and a vast amount of economic loss in the wreckage of cars.

The 2,000-odd deaths per year are grim evidence that a multitude of drivers are still no better off in respect to this marvelous machine than were the South Carolina slaves in respect to the shower of meteorites. While pedestrians often take unwarranted chances in crossing streets and highways, the fact remains that automobiles are under the control of the drivers.

Alert, careful drivers rarely are involved in accidents of any kind. Contrary to public opinion, the drunken driver and the erratic woman are responsible for only a small percentage of automobile accidents.

Next to automobile mishaps come falls as the greatest cause of fatal accidents. Over 1,000 people are victims of fatal accidental falls every year in Illinois. About 6 out of 10 of these are boys and men. From 30 to 50 of the victims are boys under 20 years old.

Third on the fatal accident list comes drownings. Here again the experience is almost exclusively masculine. For every female who is a victim of drowning there are a dozen males. More boys ranging in age from 15 to 21 are drowned than any other age group.

Nearly all drownings are subject to prevention. Most of the victims are either unable to swim or can swim but poorly. Next come the swimmers who venture out beyond their range. Practice in swimming and the avoidance of risks which repeatedly have proved fatal to others would save the great majority of victims from drowning.

Accidental burns are a very important cause of injury and death. No less than 300 people die annually in Illinois as a result of burns that originate in the careless use of fire, using oils and gasoline as kindling, and carelessness in respect to smoking. In addition to the injury to life and limb, fires started by careless practice result in a tremendous economic loss.

Breathing poisonous gases, especially the exhaust from automobiles, the accidental explosion of firearms and accidents associated with railroad trains are all important causes of death.

Since 1918 we have heard a great deal about the horrors of war. Accidents, however, are much more deadly than open warfare. More people are dead annually from accidents than were killed in action in any battle of the Civil War.

Dr. Andy Hall.

Director of Public Health for Illinois.

#### Detector of Poison on Fruit

Research over the period of a year has resulted in the Food and Drug Administration's discovery of a new method of detecting lead in foods and cosmetics.

Inspection of fruits for presence of lead contained in spray residue is one of the most important functions of the Administration, points out P. A. Clifford, associate chemist. Investigators were previously handicapped by the lack of quick methods of detection; but with the new method the presence of lead can be shown within 30 minutes.

The chemical reagent, "dithizone," which will enable food inspectors to determine quickly the presence of lead instead of having to go through a long process taking about two days, was described to the Association of Agricultural Chemists in their meeting in Washington during the past week.

H. J. Wichmann, Administration chemist, said that the new method will be largely used in inspecting shipments of apples and pears, fruits which are likely to be infected with spray residue.

The method consists in isolating lead in a solution and adding the reagent, which will show by the formation of red, blue or purple precipitates the amount of lead present.

Candies containing prizes made of lead and cosmetics which are known to contain lead may be examined in the same way.

"Dithizone," the chemical reagent used in making the tests, was first imported from Germany about a year ago. The German product was found to be only about 20 per cent. pure, according to Mr. Clifford.

The Administration was faced with the necessity of developing a better product if satisfactory methods of using the reagent were to be developed. Both the laboratory in Washington and that in San Francisco have succeeded in developing "dithizone" which is 98 per cent. pure.

Discovery of the color method of lead detection will be of great assistance in enabling the Administration to convince juries in courts of law that there are products which must be outlawed, according to Mr. Clifford.

In the past, lead poisoning from spray residue and other sources has had a serious effect. Small amounts of lead absorbed over a period of time, says Mr. Clifford, lead to chronic illness. Lead poisoning can develop to the point where it causes decay of the bones, teeth, various forms of paralysis, changes in the blood composition, and digestive disturbances.

#### Method to Retain Flavor of Refrigerated Poultry

Glazing of quick frozen poultry, especially Long Island ducks, by dipping them in cold water after they have been hardened by extreme low temperatures has been found effective in protecting the appearance of the meat as well as in keeping down the bacteria content.

Thomas W. Heitz, Associate Market Specialist, and T. L. Swenson, Assistant Bacteriologist, Department of Agriculture, have found that the ice glaze—like so much tight fitting cellophane—remained intact after 7¼ months in storage.

Hardness and permanence of this glaze is assured by the dry ice method of initial treatment.

The ice coating, it was found, prevented the wrinkling of the skin on storage poultry and also seemed to protect the skin from freezer "burns" which in the past have kept down the market value of cold storage poultry.

Tests made by the Bureau of Home Economics show that the flavor of the meat was retained by this method of refrigeration.

Thrift is better than an annuity.

# PENNIES for ELECTRICITY

BUY A LOT OF  
ANY OF THESE  
SERVICES . . .

ELECTRIC RATES  
IN THE HOME  
NOW GO AS LOW AS

2c

A KILOWATT HOUR  
"The more used,  
the lower the price"

Today there are more electrical conveniences than ever — for better home living, more convenience, more economy. Such things as refrigeration, radio, the new washers and a host of other devices. These are things every family wants to enjoy. The important thing is to be able to use larger amounts of electricity at small cost. **This you can now do.** Home rates provide that as use increases, the price drops . . . now as low as 2c a kilowatt hour. The average for ALL home electricity used is now less than HALF of "pre-war" prices.

## LIGHTING . . . . .

The difference between good and poor lighting means the difference between eye-strain, nervousness, gloomy rooms—and real comfort. For example, you can have GOOD LIGHT in a favorite reading lamp all evening for . . . . .

1c

## REFRIGERATION . . . .

Electric refrigeration means eliminating other expenses and saving food. Pays for itself. You can enjoy several hours of food protection for

1c

## RADIO . . . .

You can bring the world to your home—enjoy a whole evening's news, education, entertainment for . . . .

1c

## WASHING . . . .

Save money. Enjoy economical, effortless washing electrically per hour (average) . . . .

1c

## CLEANING . . . .

Frequent cleaning saves rugs and furnishings. The house can have a good going-over for . . .

1c

## COOKING . . . .

Modern automatic ranges have changed the whole cooking problem, saving food, time and money. The cost for electricity per meal per person is less than . . . .

1c

## TAXES

This record of economical service has been accomplished in the face of taxes that have increased 300% since the war . . . have increased twice as fast as the business to pay them. Taxes are part of the cost of serving you. The bigger the tax boost, the bigger the obstacle to reduced rates.

These are a few samples. They show what a world of convenience, comfort, time-saving and economy can be had for so little cost. Pennies count these days—they buy more than ever here.

**CONSUMERS  
POWER CO.**



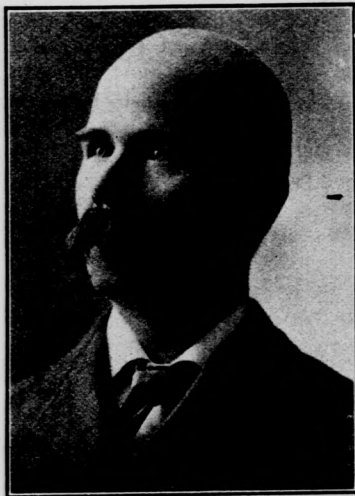
### Looking Back Sixty Years in the Grocery Business

I started to work for Rasch Bros., on old Canal street, near Bridge street, when Canal street was paved with cobble stones and the sidewalks were three feet above the pavement. At that time John Killeen, who was afterwards mayor of our city, had a store at the corner of Kent street and Michigan street, and George W. Thayer was on the corner of Canal street and Bridge. Big John Cordes and his two sons were across the street. Phillip Kusterer was next to Rasch Bros. Then going up Canal street Mike Caulfield had a store near the Wurzburg dry goods store, and then came the Crawford Bros. on Grab Corners, so-called at that time. Up Monroe avenue, corner of Ionia street, was Rice & Moore, and across the street was E. J. Herrick and also the A. & P. store and then Ira Hatch and the Bemis Bros. and Daane & Witters and out South Division street was Philip Graham and B. S. Harris, the big men on that street. In 1879 Mr. Rasch, the man I was working for, had a small store on West Bridge street and I bought a half interest and we started the business under the name of Rasch & Lehman. For twelve years our partnership lasted and then I built the block at 334-336 Bridge street. That was in 1889. I moved in my new store on labor day and continued in business for twenty-five years.

A. J. Rose had a store on the corner of Scribner and Bridge and then sold to Frank Parmenter, then to J. E. Furman and then Arnott Bros. Brogger's

had a store on Front avenue, Berles on the corner of Turner avenue, Radmacher & Konkle and Charles Pettersch and Joe Lambrix and further out was Mr. Butcher and Tony Vidro on Stocking avenue.

When I look back over the fifty years that I was on Bridge street, I



J. George Lehman

am the last one left. The grocery business in those days had its ups and downs and the many panics. I cannot remember of any which was as hard as the one we are passing through now, however.

I remember how the city moved the market at different times. At one time

it was down where the Berkey & Gay factory now stands, and then we moved up on Monroe street, near the corner of North Division and then on South Ionia across from the Tradesman office, then farther down by the union depot and finally the city bought the island, where the old steamboat landing was, and many a time did I ride on the old Barrett boat down the river.

How I did enjoy the grocery business and especially with the men I have mentioned. Our long and faithful friend, Mr. E. A. Stowe, at all times was much help to us men in our business, and how thankful I am that I can tell it to him now.

Great changes have taken place in the grocery business from the time when I started. The chain stores have made the old fashioned groceryman get out of the ruts and remodel his store, which I think was very much needed.

J. George Lehman.

### White and Brown Eggs

Which is the better type of egg, those with dark shells or those with white shells?

Consumers in Boston and Philadelphia apparently prefer the darker tint in eggs. However, consumer opinions on the matter vary widely.

Dr. M. A. Jull, of the Poultry Section, United States Bureau of Animal Industry, says that no definite scientific data has been developed to show which type of egg is superior or whether there is any difference.

A claim that the eggs with darker shells keep better might well be based on the fact that dark glass bottles are

known to preserve food and drug products better. Where there is much exposure to light this would also apply to eggs; although in storage eggs are usually kept in complete darkness and therefore are not subject to this factor.

Food content of the light and dark eggs seems to be about the same, Dr. Jull says, and in weight and size there is no special advantage. Poultry farms which specialize in egg production generally produce white eggs, but those which raise poultry chiefly as a meat product produce dark-shelled eggs. This is because most of the larger types of poultry do not lay white eggs.

The egg production of the United States is estimated to be about 25 per cent. white and 75 per cent of the various shades of brown.

### Prayer Cake of Germany

Pennsylvania's mammoth pretzel production, which in recent years has been valued at between \$3,000,000 and \$4,000,000, has developed some interesting inquiries as to the origin of the twisted delicacy, according to a statement issued by the Pennsylvania Department of International Affairs.

During last year the quantity production in Pennsylvania was approximately 22,000,000 pounds.

According to one story, the pretzel had its origin in Germany. It was supposedly developed by some German monks, who called it the "prayer cake" because its shape represented arms folded as in prayer. The cakes were distributed to children for some meritorious work or acts.

Another story says that the pretzel was originated by the Romans, who

## LIKE A BABE IN ARMS

Compared to the Michigan Tradesman is the Grand Rapids Wholesale Grocery. However, in our comparatively few years of existence we have battled for the same objectives for the independent grocer in a material way. We have helped our members weather economic storms and today we are forging ahead to new endeavors.

Our most recent move is to render a merchandising service by organizing the AFFILIATED GROCERS. One hundred twenty seven of our three hundred members have availed themselves of this service and more are joining weekly. Wherever you see the sign



you will find an advertising member of the largest retail owned Michigan.

# The Grand Rapids Wholesale Grocery

transformed the word "annus," meaning year, into "annulus," meaning "year ring." The spokes in the pretzel, running from the center, were held to symbolize the four seasons of the year.

Undoubtedly the pretzel had its origin many years ago, but to-day indications are that modern users are satisfied with the delicacy. The continued increase in production is taken as a proof of this and a still larger output is anticipated in 1933 because of the return of beer with which the pretzel long has been associated.

#### New Strawberry Varieties of Good Dessert Quality

Improvement in the quality of strawberry desserts may be the outcome of recent plant development work of the Department of Agriculture.

Three new varieties of strawberries, the Dorsett and Fairfax, for the eastern part of the country, and the Narcissa for the Northwest, have produced excellent results the past season. The Department says that because of the dessert quality, attractive appearance, vigor, and productiveness of these varieties, it is now encouraging their introduction for trial into sections of the country which have a suitable climate.

The Dorsett variety has the characteristic that when the fruit is over-ripe the flavor does not become so objectionable as in many other varieties.

Fairfax strawberries are notable for handsome appearance. The berries are much firmer than present commercial varieties grown in the East. The fruit retains its flavor in cool, wet weather.

The Narcissa has been attacked by disease in the East. In Oregon it has been outstanding in yield, dessert quality, and vigor of plant, and especially in its resistance to fruit rots.

#### Wise Buying of Canned Food

As winter comes on, the business of keeping the family food bill down becomes more than ever a matter of really knowing food values. It becomes also a matter of knowing your cans, and how much the cans hold.

Canned tomatoes, canned corn and beans and peas, canned peaches, and other canned goods are for most of us cheaper than the fresh foods at this time of year.

How closely do you notice the cans? asks the United States Bureau of Home Economics. Do you read the label, to see what you are getting for your money? And, having read the label, do you keep track of the size you bought last week at 10 cents a can, and compare it with the cans you got to-day at three for a quarter—thinking they were a bargain?

There are cans and cans. Unless you have looked closely at the sizes, set up in a row, you may not realize how many there are. Even as they stand in a row, you probably would not realize what different quantities they hold, if you trust to your eye alone.

Measure them, says Paul M. Williams, marketing specialist of the United States Bureau of Agricultural Economics, and you will be astonished by the difference a fraction of an inch can make. One size of can which when empty will just slip inside the next larger size holds a quarter of a pound less corn or lima beans than the larger one.

And these are common sizes of cans for vegetables, Mr. Williams points out. One holds 20 ounces net; the other, a little smaller, holds an even pound. You can hardly tell the difference as you see them on the shelves, or even in your hand, unless you observe them closely.

When you read advertisements offering baked beans, 6 cans for 25 cents; or lima beans, 3 medium cans for 20 cents; or standard tomatoes, 3 medium cans for 20 cents, you have to figure things out for yourself like this: If "medium" cans hold 16 ounces you would pay 6.6 cents per pound for your tomatoes. If "medium" cans hold 20 ounces, you would pay 5.6 cents per pound. Or, to put it the other way round, you would get 9 ounces more for 20 cents in the one case than in the other.

If you were buying corn, which is heavier than tomatoes, you would get 12 ounces more for your 20 cents.

The answer, of course, is: Never forget to read the label on canned goods. It tells you how much the can holds,

and helps you to get your money's worth.

#### Strapping Simplified

When steel strapping to strengthen wood and fiber boxes was first introduced, it was a slow, rather involved hand process. Gradually it has been made simpler, until, with the latest developments, it is almost a case of "You press the button, we do the rest." On the newest strapping machine there are two levers which resemble the gear shift in your automobile. Move the first one with your left hand, and a steel strap around the box which is being bound is brought into proper tension. Move the other with a single stroke of the right hand, and a seal moves out of an automatic feeding hopper, the joint where one end of the strap reaches the other end is sealed, and the strap cut from its coil.

A new, low-priced miniature camera, moulded entirely from synthetic plastic, is on the market. Weighs three ounces is three inches high, takes six snaps (1¼ x 1-9/16) on a tiny roll-film.

#### Fiftieth Anniversary of the Tradesman

You can tell a sturdy oak  
Amidst ten thousand trees  
Or a mount which ever woke  
To morning's promises  
With strength to vision closely wed  
What wisdom wooed! What spirit sped  
This man of destinies.

Growing oaks are living things  
Accumulating worth  
To a mount the storm-cloud clings  
Yet watereth the earth.  
With goodly weal to verdure wed  
How fellowman he nourished  
And gave to hope new birth.

Here we see a noble form  
Yet plain simplicity;  
A beetling cliff withstanding storm  
For such a man is he  
That fifty years reveal a will  
To serve with greater purpose still  
The Tradesman yet to be.  
Charles A. Heath.

To look fearlessly upon life; to accept the laws of nature, not with meek resignation, but as her sons, who dare to search and question; to have peace and confidence within our souls—these are the beliefs that make for happiness—Maeterlinck.

Fame? What else is there, if you don't care for money?

# UNION BANK

OF

## MICHIGAN

Monroe - Ottawa - Fountain

## GRAND RAPIDS



## Every Banking Service

## NO SECURITIES FOR SALE



## THE SPIRIT OF GREED

## As Exemplified By the Heart of Cain\*

Governor Horner, Mayor Kelly, Mr. Dawes, Mr. President and members:

It is one of the outstanding pleasures of my life that my good friend, the President, Mr. Wisdom, has bestowed upon me the special honor of responding to the generous expressions of welcome to which you have just listened.

For more than ten years I have been interested in the National Association of State Auditors, Comptrollers and Treasurers, and have derived much pleasure and benefit from attending their conventions. I have become acquainted with and found friendships with members from many states, whose co-operation and timely advice I very much appreciated.

For ten years I served Wisconsin as State Treasurer. Out of the experiences of that service—out of a knowledge of life spent in close contact with the people who have made America grow—I have learned a lesson. That lesson is that there can be no progress in home—in office—or in State—except through the doorway of honesty.

I am no longer a young man. I have had political advancement and honors that I scarcely even dreamt of. I am looking back upon life. I am comparing the history of all peoples with the trials and troubles which beset my countrymen of this generation.

As men grow older they look back through the history of nations to compare the experiences of people who have gone before, with those who are inhabiting the earth at the present time. People change but little. Nations grow strong and then fall into decay. Nations grow weak because they depart from the pathways of righteousness.

In the beginning of the world there were families which knit together to protect each other. When several families came together and remained together they became a tribe. When their relatives multiplied the tribes became a society. Yet with all this growth, the weaknesses of the family have been carried into society.

The Bible tells us that Cain and Abel belonged to a family. Cain hated Abel. Abel had qualities of strength—qualities of uprightness—qualities of virtue which made him stand out among his fellowmen. Cain disliked his brother because he possessed these fine qualities. Cain wanted to be as successful as his brother. In his heart grew the spirit of hate. In his mind came murderous thoughts. In his prayers he asked for destruction of his brother and then he killed him.

The stain of that murder has stamped itself upon all the history of mankind. Families disagree and there is hate. Parents disagree and there is divorce. Towns and cities and counties disagree, and an unwelcome and heavy burden of taxes is shouldered upon the poor. Nations disagree and there is war—depression—and famine. The

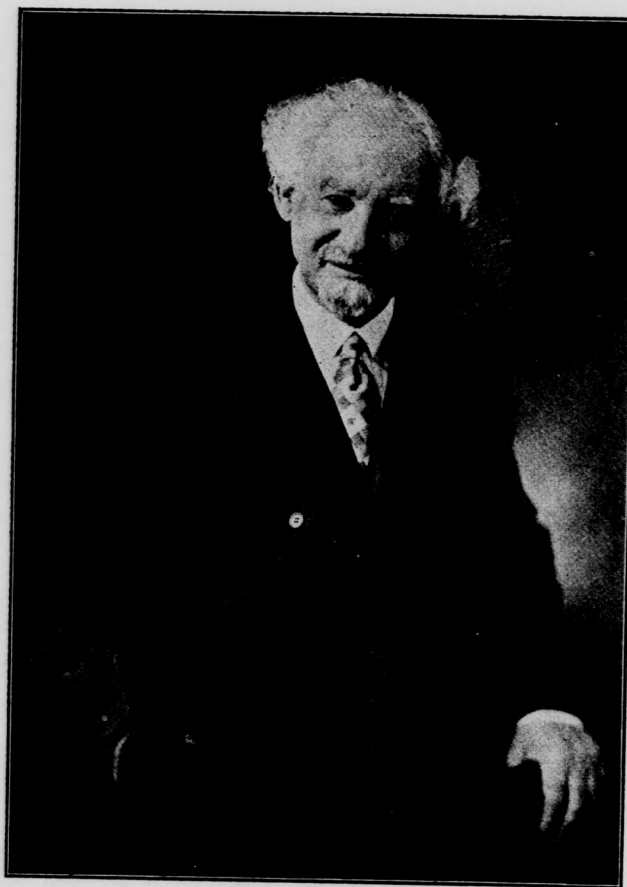
\*Response of Mr. Solomon Levitan, State Treasurer of Wisconsin, to the addresses of welcome at the National Convention of State Auditors, Comptrollers and Treasurers, Sept. 5, at Chicago.

blood of Cain is upon the whole world. It writes its message in the customs of families, in business dealings, and in state affairs. There would be no depression to haunt the silent factory, and the supperless table if the spirit of Cainism were driven from public life.

According to official reports to this Government made in 1929 there were 504 millionaires in the United States. The number of millionaires in the United States at the close of the Kaiser's war was thirty-three. When the number of millionaires increases the number of people who are poor multiplies. This spirit of taking all you can away from your fellowman has increased the number of millionaires in this nation, but it has multiplied by a hundredfold the number of poor in the nation.

I know that the man who adulterates his food product is poisoning a nation by the same spirit of greed as stirred in the heart of Cain. I know that a nation that permits its poor to go unfed while the rich live lavishly in homes like castles will have dark days ahead. The whole trouble with this nation is "Cainism." The cause of this depression is Cainism. The road to recovery is through the thrift and the virtues and the righteousness of Abel.

During the past ten years thousands of businesses have gone into bankruptcy. During the past five years, nearly ten per cent. of the entire country's farms have been lost through foreclosures. During the past five years, millions of dollars have been lost by depositors in banks.



Solomon Levitan

Until the National administration started its recovery program there were fifteen million people unemployed in the United States. They were unemployed because the greed of business has permitted a condition to arise in this country that has pauperized millions. Men are unemployed because governments so submit to the wealthy that they will not apply the righteousness of Abel to the powerful. The wealthy who refused to co-operate in a crisis were called "profiteers" during the War; in peace time they were called "chiselers;" but they are real public enemies in these days of distress.

I have no quarrel with business. I have been a business man all my life.

The pathway which business men and farmers and home-owners have traveled in the past ten years has been strewn with the bones of speculation and financial failure. Speculation has ruined legitimate business. Speculation among the higher-up ruined the farmers. This spirit of speculation—this attempting to get something without work—this attempting to steal from your fellowman by legalized methods—has brought on this depression.

The great mass of people who have sat idly by have seen this period of speculation—they have seen the mounting scale of homes broken—of old virtues swept away—of men gone money-mad. They have lost confidence. And this loss of confidence shakes nations to-day.

If the people have no confidence in their businessmen, it is because businessmen have not given them the fair-square deal to which they are entitled. If people have lost confidence in their banks, it is because bankers have not always dealt fairly with their customers. If people have lost confidence in government it is because the governmental leaders have been lax in their duties. If people have lost confidence in God, it is because the spirit of Cainism—the spirit of greed sways their intelligence.

I speak to you to-day in this way because in your own communities each and every one of you are leaders—each and every one of you by education, experience and training have built up a reputation within your own communities—each and every one of you are beloved by your people. The Nation calls for men of your stamp and intelligence. It tells you not to be cowardly in these dark days. It tells you to be brave of spirit. It tells you to go out into your own communities to help drive from the threshold of home, shop and Government this spirit of hate and greed which has crept into our industry, our social structure and even into our attitude towards mankind in general.

It asks you to dedicate your influence to spreading a gospel of righteousness and tolerance. These are days of atonement—these are hours when men of clear head and clean heart should lift up their voices. They should welcome with the coming dawn the spirit of brotherly love.

At the convention last year I was appointed chairman of the committee to designate the place of our 1933 convention. The committee, with the knowledge that the Century of Progress was to be held in Chicago this year, unanimously voted to hold our convention here. From the reception we have received and the fact that your time is to be well and advantageously filled, there seems to be no question that the choice will prove to have been a wise one.

Governor Horner, Mayor Kelly and Mr. Dawes, on behalf of the National Association of State Auditors, Comptrollers and Treasurers, I wish to thank you for your splendid welcome. We know you are extremely busy men, and thoroughly appreciate your having taken the time to come here and be with us.

New and novel re-use containers keep bobbing up: A spice company is packing prepared mustard in a graduated glass container which serves as a measuring cup when empty; an oil company is marketing a household polish pack containing a liquid wax bottle which, through a lamp shade and fixture offered with the pack, can be converted into a table lamp; another company promoted summer tea sales by offering 100 two-cup tea bags in an iced tea pitcher sealed with transparent cellulose.

A new, rapid process for hardening low-carbon steel, malleable or cast iron is said to produce an extremely hard, ductile surface, sufficiently deep to resist unusual wear and abrasion.

Set your sail according to the wind.

## SINCE 1897

the New Era has enjoyed a happy business relationship with The Michigan Tradesman. Each striving for our ideals, which in their fundamentals have many points of similarity, we have gone down through the years with many pleasant associations marked upon the milestones along the way.

It is with this background of business friendship that we, with true sincerity, congratulate the Michigan Tradesman upon this occasion of its Fiftieth anniversary and extend our best wishes that even greater opportunities for service may be opened up for the Tradesman in the days to come.

### New Era Life Association

#### Legal Reserve Life Insurance

HOME OFFICE

126 Sheldon Avenue, S. E.

Grand Rapids, Michigan

## The Joseph P. Lynch Sales Co.

150 Louis Street

Grand Rapids, Michigan

Extend to Mr. E. A. Stowe sincere congratulations on the 50 years splendid service he has rendered the Retail Merchants of Michigan through The Tradesman and wish him Health, Happiness and Continued Success for many years to come

# MEN WANTED



There was never a time when this country needed men, real men, as badly as right now.

We are not thinking now of the overall and white collar group, out of jobs and practically helpless, but we are thinking of employers and employees with incomes who are not measuring up as real men. Using the times as an alibi, they are holding tight to their money which should be handed over to those whom they owe.

From the bottom of our heart we pity the man who wants to work, but can find no work to do; but in these times particularly we are thoroughly out of patience with the man who is favored and then becomes a slacker. Such a man is an enemy to the human race.

Yes, men are wanted — badly wanted — with spiritual qualities of the old fashioned kind — honesty, industry and sympathy—not only doing their share, but ready to go the second mile. One such in every community will leaven the lump.

O God! Give us such men!

Sincerely,

*Uncle Jake*

**KALAMAZOO VEGETABLE PARCHMENT CO.**



## RUSSIAN REFUGEES IN ROME

## They Made It Pleasant For Their Guests

The "pension" of Princess Wolkonsky—pension being being Continental for boarding house—is on the third floor in the Piazza Mignanelli. According to quaint Continental usage, such location is called "second floor" because "first" is one flight up. The building is an old palace, stately, imposing in outline, handsome—and plenty draughty: especially as to the spacious open stone stairway from the "ground" to the "first" floor. Thence one ascends a second flight, also stone, in a semi-sheltered hallway, to the Princess's doorway.

We had been directed there by a Naples friend, but arriving in November, when Roman winds are chill, we decided not to stop with the Princess. But our next visit to Rome was in April and we planned to stay only a week or so and our impression of the Princess was so pleasing that we went directly to her. Then, whether it was that our views of stairways had been modified by wider Italian experiences—as, believe me, they well could be—or, more probably, that the atmosphere of this charming place grew on us rapidly, it were hard to tell; but quite promptly we inclined to feel sorry that we had not stopped there from the start.

The layout of the Princess's menage was limited by the fact of its being one floor of the palace. One entered a rather large entrance hall, but that was now the dining room, so one circled around the table. Immediately to the right was the kitchen, through which, incidentally, one gained the garden by a winding iron stair and, through the garden, a street on a higher level than the Piazza Mignanelli. But no room in the house was other than spacious, with high ceilings and generously large, high windows were everywhere.

We were assigned to a truly handsome room with two immense windows looking across the Piazza Mignanelli and the contiguous Piazza di Spagna to the Spanish Embassy, continuous in the same quarters for over 300 years. The Wolkonsky household was distressed even as we arrived by the change which had just occurred from the monarchy of Spain to the republic and the switching of the familiar national banner to the new one. The location is a famous center of Rome, a heart-spot of the ancient city. The Propaganda, for example (Sacra Congregatio de Propaganda Fide—Holy Congregation for the Propagation of the Faith) has occupied quarters in the Piazza di Spagna since its inception, several centuries back.

Just around a corner from the Piazza Mignanelli is one of the lavishly playing fountains for which Rome is remarkable. A few steps along is a magnificent marble stairway rising to the level of a gently inclined walk along which one goes easily to the Pincian Hill, whence one looks over a marble balustrade of regal proportions onto

the Piazza del Popolo—another heart-spot of Rome—and views the sunset.

At the base of the great stairway in the Piazza di Spagna cluster a number of flower stands where, for a few pennies, one can gather wonderful blossoms in armfuls; and half way up the stair is the house in which Keats died, which of late years was occupied by Axel Munthe, while he wrote his stirring *Story of San Michele*. Our neighborhood held unlimited interest.

Our room was furnished in truly handsome style with great presses or wardrobes—for closets are not even yet built into Continental residence buildings—great chests of drawers, desks, chairs, mirrors, settees, and the usual delightfully comfortable Italian twin beds. Our ceiling was decorated

customed to wait until 7:30 to 8 for the dinner, but I will say this: that the Princess's feedings were so supremely excellent that much more than late dinner habits could have been readily condoned.

I have told of generous Italian eating, so now only mention the soup served this first evening; a most delicious dish, a good meal in itself, tasty beyond description. This was Greshnyawaia Kasha, and not too much name at that. The Princess promised us the recipe, but we got away without it, much to my present regret.

How portray the personnel of this unique abode? Aware that my words will be inadequate, I yet wish to describe our surroundings and atmosphere.



Paul Findlay

with hand painted flowers and figures. The center, on which our eyes opened in the morning, was a pair of distinctly underdressed, full habited females, sort of mixed up with a cornucopia effect. It was all very Roman—lots of comfortless grandeur, always characteristic of those old time palaces.

But there was a porcelain stove in our room and we were cosy and comfortable, especially as the Princess herself soon appeared to welcome us and provide a snack consisting of full-flavored Russian tea, rolls and marmalade.

The snack was welcome because here the dinner was set at the extreme hour we had yet experienced on the Continent—8 o'clock. It was difficult for us all through our travels to become ac-

The central figure was the Princess, a woman well along in years—though not what we should properly call old—a perfect specimen of the traditional, high born lady, refined of face and figure, and a thoroughbred in her quiet yet complete acceptance of the cataclysmic changes which had been visited upon her and hers; her brother, the Prince; the brother's son; and an ancient woman servant, a retainer in the family; not unlikely born into that condition—for over half a century. There was a Roman cook and one or two housemaids in addition.

There was an expatriate American woman, evidently of some moderate means, who occupied two large rooms into which she had put her own belongings of furniture, books, nicknacks

collected on her wideflung travels; a harmonious, beautiful layout. This was her home. She came and went as she listed. She was a regular and, as she liked to have it appear, a vigorous worker in the church—the church of Rome. Hence her talk was liberally besprinkled with references to what "The Holy Father" said and did on various occasions. Her loquaciousness was not unentertaining. It was altogether harmless, and if she took herself a bit seriously, who among us has not his little foibles?

Another permanent resident was a middle-aged English woman semi-expatriate. She spent about half the year in Rome; a painter, one of the great number who "do"—and she did altogether quite well—bits of Rome and surroundings. But this lady took herself not a bit seriously. She painted, evidently, because she enjoyed it. She had no delusions of outstanding excellence in her performances. To paint was pleasure and occupation to her and she did it simply and without affectation: a really charming person to meet with anywhere—as simple, genuine and sincere as any child.

One or two others, men and women, came to table at various times of whom no distinct impression abides. But the entire set-up was so limited that one could hardly see how the income could balance the outgo; for, counting the Princess and her family, there were as many servants and others dependent on the revenue as there were payers thereof. And yet, such is not unusual in the aspect of those pensions. Any number of them can not make any money. That they hang together and eke out a livelihood is accountable only on the basis of low cost provisions and wages incredibly tiny; and it must also be remembered that the "lady" of the household, wherever you find her, in whatever capacity, does no menial work whatever. Seldom do you find her going even to the length of one young Swiss landlady in Nice who "spelled" her husband at the carving and serving table.

The Wolkonskys were Russian refugees who had got out in 1917, almost if not quite with the Bolshevik wolves on their heels. They do not talk much of their experiences—in fact, can not be made to talk. Evidently, their experiences were too terrible for ordinary conversational portrayal. Their lives were literally swept from familiar moorings. Accustomed to the apex of carefree refinement; brought up in the belief and conviction that their lives were to be what former generations had enjoyed; in an instant they were fugitives and beggars. That was about the situation as one could gather it.

For background, the brother was a priest in the Russian Greek church and in appearance he ran true to form. He, like the Princess, was tall and spare. He carried the characteristic full beard and wore the long black flowing overgarment of the Greek priest, which added considerably to his apparent height. How come that he had a son in sight and, if I mistake not, another—perhaps several other offspring—elsewhere? He explained:

"You are perhaps surprised to find a priest with children. But it is not only permissible that priests of the Greek

\*This is not a demand for intervention, but only to say that there are cases when opportunism must yield to moral requirements.

The Michigan Tradesman has had  
50 years of success  
BUT  
ALL COMPANIES HAVE NOT

*For Example:*

The carriage makers, New England textile manufacturers and others.  
Inventions and other developments affect all companies.

*Investors should watch these changes. Guard against  
such developments by constant supervision  
of your Investments.*

Our statistical department is available to you without obligation.

*Complete Investment Service*

**J. H. PETTER & CO.**

Michigan Trust Building

Phone 94416

Grand Rapids, Michigan



church marry: it is mandatory. They must be married."

Then it developed that his wife had died, though when or under what circumstances I did not learn. Now the son, a truly handsome, altogether fine young man, was studying architecture and doing it supremely well in serious minded fashion. Anybody could be proud in the possession of such a son.

Now, it is familiar fact to all of us that Europeans learn languages as a matter of course, and we know that no people have ever surpassed the members of old Russian high society, the educated classes, in the acquisition of many tongues. Nevertheless, it is a really surprising experience to meet with living specimens who evince this fact; for the purity and perfection of pronunciation, the fullness of vocabulary, the exactness of expression, the readiness and adequate range—these features were astonishing.

At table or in the adjourned after-dinner conversation, there was no distinction between the language of the English woman and that of the Wol-konskys. Listening, without seeing, a stranger could not distinguish the native from the foreigner by any accent or quirk of pronunciation. When we remember that English is only one of their acquirements—that they are equally at home in French, Italian, English, German and quite possibly other languages—we are apt to attain greatly enhanced respect for the thoroughness of such culture.

The Princess was not robust. Not only did she not perform any of the work about the house—such as we understand the term—she was relieved of negotiations and all other details by her stalwart brother, and, while I think she planned perhaps all the meals, which surely evinced planning of the skilfullest order, that was about all she did.

The ancient maid was a character. All of 70 years old and more than slightly infirm from something akin to rheumatic ailment, she yet was a servant born and bred. To claim immunity from the servant's lot or any considerable amelioration thereof would not occur to her so long as she might be able to drag herself about. I do not mean to say that she had to do that. She was quite capable of what was put upon her; nor would the Wol-konskys have neglected her in any respect or degree had she become ill or helpless.

What I seek to bring out was the attitude of this retainer of the old Russian noble house. Sisters under the skin women may be. The mistress and the servant might be nearly the same age and might evince similar physical failings, but the gulf between them could never be closed—not even in death.

So this old girl tended our room with careful diligence; brought us anything we hinted at; did any little extra that we either indicated or that she thought of herself; and when we came to leave, the gift of the equivalent of 75c for eight days of such devotion nearly overwhelmed her.

\* \* \*

Now, despite the reticence about their lives at which I have hinted, I succeeded in gaining an insight into

some of the Prince's opinions, hopes, fears and aspirations. Thus one evening it came about that he gave me a document he had written in the hope of getting it published to the world. The reading of it stirred me peculiarly—so much so that I asked his permission to copy it, which he readily granted. Because, despite its interest to me, it seemed rather lengthy, I have held it now for nearly three years, thinking that I might curtail it suitably or make a resumé of it. But each time I have gone over it, it seemed that curtailment or revision would rob it of its essence. So now I take advantage of this annual edition of the Tradesman, when we readers are likely to feel a sense of leisure, to give it to you just as it came to me.

What it may mean to any of us must depend on his own background, convictions, prejudices and all that; but in any event, here is more than a hint of a world that has gone—a society that has vanished—the sweeping away into utter oblivion of a way of life not likely to be re-established during the present cycle of civilization. To me it carries a flavor of wistfulness, of more than simple regret for the passing of a stratum of society that in itself was perhaps the most gracious of our day and generation.

What capacity have we for insight into such a phenomenon? We Americans should understand best of all the world. For only yesterday our own South held a society of parallel graciousness, urbanity, high refinement, the most sensitive "honor"-based, as was that of Russia, on the most abject servility. It boots nothing to argue that those above did not often oppress those below in either case. The fact was they could oppress them without suffering consequences, without hope of redress for the oppressed; and such conditions are incompatible with human progress. Inevitably they must be swept away.

What remains is what always does remain, fortunately: memories of the better aspects of what has gone. The American slave, freed from his bondage, was more than likely to hone for a return to what he had known from birth. Undoubtedly, plenty of the older Russian serfs have experienced the same regretfulness. Let us then hold the happy memories and store them away in roseleaves, grateful that man is not as cruel as he may have the chance to be, realizing that lynchings are, after all, not the most persistent element in the relations between black and white in America, nor scourgings between master and servant elsewhere.

As for the dangers which must attend on the transition through which we are now going, so pointedly stressed by the Prince, those are inevitable factors in any radical readjustment of society. They must be met and coped with as they come upon us.

Now let the Prince speak, but, while he talks, we must have in mind that he is of the antipodes to us, a Russian priest, now a communicant of the church of Rome; and we shall not fail to notice his amazing mastery of English expression.

\* \* \*

The World Danger of Bolshevism  
By P. A. Wolkonsky  
President of the Russian Club in Rome

For more than ten years Russian refugees, who have been eye-witnesses of the horrors perpetrated by the Bolsheviks have been endeavoring to convince Western Europe of the reality of these horrors and of the actual, threatening danger to the whole civilized world of this Anti-Christ movement.

Our efforts have as yet been almost vain. Evidence given by us was met with distrust, so monstrous and unbelievable are the crimes of the Bolsheviks; our arguments to prove the world-wide significance of this evil were defeated by the erroneous current opinion in Europe on pre-war Russia, the roots of the evil being sought only in our past history and ascribed only to our national characteristics; and so minds were set at rest by the thought that Western Europe would be immune from this plague. Our arguments of an economical nature fell flat against the desire of the capitalist classes to make personal profits out of the calamities of Russia, and against similar hopes on the part of Governments who think of oil fields, grain, concessions (and of the dismemberment of Russia) and who thrust aside, in dealing with the Bolsheviks, that which ought to be the basis of their relation—the moral principle. And last of all, the efforts of those struggling to bring the truth to light are defeated by the fear Governments have of their own communists.

Such is the intricate knot of the causes developing on a foundation of a general decline of religious and moral sentiments—causes by reason of which the political world looks on with indifference at the systematic annihilation, physical and moral, of a nation of over a hundred million people. In some countries people do not even conceal their wish that such state of things may last!

We do not forget that there have been church and philanthropic organizations that saved hundreds of thousands of Russians from starvation, and we are deeply grateful for this. There are also some countries that have not recognized bolsheviks as a government, this also we highly appreciate. We know there exists the League against the III international that works fervently, in silence, and which commands our highest respect. But the predominating attitude of the civilized world towards the unheard-of torments of an immense country is—indifference.

The Christian Protest Committee was, at least in England, the first to start a wide social movement of protest against the bolsheviks, striking at the very heart of the evil, by rising against the persecution of the name of Christ. We send the committee our most earnest wishes of success.

We do not wish to insist here on the sufferings which the Russian people are enduring. We will briefly mention that the destruction of all natural and all supernatural foundations of social welfare, and especially an education of children satanic in its perversity, threatens to bring our population in the near future to the state of a herd of brute animals. We see the first condition of revival, not in one or another form of government, nor on one or another political platform, but in the liberty to proclaim with all one's heart and fervent deeds, Hosanna to the Christ.

It is not of Russia, however, that we wish to speak here; it is of this ever growing danger to humanity.

In the course of some five years a generation will have grown up which will not have seen any conditions of life other than those created by Bolshevism, nor will it have any perception of normal life. Brought up in the hate of God, in the scorn of family bonds and all those natural virtues on which rest the welfare of nations, this new generation will take good for evil, and evil for good. They will worship only the might of the fist and dominate only by physical strength and falsehood. Of

the past history of their country and of the present state of other powers they will only know what Bolshevik propaganda has taught them. It will be a generation of savages such as the world has never seen. (The atrocities of certain Pagan worshippers was their way of seeking God, not of denying Godliness). These savages will fill the ranks of the Bolshevik army. They will not be Russian. They will have no Russian ideal. They will have no Russian problems. Their destiny will be to strike the final blow in the war that the III International is waging unceasingly all over the world against Christian civilization. This army is destined to transfer the center of world evil from its temporary headquarters at Moscow to one of the capitals of Europe, when Russia will be definitely exhausted. From this new center it will be easier to bring the populations to a state of famine than it was in a country that used to be the granary of the world.

What opposition will Western Europe be able to offer such an army which, though morally uncivilized, will be equipped with all the military resources of technical civilization? Will all powers unite against the foe? Or will there be dissensions—logical result of the present relations with the bolsheviks and competition to take advantage of the disasters of Russia? And each separate state, will it rise to face the danger? Will it not find itself divided by a clash between the standing state and its destroyers? And, finally, will the army still be a symbol of patriotic unity, conscious that it "beareth not the sword in vain"? Or will it be already shattered by all means of propaganda, even by the pacifism of governments themselves, who involuntarily spread the idea that armies are a still to be tolerated evil which should be reduced to a minimum? Among the men mobilized will there be a negligible or high percentage of those for whom the Fatherland, Nation and Monarch are but harmful and ludicrous survivals of by-gone days, and who are only waiting for the hour to be faithless to the colors and wage civil war in the name of communist doctrines?

Such are the questions the mere possibility of the settling of which testifies to ominous danger. But are people widely aware of it? Uncertainty, wavering minds, absence of line of conduct on one side. And by the enemy a clear aim: the demolition of states, the breaking up of nationalities, destruction of the cultivated classes, the riddance of strong men and reducing the population, by famine and terrorism, to powerless atoms; these are the aims of the guiding forces, while those of lower elements are destruction of everything that stands in the way, and limitless freedom for all brutal instincts.

When will people open their eyes to the danger? Perhaps when calamities will have begun. The example of Russia has proved that it will be too late then.

Some people pretend (contend?) that all these horrors are not possible in Europe; that Russians are unfitted to struggle. Those who suffer and struggle in Soviet Russia could respond:

"You forget that bolshevism took us by surprise, came on us like a squall at a time when the ruling power had been destroyed by the first revolution; that the great mass of the people had given faith to bolshevism, intoxicated as they were by false promises, and in this condition let themselves be disarmed and enchained. You forget the two years of civil war; that only one thousandth part of the heroic deeds made under the slavery of Bolshevism are known; that a man exhausted by hunger, cold and terror cannot be judged as a healthy and satisfied one. But you who are free, comfortable and secure in your homes, why don't you resist bolshevism? The soviets openly de-

**Best Wishes on Your  
Fiftieth Anniversary, Mr. Stowe  
Grand Rapids Hardware Co.**

*Grand Rapids, Michigan*

**Decker, Davies & Jean,  
Incorporated**

Laura B. Davies, President  
908 Grand Rapids Savings Bank Building,  
Grand Rapids, Michigan  
INSURANCE OF ALL KINDS  
AND SURETY BONDS

**Butchers and Grocers  
Fixtures and Machinery  
Casings, Tools and Supplies**

See Our New  
HUMID-AIRE DISPLAY COUNTER

Distributors for

UNIVERSAL COOLER REFRIGERATING  
EQUIPMENT

**BOOT & COMPANY**

115 W. Fulton St. Phone 8-3931  
Grand Rapids, Michigan

**The Preferred Automobile Insurance Company**

A Stock Company

Issues a policy positively conforming to the Financial Responsibility Laws of every state.

It not only protects under those laws, but

**HAS NO CLAUSE WHEREBY WE CAN MAKE YOU REIMBURSE US.**

You pay the premium — that's all. We pay the losses — we cannot assess you.



Don't buy a liability — buy PROTECTION.

**The Preferred Automobile Insurance Company**

Agents in all Michigan Cities, Towns and nearly all villages.



clare their intention to destroy your states; they demoralize your soldiers and form in your countries prepared staffs for red battalions. They are already making lists of officials to replace your authorities destined for slaughter; they are working out special tactics to capture your metropolises and are sowing insurrection among your colonies, creating special universities in order to instruct agents for this purpose, and they are forging your currency and issuing false promissory notes. In your capitals they maintain organizations of the G. P. U. for the extinction of their enemies and use the cellars of their embassies for concealing or executing their victims (Warsaw, Berlin, Athens). Then why don't you start to struggle against them? Have the soviets a mighty fleet and are your shores defenseless? And your daughters, they are not detained yet as hostages in the Lubianka or Solovki prisons! Why do you give in to bolsheviks, sometimes even forgetting national dignity? So in Warsaw one of the actual assassins of the imperial family was admitted as ambassador! They are fighting continually in time of peace against you, and you, willingly shutting your eyes, invite their staffs into your country and secure them diplomatic inviolability.

"When you have obtained order in the streets you consider you have done your duty, but remedies against the exterior symptoms are not a cure for the disease itself. Some people in their chauvinistic illusions tell us that the infection can not affect them, but when the houses all around are on fire is there a chance for a single one among them to be safe? You fear your own bolsheviks and postpone taking any measures against their leaders in Moscow. But giving them time and opportunity to take roots in your country you do not diminish but you enhance the danger. Your statesmen put forward the principle of non-interference. What hypocrisy! When the Janichars were cutting off the breasts of Bulgarian women, Russia did interfere—with the blood of her soldiers she liberated the Bulgarians and, after having accomplished the deed, she retreated. It seems to some that it is only a break of diplomatic principle. For us it is one of the finest pages of the world's history.\*

"Try to remember that we are human beings just as you are. Look into our suffering with charity—and your eyes will open to the approaching danger. Look it boldly in the face and fight before it is too late. To do so is your duty. In the gloomy dimness of godlessness, in the cellars of the Tcheka, under the snow, in the utter misery of towns, there are still godly souls who have accepted their martyrdom and that of their fatherland as a trial sent from Heaven. Thousands have sacrificed their blood for Christ. Their prayers, their martyrdom bind you. And is the same not ordained to you by the Nemesis of history who has already raised an avenging hand against several of your countries?"

Thus could speak our suffering brethren from their country to Western governments. We refugees, rejoicing at the new social movement in England, may only add our applause to those who started to waken the human conscience. It is only by lifting the moral social level on the ground of religion that a sufficient force could right line: to assume a struggle to the right line: to assume a struggle to the death with the common foe of the civilized world.

At the meeting of the Christian Protest Committee the banner of the crusaders was lifted. That is the real symbol of the attitude towards the bolsheviks. We do not expect any military action from the West: Russian blood will be shed. From your governments and parliaments we only expect a moral penitence before the Russian people whom they have abandoned and

whose executioners they have accepted. Let them do the reverse: reject the executioners, separate them from the rest of humanity by a wall of contempt; let them not support those evil lives in providing them with means—and the Russian people will defeat them.

Red Moscow must be destroyed while it is not too late!

Do you wonder that our eight days' time was all too short—that we felt more than casual regret that we had to leave this charming household? It is no overstatement to say that our meeting with the Wolkonskys was an outstanding experience of our European journeyings.

#### Human Race Origin in America Hinted

Geological evidence that long before Rome, and probably thousands of years before the pyramids, many migrations of men had swept over the present United States was given to the National Academy of Sciences recently.

These records were summarized by Dr. John C. Merriam, director of the Carnegie Institution of Washington, in a report on the present status of knowledge of the antiquity of man in America.

"Known representatives of the primate group in America," he said, "have seemed so far removed from immediate ancestors of man that there has been little disposition to consider actual origin of the human race on the American continent.

"Though general opinion leads us to look toward Asia, Europe or Africa as the place of the origin of the race, this does not mean that early representatives may not have been present in America. As development of the geological story proceeds it is generally accepted that abundant time has been available for many migrations and many changes."

Among records Dr. Merriam cited "human remains found by Sellards in Florida in deposits which have the aspect of the late pleistocene and contain a fauna clearly not characteristic of the present period."

The "late pleistocene" would be cave man times. Other finds were evidences of man and his tools in Gypsum Cave, Nev. Minnesota human traces going back to the glaciers were included in Dr. Merriam's list. Other evidences quite numerous but less definite point to a possible existence of man in America perhaps a million years ago, in the pliocene period.

#### Children's Birthdays

Many stores send suitable birthday cards to the children in their communities. Four methods are generally used to obtain names and dates: (1) copying the birth lists published in local newspapers; (2) having each mother who trades at the store supply the names and dates of birth of her children; (3) getting names and birth dates of school children from their teacher; (4) enlisting boys or girl clubs.

A simple method of keeping the birthday record is to have a book in which separate pages are set aside for each month. All children with January anniversaries, for instance, are listed in the January section.

The cottage is a palace to the poor.

#### THE FROG INDUSTRY

##### Facts Furnished by the Federal Bureau of Fisheries

Frog farming. The Bureau of Fisheries has never engaged in frog culture and can offer little first hand information on the subject; neither has it nor any other branch of the Government ever distributed or sold frogs, tadpoles or frog eggs. While there may be considerable benefits in the marketing of bullfrogs, success in artificial propagation on a commercial scale still awaits realization, and such an undertaking, therefore, should be regarded as strictly experimental.

Within the past fifteen years the Bureau has received thousands of enquiries concerning frog raising, but to the present time it has heard of only about three persons or institutions claiming any degree of success, so far as intensive frog culture is concerned. One of the most successful experimentors in this branch of aquaculture is the Southern Biological Supply Co., Inc., of New Orleans. The organization has carried on a series of experiments in frog culture under the direction of Percy Viosca, jr., since 1917.

Most of the so called frog farms, and those which are least expensive and which require the least labor, are simply natural marshy areas or ponds adapted as food supply and environment to the needs of frogs. In such areas the frogs, left to themselves, will thrive and multiply, but better results may be obtained by following some of the suggestions for increasing the shore-line, made in Mr. Viosca's article on "Principles of Frog Culture," cited farther on, and from which much of the following information on culture and pond construction is taken. The pamphlet on "Practical Frog Raising," by Benjamin M. Ruffner, contains information on frog culture based on Mr. Ruffner's own experiments.

Any pond or swampy area may be stocked with adult frogs, or eggs may be collected for stocking purposes. In stocking waters with adults better results may, perhaps, be obtained by introducing the frogs into their new quarters in late summer and fall in order that they may become accustomed to their surroundings before the egg-laying season which usually begins in April in the Gulf States and in May or June farther North. It reaches its height in May and June in the South and in July in the North. In California certain species begin breeding in January and February. Smaller species might be hatched advantageously to serve as food for the larger edible varieties, but the cannibalistic habit which this suggests dictates a segregation of the commercial species according to size to prevent their eating one another.

While frogs lay their eggs in ponds and the tadpoles live in ponds, young and adult frogs spend most of their time in summer on the shore, hiding among vegetation, watching for their prey. Ample shore-line is important, but a large pond is not essential. The larger the pond, the less shore-line in proportion to area and comparatively fewer frogs can be accommodated. To increase the shore-line, therefore, and

to make it as irregular as possible, it has been suggested that finger-like bays be dug, using the earth so obtained to make long peninsulas; also, that round, irregular islands may be made, or horseshoe-shaped units, or long, narrow ponds, according to the natural accommodation of the land to the purpose. If no such natural area is available the whole project then can be arranged along the most suitable lines, and in this circumstance the construction of a series of hills and ditches running preferably in a north-south direction inside the selected area is recommended; this system gives greater length of shore-line than any other shape of pond suitable for frog culture, and the north-south trend of the ditches provides shade when vegetation takes possession of the banks, which is a vital element in the well-being of frogs during the hot days of summer. In constructing a frog pond, select an area where the soil is capable of holding water and where a cheap supply of good water is obtainable and good drainage exists.

In many sections of the South rice fields offer a locale suited to frog farming, and it has been suggested that the raising of muskrats and frogs might be combined to advantage. Willows and other shade trees should be planted along the banks and the water should not be deeper than is necessary to protect frogs and tadpoles from heat in summer and from freezing in winter; the depth would vary according to climatic conditions. Much shallow water 2 to 6 inches deep is essential as the small animals the frogs consume as food thrive best there and the frogs catch them more easily in shallow water. If sufficient shade is provided, twelve to eighteen inches of water is deep enough in the Southern section of the United States; in the North a certain part of the pond may be deepened to make safe hibernation quarters; for in winter frogs seek deep water or bury themselves in mud.

In any area designed for frog raising game fish, such as black bass, pikes, and pickerel, and snakes, snapping turtles, cats and foxes, and other enemies should be excluded, while encouragement should be given to minnows, crayfish, water-bugs and smaller species of frogs. Water birds also are destructive of frogs, and about the only way to exclude them in small areas would be to stretch a wire net above the water occupied by the frogs. The larger frogs will devour small turtles of about two inches diameter, and fishes three to four inches in length.

If practicable a close fence about three feet high, topped with 1 inch meshed wire, about 18 inches wide, set on an outward incline of about 35 degrees, may be built around small ponds and pools to prevent undesirable frogs, toads, and other enemies from entering; by reversing the arrangement, the wire-topped fence must be used to prevent escape of the frogs.

Frog farming in Japan. In Japan, where land is at a premium and labor cheap, frogs are reared in very small ponds, varying from ten to twenty-five feet square, with as little as two or three square feet of space allowed for each large frog, and less for the young ones, with the different sizes separ-

# Two Duties

Every commercial bank, to properly fill its place in the community, must assume two serious obligations.

The First, of course, is to keep funds entrusted to it by its depositors safe and readily available.

The Second is to grant legitimate loans to ensure the normal operation of business and industry within the community.

THE NATIONAL BANK OF GRAND RAPIDS is performing these two duties today. We earnestly solicit your deposits and shall be glad to discuss your credit requirements with you.

**THE NATIONAL BANK**  
**OF**  
**GRAND RAPIDS**



ated to prevent cannibalism. In America, where land is cheap and labor dear, it is believed that such intensive culture as that followed in Japan could not be made profitable as a general rule, and that some compromise between the two extremes (natural swamps and intensive culture) may be devised to solve the problem. The degree of intensity used would depend upon circumstances in each particular case.

**Artificial feeding.** The problem of providing sufficient live food for frogs after they have reached the adult stage and when kept in small bodies of water, must be solved before intensive frog farming can be counted on as a successful venture, for frogs after transformation from the tadpole form undergo great change in regard to the selection of their food. Larval frogs or tadpoles will thrive on any soft vegetable or animal matter, boiled potatoes, refuse meats, decayed or fresh chicken dressings, while in the adult form, or as soon as the legs are fully developed and the tail absorbed, and the young frog is able to perch on a leaf or on a shady bank, he refuses such food and begins an intensive search for small insects. As he increases in size he snaps at increasingly larger forms of animal life, until in full adult size he will take anything from an insect to a 3-inch fish or a young turtle. The larger frogs are said never to snap at an insect under half an inch in length.

On account of their peculiar feeding habit adult frogs can not be supplied with a lot of dead fish or raw meat, vegetable refuse, and the like, but must have living food, or food in motion. The Japanese, who for some years have been experimenting in intensive frog culture, have devised a method of giving motion to the grubs, or pupae, of the silk worm, after they have been killed by boiling and the silk unwound from the cocoon. The dead grubs are placed in long, shallow, wooden trays containing about half an inch of water and anchored close to shore; the trays are kept in motion by means of a small water motor which gives the pupae a rolling motion back and forth, and the frogs devour them greedily as long as this motion is maintained. Live food also is placed in these trays—quantities of minnows, young goldfish, crawfish or other small animals easily obtainable, for the frogs are unable to catch the fish in the deeper water of the pond. Small cracks are left in the trays for the water to seep in, and each tray is braced between a raft of four substantial logs and arranged so that it will float while holding about half an inch of water. The frogs like to perch on these logs, which at the same time prevent the minnows from escaping.

Strong lights along the shore at night, particularly in the early part of the night, may be used for attracting insects. Two-hundred-watt non-frosted Mazda lamps will attract many June beetles and medium sized moths. Arc lights will attract even larger insects, sometimes in very large quantities. Flowers and willows should be planted, for various forms of insects are attracted by them. Aquatic plants sup-

ply food and harborage for crayfish and tadpoles, and act as oxygenators, and such vegetation as *Sagittaria* is most valuable. Submerged plants such as *Potamogeton natans* and *P. pusillus* are valuable in the deeper areas.

**Spawning.** The bullfrog begins laying eggs in the Gulf States in April and farther north in May or June. The eggs float in a thin sheet at the surface of the water amongst brush or vegetation, and a batch from one female covers about 5 square feet and contains from 10,000 to 250,000 eggs. The size of the egg mass is sufficient criterion for the identification of bullfrog eggs; the eggs of the green frog seldom cover an area of more than a square foot. For stocking purposes the following eggs should be rejected: All that are laid singly or in small clusters (tree frogs), or in strings (toads), and all in which the egg mass as a whole is velvety black (leopard frogs). The eggs should be carefully transferred, without breaking the masses, to buckets of water and deposited about the edges of the water to be stocked. A fine-meshed net may be used in handling them. The eggs hatch without care in from four days to three weeks, varying with the temperature.

**Growth.** The rate of growth of the bullfrog tadpole varies according to climatic conditions; in the Gulf States it never takes more than a year to transform into a frog, and part of the crop may transform in five or six months, while in the North two years may elapse before transformation takes place, as the growth and development of the tadpole and the young frog depend upon food supply and length of growing season, which in the South is two to three times as long as in the North. In Louisiana bullfrogs have been reared from the transformation state to mature size in two years, but in the North they require a longer time. It is not known how fast they grow in the wild state.

**Diseases.** As a rule frogs in a state of nature are not subject to any serious diseases, but under crowded conditions in laboratories and small pools they may develop an infection known as "red leg." The only remedies that can be suggested are to remove the infected individuals immediately and, if possible, drain the ponds and let them remain dry for a few days. A publication on this infection by Emerson and Norris appeared in the *Journal of Experimental Medicine*, Vol. 7, 1905, pp. 33-58.

The tadpoles breathe by means of gills and are dependent on the oxygen contained in the water; like fishes they will develop diseases when weakened by depletion of the oxygen supply whether from fouling of the water or other causes.

**Edible species.** In the Eastern United States the edible species are the common bullfrog, *Rana catesbeiana*; the green frog, *R. clamitans*; the Southern bullfrog, *R. grylio*; leopard frog, *R. pipiens*; Southern leopard frog, *R. sphenocephala*, and the pickerel frog, *R. palustris*. In the Western States are found the yellow-legged frog, *R. boylii*; the western frog, *R. pretiosa*, and the Western bullfrog, *R. aurora*.

The common bullfrog is the largest North American species, reaching a length of eight inches, measured from tip of nose to end of backbone. It is sometimes referred to as the "Giant bullfrog," and "Jumbo." The tadpoles, when the hind legs appear, measure six to seven inches from mouth to end of tail. This species ranges from the Gulf coast to Southern Canada, and from the Atlantic to the Rocky Mountains. Its color varies in shades of green and brown; the under parts of both sexes are white with more or less distinct mottlings of brown; the male has a bright yellow throat, while that of the female is dirty white, mottled with brown. The bullfrog may be distinguished from other frogs by the broad flat head; the ear of the male is much larger than the eye, while the ear of the female is about the same size as the eye; a short fold of skin extends backward from the eye over the ear and down the shoulder; there are no lateral folds, and the hind feet are full webbed. In stocking ponds with breeders the sexes should be nearly equal in number, as the males usually pair with but one female during a season.

The green frog reaches a length of 3½ to 4 inches; it ranges from the Gulf of Mexico to Hudson Bay; found in practically all of eastern North America.

The Southern bullfrog grows to a length of 5 to 6 inches and is known from Florida and some of the other Southern States.

The leopard frog, 3½ to 4 inches; range, Sierra Nevada Mountains eastward and from the extreme north to Mexico.

Pickerel frog, length 3 to 3½ inches; found from the central plains to the Atlantic seaboard and from the Gulf of Mexico to Hudson Bay.

Yellow-legged frog, length 2½ to 3½ inches; occur in California. It has been less used for food because of its skin secretions.

Western frog, length 3 to 4 inches; extends from Nevada and northern California throughout Oregon and Washington to Alberta and east into Montana, Wyoming and Utah.

Western bullfrog, length 3 to 4 inches, extending from Puget Sound to lower California.

Dealers in frogs for stocking purposes, bullfrogs for breeding and other purposes may be obtained from the following sources:

Southern Biological Supply Co., Inc., 517 Decatur street, New Orleans, La.

John P. Hoyt, Box 46, Estherwood, Louisiana.

Jacques Weil, Box 725, Rayne, La.

A. H. Sphung, North Judson, Ind. (green frogs in season).

Denoyer-Geppert Co., 5235 Ravenswood avenue, Chicago, Ill.

M. W. Herriman, Mgr., Lakeside Frog Farms, Lt., Lakeside, Calif. (frogs, tadpoles, plants.)

Rayne Farm Products, Inc., Rayne, Louisiana.

International Frog Farm, 1912 Erie avenue, Philadelphia, Pa.

Jennings Frog Co., Jennings, La.

The Bureau of Fisheries assumes no responsibility in giving the foregoing addresses.

Prices for breeding frogs vary according to seasonal abundance. Some of the persons and firms mentioned have quoted live frogs at \$1.50 to \$12 per dozen.

**Shipping frogs alive.** In shipping frogs alive for stocking or other purposes, they should be packed in shallow crates or boxes, in which they should occupy not more than 50 per cent. of the floor space. Free circulation of the air is necessary, and damp leaves or moss in moderate quantity should be spread over the floor of the crate and kept moist throughout the journey. Dealers who supply frogs for breeding purposes use well-padded, shallow crates. A piece of burlap, or other soft material, may be tacked in the crate, tightly stretched, about two inches below the wooden top, to prevent injuries to the frogs as they jump and strike against the top. In winter live frogs should be protected from freezing. As frogs take only living or moving food they can not be fed while being held for shipment. They can survive a considerable time without food in cold weather, but in warm weather, their time of greatest activity, they can not be kept for more than a few days without detriment.

#### Publications on Frogs

Cochran, Doris M. *Our Friend the Frog*. In *National Geographic Magazine*, May 1932. (The article gives information life history, etc., with a number of colored illustrations. Published by National Geographic Society, 16th and M streets, Washington, D.C.)

Dickerson, Mary C. *The Frog Book*. (Gives information on habits and life histories of frogs and toads of the Northwestern States.) Illus. \$5.00. Garden City, N.Y., Doubleday, Page and Co. 1906.

Ruffner, Benjamin M. *Practical Frog Raising*. 80 pages. Published January, 1933, by the Southern Frog Farms, Jennings, La. \$1.50. (Gives a summary of experiments made in frog culture, with suggestions for practical work in pond construction, etc.)

Storer, Tracy I. *The Eastern Bullfrog in California*. In *California Fish and Game*, Oct., 1922, Vol. 8, No. 4, pp. 219-224. Published by Board of Fish and Game Commissioners, San Francisco.)

Viosca, Percy, jr. *Principles of Bullfrog (Rana catesbeiana) culture*. 8 pages. (This, or a paper now in press, giving an account of Mr. Viosca's frog cultural experiments, may be obtained at a very reasonable price from The Southern Biological Supply Company, Inc., 517 Decatur street, New Orleans, La.)

Write, A. H. *Frogs: Their natural history and utilization*. Appendix VI, Report U. S. Bureau of Fisheries, 1919, 44 pages, illus. B. F. Doc. 888. Out of print.

According to figures collected and compiled by the U. S. Bureau of Fisheries, there were 890 regular and 2,189 casual fishermen engaged in the commercial frog industry of the United States during 1931. These men used 196 motor and 1,356 row boats, and a few men operated without the use of boats. The total catch of frogs amounted to 986,737 pounds, valued to the fishermen at \$144,527. The

LAKE  
OCEAN  
SALT and  
SMOKED

# FISH

**H. J. DORNBOS & BRO.**

GRAND HAVEN, MICHIGAN

PRODUCERS AND SMOKERS OF FISH

Since 1889

The Largest Smokers of Whitefish (chubs) in the United States



PRIDE OF KANUCK SYRUP  
MADE IN GRAND RAPIDS

Sold Only by  
INDEPENDENT GROCERS

**French Canadian Syrup Company**  
714 South Division

**Van Dam Cigars**

**Tunis Johnson Cigar Co.**

133 Front Ave., N. W.

Grand Rapids, Mich.

**KENT STORAGE COMPANY**  
GENERAL MERCHANDISE WAREHOUSING

Front Ave. & Penn. R. R. Tracks  
GRAND RAPIDS, MICHIGAN

**COLD STORAGE**

and

**GENERAL MERCHANDISE  
WAREHOUSING**

*Wholesale*

BLUE GRASS BUTTER

EGGS

CHEESE

PRODUCE

FRUITS

Egg Case Material — Butter Tubs

Baskets — Metal Cans

**WE, TOO**

Congratulate the MICHIGAN TRADESMAN on its 50th Anniversary and the completion of a half century of successful service, a record of which Mr. E. A. Stowe, its editor and publisher, may well be proud.

It is our pleasure, also, to celebrate our 68th year of Continuous Service to the Candy Trade of Michigan and over the United States. As Michigan's largest and oldest candy manufacturers, we are grateful for the loyalty and patronage which has enabled us to grow to this position.

NATIONAL CANDY CO., INC.

**Putnam Factory**

GRAND RAPIDS, MICH.



greater portion of these were taken with grabs in Louisiana, and the remainder with spears and lines.

The most important sources of the commercial supply are the Atchafalaya River, Mississippi River proper and minor tributaries, the Red River and tributaries, Lake Okeechobee in Florida, and other interior waters in that State.

In tracing the history of the frog industry it is found that in 1900 the greater part of the country's frog supply was contributed by California, Missouri, New York, Arkansas, Minnesota, Illinois, Maryland, Virginia, Ohio, and Indiana.

In 1908 the total production of frogs in the United States amounted to 250,000 pounds, valued to the fishermen at \$42,000. The thirteen states furnishing these were Missouri, Minnesota, Louisiana, Arkansas, Illinois, North Carolina, Tennessee, Ohio, Virginia, Iowa, Delaware and Maryland, in the order of their importance.

The market for frogs is almost entirely dependent upon the natural supply, as the business of private culture has not reached a position of any importance so far. The natural supply, however, as already shown, has increased from 250,000 pounds, valued to the fishermen at \$42,000, in 1908, to 986,737 pounds, valued at \$144,527, in 1931. As indicated, this output was furnished by three States—Louisiana, Florida, and Tennessee. The commercial industry may be carried on in other sections of the United States to a greater or lesser degree, but reliable statistical data are not available for these sections. It is also reasonable to believe that some regions formerly furnishing a large yield of frogs have become depleted in late years.

When frogs are caught. As frogs hibernate during the winter they can not be caught then. Most of the fishing is done in early spring and during the spawning season, a very destructive practice, and one which if continued will eventually destroy the industry.

Protective regulations. The several states make their own fishery regulations, and for information on laws governing the frog fishery and interstate shipment of frogs, licenses, or the creation of frog ponds, etc., application should be made to state fishery authorities. The Federal Government has no jurisdiction over such matters.

Delaware, Idaho, Illinois, Louisiana, Maine, Michigan, Minnesota, Nebraska, New York, North Dakota, Pennsylvania, South Dakota, Washington, West Virginia, and Wisconsin, have passed laws regulating the taking of frogs.

Copies of the state fish and game laws may be obtained from state fishery authorities; a list of these authorities may be obtained from the Bureau of Fisheries on request.

Methods of capture. Several methods for capturing frogs are used by the commercial frog hunters and others, among them being a line baited with red cloth, worms, grasshoppers, etc. Some expert froggers are very apt at catching them alive by hand; a frog catcher will hold one hand over or in front of the frog to attract its attention and capture it by a sudden move

of the other hand. Another method of capture at night is to use a bull's eye or other form of bright light. The frogs are dazed and in most cases can be caught by hand or approached near enough for their easy dispatch. They are sometimes killed with a gun.

Killing and shipping frogs for market. In killing frogs for market the head is cut off with a sharp hatchet or a short-handled axe such as is used in scaling coarse fish at the fish markets. The fingers are then passed between the skin and the body to loosen the skin, and the front legs are slipped out of the skin; by holding the upper portion of the frog, the skin is easily inverted and removed. The entrails are removed and the toes cut off.

From the region of New Orleans most bullfrogs are shipped to market "dressed," which means that the heads are cut off and the entrails removed, and the skin left on. It is believed that a slight musty taste, sometimes discernible in frogs dressed in this manner, is due to the absorption of skin excretions. The best tasting frogs are those from which the skin has been removed in the butchering process, but this may necessitate the packing of individual meats in waxed paper as a sanitary measure and to prevent contact with the ice and consequent wetting and disfiguration. It is probable that better prices from discriminating people might be obtained for frogs dressed and shipped in this manner.

Sent to market in the skins, the frogs are shipped in boxes holding 150 or 200 pounds, or barrels holding 200 pounds each. The size of frogs sent to market range from the "Jumbo," weighing 10 pounds to the dozen, to the "baby," weighing two and one half to four pounds to the dozen. There is also a medium size weighing eight pounds to the dozen, and a small size weighing 6 pounds to the dozen.

The food value of frog legs. In Food Products by H. C. Sherman, published by MacMillan Co., New York, 1924, it is stated that "As compared with such products as beef, veal, chicken, and fish, frog legs compare favorably in food value, although these products seem to surpass them according to certain standards now in use. For example, the edible portion of frogs legs contains 15 per cent. of protein, while that of codfish, veal loin, round steak, and broilers contain 17, 19½, 20½, and 22 per cent. respectively. It takes 5½ ounces of frogs legs to produce 100 caloric units of energy, while for the food stuffs mentioned, the number of ounces required to produce 100 calories are: Codfish 3½, broilers 3¼, round steak 3, and veal 2¼. A characteristic of frog meat is that it has very little fat or carbohydrates, which is probably the source of its delicious flavor. The greatest appeal which frog meat makes is due to its delicacy and palatability, which places it in the first rank of epicurean luxuries."

Uses for frogs. In France their skins are made into glue, and also furnish a cheap leather for binding small books, lining purses, etc., but no such use seems to be made of them in America. One large frog skin is said to make three ounces of the finest glue, which is used to repair crockery and

the like. In Japan, also, the skins are used for a variety of purposes.

Markets and dealers. The best frog markets are in the larger cities, such as St. Louis, Chicago, New York, New Orleans, and Detroit.

While the Bureau of Fisheries assumes no responsibility in supplying names of dealers, the following wholesale firms may be interested in receiving shipments of frogs.

Booth Fisheries Co., Chicago, Ill.  
Meletio Seafood Co., St. Louis, Mo.  
Chesbro Bros., 1 Fulton Market, New York, N.Y.  
E. W. Albaugh & Son, Wholesale Fish Market, Baltimore, Md.  
Chas. H. Javins & Sons, New Center Market, Washington, D.C.  
Eacho & Co., Municipal Market, Washington, D.C.  
Arcadia Seafood Co., New Orleans, Louisiana.  
Tony Monjure & Co., Inc., New Orleans, La.  
Reuther's Seafood Co., New Orleans.  
Bagille Sea Food Co., New Orleans.  
Paul Libilich, New Orleans, La.  
Schiros Bros., French Market, New Orleans, La.  
Thos. Piazza, French Market, New Orleans, La.  
Paul Baugon Fish & Oyster Co., French Market, New Orleans, La.  
S. Villani, Magazine Market, New Orleans, La.  
Miguel De Gracias, French Market, New Orleans, La.  
Burlington Fish Market, Burlington, Iowa.  
Davenport Fish Co., Davenport, Ia.  
The Feiner Fish Co., Davenport, Ia.  
Neuenfeldt & Hoffman, 625 W. Randolph street, Chicago, Ill.  
E. R. Neuenfeldt, 1230 W. Fort street, Detroit.  
Oceola Fisheries Co., Okeechobee, Florida.  
J. J. Hendry & Sons, Okeechobee, Florida.  
Indian River Fisheries, Sebastian, Florida.  
Reid Frog Co., Miami, Fla.

#### Oysters Shucked Now By a Chemical

The oyster is going to shuck itself from now on. Bureau of Fisheries biologists announce in their latest report of scientific progress discovery of a way to make the oyster's shell open automatically. The oyster is first hit lightly with a hammer or dropped on the floor. It is then dropped in a chemical solution for from ten to thirty minutes.

At the end of this time the shell will open and it is only necessary to pluck out the flesh of the bivalve. The discovery is expected to be of considerable commercial importance since approximately 60 per cent. of all oysters are now shucked before marketing. Approximately \$1,500,000 is expended annually, it is estimated, for shucking approximately 5,000,000 gallons of oysters now sold in the United States. With the new method most of this cost will be eliminated.

It has been known for some time that immersion in a narcotic solution would cause the shell to open, but it required from six to twelve hours. The discovery of the hammer tapping trick not only brings about the self-shucking much more rapidly but reduces the cost

of the process by 50 per cent. Both processes are the discoveries of Drs. Vera Koehring and H. F. Prytherch of the Bureau of Fisheries staff.

Other oyster studies of the bureau biologists throw new light on why the oyster is considered unfit to eat except during the "R" months. Drs. P. S. Galtsoff and V. L. Loosanoff report that the meat of the mollusk undergoes important chemical changes during the year. One of the chief food values lies in the amount of glycogen, a sugar-like compound, in the flesh. But during the early Summer this starts to decrease rather rapidly and reaches a minimum just before spawning.

The egg-laying is attended by a considerable loss of solids and increase in the water content of the meat from approximately 75 to 90 per cent. That is, an oyster in Summer is nothing much except water and, even if not poisonous, its food value is very low.

The end of spawning is followed by a very rapid increase in the amount of glycogen, which reaches a very high figure just before the onset of cold weather. As soon as the temperature of the water drops to about 10 degrees above freezing, the bivalve goes into hibernation, and the meat loses weight although the shell continues to grow.

Good pasturage for oysters is another important problem being studied by the Bureau of Fisheries biologists. The chief food of the mollusks consists of diatoms, microscopic water plants. Experiments are under way on raising great quantities of these plants in the laboratory with the idea of supplying them to the oysters in sparse seasons.

#### Hair Raising Stunt

A former street corner salesman of questionable products tells of a hair-growing racket that he used to work through small advertisements in newspapers. He would advertise that he had a wonderful remedy for baldness, and would gladly mail the prescription to anyone sending in a stamped, addressed envelope. Then they could get it filled at their local drug store.

He always sent a prescription that would cost about three dollars to have filled at most drug stores, and he enclosed a printed slip advising his victim that if his druggist wanted more than a dollar to send the dollar to him and he would have it made up for him.

Most of the victims sent in their dollar and received a tube of stuff a big drug house put up for him under their label. The tube contained two ounces of crude oil and a trace of chemicals in the original prescription—and cost him about three cents a tube in large quantities.

#### His Name

Little Rosalie, a first-grader, walking with her mother, spoke to a small boy.

"His name is Jimmy and he is in my grade," she explained.

"What is the little boy's last name?" her mother asked.

"His whole name," said Rosalie, "is Jimmy Sitdown—that's what the teacher calls him."

If Morgan really runs everything, all we can say is that he has a strange fondness for a mess.

# Corduroy

T  
R  
I  
P  
L  
E  
  
T  
R  
A  
C  
T  
I  
O  
N



**Special  
Note  
to Tire  
Merchants**

Bring your winter sales up to last summer's volume. Write for details.

Overcomes Every Handicap of Unimproved or Hazardous Roads  
**MUD - SNOW - SAND - RUTS**

Here's the tire that gives anti-skid "grip" on any road. A specially designed, deep-cut, sharp-edged, square block tread (patent pending) eliminates the need for chains. Plows through snow, mud, sand and ruts. Quiet, cool-running, cushioned comfort on all roads. Beautiful design. Attractive prices. For trucks and busses as well as passenger cars. A full line of sizes. All Corduroy "FACTORY FRESH" stock.

**Corduroy Rubber Company**

**G r a n d R a p i d s , M i c h i g a n**



## BANKER AND DEPOSITOR

## Looking Over Both Sides of the Counter

It would seem that twenty-five years as a bank official and five years of freedom from any banking connection might be a good preparation for discussing the Banker and his Depositor, with a view to discover the contribution each may have made to the sorry disturbance, in a calling which has grown so essential to business convenience and the general welfare. While we will grant at the outset that the banks were not responsible for the economic distress, we will have to admit that too many were very unfortunate in its results.

Isn't it rather strange that a rich and powerful nation like the United States should suffer from a perfect avalanche of bank failures, while our little neighbor on the North, also under economic difficulty, kept every bank open and doing business? There must be a reason.

One reason is very evident. We have been too slow in learning that banking is a real business, requiring knowledge which comes through experience, judgment that does not forget the trusteeship of other people's money, and a desire to perform a financial service that bulks larger than the effort to build up large footings or pay big dividends. These qualities do not happen through the accident of inherited wealth or social prominence. They are built into men who bear the burdens in banking practice.

While we have many strong and well managed banks, there are too many who seem to be playing a sort of financial game, the glory in which is to build up a larger deposit than the bank across the street. The managers are either ignorant or forget that a bank charter is based on the understanding that the bank is to first perform a public function before it operates as a business for profit.

Too many directors are elected because they can influence business and bring in deposits rather than to contribute their good judgment in the bank's operation; and too many directors accept the office as an honor more than as a responsibility, and do not hesitate to take a solemn oath of service, as a matter of form rather than as an obligation. These are serious defects in banking practice which have contributed much to the present disorder, and are not complimentary to our banking system.

If bank directors could, in some proper way, be made to realize their moral responsibility and legal liability in the bank's affairs at the time of accepting office, either by prepared explanation of the bank's attorney or some ceremony required by the bank commissioner, it might lead to a better understanding of duty and effect a better co-operation in the department's oversight.

Weakness in organization opens the door for the customer's advantage in securing loans that an experienced banker, supported by an able board, would not grant. It is only natural for

those outside the bank counter to look on a bank's deposits as a fixed and increasing item, because it appears as an aggregate amount in the bank's statement: but bank deposits are made up of a large number of temporary trusts. A banker not only knows they are subject to withdrawal, he knows they will be withdrawn; that other deposits will come in to take their place is "a consumption devoutly to be wished," and in normal times they do, but the temporary nature of the deposits should suggest the nature of the loans granted. Bank loans, in their local significance, are to help one turn the corner, but not to help finish the journey. They are to relieve acute troubles, but not to cure chronic disabilities.

This "freezing" process is among the gravest dangers an average bank has to meet. Such loans provide a basis for hope, but not strong enough for certainty. They may include loans to friends—they are so hard to refuse;—to political leaders, they might injure you if refused; for public improvement, you ought not to refuse; but misfortune, like rain, falls upon the just and the unjust alike. It is no respecter of character alone. Accident and death care nothing for bank obligations and the way to disappointment is also paved with the best of intentions. I once assisted in liquidating the assets of a bank which was closed because, in the name of banking service, it had loaned too liberally on the security of good

mers much as an economic doctor. He can diagnose financial trouble and administer such help as he considers safe and wise. In this process his directors, or their appointed committee will assist. Many applications cannot be granted as they are first presented, because the public do not understand his relationship to his bank's deposits or the legal oversight of the state or Government, but he can and should consider with patience and endeavor to suggest such changes as will accomplish the help asked for. A man who recognizes such responsibilities as belonging to his duties is a banker and will be honored as such: but the man who only visions the power of increasing deposits in the larger dividends and increased bonuses that may accrue therefrom, is only a financial sport, playing a game in which the stakes are furnished by his depositors.

This splendid issue of the Tradesman, celebrating a half century of history, personified by one editor and publisher, is a circumstance as unusual as it is remarkable. This period covers a marvellous growth along almost every line of our activities. In many ways it has been progress, but in some other ways it is just "bigger." We have developed merchant princes, financial magnates, industrial giants and utility barons and around them all has gathered a haze of mystery which keeps the public guessing. I remember a time when the First National Bank of Chicago announced that they had deposits of five million dollars. Its recent statement shows deposits of more than five hundred million. The choice corners of nearly all our cities have become bank corners, adorned with fine buildings and gorgeously equipped, but its service to the public has not enlarged itself in any startling way that I can make note of.

It is quite evident from the present situation, that so many banks were not needed, in fact, fewer and better managed banks would have served the community as well and safer. They are the fruitage of an uncontrolled competition. Fine buildings, elegant equipment, create enormous overhead, which, in turn, must be met by a larger income, hence the temptation to seek higher rates of interest, make more general charges to the public, all of which generates a condition that cannot stand the strain of abnormal times. And now we await the survival of the fittest.

It is nothing short of tragical to ride about Chicago, outside the "loop," and see the vacant bank buildings, most of them beautiful structures, staring at their depositors as they wait for whatever part of their funds may be left after large legal fees and continuing receiver's expenses have been paid. "Hope deferred maketh the heart sick." Confidence will not be quickly restored by any guaranty that locks the stable after the horse has been stolen.

It is a grave question whether a moratorium which denies any relief can be justified at a time when fear is already half born in the minds of the people. Mr. Stowe will remember that during the short money panic of 1897, while



Frank Welton

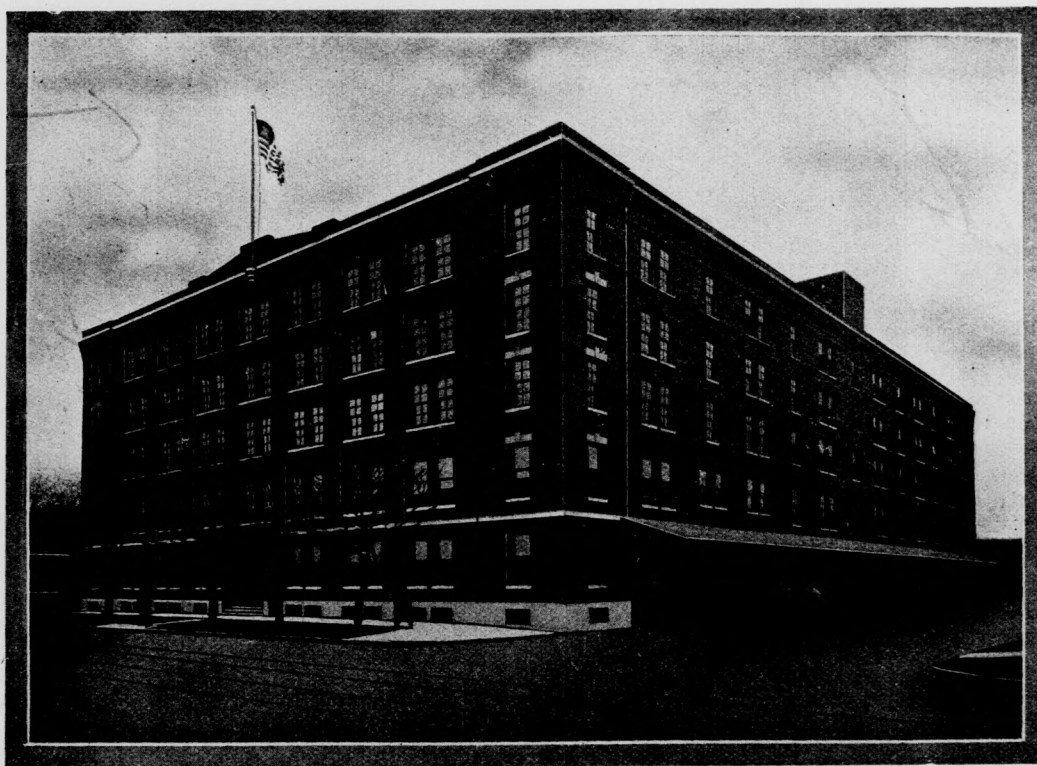
Borrowers frequently argue that inasmuch as the bank's earnings are from the interest received, he might as well pay in the interest as any one else, and is offended if he cannot continually renew his loan. One bank president replied to this reasoning rather forcibly by saying, "A bank cannot shake acorns for one hog all the time." There are few exceptions to the rule that a borrower who is allowed to continue his loan indefinitely, gradually adjusts his business to its use and it becomes a part of his capital, an item no bank is supposed to furnish, and a kind of loan any business finds it very difficult to reduce. Capital loans belong to the variety called "frozen." As a food it may be a delicacy, but it only makes a banker shiver.

character and commendable industry. They started as legitimate accommodations for temporary help, but being good men and strictly honest, they were allowed to renew until the original purpose was forgotten, and when demand for payment was made, the bank discovered it had taken on a business; there was nothing but the best of intentions on the part of both bank and borrower, but in the process of liquidation both were ruined. This particular instance was a small bank, but a larger one might have fared much the same.

The presiding genius of a bank—and most banks have one—puts his stamp on the banks policies. He is equipped, by the support of his directors, and the bank's resources, to serve his custo-

# AT YOUR SERVICE

for more than  
Half a Century



## Symons Bros. & Co.

*Wholesale Merchants*

SAGINAW

ALMA

JACKSON



Grand Rapids banks permitted only moderate withdrawals over the counter, the factory pay-rolls were paid in full, under clearing house agreement. I am not comparing the economic strain of that day with this, but it was a splendid act and kept the spectre of fear on its leash until confidence was restored. If the hell of financial loss will but knock the props from under some forms of competition, parading as business sagacity, it will prove a great blessing to reconstructed banking and general business.

It may be that deposit guaranty is a wise move for the time and conditions, and will aid in restoring a crippled confidence, but in the final adjustment the best guaranty of deposits will be found to be honest banking, by experienced bankers who have the concept of trusteeship and service and believe as do our Rotarian friends, "He profits most who serves best."

Frank Welton.

#### Out of Palos

Christopher Columbus, when he stepped on the soil of a new world 441 years ago, confounded all the "realistic" men of his time. And that was one of the most important things he accomplished.

He had dreamed and suffered for that moment. And he had cut across all the notions; all the "facts," as men thought they knew them. From every sound viewpoint of those who watched his three ships depart from Palos he was wrong; a crazy dreamer.

And yet we know now that it was the "facts" that were wrong and that Christopher Columbus was right. It is true that humanity to-day hasn't the same complete disposition to sniff and sneer at the seeker and the dreamer. But enough of it remains to remind us that the things we think can't be done may yet arise as accomplished facts to plague us for our unbelief.

#### Dried Fruit Exports Larger

The steady decline in the dollar has developed a sharp increase in the European demand for dried fruits. As a result of the heavier orders, apricots have advanced sharply in price, prunes are firmer and bleached raisins have moved up. Apples continue easy, but a better undertone has developed. In addition to the European demand, the normal holiday call from the domestic market also has worked to strengthen the dried-fruit markets.

#### Coin-Filled Cake

A coin-filled cake was cut and passed out to customers by a Minnesota merchant in order to stimulate interest in his anniversary celebration. The cake contained 126 coins; 6 gold pieces and 120 silver pieces—giving visitors a double reason for wanting to "get in on" the party.

#### Recalling Past Years

"How many of our customers remember what stores looked like fifty years ago?" A Pawtucket, R. I., merchant called back the days of a half-century ago by dressing the store in the mode of that time to set off his Golden Jubilee celebration.

After forty-five a man sits down to read and before he knows it he's asleep.

#### CANNED FOODS IN 1933

##### Market in Best Condition for Many Years

We are again privileged to note our possibly limited observations in the canned foods field for The Tradesman and are more than happy to be able to contribute our bit for the fiftieth anniversary edition of this virile institution. The Tradesman and Mr. Stowe may certainly be classed as an institution.

It is apparently proper again to repeat that the past season has been like every other because it has been different. After having suffered losses and disappointments beyond number during the depression period, it was but natural for many canners to sense this

fields in that area, which produces such a large portion of the tomato tonnage of the United States. The Tri-States normally produce forty to fifty per cent. of the country's tomatoes. There would have been a serious shortage of tomatoes had it not been for a late Fall in many tomato sections where it would have been logical to expect a killing frost weeks before it actually arrived.

Pears are fairly well sold out of first hands. There was an unusually heavy movement soon after the pack. Peas were ready for shipment when the early summer buying activity was at its height. The corn pack was reduced in size because of the dry weather in the corn belt, but although the price is up thirty to fifty per cent. over last

now appears that the canners will not be confronted with burdensome surpluses in many lines when the packs start next season.

The allocation of pack on California peaches has had the desired effect of limiting that pack to what should be moved into consumption in an orderly and healthy manner. The Hawaiian pineapple pack was restricted mainly by the action of the banks, it is said. At least, the restriction was accomplished with the aim of putting pineapple back on its feet.

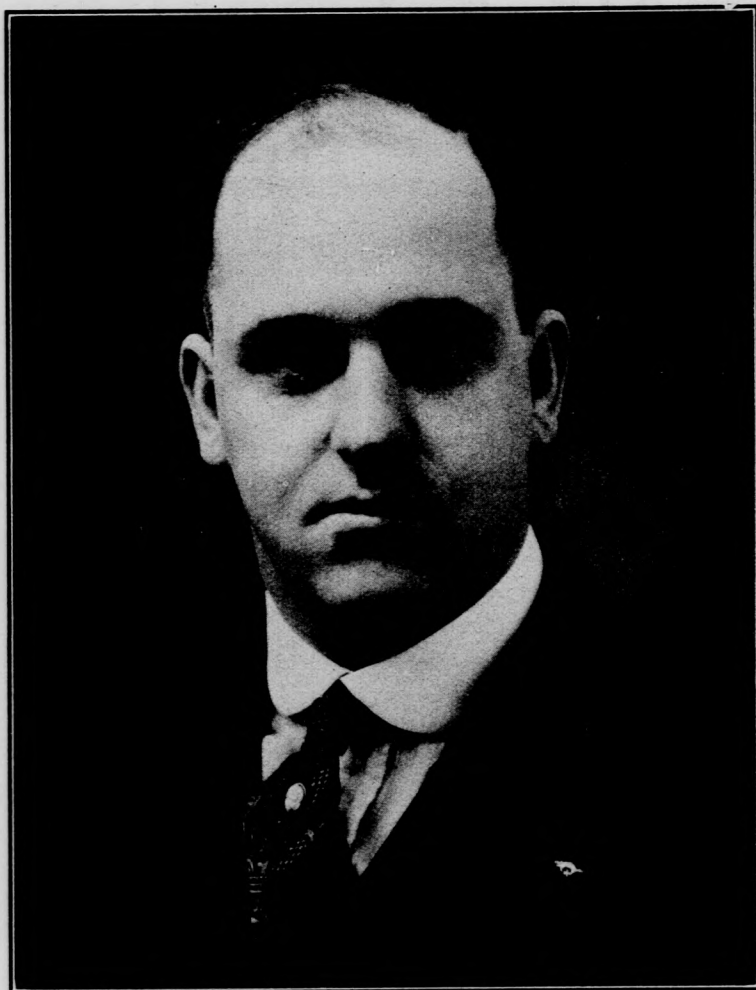
There were many interesting cycles in the canned foods trade during the past summer which can now be reviewed, but which apparently could not be foreseen. In the early summer there was much talk and rumor of impending inflation and also necessarily higher prices, due to the NRA and AAA. As a result, there was unusually heavy buying by the jobber, retailer and housewife. All probably bought in anticipation of apparent higher prices. As this is being written, markets in canned foods seem to be at a virtual standstill. Goods are going out of canners' warehouses, but on earlier purchases. If the present situation had occurred last year at this time of the year, there might have been some sacrificing of prices. At this time, however, the owners of canned foods seem to be agreed that we are just experiencing a natural let-up from the active buying which took place earlier in the season. Jobbers and distributors have been taking in heavy shipments of earlier commitments and are not particularly interested in further purchases until after the turn of the year or until their stocks are materially reduced. The canned foods items are nearly all in good, strong statistical position. Banks seem entirely willing to carry the loans and canners are anxious to show a profit, if possible, after the discouraging seasons just passed.

The canners are now working under temporary codes which will probably be revised to some degree before they are made permanent. It is to be expected that costs will be increased by the adoption of the NRA code, but the canning industry seems to be unanimous in its wish to do its part. There appear to be many inconsistencies in the present code, but these will all be readily overlooked if the ultimate end of renewed hope and confidence can be attained. The National Canners Association was one of the first groups to have their code ready for the conferences with the NRA officials.

The Writer has interviewed many jobbers, canners, brokers and chain store executives before attempting to prepare this article. They all appear hopeful, encouraged and generally optimistic. They all seem to voice the same opinion also, as to Mrs. Housewife's buying habits. As during the depression, she is still neglecting the best grades of canned foods. Fancy grades move slowly, as choice and standard grades seem to cover the needs of the larger percentage of the purchasers.

H. K. Royal.

Regularity in habits conduces to health.



Harold K. Royal

spring a reversal of times and become unduly optimistic over the possibilities for the season of 1933. Many seemed to feel that there was an opportunity to recoup many of the losses suffered during the previous seasons in this one year. Crop acreages were contracted which, if they had produced normally, would have created a topheavy situation. Fortunately for the canners, however, Old Man Weather came to their assistance and, as a result, most packs are in a very comfortable balance.

A scorching hot and dry season in many sections greatly reduced packs of peas, corn and other staples which might have been burdensome. A devastating storm in the Tri-States, Maryland, Delaware and New Jersey, ruined a large portion of the tomato

year, the pack of corn is not in as strong a position, statistically, as is the pea pack. The AAA was in force during the tomato and corn harvest and many contracts with growers were revised upwards. As previously stated, a severe storm in the Eastern area materially reduced the possible pack. The longer growing season this year helped to fill up the gap caused by this storm, but there is not much likelihood of a carry-over. Prices on tomatoes are ranging about twenty per cent. higher than last year, but half of this increase may be charged to the NRA and AAA. The market was a bit panicky after that severe storm in the East and some of the trade withdrew entirely from the market for the time being. The range on string beans is also higher and it

# American Light & Traction Company

(Organized in 1901)



CONTROLLING THROUGH OWNERSHIP OF STOCK

## Public Utility Properties

### SUPPLIES

|                                                              |           |
|--------------------------------------------------------------|-----------|
| Gas to 89 Communities with a Population of over.....         | 2,900,000 |
| Electricity to 50 Communities with a Population of over..... | 360,000   |
| Transportation to 1 Community with a Population of over..... | 275,000   |
| Ice to 16 Communities with a Population of over.....         | 25,000    |



## American Light & Traction Company

105 West Adams St., Chicago

120 Broadway, New York City



## CASUAL OBSERVATIONS

## By the Genial Philosopher of the Celery City

Don't look back on the "good old days" which when passing you found so much fault with. Looking back on anything is just about as profitable as trying to appease the hungry stomach of to-day with the thought of last year's stuffy feeling after eating.

A preacher told us the other day that the Bible contained 137 promises. All right, the trouble seems to be that we do not really believe any of them. One of the promises was that if we kicked over the traces and ditched the gocart, we would have to pay. Well, it seems that we reached a pont where we said that was all apple sauce and that we would kick as hard and as high as we cared to and nobody could stop us. Well, we did a lot of prancing and now everybody is blaming everybody else, nobody seems to know what it is all about or how it is coming out. The old-fashioned notion we have held to from the start, and that we still hang onto, is that the basic cause of all of our troubles was that we threw into the discard all moral and spiritual values, and we have a still further notion that you can make laws until the cows come home and the butter is churned but there will never be any straightening out of affairs until we live up to the Ten Commandments, the first code of fair practice, and you call that foolishness or not, just as you choose, but that is our story and we will stick to it in spite of all the laws made by man and put forth under the letters of the alphabet.

This being a business man's magazine it is neither the time nor the place to discuss theological questions, but we ask you to pardon this lapse. A man who had detoured off the main highway said to us this morning, and with a very cocky air, "Well, whatever the plan is, I know that after I leave this life I will be given another chance." We replied, "That may be so, brother, but when traveling we always feel more at ease when we purchase a ticket before we board the train."

You have a lot of things to worry about right now. You don't know what is going to eventually become of you in your business. Everybody is in that frame of mind and there is no use of denying it. You have a boy, however, and you wonder what is going to become of him. You are giving him a school education but after that, then what? "White collar" jobs are not plentiful.

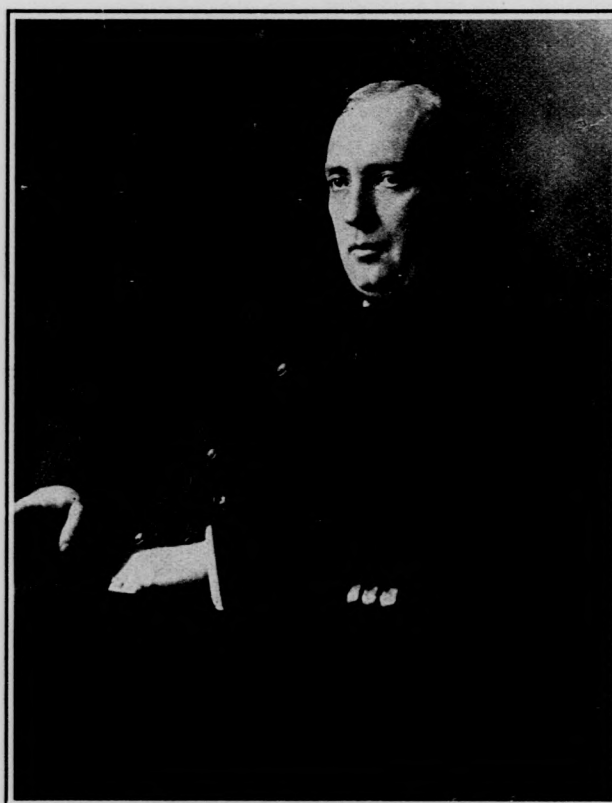
Yesterday we talked with a father who has a 21 year old son. He is about to step out of the university but he said, "What is he going to do?" Well, that is the problem confronting every boy and every father to-day and nobody knows the answers.

There was a time away back yonder when you knew with the "pulls" that you had that you could get your boy started in a bank or some manufacturing organization, or with a comparatively small amount of money you could start him in a small business and then with a fair amount of ability he

could work his way up and out. We have no advice to give. We don't know the answer and neither do you. You can only hope as we are hoping and let it go at that.

We laughed long and loud. We said this, that and the other thing could never happen but they did. Now if somebody should tell us that old tale about the moon being made of green cheese, we would rub our chin, look wise and say that we knew it all along.

As we have heretofore told you, we stand front to front, back to back and shoulder to shoulder with Roosevelt and Johnson with anything they propose that will make two blades grow where one now sprouts, but about some things we are still in the dark.



William L. Brownell

Now of course everybody knows that food plays quite an important part in one's life. The gentleman over in India who trots around in his abbreviated kimono seems to be able to get along for months at a time with no food at all but the plan has never worked satisfactorily over in this country. Perhaps it is the climate or a state of mind. At any rate, it doesn't work in the U. S. A. and so that's that.

We have no thought in mind of dictating to the President and Mr. Johnson what they should or should not do but if they should feel inclined to N R A us a trifle on the food question, it would be appreciated. Stomachs are really not polite things to talk about but as long as we have them and they seem to play such an important part in our lives, it might be well to mention them occasionally.

Napoleon, you will remember, had something to say along this line and so down through the ages while "heads" have been played upon as the important part of man, stomachs have really made or killed men and nations. In these days when everything seems to be trembling in the balance, as the wise men would say, the question of food, the proper food for the business man, is of prime importance. Having read all of the authorities on the subject, we have reached this conclusion and pass it on to you for what it is worth. Refrain from eating anything that gives you tummy ache and eat freely of anything that agrees with you. We have checked up on this advice with our own stomach for a good many years and we know it works satisfactorily.

gamble on the weather. As a matter of fact, we are all gamblers and school is now dismissed.

It doesn't make so much difference when the sun rises or the sun sets, but it warms the cockles of your old heart when you are sure your son is playing the game on the square from the rising until the going down of the same.

For a couple of weeks we were moulting with what is now botanically called intestinal flu. In our boyhood days it was termed just plain stomach ache, but with a lot of other old-fashioned names and things that was thrown into the discard. Of course we realize this does not interest you because the other man's stomach ache doesn't give us any particular pain, but what we do want to mention is that when we got back on the job, we found everything had been going on just as smoothly as it did when we were humping ourself and feeling that we were a very important cog. We would really have been glad if things had kinda gone to smash during our absence and so, we repeat, we are disappointed and for the moment feel quite humble.

The smarter you are, if you are not dependable, is what makes us all the more anxious for you to hang your hat on the other man's hook.

Your mother, God bless her, knew little or nothing about astronomy, the cosmos, technology or biology, but praises be she had a theology that carried her through the stormy sea of life and her simple child-like faith moored her fast to the eternal.

"Well, how do you think it's going to work?"

"Pretty hard to tell but there's one thing sure, it's got to be an improvement on what we had."

"Some folks seem to think we'll never have another president but a sort of a dictator or king or something like they have over in Italy. What do you think about that?"

"So far's I'm concerned I don't care a cent one way or the other but let me tell you one thing, boy, I wouldn't want the job. Be that as it may, however, you've got a dictator now only you won't admit it. You swell up and act pretty cocky when you're down at the Rotary Club or out anywhere with the men folks, but as soon as you get home you're the little dog under the wagon and you know it. Well, I'll have to be jogging along. Business is picking up some and now's the time to keep on the job. I'll tell you one thing though, the man who doesn't do all he can to help the President get us out of the jam hasn't any place in this country and you may quote me on that if you care to. Goodbye old man and good luck to you."

If the merchant or manufacturer who departed this life fifty years ago should come back today and attempt to take a place in business, he would be as thoroughly lost as were Amos and Andy when they started for the Chicago Fair with a map of Mississippi for a guide. William L. Brownell.



# LAKE ODESSA CANNING COMPANY

Lake Odessa, Michigan

*Pioneers Today*

*Fifty Years ago Michigan Tradesman applied the ideals of integrity and service to its foundation and today a Pioneer in its line of endeavor carries on with an ever increasing clientele — a Balanced Structure on firm foundation produced a successful institution — Our heartiest congratulations to Mr. Stowe.*

**T**HERE are a few things every man should know about the company with which he does business. Length of service, for instance, reputation in the industry both as to quality of the product and policy of the Company, the personnel with whom you do your business, the ability of the company to grow and keep pace with the requirements of the industry. Important every one of them.

LAKE ODESSA CANNING COMPANY takes pardonable pride in its

achievements. The reputation it enjoys. The quality of its merchandise. The assistance its personal service policy has lent to wholesalers. Lake Odessa Canning Company faces the future with a well organized, splendidly financed, well managed company which expands its plant and facilities as the need becomes apparent. And when you do business with Lake Odessa Canning Company, you do business personally with the Executives who operate the Company. We would like to be of service to YOU.

## Brands

|              |                 |       |
|--------------|-----------------|-------|
| Odessa       | Little Boy Blue | Radio |
| Evergood     | Bunny Club      |       |
| Pontiac      | Cream O' Garden |       |
| Commonwealth | Ionia           |       |





## DETROIT BOARD of COMMERCE

## Some Things It Has Accomplished for Michigan

A condition very much to be desired in Michigan is that industry and agriculture be co-ordinated to such an extent that each may be fully developed in conjunction with the other.

When one considers Michigan, he immediately thinks of manufacturing and mining—automobiles, electric refrigerators, furniture and many other products, which are famous because they are advertised. On the other side of the picture are the agricultural and live stock interests which, though exceedingly important, are not given adequate publicity.

It is estimated that the live stock on Michigan farms is worth \$200,000,000 and the meat packing industry in Detroit is appraised at nearly \$100,000,000. According to the figures of the Bureau of Railway Economics, this state ships more cattle into the Chicago market than any other state east of the Mississippi River, excepting Illinois.

Although Detroit, ranking as it does, as one of the world's greatest manufacturing centers, might not be expected to consider things agricultural, the Board of Commerce has always endeavored to co-ordinate all interests of Detroit and the state with a view to balanced development beneficial to all.

In 1930 the Board filed a complaint with the Michigan Public Utilities Commission in respect to the rates on live stock. An illustration of the situation which restrained Michigan live

stock raisers from marketing their products in Detroit follows:

The railroads then charged 28c per hundred pounds for beef "on the hoof" from Three Oaks, Michigan to Detroit. From the same point to Toledo the rate was 22½ and to Cleveland 27c. The distance from Three Oaks to Detroit is 197 miles, to Toledo 180 miles and to Cleveland 256 miles. It is readily seen that the rates to the competitive live stock markets outside of Michigan were much lower, mile for mile, than the rates to Detroit. This situation was corrected. The rate to Detroit was reduced 4c and is now 24c per hundred pounds. Similar adjustments were made in the rates from Battle Creek, Jackson, Ann Arbor, Owosso, Saginaw, Lapeer, Grayling, Mackinaw City, Leonidas, Boyne City, Ashley, Cadillac, Alpena and other live stock shipping points.

Since that time Michigan railroads have assumed a broader viewpoint in respect to Michigan agriculture and industry. They have adjusted the rates on sugar beets to a level that will encourage the movement of traffic. Rates between the agricultural districts of Michigan and Detroit have also been reduced on potatoes, cantaloupes, cheese, grapes and onions.

Detroit is the logical market for Michigan agricultural products and Michigan is the logical market for Detroit manufacturers and wholesalers. The problem of the Michigan farmer is one of Detroit's problems.

An encouraging development is the action of two Michigan railroads which have filed tariffs to become effective

December 1st, establishing pick-up and/or delivery service between stations on their respective lines and the lines of connecting carriers which are parties to the arrangement. The plan provides for complete door to door service and both collection and delivery will be performed at existing rail rates on higher rated shipments up to and including distances of 260 miles.

The institution of this service by a limited number of carriers has not been favorably considered by several of the other railroads who have petitioned the Interstate Commerce Commission to prevent the arrangement from going into effect. Hearings are being held in Washington.

## Motor Transportation

In 1922 the Michigan Public Utilities Commission was given power to regulate motor vehicles on the highways and it set up regulations under Act No. 209 and issued one permit the first month. Since that time other forms of regulation have been brought about and at the last session of the Legislature further legislation was passed regulating motor vehicles effective October 16, 1933. The new regulations provide that when application is made for a permit it is necessary that the carrier evidence public convenience and necessity for such a line, prove his responsibility, carry cargo insurance, file a copy of his tariff with the Commission and also state the frequency of his service.

At the present time we have 1,178 common and contract carriers operating within the State of Michigan offering an overnight service at rates in

most cases less than railroad, including pick-up and delivery service. Detroit shippers are very fortunate in having many of the larger truck transportation lines operating to and from Detroit covering practically every city and town in the State of Michigan as well as the southern part of Wisconsin, Eastern Illinois, points in Missouri, Indiana, Ohio, Pennsylvania, offering the same service as our Michigan motor transportation lines.

This form of transportation, together with the concessions made to the shippers by the railroads of Michigan, in reducing rates on perishable freight has naturally brought the Michigan business interests closer together and both will naturally benefit.

There has been considerable debate as to the possibility of motor carriers eating into the tonnage of railroads. In my opinion there is room for both forms of transportation and both should be encouraged. Up to this time the debate on this form of transportation has been between the railroads and the motor transportation carriers, yet I believe the time is not far away when the shipper will be heard from, demanding that both forms of transportation be maintained. Motor transportation has extended markets and offers an overnight service that formerly required seven days to transport the same merchandise in package cars over the rail lines.

## Michigan Fruit and Vegetable Market

According to the November report of the Michigan Crop Reporting Service, the apple crop in Michigan is the

MICHIGAN  
LIABILITYMUTUAL  
COMPANYFOUNDED  
in  
1912

*P. W. O. Sifimmon*  
President

DIVIDENDS  
in Excess of  
\$4,000,000.00DEPENDABLE  
AUTOMOBILE INSURANCE  
WORKMEN'S COMPENSATION

PUBLIC LIABILITY

AND ALL OTHER CASUALTY LINES

NON-ASSESSABLE

DIVIDEND PAYING

1209 Washington Blvd.

Cherry 4800

Detroit, Michigan

Branch Offices in Toledo, Fort Wayne  
and in Principal Cities in Michigan

largest in nine years, excepting that of 1931. It is estimated at 8,651,000 bushels. Of this amount the Michigan Crop Reporting Service claims 1,728,000 barrels of commercial apples. However, when the Crop Reporting Service talks about commercial apples in Michigan it apparently does not know Michigan producers consider every single apple grown in the orchards as a potential part of the tonnage that goes to market, because Michigan apple producers rarely have any science when it comes to grading practices. This is the reason that Michigan apples are selling in many of Detroit's fruit markets for 35c per bushel and in most cases the purchaser is informed that these are Michigan Grade A-1 apples.

Practically every State in the Union, excepting Michigan, grades its apples at present under the following system: U.S. fancy, U.S. No. 1, U.S. utility, and U.S. combination. The U.S. utility grade is what was formerly known as U.S. No. 2 grade and the combination pack must run 50 per cent. or more U.S. No. 1 apples and the balance utility. Michigan still adheres to the A grade and the B grade and very few markets know what this pack represents as the U.S. grade is what the trade throughout the country deals with.

The Northwest consisting of Washington, Oregon and Montana, packs its apples under Extra Fancy and C grade. This year the Northwest is not shipping any apples out under C grade. This action was taken in order to strengthen the market on Northwest-ern apples and give the consuming pub-

lic nothing but the best fruits grown. Northwest apples come into competition with Michigan apples here in Detroit and throughout Michigan in a large way. Out of 1,459 cars unloaded in Detroit in 1932, there were 603 cars from the State of Washington, 91 from Idaho, 21 from Oregon and 50 from California and Colorado. The total car lots unloaded from Michigan were only 83 cars and from the State of New York 339 cars.

Many wonder why the Northwest apples find a market at prices considerably higher than apples raised in other producing sections of the East and Middle West.

The average housewife knows that apples grown nearer may have a better flavor, but when she goes to the retail market to buy she finds the Northwest apples attractive in appearance, free of bruises, worm holes and insect damage and she is willing to pay more for them, as very few want to eat apples that they know grubs and worms have spent a vacation in.

Another fact that enters into the demand for Northwest apples is the fact that retail stores and fruit stands know that when they buy a box of Northwest apples every apple will be good, but when Michigan apples produced in nearby sections are purchased, there is quite a percentage of inferior grade, bruised and decayed apples that are generally a complete loss. The Northwest apples are packed in boxes and each box shows their numerical count. The box also has an attractive label and each apple is wrapped after it has been washed thoroughly and

dipped in clean water at producing point in the packing shed. The Northwest trade also ships its particular varieties of apples to markets. They know the proper time each grade should go into consumption.

What is probably needed more than anything else in Michigan is an organization similar to the Washington Boxed Apple Bureau which has been functioning and marketing Northwest apples for a number of years. This organization is composed of those shippers of the Northwest who not only decide the grading of apples but also arrange for publicity and advertising each year and decide what apples are to go to market and what is generally best for the interest of all members of the organization and the entire Northwest. Such an organization in Michigan would be of untold benefit to the fruit industry of the state in not only determining proper grades, but also regulating the marketing.

The freight rate on apples from the State of Washington is 62½c per box in cars shipped under ventilation and 67½c per box when shipped under initial icing which brings the price of Washington apples to approximately \$2.25 per bushel while Michigan apples are, as we stated before, selling for around 45c per bushel.

There are no finer flavored apples grown anywhere in the world than in Michigan. The Michigan producer, however, has not systematized his grading and marketing. The following advertisement appeared in the Yakima Morning Herald of Yakima, Washington, Sept. 2, 1933:

#### Will Your Apples Be Marketed In Detroit?

F.O.B. (Full of Business) Detroit New automobile and truck sales are showing a tremendous rise this year. One of Detroit's leading auto manufacturers has had a gain of 74.6 per cent. in the first 4 months of 1933, over the same period in 1932. Detroit has responded with the roar and clatter of ten thousand hammers; the whiny song of drills, and the mighty drone of grinding machines.

Detroiters eat our apples. Last year 603 cars of Washington apples were marketed there.

Richey & Gilbert Co. shipped its first car to Detroit in 1912. We have marketed fruit there every year since, building market prestige, and have for this year the best of connections in this large field.

Please remember that the first car load of Washington apples received in Detroit was in 1912.

#### Idaho vs. Michigan Potatoes

We hear considerable about Idaho potatoes and we must admit that they are properly graded and come to the market in appetizing condition. This year Idaho will produce 19,000,000 bushels of potatoes against Michigan's 20,400,000. Idaho potatoes are brought to Detroit on a high railroad rate basis and are sold in Detroit and many other sections of Michigan at a much higher price than Michigan potatoes. This is likewise due to lack of organization and proper grading. Michigan produces some of the finest potatoes in the world, yet they cannot be sold in Michigan or any other marketing center unless the Michigan producers adopt grading and marketing practices which have been the policy of the Idaho producers for a number of years.

## FOR OVER SIXTY YEARS

Selling Agents and Wholesale Distributors

STANDARD STAPLE NATIONALLY KNOWN BRANDS

Domestics  
Wash Goods  
Linens  
White Goods

Hosiery  
Underwear  
Men's Furnishings  
Ladies' Ready-to-Wear

Notions  
Blankets  
Draperies  
Floor Coverings

Over Sixty years experience in providing for the particular needs of the independent merchants served by the Detroit wholesale market.

## EDSON, MOORE & COMPANY

1702-1722 West Fort St.

DETROIT



As an example of what can be done right here in Michigan we will consider for a moment the sugar beet industry. Five years ago Michigan operated three sugar mills, in 1932 eleven mills and at the present time fourteen mills. During that time the Michigan sugar producers had to educate the people of Michigan that beet sugar was of the same quality as cane sugar. Two years ago the writer was called to a meeting of the sugar producers in Mt. Clemens, Michigan, and when asked what was necessary to encourage the Michigan housewives to use Michigan sugar he answered by saying that Michigan sugar should be put up in packages smaller than 100 pound sacks. It was not my own idea, but ideas that I collected from the users of sugar in Detroit. Since that time, together with an advertising campaign, Detroiters are using 40 per cent. more Michigan beet sugar than they did in 1931 and the Michigan farmers will be paid approximately \$1,000,000 more for sugar beets than they received in 1932.

In this article I have attempted to acquaint you with some of the accomplishments of the Board of Commerce and what can be done by organization. On the other hand I have attempted to show what a sad state of affairs exists where there is no organization. Every wholesaler in Detroit is well acquainted in Michigan and realizes that Detroit cannot prosper without prosperity in the entire state. As a division of the Board of Commerce the Wholesale Merchants Bureau will be very happy to do its part in bettering market conditions in the State.

We should all get together and do all we can to further develop all phases of Michigan business.

E. E. Prine,

Sec'y Wholesale Merchants Bureau,  
Detroit Board of Commerce.

#### Newfoundland Will Be Rehabilitated

Self-government in Newfoundland, usually spoken of as England's senior colony, is to go into temporary receivership. A commission of inquiry reports to the House of Commons that economic and political conditions in the island are desperate. It is planned to suspend the Colonial Legislature and turn over the work of rehabilitation to a mixed committee of Britons and Newfoundlanders. A drastic operation on the public debt is to be among the first steps.

Perhaps young Oswald Mosley will hail this as the first victory of fascism over democracy in the British Empire. Yet it may be recalled that a much bigger dominion than Newfoundland — namely, Australia, with thirty times its population — fell into grave economic and financial difficulties a couple of years ago, but is now handsomely working its way out by established constitutional democratic methods.

#### Call the Woodpecker

Grade one was having a lesson on birds.

After some discussion the fact was established that birds eat fruit.

One little girl, however, was unconvinced.

"But, teacher," she asked, raising her hand, "how can the birds open the cans?"

#### OLD DETROIT

##### Memories Recalled By Michigan's Premier Historian

Glad you can find use for the dope I sent and mightily pleased over the echoes it started—your early venture in journalism in old Charlie Gay's town and the Selfridge connection. I find that after a lapse of fifty years it takes considerable combing to get the kinks out of one's memories. I used to get a thrill or two whenever I saw Mr. Peake solemnly twanging his harp, for I envied him his memories as a showman, when he roved the country far and wide, taking the chances of the road in company with a little band of devoted followers. Your "come-back" reminds me of Longfellow's song which was popular when you and I were boys:

I shot an arrow into the air,  
It fell to earth, I knew not where;  
For, so swiftly it flew, the sight  
Could not follow it in its flight.

I breathed a song into the air,  
It fell to earth, I knew not where;  
For who has sight so keen and strong,  
That it can follow the flight of song?

Long, long afterward, in an oak  
I found the arrow, still unbroke;  
And the song, from beginning to end,  
I found again in the heart of a friend.

Sol Smith Russell was a prince off the stage. Like many of his calling he had too much faith in human nature, but he won out in spite of that. At one time he endorsed a bank note for me for \$500. When it fell due I could only pay half the amount, so I paid that and sent a note for \$250 on his trail which caught him at Missoula, Montana. Carelessly, I forgot to sign

the new note myself, but it came back with his name attached and was paid afterward by me.

Mr. Russell took a long chance and that was one time that he did not have to pay for his childlike faith in a fellow man. He and Fred Berger backed Lloyd Brezee for a time in sustaining the Grand Rapids Herald in its days of hard struggle. I imagine that they found little profit in that venture for Brezee while a brilliant newspaper man had no talent as a business man and little idea as to the value of money. Selfridge and Woolworth surely made good in capitalizing their ideas with courage, confidence and infinite resource.

At the risk of crowding your mail I am writing with regard to the two manuscripts I left for your perusal. They illustrate after a fashion the manner in which suppressed news and forgotten incidents are brought to my knowledge. For several years historians and collectors have been searching for the letters and papers of General Lewis Cass, only to find that a few years ago they were burned up by his grandson Lewis Cass Canfield in New York. The next natural question is: Why? One possible reason may have been that among his other papers there may have been correspondence and records concerning Lewis Cass, junior, who certainly gave the old gentleman a few heartaches and probably cost him much money in settling for his escapades. Collectors and historians have also been searching

## The KROLIK CORPORATION

Wholesale Dry Goods,

Men's and Women's  
Furnishings

DETROIT

More than 60 years of outstanding service  
to Michigan independent dry goods and  
furnishing goods merchants.

Our salesmen will soon be out with the  
Spring lines. It will pay you to wait for  
them.

THE TIDE HAS TURNED TO  
"Known Quality" Merchandise  
WE ARE LEADERS IN TRUE VALUES

IMPORTER AND  
WHOLESALE DISTRIBUTOR

Household Linens; Cloth of Gold  
Percales and Muslins; Bates Bed  
Spreads; Sheets and Pillow Cases

Direct Mill Representative  
NEW ENGLAND CURTAIN CO.

McConnell-Kerr  
COMPANY

350 East Jefferson Ave.

Detroit

for the papers of Zachariah Chandler, which ought to afford mighty interesting reading, but I suspect that, if they are ever located, it will be only a carefully selected lot and that a good deal of his political correspondence will never see the light. I find it an interesting process to collect and piece together stray bits of apparently unrelated information for eventually some of these bits piece together nicely and make a story that has never yet been told; as in the case of Bishop Rese and Lewis Cass, Jr.

The letter of Oliver Goldsmith was found among the papers of Butler Ives, a former banker of Detroit, of the banking firm of Albert Ives & Sons. Butler tried his hand at prospecting with no luck at all and gossip old Oliver Goldsmith, having failed in the same pursuit, was moved to write him the gossip of the town, calling the roll of their mutual acquaintances and accounting for them in series. His spelling, even of proper names, is something terrible, but one manages to get a sort of cross section of Detroit society in the days following the civil war. The Warham S. Brown whom Goldsmith refers to as "Wyeram" was a brother of one of Lewis Cass, Jr.'s, victims. He was brother of H. H. Brown, cashier of the Peninsular Bank, and was himself a teller in the bank. If I, after these many years, am able to piece together so many fragments from old letters, newspapers, public documents, etc.—so many incidents in the life of a gay-good-for-nothing of eighty and ninety years ago—I suspect there must be much more interesting material regarding a man of whose life there is scarcely any record at all. Also one might weave an interesting romance out of the affair of "The Bishop and the Princess." The Hapsburgs no longer trouble the world, but the Holy Catholic Church still has its index expurgatorius.

I hope you may be able to get a smile or two out of the manuscripts and when you have finished with them you can send them back to me, as they are bits from a very large collection of unpublished material which will ultimately land in the Burton Historical Collection. George B. Catlin.

#### Low End Crockery Prices Drop

Calls for kitchen crockery have fallen off sharply in the last ten days and orders were confined to merchandise needed for replacement. Some softening in prices developed last week as a result of the keen competition among producers for chain-store business. Quotations on some of the more popular low-price items were slashed 15 to 20 per cent. to attract business. The cuts put prices on the goods affected back to levels prevailing before the Summer upturn in business. The trade was not upset by the reductions as manufacturers insisted they are temporary and will be confined to the cheaper lines.

When our vices quit us we flatter ourselves with the belief that it is we who quit them.

Coldness in love is a sure means of being beloved.

#### FOREMOST ACCOMPLISHMENT

##### How Detroit Passed Up a Lost Opportunity

There is an ancient apothegm that holds that "hell is paved with good intentions and roofed with lost opportunities." It is quite obvious that a job of such proportions required several civilizations of workmen; and that it is not even yet completed. Which is not unlike the manner and process which many of our modern cities employ in their municipal housekeeping, except that their intentions are not always good. But what a roof of lost opportunities some of them do erect; and not the least conspicuous of these is the far-famed city of Detroit.

Designating Detroit as a "City of Lost Opportunities" will, of course, meet with a challenge to prove. So long as we can point to the purchase of Belle Isle, the development of a two-building art center, the recall of an incompetent mayor and the sending of eminent statesmen to represent the great city of Detroit and commonwealth of Michigan, in the halls of congress. There are those who will take issue with such an assertion. But the "roof of lost opportunities" is there, nevertheless, and how it does leak, at that.

Energetic city-builders seek to punch another hole in the roof by continuing to spread all over the community the structures designed to house the activities that we know as municipal management and operation. In one section the city hall, in another the water de-

partment, in still another the municipal courts—even now a crazyquilt of civic planning and architecture. And to add to the incongruity of it all, comes the board of education with a proposal to erect a structure that will bear no relation, from the viewpoint of location or general utility and accessibility, to any of the other departments of our municipal housekeeping.

Unquestionably, the strongest and most conspicuous prop to our "roof of lost opportunities" was erected when the city of Detroit failed to create a civic center that gave promise of developing into one which would attract the attention of America—the opportunity that was presented by Cadillac Square only a few years ago. With the city hall at one end of and facing the Square and the magnificent county building at the opposite end, the agitation arose for the acquiring of frontage on the North and South sides of the Square for municipal purposes. At that time, all of the frontage on both sides of Cadillac Square, from the county building to Woodward Avenue, could have been acquired by condemnation for a total appropriation of less than it would cost today to buy a certain single corner embraced within that area.

What a wonderful plan could have been devised! Municipal structures forming a great quadrangle of architectural beauty and purposeful design! It could have been one of America's foremost civic accomplishments. It could have been an achievement that would have set Detroit aside and above

# Master Brand

Pickles
Mustard

Vinegar
Relishes

## J. H. Duprey Company

OF  
DETROIT

YOU BUY IN  
DETROIT  
BECAUSE YOU  
LIKE TO.

YOU BUY IN  
DETROIT FOR  
THE SERVICE  
IT GIVES YOU

TODAY THE  
DETROIT  
WHOLESALE  
MARKET  
RENDERS  
A MORE  
OUTSTANDING  
SERVICE —  
OFFERS MORE  
DIVERSIFIED  
STOCKS, THAN  
EVER BEFORE

The Wholesale Merchants  
Bureau of the Detroit  
Board of Commerce is  
always at the service of  
the merchants of Michi-  
gan, Ohio and Indiana  
and will welcome all  
inquiries.

E. E. PRINE  
Secretary  
Commerce  
Building  
DETROIT



similar plans and endeavors in other cities. And above all it could have been accomplished at a cost that today would be considered next to an outright gift to the city. Never again will Detroit have such an opportunity.

Did Detroit add another section to its "roof of lost opportunities," when within the newspaper experience of this same writer, here in Detroit, the city refused to create a glorious esplanade along its river front? We speak of such possibilities to-day, but we realize the cost is prohibitive. We say we should take advantage of our magnificent water front as many cities in Europe have done, but we know we cannot foot the bill. We turned down the opportunity to build one of the world's finest esplanades at a time when we could have accomplished it at a cost of only a fraction of what we recently paid for a comparatively small stretch of land near Belle Isle bridge. Such an esplanade could have traversed the water front across the entire central section of Detroit. Property owners expressed their willingness to dedicate frontage without cost to the city. But we turned a deaf ear and a blind eye to the opportunity that knocked so loudly at our door.

And within the same period of time, patriotic citizens tried to force on to the city the right of way for a magnificent water front drive running from a point well within the city, out to the shore of Lake Erie. The cost to the city would have been less than we pay today for some inconspicuous street opening. Again opportunity knocked in vain.

Are there those who will contend that we have proven our alertness and our civic consciousness by such achievements as the Belle Isle bridge, the Art Museum, the central library? Why, those were the children of necessity. They were not the sisters of opportunity, but the offspring of exigency.

Who will not recall the years of voting, of debate, of wrangling, even of heated opposition to the acceptance of one of our outstanding artistic embellishments—the Scott Fountain?

Other rappings of opportunity we failed also to heed; but these outstanding demonstrations of our remissness should suffice to make us go slowly in the direction of still more definitely exaggerating our errors. Opportunities there ever will be. We may at times be saddened by comparison with opportunities lost, but it is time Detroit began to build itself a roof of achievement to replace that of "lost opportunities."

Jacob Nathan.

#### Handbags Meet Gift Call

Handbags are shaping up as a major gift item in women's accessory field, reports here yesterday indicated. As is also true of women's negligee and undergarments, the volume is tending to run ahead of a year ago. The call for formal bags has broadened appreciably over 1932, with stone-set types in a wide variety of fabrics being featured. The general demand covers several types of leather bags. A large holiday business in umbrellas is anticipated, particularly in styles to retail at \$5 or under.

#### WILDCAT MONEY DAYS

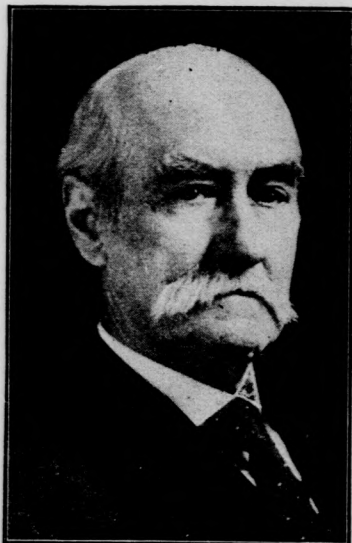
##### Business Hampered by Unstable System of Exchange

The Valley City was, in the old days, closely identified with her sister city of Muskegon, only neither was anything but a straggling village in those brave days of old.

It was in the forties sometime that politics ran hot in the village on the Grand. I can not recall the exact date of election, but do know that Whigs and Democrats made a big fight and that the partisans of Henry Clay were snowed under too deep to be resuscitated until the advent of the new party under the oaks at Jackson.

One election, in particular, I call to mind, not from my own knowledge, but from hearing a relative, an actor in the drama, tell the story.

Who was the Democratic candidate for village president is not quite clear, but the Whig standard bearer bore the name of Pettibone, and his few followers made up in noise and strenuousness what they lacked in numbers.



James M. Merrill

Not all the graft and cheating are confined to the present generation. There was plenty of lowdown political trickery, and at the particular election in question the followers of Old Hickory got the credit for doing their full share. Isaac Millard was a lusty partisan of gallant Harry of the West. He put in the day electioneering for Pettibone. Hot words led often to blows and much bad blood was engendered.

The Board was in the hands of the Democrats. The count revealed something like 300 votes cast, "of which," said the chairman in a drawling sneer, "there are 270 Democratic votes and thirteen Pettibones!"

The handful of Whigs were mad, but could do nothing. There was cheating done, they felt sure. This may have been true, since Isaac Millard declared he knew of no less than twenty men who vowed they voted the Whig ticket and he believed them.

That was the day of wildcat money, when a twenty dollar bill would not buy a meal of victuals. About this time Daniel Ball, of Grand Rapids, came to the rescue and saved the situ-

ation. Dan Ball money was all the go in the lumber woods and at Muskegon. His paper was for a long time as good as gold. It created confidence and helped to tide over one of the worst seasons of hard times and almost absolute panic.

The older citizens will remember that Mr. Ball finally went to the wall and his paper became worthless. That was an incident of the times. The war came on with its depreciated currency, yet backed by a Government fighting for existence. "Lincoln skins," "Old Abe's scabs," and the like, went into circulation and their real value depended on how the battle for the Union resulted.

Small change disappeared as by magic. One man buried upwards of \$5,000 rather than risk losing it. That money afterward became the subject of much conjecture. The man who buried it—gold fifty-dollar pieces of California mint and others of lesser value—never recovered the treasure, and there is a belief strong in some minds that this treasure trove is still in hiding near the bank of the Muskegon River.

The writer would not advise a search for this gold at this late day, however. Undoubtedly it was unearthed and put in circulation long years ago by someone whom the dying man let into the secret of its place of hiding. Be that as it may, although the fact of its burial can not be disputed, there is no doubt but the finding of it now would prove as idle a task as the long years of search by credulous humans for the buried treasure of Captain Kidd.

The ups and downs of the banking system were of a somewhat risky and harrowing nature in those wildcat days. The war came, a black shadow cast upon the land, which, however, resulted in a stronger Union, a better feeling between the sections and a circulating medium the peer of any on the earth. In many respects that war was a godsend to the American people. It cost thousands of lives and millions of treasure, and in the time of its awful work seemed a most appalling calamity.

President Lincoln viewed the bloodshed and scattered treasure as a visitation from the Almighty in punishment of the Nation for the sin of human slavery. Who is there to-day who will have the hardihood to stand up and declare that such was not the fact?

No one can read Abraham Lincoln's second inaugural message without a profound respect for the great man who uttered it. Without being a member of any church, the President was of a profoundly religious turn and his practical Christianity was something that no man can deny.

While we as a Nation were in the throes of war there were those who cried out against the issue by the Government of "irredeemable paper." These critics stood for the good old money, the "dollar of the daddies," and professed to see only dire disaster in the inflated paper. A few years afterward these same men denounced the Government for a return to the solid basis of coin redemption and shouted their old selves in a demand for a continuance of irredeemable currency. Such is the inconsistency of the human animal.

Paper money was the staff on which the Government leaned in time of stress. When the trouble passed then that paper was made good as gold and time has demonstrated the wisdom of the wonderful man Lincoln called to his cabinet.

In the days of wildcat money business was sadly hampered for want of a stable system of exchange. A bank note detector was on every merchant's counter, and no bill was taken until this was consulted. There were absolutely no bank notes at par—from 2 to 20 per cent. discount on every paper dollar that flourished before the war. And from this sad state the laboring man suffered even more than the capitalist.

The great civil war wrought a change. Besides wiping out the stain of slavery it built up for the Nation the safest and most perfect money system ever enjoyed by man. The woodsman who toiled through a stormy winter was not fearful of losing his winter's wages when paid off in the spring. The employer of labor knew that when his lumber was sold and paid for the bank notes were as good as gold, not likely to "bust" before he could get to the bank and exchange for coin. The good old times were all right, but in most respects the present times beat them all hollow.

Old Timer.

#### Glass Trade Speeds Output

With stemware manufacturers handling the heaviest volume of business in more than twelve years, factories are encountering difficulty in increasing production to keep deliveries up to schedule. The current demand for whiskey, cocktail and wine glasses, producers said, is the largest on record. One plant was reported working on a order which calls for the delivery of 20,000 dozen liquor glasses a week until further notice; another shipped a carload of whisky glasses to one customer last week and has a similar order in production. Demand for champagne glasses, it was said, is especially heavy from the retail trade. Large orders were received also for ordinary water goblets and tumblers.

#### Hose Mill Shut-Down Reported

Coincident with the announcement from Washington that the public hearing on hosiery curtailment would be held on Dec. 11, a report was widely circulated in the primary market that full-fashioned mills had agreed to a thirty-day shutdown, starting on Dec. 1. According to the report, all mills would be involved. Officials of the National Association of Hosiery Manufacturers, however, said they had not heard of the agreement and doubted its authenticity, inasmuch as the public hearing had been called to formulate a policy, and prior action was doubtful.

#### Condensed Geography

Teacher: What are the products of the West Indies?

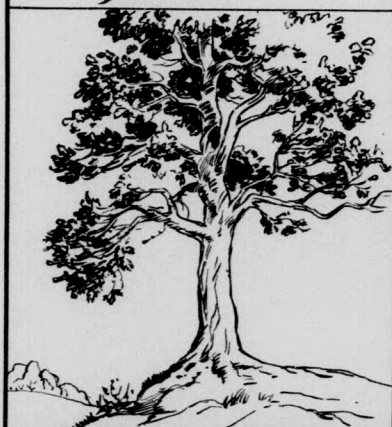
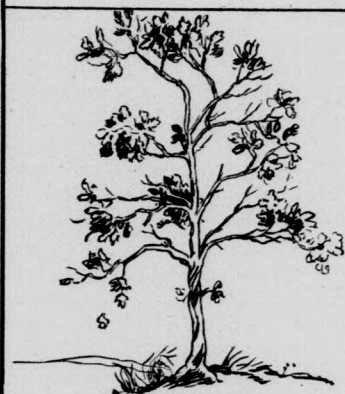
Boy: I don't know.

"Come, come! Where do you get sugar from?"

"We borrow it from the next door neighbor."

A stingy man is always poor.





EIGHTY YEARS OF ESTABLISHED DEPENDABILITY

## *A Testimonial of Faith*

### **Number of Old Kent Depositors Increases Constantly Through Four Years of Economic Stress**

During the eighty years of its existence, through a cycle of economic ups and downs, the Old Kent has shown steady, conservative, sure growth.

During the past four years, during a period of unprecedented economic uncertainty and world unrest, this growth has continued.

Since the beginning of the present year, an epoch making year in history, during which time the business of banking has endured a most precarious outlook, the number of depositors of the Old Kent has increased steadily—each month showing a larger gain than the preceding month, each month increasing the total net gain of business and individuals who have put their faith in the proved security of this institution.

Considering the times, this is a record of which any bank may well be proud. It is, indeed, a testimonial of faith. The Old Kent accepts the obligation thus incurred with a firmer resolution to be as worthy of it now as in the years to come.

# **OLD KENT BANK**



## FIFTY YEARS YOUNG

## Brief History of Symons Bros. &amp; Co.

It is a privilege I highly appreciate to be able to offer you and your associates congratulations on the completion of fifty years of continuous assistance you have been extending to the retail and the wholesale merchants of Michigan.

The Michigan Tradesman and Symons Bros. & Company started at "scratch" then, fifty years ago.

There has never been an issue of your paper that has not defended the interests of the independent merchant. No trade paper in America could possibly have done more and no trade paper in America, I believe, has been so largely the output of one personal-

exposed, as they were in the early day.

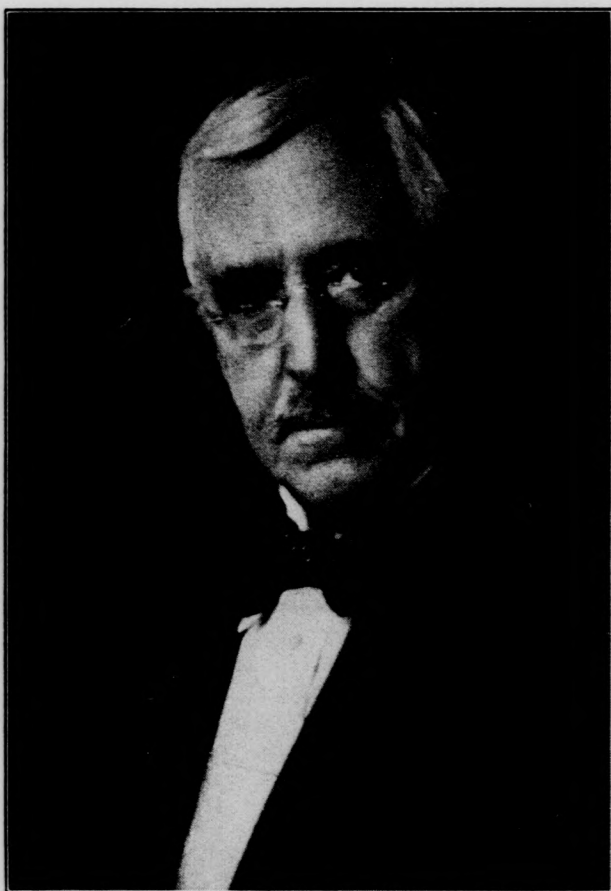
All is changed. Everything is younger and better except the personnel. The friends of that earlier time are not with us any more. Among the splendid merchants of Grand Rapids fifty years ago I recall:

William Widdicombe  
Amos S. Musselman  
Samuel M. Lemon  
I. M. Clark  
Paul Steketee  
Christian Bertsch  
Sidney F. Stevens  
C. G. A. Voigt  
Edward Frick  
Samuel Sears  
O. A. Ball  
H. G. Barlow  
John Caufield  
Frank Jewell  
Lester J. Rindge  
Wilder D. Stevens  
Chas. W. Jennings  
Wm. N. Rowe  
William Sears  
Stephen A. Sears

Young men organized the firm fifty years ago with less than \$20,000 capital. After fifty years, the capital is well above a million dollars.

The house carried their jobbing stock on one floor of the Brewer arcade. After a good number of years, they moved into the building vacated on the failure of the James Stewart Co., corner of Washington and Tuscola streets, building bought for them by a brother, a colonel in the U. S. Army. After staying there ten years, twenty years ago they built the building they now occupy, with its trackage for freight covered for an entire block—114,000 square feet, practically three acres of floor space. This building is equipped with roasting plant, sugar grinding plant, chemical cold storage plant—sprinkler equipped—modern in every way—five stories and basement.

A little later, they built the brick jobbing house occupied by them now at Alma for a branch. After the war they took over the organization left on the failure of the National Grocery Co. at



John W. Symons, Sr., Chairman of the Board

Before commenting particularly on this, I want to tell you and your readers that there is another golden anniversary this year. Symons Bros. & Company, who operated in a small way before this period, but were re-organized fifty years ago this month under the present name, and largely under the same management, which puts us side by side with the Michigan Tradesman, ambitious to accomplish the same purpose—to serve the merchants of Michigan.

Fifty years is a long time and it has been a wonderful fifty years. Just to show in part how wonderful it is, here are a few figures on the population of Michigan:

Total population of Michigan in 1880, 1,636,000; in 1930, 4,842,000.

Population of Detroit in 1880, 116,000; in 1930, 1,523,999.

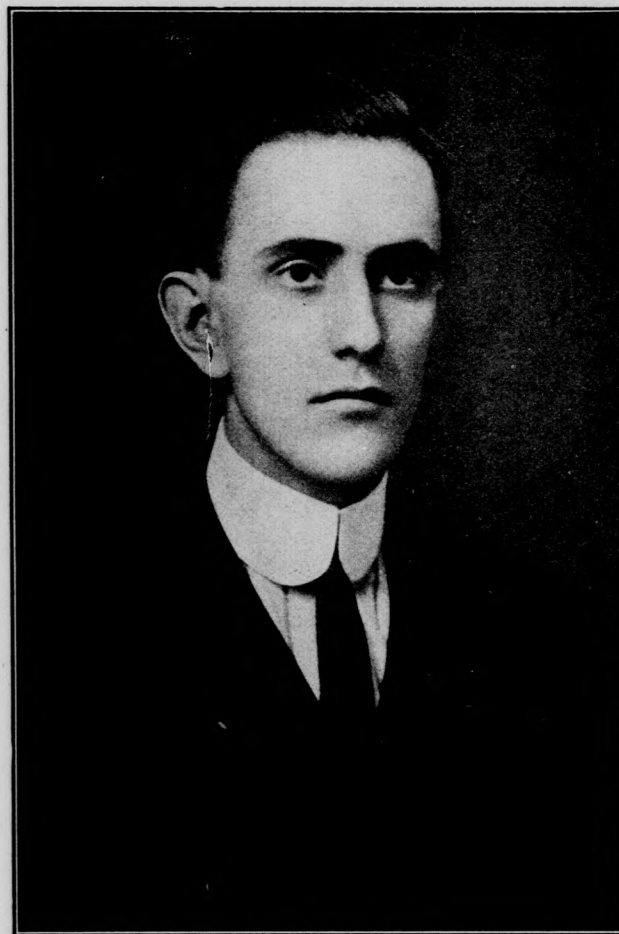
Population of Grand Rapids in 1880, 32,000; in 1930, 168,000.

Population of Flint in 1880, 8,000; in 1930, 156,000.

Population of Saginaw, West and East side (Now consolidated) in 1880, 29,000; in 1930, 80,000.

ity, who never faltered when he took a stand which he believed to be right, no matter how unpopular it might have been for the moment. I have frequently had occasion to admire your courage in facing a crisis of this character.

With regards to Symons Bros. & Company: Michigan was different fifty years ago—transportation over mud roads—deliveries, outside of railroad deliveries, by wagon—wagons, traveling four or five miles per hour, against present transportation by loaded trucks, thirty miles or more per hour. Salesmen traveling with horses, calling once a month—large orders, largely going to the lumber woods, and what a change in the matter of communication—now telephones, telegrams and air mail all have come into general use since that time. Merchandise stocks were very different—crackers, pork, oatmeal, sugar and many other commodities were sold and retailed out of barrels. Visiting the retailer at that time, you would see groceries—to-day you see no groceries—you see fruit and vegetables and shelves filled with beautiful cartons—the contents are now not



John W. Symons, Jr., President

and many others who are gone. The same is true in Detroit—not one of the principals of the old day still left. The same in Saginaw except this firm of Symons Brothers & Company and the Alderton Company.

It may be of interest to learn something of the history of Symons Brothers & Company.

Jackson—bought and remodeled the National Grocer Co. building in that city.

The Alma branch is very successfully managed by Dan McCuaig, whose personal standing in Alma is of the very highest. The Jackson branch is managed by Ellis Barnes, a most aggressive and successful merchant.

We Congratulate the Michigan Tradesman and Mr. E. A. Stowe on fifty years of splendid achievement. We wish them continued prosperity.

---

We are also pleased to present a formidable array of Merchandise that we are proud to offer to the retailers of this state. Quality and general satisfaction are embodied in our well-known brands. They are also  
**CORRECTLY PRICED**

●

**Quaker Brand Products    Heart Delight Prunes**

A complete Line under this Brand

**Hart Brand Canned Foods**

**Home Baker Flour    Red Boy Salmon**

**Hunt Bros. Canned Fruit**

**Honey Dew Canned Pineapple**

**Table King Brand Products    Quaker Coffee**

A Complete Line

**Direct Importers of Teas**

●

We have a complete line of Cigars, Candies and Nuts for the  
Christmas Trade

**LEE & CADY**



At their organization, they had four traveling salesmen working part of the time. They now have at Saginaw, twenty traveling salesmen. They have thirteen at Jackson and three at Alma, a total of thirty-six.

About twenty years ago, they commenced to develop a wholesale furnishing goods department, this including all staples of men's wear, and some articles of women's wear. Were offered and accepted the agency for some very desirable dry goods lines, among them being the Soo Woolen Mills line. This has been a very valuable line for this firm.

Our house has rejected many very flattering offers to join in with voluntary chain plans of promised advantage, believing that the retail buyer has a greater advantage in being able to invite quotations from all sellers.

It is interesting to consider the directorate of this house—four men now directors, have held their positions for an average of forty-seven years. There men are: J. W. Symons, chairman of the board; J. W. Hall, secretary and treasurer; H. P. Goppelt, vice-president; Rudolph Otto, the young man of the quartet, but a real business man. The other three men in the directorate have been with us a long time. They are J. W. Symons, Jr., president of the company; S. E. Symons, son of one of the organizers, and Walter J. Harris, vice-president and successful manager of the dry goods department. To these men a master part of the credit for the success of the business is surely due.

The success of this house can not be told without giving credit to the character and responsibility of the retail merchants with whom they have done business.

Mr. Stowe, we have lived together in harmony and peace a long time. Perhaps we haven't grown old as fast as some others. We have had business depressions and business booms. We have had the Spanish war and the kaiser's war. Now for the next fifty years. It is said that it doesn't make much difference where you are on the ladder, but which way you are going. I think there are better times ahead of us.

I want to extend greetings to my personal and business friends and thank them for the consideration they have almost invariably shown to this corporation, and I want to congratulate every new subscriber to your publication. They are going to get many more times than the cost in friendly advice and information. John W. Symons.

#### Expect Xmas Spurt This Week

A sharp pick-up in Christmas trade is expected this week, affording the first real test of the probable trend of consumer holiday buying, retail executives here said yesterday. While efforts were made last week to develop early gift shopping, the results have indicated quite strong adherence on the part of the many of the public to the notion that such shopping should be done after Thanksgiving. Toy, slipper, negligee and medium-price novelty departments made the best gift showing during the last ten days.

#### TALES OF OLD SENEY

##### Edwin Cookson Ran Lumber Camp Without Whisky

The exploitation of the great lumbering industry in this country began in about 1850. People began to settle the good lands of the United States very fast. First the Ohio valley, where about all the land was covered with hardwood forests—oaks, walnut, elm, sycamore, basswood and so forth. Since everyone had more timber than he knew what to do with, there was no regular lumbering industry, as we knew it in the Upper Peninsula; just small portable sawmills, near the towns. Settlements spread north into Michigan, and by the end of the civil war the settlement of the Prairie States began to boom.

From the North of Europe and from many worn out New England farms, hundreds of immigrants trekked into the northwestern part of the United States. First in "covered wagons" and then later by railroads which stretched across the plains. Cities sprang up like magic. With the opening of the prairie



John I. Bellaire

states came a demand for lumber and posts in unheard of quantities. That demand created the great lumbering industries of the North. Our posts and poles went down the rivers and to the cargo boats and out over the railroads to the corn belt, the wheat states and to all the world.

Very shortly the North was supplying a good part of all the construction timber and fencing, telegraph poles and railroad ties used in the whole country. Our birch, maple, beech and hemlock was being used for flooring, broom handles, furniture, leather tanning and for smelting iron, for making wood alcohol and acetic acid and all manner of useful things. The settlers needed houses, barns, wagons, farming machinery and fences. The people of the cities needed homes, warehouses, sidewalks, chairs and tables, firewood, shingles, fuel, and lumber for manifold purposes of an early civilization built entirely of wood. The tree that gave character and distinction to this whole northern forest was the white pine.

The white pine forests of the North were the one place from which a seem-

ingly inexhaustible supply of lumber, admirably adapted for building purposes, could be drawn. The period of the great migration of people into the prairie states coincides with the period of the great cutting of the northern pine forests. Civilized man made a concentrated attack upon the forests with an army of fighters.

Farmers from the southern parts of the United States, Ohio and Indiana, journeyed by thousands into the pineries to work as loggers. The great mill towns, Saginaw, AuSable, Escanaba, Manistique, Menominee and others rose, each crowded with sawmills. For three decades, between 1870 and 1900, the North was the greatest timber producing region of the country, and the chief output was white pine lumber.

Romantic as was America's early history, perhaps no other episode in the entire pageant of American development has had as much color as the "boom days" when the lumberjack was king and the axe and saw whined rip-roaring accompaniment to the mad melody of falling trees and mushrooming towns. No one man took a more prominent part, or had a more varied experience in the early logging days than Edwin Cookson of Manistique, Mich. While well advanced in years, he is still well and hearty. Edwin Cookson is one of the typical lumbermen of the old school. He has spent all his life in the woods. Starting on the famous Penobscot river in the state of Maine, when a mere boy in his teens, he has operated lumbercamps and held responsible positions with lumbering Companies in Schoolcraft county for the past 42 years. Edwin Cookson gave me a full account of his varied experiences in the lumber woods, and I will try to record it as near as told me as possible.

"The Chicago Lumber Company, as well as the other main operating lumber companies, were having trouble keeping foreman at their camps in the vicinity of Seney on account of the free flow of liquor," Mr. Cookson relates.

"Lumbering operations were not satisfactory, Seney was a roaring lumberjack town, filled with saloons, hotels and boarding houses. The saloon-keepers, the greater number operated hotel or boarding houses in connection with the saloon. They were all too anxious to get as much of the lumberjack's hard earned dollars as possible.

"I was then holding the position of walking boss for the Chicago Lumber Co. One day George Orr, one of the head officers of the company, asked me if I would undertake the job to run a lumber camp for the company at Seney, that is north of the village, near the head waters of the Taquemenon River.

"He advised me they could not keep a foreman, and had been experiencing trouble to get a suitable man for the Seney camp. He decided that a camp could not be operated near Seney without liquor, and that I would have to provide extra bunks in the men's camp for the lumberjacks who would be sleeping off a drunk, or that were unable to work until sobered up.

"I told him I would take the position, but that I would operate the camp without liquor, if I was the only man left in the camp. He urged me to go ahead and get my equipment and crew, as soon as I could arrange to do so, adding 'I am thinking you will have some job on your hands to hold a crew near that liquor town.' I never drank any liquor myself, and never had any use for it. I had firmly made up my mind I would not allow it in camp or tolerate men who were under its influence. So when I undertook to hire a logging crew, I advised each lumberjack that I wanted it understood that this camp would be dry, free from liquor, that I would not allow it to be kept or drunk in camp, and that I would give any man his time, if I caught him violating my orders.

"I loaded the complete camp equipment on cars ready to ship to Seney by railroad. The lumber company advised me, that I would have no trouble to hire a full crew at Seney, where hundreds of lumberjacks were always to be found waiting for a job at that time of the year. I thought different, from what I knew of the men and conditions. There were many good, reliable, old experienced woodsmen in Manistique, some working in the saw mills, who were anxious to go with me to the new camp. I advised the company I had decided to hire a good cook. I knew, and would take twelve or fifteen men whom I knew I could depend upon from Manistique, with me, to assist in building the camps and getting started, and then hire the balance of the crew of fifty to sixty lumberjacks at Seney. They approved of my plans and advised me to go ahead and use my best judgment.

"We proceeded to Seney with our logging outfit, selected a camp site, and built the complete set of logging camps, buildings required for the logging operations. I had no trouble hiring a full crew of good husky men at Seney to make up a full crew, and started logging. I experienced no trouble whatever and everything ran along smooth until near the holidays, when one night I noticed two men of my crew were drinking, and were beginning to show signs of getting well under way for a drunken brawl.

"Dunk Wilson, one of my camp teamsters had made a visit to a nearby camp and brought in a jug of whisky. A man by the name of Richman and James Haney were filling up.

"I made up my mind I would find that jug of whisky and put it out of commission the first thing, further developments would govern any future actions. I first searched in the oat bins, but found nothing. I then proceeded to the mangers in the horse stable, and away down in the bottom of the manger under the food box in Wilson's team's stall, I found the jug filled with whisky. I took it to the door of the stable and just as I smashed it on the frozen ground, breaking it in small pieces and scattering the contents over the snow, Wilson appeared.

"He was surprised and exclaimed: 'Why did you break that jug? I know your orders regarding liquor. I do not

## FEATURE . . . . .

**TOWN TALK COOKIES**

for Quick and Profitable Turnover

PRODUCT OF

**Braak Cookie Company**

"Quality Cookies Since 1903"

SPRING LAKE . . . . . MICHIGAN

## COMPLIMENTS

**JACOBSEN COMMISSION CO.**

Distributors of

**ESTABLISHED PACKING HOUSE PRODUCTS**

701-702 Building &amp; Loan Bldg. Grand Rapids, Michigan

Congratulations to The Tradesman on  
your Fiftieth Anniversary and Best Wishes  
for Success in the future.

**Sherwood Hall Co., Ltd.**

GRAND RAPIDS

Radio    Automobile Supplies    Electrical Appliances  
Wholesale Only

We wish to congratulate

**Mr. E. A. Stowe**

and

**The Michigan Tradesman**

on Fifty Years of

**Constructive Leadership****Globe Knitting Works**

Grand Rapids, Mich.

# We Too! are celebrating our Golden Anniversary FERRIS INSTITUTE at

Big Rapids congratulates the Michigan Tradesman and its founder, Mr. E. A. Stowe, on the FIFTIETH ANNIVERSARY of this great trade journal. We, too, are in our fiftieth year. For fifty years we have trained the men and women of the retail trades and business offices of the State of Michigan. Woodbridge N. Ferris at Big Rapids and E. A. Stowe at Grand Rapids began their respective enterprises the same year.

FERRIS INSTITUTE is now one of the oldest and best established schools of its kind in America. Its five schools are:

**COLLEGE PREPARATORY**

In this school mature people, beyond  
high school age, finish high school  
in the minimum time.

**JUNIOR COLLEGE**

Regular two-year program of lib-  
eral arts, pre-law, pre-medical, pre-  
engineering and other pre-professional  
courses.

**NORMAL**

Teacher training for elementary  
schools of Michigan.

**COLLEGE OF COMMERCE**

Secretarial, Higher Accounting, Business Administration,  
Salesmanship, Banking and Stenographic Courses. Also  
three standard four-year courses leading to B. S. degree in  
Commerce. Life Commercial Teaching Certificate.

**COLLEGE OF PHARMACY**

1. Two year course with complete preparation for state  
pharmaceutical examination.
2. Four year course leading to standard B. S. degree in  
Pharmacy.

*Write for Catalog.*

New course beginning January 2, January 16, and February 26.

**FERRIS INSTITUTE, Big Rapids, Mich.**

Ernest E. Brown, President



care for the loss of the whisky, as I had no right to bring it in, but, oh, to lose that poor little brown jug, is almost too much. I would not have said a word if you had not broken that poor little brown jug. That poor little brown jug and I have been friends so long and we have had such good times together, that I can hardly reconcile myself with its loss."

"I told him I had meant what I had said, that I would not allow liquor in camp and that he would have to suffer the consequences if he disobeyed the camp orders."

"I went to the camp office, and Wil-

"I went to the camp office, and Wilson made for the men's camp, which was located but a short distance from the office. In a few minutes I heard Richman, storming and swearing, telling the crew what he would do with me. 'I will break his other leg, I will knock him into a cocked hat, I will fix him,' meaning myself. I heard Dug Rogers and others of my crew protesting to Richman and trying to get him to calm down and give up the idea of trying to start any trouble with me."

"My office furniture was all hand made and crude. A large tool box served as a storage place for tools and when the cover was down served as a sort of a seat near the rudely constructed counter. My office was near enough to the men's camp for me to hear almost every word. I made up my mind, I would be ready and on my guard if Richman came in looking for trouble."

"I had a heavy hammer under the shelf back of the counter where I sat. This I placed where it would be handy if needed. I could still hear Richman storming and talking, threatening what he would do to me. At last I heard one of the men say to the crew, 'Let him go, Cookson will take care of himself.'"

"In a few minutes he entered the office. As he opened the door I looked up and greeted him with, 'Well, Richman, what can I do for you? What is on your mind?' He looked up and exclaimed, 'Oh! nothing much, only Wilson tells me you broke the little brown jug. I know we had no right to go against the camp orders, and bring in the liquor and drink it. I do not blame you for destroying the liquor, but it does hurt to lose the poor little jug. We have been friends together so long and have had so many good times together, it is like losing an old friend.'"

"Well I told him, I was sorry I had broken the jug, as I did not realize they prized it so highly. My main object was to stop the liquor drinking. Well he says, 'I do not care so much for the loss of the whisky, but to lose the poor little brown jug is almost too much. I suppose now I will have to draw my time and leave camp?' No, I told him, if you fellows will straighten out and stop drinking in camp I will overlook it this time. You go back to the men's camp and everything will be all right."

"He bid me good night and made for the bunk house. The next morning he came in the office, drew his time and left for Seney. The taste of whisky was too much for him."

"Nothing would satisfy him but to go where he could get a large supply and fill up. After his drunken spree and his money was all gone he was ready for camp work again. I saw nothing more of him that winter. The next winter he came to my camp again and applied for a job."

"You know my lumber camp rules," I told him, "and your failings. I cannot give you a job, as I do not want to be bothered, and my crew disrupted."

"I will be honest with you," he said to me. 'I want to work for you and in your camp where I can get a good night's rest after a hard day's work. I am tired trying to sleep in a camp where there are a lot of drunken lumberjacks, singing, fighting, talking and making all kinds of noise all night. I have made up my mind to cut out liquor, and can best do it in your camp where it is not allowed.'"

"He was a good woodsman, and after considering his resolutions, I told him I would give him another trial."

"He went to work and did not bother with liquor for about four months, or until when camp broke, and he went to Seney with the rest of the crew. He worked for me several winters, but never came back to the camp until he was sober, and never drank or brought any liquor into camp. I operated this camp for two years, kept a full crew of good, steady hard-working lumberjacks, and in that time had to discharge only four men for drinking in camp or bringing in liquor. They seemed to want to abide by the rules."

In the eighties logging on the Manistique river and its main tributaries, the Driggs, East and West branches of the Fox river, was at its height. Seney at that time was a real roaring Lumberjack town, with eighteen saloons, ten of which ran a hotel or boarding house in connection with the saloon. All lumbering companies operating in that section, kept an office and headquarters at Seney."

The saloons were anxious to get as many of the lumberjacks' hard earned dollars as they could and offered them every lure and inducement within their command to get them to spend their money. In connection with the saloons two large bawdy houses were operated out of the village limits. The sale and use of liquor so handicapped and interfered with the lumbering operations, that the main lumber companies made a united effort to put the saloons out of business and thus kill the town. In a very interesting letter Attorney John F. Carey, now of Escanaba, advises, that he was Prosecuting Attorney of Schoolcraft county from 1885 to 1890 and having had to do in an official capacity with many of the matters pertaining with the lumber companies and the lumberjacks in the early days in Seney."

"In the spring of 1884 the companies undertook to pay off their men with non-negotiable checks drawn on Marquette or St. Ignace banks, thus compelling the men to go to either of those places in order to get their money," Mr. Carey wrote."

"A special form of check was gotten up, across the face of which was printed

in large letters with red ink the words 'Non-negotiable' and 'Payable to Payee only.'"

"An identification slip the same size as the check and bearing the same number was made up, giving a minute personal description of the payee and forwarded to the bank upon which the check was drawn, with instructions to pay the same to that person only."

"The companies refused to honor orders drawn on them by employees who wanted to settle their accounts with local merchants, hotels, etc. One of these hotel keepers, named Smith, came to me and said that he had accounts against about one hundred men, aggregating about \$2,500.00; that the men were willing to pay but the companies would accept no orders, and he feared the total loss of his accounts if the men had to go out of town to collect their checks."

"He asked me to undertake the collection of these accounts and offered to pay me one-third of the amount received for my services. I undertook the job and brought suit in justice court against each of the men, together with garnishment proceedings against the employer companies. James F. Judge was the justice and judgments were duly rendered against the principal defendants, as well as the garnishee defendants. Because of the large number of cases—over two hundred—I had a special docket made up, printed and bound for the justice and it was only necessary for him to sign on the dotted line."

The companies were represented in these proceedings by an attorney from St. Ignace. They threatened to appeal the cases to the circuit court and under the law they had five days for that purpose. On the last day for appeal their attorney made a complete copy of one set of judgments containing several hundred words and wired it verbatim to their general counsel at Detroit, for his opinion as to whether the judgments could be successfully attacked upon appeal. Upon receiving his negative reply they made settlement in full, paid the costs and discontinued issuing non-negotiable checks."

John I. Bellaire.

#### Grocery Manufacturers Allowances Favor Chain Stores

Grocery manufacturers gave average rates of allowances on total sales to chain store systems of 1.89 per cent. in 1929 and 2.02 per cent. in 1930, which was more than twice the rate to wholesalers and almost twice those given to the co-operative chains, it is shown in a report just released by the Federal Trade Commission covering discounts and allowances in the grocery trade. The average rates of allowances to wholesalers were 0.87 per cent. of the manufacturers total sales to such outlets in 1929, and 0.91 per cent. in 1930; the figures for co-operative chains were 1.00 per cent. in 1929 and 1.04 per cent. in 1930."

In response to repeated assertions that chain stores hold competitive advantages over independent dealers because of large discounts and allowances granted them by manufacturers," the announcement of the survey states,

"the Federal Trade Commission conducted an inquiry in connection with its chain store investigation."

The result of this inquiry is the present report on special discounts and allowances to chain and independent distributors in the grocery business. It is based on reports received from 457 manufacturers in 1929 and 464 in 1930, who furnished data to the Commission concerning their sales and allowances made to 62 grocery chain systems, 93 grocery wholesalers, and 44 co-operative grocery systems."

A report on discounts and allowances in the tobacco business was made public October 26, and the Commission states that a subsequent study will deal with the drug trade."

#### All Manufacturers Do Not Grant Allowances

Of the 457 manufacturers reporting in the grocery industry in 1929 and 464 reporting in 1930, only 253 and 273, respectively, were found to have made allowances to chain, wholesale, or co-operative dealers. Their allowances to chain store systems in 1929 amounted to 3.44 per cent. and in 1930 3.58 per cent. on these manufacturer's sales to the chains as compared with an average rate of 2.68 per cent. and 2.33 per cent. for the two years, respectively, on sales to wholesale dealers by the same manufacturers, and 2.55 and 2.54 per cent. on sales to co-operative chains by the manufacturers making allowances."

Total allowances of \$6,306,213 made to all dealers in 1929, as shown by these reports, amounted to 3.34 per cent. of the sales of manufacturers granting allowances. In 1930, the allowances of \$6,439,514 were at the rate of 3.43 per cent. of sales of those manufacturers who gave allowances."

In general, the Commission finds, there appears to be only a relatively slight association between the total amounts of sales reported and the rates of allowances on such sales, with chains making the smaller purchases frequently obtaining considerably larger allowances in proportion to the size of their purchases than the chains buying larger amounts."

About one-fifth of the 2,939 manufacturer-customer accounts carrying allowances in 1930 were found to show allowances of 5 to 10 per cent.; over one-tenth, 10 to 15 per cent.; and 165 accounts, or 5.6 per cent., showed allowances of 15 per cent. or over. Thus, 63.4 per cent. showed an average rate of allowance on sales of less than 5 per cent."

In the grocery trade the proportion of discounts and allowances given for quantity or volume reasons exceeds slightly that given for advertising and promotion. Wholesalers obtain a proportionately smaller amount of their allowances for advertising or promotional work than either the chains or co-operative chains."

The report shows allowances to individual chain store systems and other related data. Copies of a summary of the report may be obtained by writing the Federal Trade Commission, Washington, D.C."

Be less ashamed to confess thy ignorance than, by holding a foolish argument, to betray it."

**Jennings Pure Flavoring Extracts**

These wonderful flavors are the safest and most economical.

**Jennings Pure Vanilla**

We manufacture Flavoring Extracts and Condensed Laundry Bluing and Ammonia.

**Jennings Manufacturing Company**

Grand Rapids, Mich.

**Fair Dealing****18 YEARS OF SUCCESS**

The Company is now insuring a large number of Michigan business men.

It pays to insure with a Michigan Company so in complicated cases you can go to the Home Office.

With 400 agents in all parts of the State, service is prompt.

Comply with the new State Law by taking a policy with this well established company.

See your local agent or write

**WM. E. ROBB, Secretary**  
**CITIZENS' MUTUAL AUTOMOBILE INSURANCE CO.**  
**HOWELL, MICHIGAN**

*Merit will win*

# Masterpiece Cigar

## 5c

*Hand made      Long filler*

*Made in Grand Rapids*

*Sold Everywhere*

**CONGRATULATIONS**

To You

On Your Fiftieth Anniversary

Your years of well-spent endeavor have left their mark on the many communities you serve.

Like you, we, too, are dedicated to service — trust services, in our case. Bankers Trust Company of Muskegon is prepared to serve both individuals and corporations in any trust capacity and it has the experience, management and facilities needed to assure the efficient handling of any matter entrusted to its care.

**BANKERS TRUST COMPANY**  
**OF MUSKEGON**

Muskegon

Michigan

## WOMEN'S FULL FASHIONED HOSIERY

39 Gauge

45 Gauge

Introductory orders solicited from retailers  
in Michigan

Sell your customers Michigan Made products

**HOSIERY MILLS, INC.**  
**BELDING, MICHIGAN**



## ALL ABOUT COFFEE

Interesting Facts Collected by an  
Acknowledged Expert --

The word coffee comes from the Arabic qahwah, through the Turkish kahveh, being originally one of the names employed for wine in Arabic. This was the name given to the beverage. The berry from which the drink is made was called bunn.

Coffee was first mentioned in literature by Rhazes, a Arabian physician about 900. It was first a food, then a wine, a medicine and finally a beverage. Its use as a beverages dates back 700 years.

In the beginning the dried coffee berries were crushed and mixed with fat to form food balls. Then a wine was made from the raw beans and dried skins. The roasting of the beans began in the 13th century.

The coffee tree is indigenous to Abyssinia. From there its propagation spread to Arabia, India, Ceylon, Java, Martinique, Surinam, Brazil, the Philippines and Mexico. Its most recent development has been in British East Africa and Indo-China.

The beverage was introduced from Arabia to Turkey, where the coffee house began in 1554, to Venice in 1615, to France in 1644, to England and to Vienna in 1650, and to North America in 1668. The first London coffee house was opened in 1652.

The coffee plant most cultivated for its berries is *Coffea arabica*, although other species are not infrequently met with in the trade, notably *Liberia* and *Robusta*. The *Arabica* is an evergreen shrub that reaches a height of 14 to 20 feet but is usually kept pruned down to 6 feet. It bears fruit, leaf and blossom at the same time.

The leaves of the coffee tree are lance-shaped, being borne in pairs, opposite each other. They measure 3 to 6 inches in length. They are dark green on the upper surface and light green underneath. The coffee berries are at first dark green, changing as they mature to yellow, red and finally deep crimson or cranberry color. Beneath the skin the berry, or coffee in the "cherry" is a mucilaginous saccharin pulp, enveloping the parchment covering which encloses the green coffee beans, usually a pair of oval planoconvex seeds, though sometimes there is but one seed, called from its shape *peaberry* or *male berry*. The green beans are wrapped in a delicate, semi-transparent, closely adhering jacket called the silver skin.

The small white blossoms are not unlike those of the jasmine or orange in form and scent. They are tubular, the tube of the corolla dividing into 5 white segments, though the number of petals is not at all constant even for flowers of the same tree. They last about 3 days. In countries where the coffee estates are near the coast their rich fragrance may be detected by incoming voyagers three miles from land.

The principal chemical constituents of coffee are *cafein* and *caffiol*. *Cafein* supplies the stimulating quality, which, because of its purity, is without harmful re-action. The *caffiol* supplies

the flavor and the aroma. Coffee is a valuable adjuvant food. It is the most grateful lubricant known to the human machine and it increases personal efficiency in mental and physical labor.

The correct preparation of coffee requires that the beans be freshly roasted, and finely ground just before making in a French drip pot or some filtration device employing cloth or Japanese paper as a filter medium. The liquor should be dripped through the filter but once; never re-poured. Coffee should never be boiled.

The principal coffee producing countries are Brazil, Columbia, Venezuela, Dutch East Indies, Guatemala, Salvador, Haiti, Mexico, Porto Rico, Costa Rica, British India, Nicaragua, Abyssinia, Arabia, Angola and the British East African Protectorate, their order being based upon five-year average exports.

The world's average annual coffee production is about 2¼ billion pounds. Brazil produces 1½ billion pounds yearly or more than all the rest of the world put together.

The principal coffee consuming countries, based on the latest per capita figures, are Sweden, Cuba, Denmark, United States, Belgium, Norway, Holland, Finland, Switzerland, France.

The United States imported 1,407,855,966 pounds of coffee in 1923. For many years it has led all other countries in the quantity of its imports. Its chief source of supply is Brazil, which provides over 66 per cent. of our seeds. Columbia supplies 16 per cent., Central America 8 per cent., Venezuela 4 per cent., Mexico 3 per cent., Dutch East Indies 1 per cent. and other countries 2 per cent. Our per capita consumption in 1923 was 12.45 pounds.

Generally speaking the most suitable climate for coffee is a temperate one within the tropics. *Robusta* and *Liberia* do best in regions from sea level to 3,000 feet. *Arabica* flourishes better at higher levels up to the 6,000 foot frost line. Usually the trees are grown from seed first planted in nursery beds and when about one year old transferred to prepared plantation grounds where they are set out in shallow holes 8 to 12 feet apart. They bear full crops in six years.

The coffee fruit ripens about six to seven months after the tree has flowered, or blossomed; and becomes a deep purplish-crimson color. It is then ready for picking. The ripening season varies throughout the world, according to climate and altitude. In the state of Sao Paulo, Brazil, the harvesting season lasts from May to September; while in Java, where three crops are produced annually, harvesting is almost a continuous process throughout the year. In Columbia the harvesting seasons are March and April, and November and December. In Guatemala the crops are gathered from October through December; in Venezuela, from November through March. In Mexico the coffee is harvested from November to January; in Haiti the harvest extends from November to March; in Arabia, from September to March; in Abyssinia, from September through November. In Uganda, Africa, there

are two main crops, one ripening in March and the other in September, and picking is carried on during practically every month except December and January. In India the fruit is ready for harvesting from October to January.

Coffee is prepared for the market by the dry and wet method. In the former the berries are sun-dried and cleaned by hand or machines in the dried state. In the latter they are fermented and pulped in water and then dried in the sun or by artificial means before being cleaned by machinery.

The cleaned beans are transported to the nearest seaport town where, before shipment overseas, they are not infrequently graded and tested by buyers representing the larger importers in the principal consuming countries. Arrived in the consuming country the green beans are roasted by coal or gas, packed and distributed to the consumer through the recognized channels.

Roasted coffee is sold at wholesale in the United States chiefly by about 4,000 wholesale grocers and by roasters who make a specialty of preparing the green coffee for consumption and who feature either bulk or trade-marked package goods. It is sold at retail in the United States through seven distinct channels of trade; independent retail grocers, chain stores, mail-order houses, house-to-house wagon-route distributors, specialty tea and coffee stores, department stores and drug stores.

The principal coffee trading markets of the world are Havre, Hamburg, Antwerp, and New York. There are both spot and future markets in New York. In the former actual coffee is handled in street sales. In the latter the trading is not concerned with actual coffee but with the purchase or sale of contracts for future delivery of coffee that may still be on the trees in the producing countries. These operations, which take place on the Coffee Exchange, are either in the nature of ordinary speculation on margin or for the legitimate purpose of effecting hedges against holdings or short sales of actual coffees.

More than a hundred different kinds of coffee are bought and sold in the United States. They are divided into two general groups, *Brazils* and *Milds*. *Brazils* comprise those coffees grown in Sao Paulo, Minas, Geraes, Rio de Janeiro, Bahia, Espirito Santo and other Brazilian states. The *Milds* include all coffees grown elsewhere. In 1923 *Brazils* made up about three-fourths of the world's total consumption.

Brazil coffees are classified into four great groups, which bear the names of the ports through which they are exported; Santos, Rio, Victoria, and Bahia. Santos coffee is grown principally in the state of Sao Paulo; Rio, in the state of Rio de Janeiro and the state of Minas Geraes; Victoria, in the state of Espirito Santo, and Bahia in the state of Bahia. All of these groups are further subdivided according to their bean characteristics and the districts in which they are produced.

Bourbon Santos is the best of the Brazil growths. It is a small bean re-

sembling Mocha. It is used with any high priced coffee to reduce the blend. The flat bean Santos may be used straight or in combination with all milds. Rio have a pungent flavor and aroma and are useful for popular priced package blends.

Mexicans are mellow, rich in body and of fine acidity. The best known districts are Coatepec, Huatusco and Orizaba.

The best known Guatemalas are Cobans and Antiguas. They have an aromatic cup and are fine blenders. Salvadorans are mostly inferior to Guatemalas. Nicaragua's washed coffees are fine roasters and acid in the cup. The high altitude coffees of Costa Rica are rich in body, of fine, mild flavor and make superior blenders.

Haiti's coffees are of average quality. Santo Domingo coffees are of good body and fair flavor. The Blue Mountain Jamaicas are fancy roasters, rich, full and mellow in the cup.

Porto Rico coffees are fancy roasters having a peculiar flavor similar to washed Caracas.

The best known Colombians are the Medellins (handsome roasters; fine flavor and body), Manizales (similar to Medellins but not so acid), Bogotas and Bucaramangas, the fancies among which compare favorably with fine Javas and Sumatras.

Venezuelan coffees range next to Santos in quality and price. Washed Caracas are best in roast and cup. Meridas are the best of the Maracaibos, having a delicate flavor prized by experts.

Mocha coffees have a unique, acid character, and a heavy body which make them useful for blending with fancy mild washed types.

Indian coffees seldom come to America. The Malabars are best. Mysore growths come next. Plantation Ceylons are stylish roasters, rich, and flavory in the cup.

The best Java coffees come from the Preanger, Cheribon, Buitenzorg and Batavia districts. The Sumatra growths are better. The finest and highest priced coffees in the world come from the Mandheling, Ankola, Ayer Bangies, Interior and Lalembang districts.

Among Abyssinia growths the Longberry Harar resembles Mocha in the cup.

Old crop Kona growths from Hawaii are of fine flavor and blend well with any high grade mild coffee.

Wm. H. Ukers.

## Leather Belting Demand Awaited

Entering its seasonally dull period, the leather belting industry is looking forward to a sharp advance in orders for next year. According to manufacturers, many plants are laying plans for extensive rehabilitation work in the Spring and, accordingly, sizable quantities of belting will be bought. The sharp demand which started in mid-summer and extended into the early Fall developed mainly from textile mills, which had to put idle machines back to work. In 1934, however, belting producers expect a much broader call from a more varied range of industries and feel that the year's volume will approach close to that of 1929.



For over fifty years we have  
been filling the  
AWNING  
and  
CANVAS GOODS NEEDS  
of  
Western Michigan  
CHAS. A. COYE, Inc.  
Campau Ave. and Louis St.  
Grand Rapids

## RUBBER STAMPS

**Forbes Stamp Co.,**  
145 IONIA AVE., N.W.  
"Opposite Post Office"  
GRAND RAPIDS, MICH.

The  
**Bertha Fryett Studio**  
89 Monroe Ave.  
Grand Rapids, Mich.

We make everything in high  
class photographs. We also  
copy old photographs.

## Bond Printing

### Is a Business in Itself

It requires not only the  
proper Bond Blanks but  
a knowledge of Bonds  
coupled with skill and  
painstaking care.

**We Have the Blanks  
We Have the Skill  
We Use the Care**

## BOND PRINTING IS OUR BUSINESS

We undoubtedly print more Bonds  
and Certificates of Stock  
than any other printers  
in Michigan

**TRADESMAN COMPANY**

# Baking Poor Bread is a Violation of Public Trust

## A GOOD Baker Recognizes His Responsibility ... He Bakes GOOD BREAD

Bread is consumed by practically every man, woman and child, not once or twice, but thrice each day. No meal is complete without it.

Because so much bread is eaten; because it plays so vital a role in maintaining the health and vigor of grownups and children alike, it's of the utmost importance that the quality and food value of bread be rigidly guarded and constantly improved.

The good baker accepts this public responsibility with a full realization of its significance. His aim is to produce bread that is just as high in food value, purity, flavor and freshness as nature, science and human skill can pos-

sibly make it. Any lowering of standards; any compromise with quality is a violation of public trust.

Baking bread for a community is not a purely private undertaking. The principle of responsibility to the public has always been conscientiously accepted and faithfully practiced by us. The uniform high quality of our bread for more than a score of years has proved that we place PUBLIC INTEREST FIRST.

*Aug. 1911*  
President  
and General Manager

HOLSUM BAKERY  
GRAND RAPIDS  
MULLER BAKERIES, Inc.  
JACKSON  
KALAMAZOO BREAD CO.  
KALAMAZOO

MUSKEGON BAKING CO.  
MUSKEGON  
MULLER BAKERIES, Inc.  
BATTLE CREEK  
MICHIGAN BAKERY  
TRAVERSE CITY





## TRAVELING SALESMEN

## Responsibility to Industry in Which They Are Employed

The traveling salesman is very human. If he were not so human, he would not make a good salesman. Cold blooded, selfish, egotistical, "high hat-ers" do not get very far in the fraternity of commercial tourists. When one has been a traveling salesman, when one has had all of their faults, when one loves them for just what they are, then it is not possible to write about them sympathetically without giving offense. I know some heads of houses and even some sales managers who have never traveled and have never sold any goods. Possibly a friendly article from a former traveling salesman might give some of these heads of houses a better angle on the salesman's human psychology.

Once I heard a distinguished and successful hardware jobber address his salesmen as "my organized army of buyers for our customers." There was a good deal of truth in what this merchant said. The traveling salesman spends his days and his nights with his customers. They are his friends. Their world and his world is the same world. A successful traveling salesman has no social life outside of his own wife and children and his customers.

The orders these customers give him are an evidence of their confidence and their good-will. Upon the number and size of these orders depends his worldly prosperity. If he secures large orders and many of them, his sales are large, and as a result he draws a good salary and at the end of the year a very satisfactory bonus check.

On the other hand, many salesman only visit their houses at long intervals. Sometimes, when they do visit their houses, they are grouped together in sales meetings and they have no intimate or personal contacts either with the leading men of their company or, in many cases with their own sales managers. Their visits to headquarters are brief. In the large city where their houses are located they realize that the world of the large city is not their world. They belong in a different world—that of their customers. In other words, the successful salesman is close to his customers and frequently more or less a stranger to his house.

This article, as I have stated, is written in a sympathetic attitude toward the salesmen. If my friend the buyer is glad when I call, if he extends to me a warm welcome, if he gives me a hapdsome order, isn't it only human on my part to give him the very best I can in prices, in goods, and to help him all I can with valuable information? This buyer and I are friends. We have been friends for years. My success as a salesman in a very large measure depends upon the friendship and the good-will of this buyer. My house, on the other hand, and my sales manager, are frequently not very close to me as a salesman. They hammer me for results. I know if I do not get the results my name will soon be "mud." Yes, I must admit, it is not surprising, and it is to be expected that the traveling salesman

develops a friendship and good-will for his customer, that amounts in many cases to a very deep affection.

Now, if this salesman is working with his customer, it is not surprising that this salesman should desire to give his customer every possible advantage so he can get the business.

Out of this human relationship between the salesman and the customer usually there develops a situation that is exceedingly dangerous to whole industries. Some salesmen are so devoted to their customers that they are willing to give them every inside advantage, regardless of the welfare of their own houses. Some salesmen feel that as the customer takes good care of them it is their duty to take care of their customer by giving him the best inside prices they have. Among salesmen there are even a few suffering from exaggerated "big head" who are willing to pass out cut prices freely, because doing this indicates how big they are, and they can do something that their competitors cannot always do. "Hello, Bill. What have you got good to offer us today?" Now, Bill cannot afford to say that he hasn't anything better to offer than the other fellow, so Bill takes the customer aside and whispers in his ear. This makes Bill a big man. He has inside prices or information that the salesmen of the other houses are not permitted to have.

This very humanity of the salesman leads him to take the side of his customer as against the welfare of his house by hunting up every cut price he can find in the territory. When he hears of a cut price his ears wiggle. He is like a trout jumping for a fly. Here is something he can grab and write about to his house. Somebody here is cutting the price. He knows all about it. Here are the facts, and along comes the order with an extra five.

Now, this might be all right if the salesman in putting over the cut price did not neglect to gather all the facts. I have known salesmen to "bite" at old letters shown with the date turned down. I have known salesmen to "bite" at old invoices, printed as new invoices, in which the date of the invoices had actually been changed with the typewriter. The point I am making is that smart and experienced salesmen would not fall for this sort of thing, unless they had back in their hearts a desire to fall. They want to put over the cut price so they are hunting for some basis to break the price.

Then, of course, there are well-informed salesmen who know everything that is happening in their territory. They are the most interesting to the buyer. A salesman who has not heard of any cut prices on any particular line of goods is rather dull and stupid, but if a salesman can whisper to a buyer just what his competitors are doing in the way of passing out an extra five, then his visit is exciting and stimulating. Of course, there are some salesmen who dig up this information and pass it out from dealer to dealer.

Then what happens? Every merchant is "hell bent" to meet the price. He is not willing to wait and have the facts investigated. He is not willing to have

some of these weak-kneed salesmen shown up. No, sir, he intends to protect his trade in his territory, and so before the poor manufacturer can even investigate, the prairie is set on fire, and there is general price conflagration.

What happens? The goods are sold at an extra 5 and then a 10, then a 2½ then a 5 and 2½. The jobber, of course, cannot make any money at such prices. Therefore, he removes this particular line of goods from his profit list and discontinues giving the traveling salesman commission on these goods. This certainly does not help Mr. Salesman.

The jobber having passed along his cut prices to the retailer, this gentleman decides that a nice advertisement with the cut prices in the morning paper would add to his volume of sales. So in goes the advertisement at the cut prices. This leads to a war all around the neighborhood among the retailers on these goods. Then, after the war starts and there is no profit in the goods, then the retailer meets the jobber salesman with the remark: "These goods do not pay any profit. Therefore, I do not propose to carry this line." This, of course, does not help Mr. Salesman.

Now, what is the answer to all this? I learned this answer long ago when I was in business for myself. We gave our salesmen a catalog full of costs. They were intrusted with the making of prices. They were told that we depended upon them to protect our interests. At the end of my first year in business, as the head of this house, I remember distinctly instead of having a profit there was a very beautiful loss. Somehow, our loyal and faithful salesmen had sold our goods at prices that were entirely too low to their customers. I had a very pleasant time explaining this loss to my banker. Fortunately for me, this banker, after reading me a lecture on the subject of volume without profit, did not call his loans, but allowed me to go ahead. The next day there was a revolution in our catalog department. We put in selling prices without costs. We decided on that particular date that in the future and as long as we were in business to make our own prices at headquarters, and see that our goods were sold at our prices. We loved our salesmen, but it dawned on us that they loved their customers more than they loved us. So each salesman received a new catalog, and business proceeded as usual, and at the end of the year, with a considerable increased volume when the returns came in, we found we had made a very satisfactory profit in our business. The story has just as much point today as it had then.

What is the answer? Establish your own prices. Mark your own catalogs. Insist on your salesmen getting these prices or retiring from your services. No one is more interested in the traveling salesman than myself. No one admires his good qualities more than I do, but if I happened to hold stock in a business where the traveling salesman was making all the selling prices for the business I would sell every share of that stock at the first opportunity. When a salesman is given a catalog

with the selling prices and is expected to sell goods at these reasonable prices, then selling becomes a matter of real salesmanship. When a salesman is given the liberty of making his own prices, then salesmen always degenerate into "price cutters." If you do not believe in what I have to say in this article, put out a maximum and minimum price. Try to sell goods at two prices. How long will it be before your lowest price is the universal price? Every merchant who has any experience in business knows this to be a fact. Therefore, we have the saying that the minimum price given to salesmen always becomes the maximum, and all these things, let me say in conclusion, are just as they should be.

Then, just another thought. The house or the salesmen who think they can give secret rebates and get away with it are simply candidates for a padded cell. No matter how slick a scheme, it is always found out and exposed. Your salesman pays out cash. Cash is supposed, like dead men, to tell no tales, but this salesman some day resigns and goes with another house, and then he tells the story of the cash transactions. Thirteen may be sold for a dozen, but the wise clerk who fills the order has got to tell what he knows, and the cat is out of the bag.

Once upon a time a manufacturer's salesman dropped in to see me, and told me of a far-reaching cut-price plan that was being put under way by our leading competitor. I was astonished at the plan. "Where did you get this information?" I inquired. "Well," he replied, "I am very friendly with the young lady who is a stenographer in that house, and last night I took her to dinner and she told me the glad tidings." That day I worked the telegraph wires to all of our salesmen until they were hot. We forestalled the deep laid plan of our competitor, but since then I have often thought of that stenographer who talked too much.

Last, but not least, every manufacturer, every jobber, every traveling salesman, every retail merchant should realize their responsibility to the industry in which they are engaged. If your industry is in a healthy condition you will be prosperous. If, however, your industry becomes demoralized by reason of these secret cuts in price, or by other small advantages taken over competitors, you, yourself, in the long run are going to suffer far more than you gain by the temporary advantage of increasing your sales by questionable methods. The merchant, no matter whether he is big or little, takes upon himself a very grave responsibility when, regardless of the hard work that is done by others, he decides, like Samson, to pull down the house on the entire industry as well as himself.

In the future, I believe, this responsibility will be fixed and houses and salesmen who are careless of the welfare of their industry as a whole will become well known to the trade at large. Such salesmen will find it exceedingly difficult to secure positions, while such houses will find manufacturers giving them a very wide berth in sales connections. Saunders Norvell.



# Choose from these Members of the Standard Oil Family

## LET THEM INCREASE YOUR SALES AND ADD TO YOUR PROFITS

Every retail merchant can increase his profit by supplying his customers with one or more of the specialties listed below. There is an established demand for these items — candles, polishes, and other household and farmers' needs. Properly displayed, they attract shoppers who are looking around, and frequently result in the sale of several articles. They carry a profitable margin, which the Standard Oil representative will gladly explain to you. Phone him your orders.



**CANDLES** are being used more each year. On dinner tables, at family gatherings, and in the reception hall, candle light imparts a mellow light, pleasing to everyone. They make ideal gifts. Superla Hand Dips come in various sizes and colors. Dealers report that Bokay Candles in the new cellophane-covered box are as easy to sell four-in-the carton as two. The Standard Oil representative can advise you which colors and sizes are selling fast now. Thus your stock is kept fresh and turnover increased.

**PAROWAX** for sealing jellies and preserves is a year-around product. Jellies, preserves, marmalades, etc., must be protected against spoilage by bacteria and mold. Parowax — pure paraffine — does the sealing job quickly, thoroughly and inexpensively. Every housewife is familiar with the name, Parowax. It almost sells itself.



**SEMDAC LIQUID GLOSS** — This staple, familiar to your customers, is used on floor mops to remove dirt from the floor and to give the wood a fresh lustrous sheen. Many housewives like to use a few drops on the dusting cloth to prevent dust from flying. Excellent on woodwork, and also on enameled surfaces.

### SEMDAC FURNITURE DRESSING

— Cleaning and polishing radio cabinets, pianos, dining tables and other fine furniture is easily done with Semdac Furniture Dressing. Applying the dressing loosens dirt. Polishing with clean dry cloth brings out a brilliant lustre. Let the representative demonstrate to you in your store how well it works.



**EUREKA HARNESS OIL** — This is the season when farmers treat their harness. Leather that is regularly treated outlasts the untreated. When customers ask for a good harness oil, you can recommend Eureka, as it has given satisfaction to Michigan farmers for more than a generation.

**EUREKA BELT DRESSING** — A slipping belt means lost power—and waste of fuel. To prevent slipping, and make the belt deliver all the power it was designed to transmit, farmers brush their power belts with Eureka Belt Dressing. It contains no gum, tar, acid alkali, or other injurious substances. It will give your customers more service from their belts, and net you a good profit.

### MICA AXLE GREASE

—Driving a wagon without greasing the axle is like driving with the brakes on. Mica Axle Grease makes the wheels turn easily—lightens the load. Merchants have been selling Mica with satisfaction to their customers for more than thirty years.



**STANOLAX**—The use of a white mineral oil instead of purgatives for the relief of chronic constipation is now generally recommended by physicians. Stanolax (Heavy) is being used for this purpose in countless Michigan homes. It is a pure, colorless mineral oil, tasteless and odorless. It is not objectionable to take. No bad after-effects. Every household should have a bottle on hand during winter.



**FINOL** — Known as the Oil of a Thousand Uses, this fine oil lubricates door hinges, typewriters, clocks, sewing machines, and other delicate mechanisms. It is stainless, tasteless and odorless. Every housewife, farmer and mechanic has use for a can of Finol. Keep a stock on hand for them.

# STANDARD OIL COMPANY



# HATS OFF

## To These Service Records

¶ This issue of the Michigan Tradesman marks its fiftieth year of service to readers. With this issue Mr. E. A. Stowe rounds out fifty years of publisher of this good book.

¶ There is nothing like the test of time, Institutions or men who successfully withstand it bear a stamp of character that all the world recognizes.

¶ MUTUAL Insurance is proud of its 181 years of service and savings to policyholders.

**The FEDERATION of MUTUAL FIRE INSURANCE COMPANIES**  
**The NATIONAL ASSOCIATION of MUTUAL CASUALTY COMPANIES**

