

The Land of Beginning Again

I wish that there were some wonderful place
In the Land of Beginning Again,
Where all our mistakes and all our heartaches,
And all of our poor selfish grief
Could be dropped like a shabby old coat at the door
And never put on again.

I wish we could come on it all unaware,
Like the hunter who finds a lost trail;
And I wish that the one whom our blindness had done
The greatest injustice of all
Could be there at the gates like an old friend that waits
For the comrade he's gladdest to hail.

We would find all the things we intended to do
But forgot, and remembered too late,
Little praises unspoken, little promises broken,
And all of the thousand and one
Little duties neglected that might have perfected
The day for one less fortunate.

It wouldn't be possible not to be kind
In the Land of Beginning Again,
And the ones we misjudged and the ones whom we grudged
Their moments of victory here,
Would find in the grasp of our loving hand-clasp
More than penitent lips could explain.

For what had been hardest we'd know had been best,
And what had seemed loss would be gain;
For there isn't a sting that will not take wing
When we've faced it and laughed it away.
And I think that the laughter is most what we're after
In the Land of Beginning Again.

So I wish that there were some wonderful place
Called the Land of Beginning Again,
Where all our mistakes and all our heartaches,
And all of our poor selfish grief
Could be dropped like a shabby old coat at the door
And never put on again.

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GRAND RAPIDS

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, JANUARY 17, 1934

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Detroit Representative
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CREATED A NEW INDUSTRY

Out of Wretched Poverty and Many Physical Handicaps

A drizzle of mist out of gray skies clouded the speaker's thick-lensed glasses. "Who serves best," he was quoting, "profits most . . ." Round about, great buildings, sprawled their bulk over dozens of acres in mute evidence of achievement. Overhead, the tallest stack in Michigan flung itself, like a giant's finger, cloudward. And the man, builder of it all. "You have often heard that it is more blessed to give than to receive. Well, that's literally true—even in business!"

A keynote—a thesis, as it were. And if incident were needed to verify the thesis, it would seem that the career of Jacob Kindelberger (who is "Jake" to a host of friends) furnishes ample proof. For out of more than poverty—out of misery, physical handicap, black ignorance, spiritual indifference—a voice speaking bade him go forth and give the utmost that might be in him; and through grim years, which found him more than once on the razor edge of failure, he fought and labored untiringly until in the end he created a magnificent industry, and demonstrated a doctrine. "I feel," he went on earnestly, "that I am ordained to run this business, just as a minister of the gospel is ordained to preach."

Out of great giving came great getting. The Kalamazoo Vegetable Parchment Co., which Kindelberger founded and of which he is president, has physical assets in excess of \$8,500,000, and yearly sales of about the same amount. But that does not begin to tell the tale—it is an amazing human and business story.

Beginnings may be found more than half a century ago in Alsace-Lorraine. There, Kindelberger was born. The United States, however, soon claimed

him (his family moved to this country when he was five), and soon, like a twig in a mill-race, he was whirled into industry. Child-labor legislation was unheard of then in West Carrollton, Ohio, where the Kindelbergers eventually made their home, and "Jake" was only ten when he went to work in the paper mill where his father worked. The boy was a rag-sorter; his wages, 25 cents a day.

Long hours he put in: eleven at a stretch if it happened to be his week on the day shift, or thirteen if he was working nights. And rag-sorting was a dull, uninspiring occupation. At risk of a kick from the foreman, he dared not allow a single button or bit of wool or unbleachable material pass through to the cutters and bleachers, otherwise a batch of paper might be spoiled; so a half-blind boy (for "Jake" was that) had to learn to make fingers do what eyes could not do. And in spite of caution, in unwary moments he was likely to be struck a stinging blow as the wire stay of a corset jumped out at him, or the spring from a woman's bustle.

At fifteen, partly because of the condition of his eyes, the boy could neither read nor write. He was just "a mill kid," with a spark of ambition so faint that it was really nothing more than a vague feeling that "it would be kind of nice to own a paper mill." But in that year, his fifteenth, he happened to attend a revival service at a church (intending to scoff rather than to pray) and heard a sermon that made him think.

The minister did not discuss a misty future in the skies, but talked concretely about the future on this earth and asked his hearers what practical steps they were taking to make ready for it. "Jake" Kindelberger left that meeting feeling strangely exhilarated, and possessed of a new idea. For the first time, he seriously tried to think whither he was headed; and upon comparing himself with others, vaguely realized how dense his ignorance was. It occurred to him that if he was to progress, he must first know things: the minister had said as much.

Education began for him then. He undertook to study by himself, as Abraham Lincoln studied, by the fireside after work. Primary-school books were loaned to him by a lad at the church; he was given some friendly guidance; at twenty-one he entered school in the fourth grade; rapidly, he passed through the grade schools, high school, and he would have finished college had he not been threatened in the third year with complete blindness.

During the latter part of this struggle for education, Kindelberger paid his own way, and even helped out some at home, by house-to-house canvassing. He proved something of a genius at

selling (perhaps because he worked at it so hard and during the summer vacations sometimes earned as much as \$100 a week. He continued for a while after being compelled to leave college. But he quit it eventually, in order to return to the factory and the employer with whom he had started at 25 cents a day. This time his salary was slightly larger: \$15 per week.

Here, as a salesman, he learned the paper business from a different angle than as a rag-sorter. He traveled from one end of the country to the other; became one of the most widely-known salesmen in his line; eventually was earning at the rate of \$500 a month and gradually during the dozen years that he held the position, he formulated and practiced with great success the very philosophy on which he later founded and ran his own business.

It was in 1910 that Kindelberger, then thirty-seven years old, decided to make his boyhood dream of owning a paper mill come true. He had saved a few thousands, and a relative convinced him there were good manufacturing opportunities in Kalamazoo. He investigated; succeeded in interesting a few men of means; assembled a total capital of \$50,000; secured a site in a deserted spot among cornfields near the river; and embarked on a project that was soon to demand of him even longer hours than rag-sorting.

Friends were skeptical.

"Don't you know," he was asked, "that there are too many paper mills already?"

And, in a sense, this was true. But "Jake" had thought it through, and knew what he was about.

It was bitterly hard. There were money troubles, of course. Kindelberger himself fired boilers, helped to lay cement foundations, did many other odd jobs, in order to save the wages of an extra man. When he traveled to get business, he had to sleep in day coaches, for he could not afford Pullman fare. He was usually first into the plant in the morning, one of the last to leave at night, and his light burned late at home. But out of this effort, after the turn which made a measure of success predictable, emerged a business that grew, and grew, and grew to immense proportions.

A new town named Parchment, has been created on the once-confields; the original building that was erected in part by the sweat of the president's brow, is now a tiny affair beside its big new neighbors.

In the newest of the buildings, just completed, are housed the two largest and fastest machines in the world for making fine paper: machines that cost upwards of half a million dollars each, and produce the best quality of paper in huge rolls at the enormous rate of

900 feet per minute. "Everything here," in Mr. Kindelberger's words, "and in all our factories from the beginning, has been done on the idea that the man who gives quality is going to last longest and go further." Strangers come thousands of miles to see this and other machines in the plant that this man, with his co-workers, created in a cornfield.

And now for the management philosophy. In large part it derives directly from that earlier utterance: "He who serves best."

"When our business was much smaller," said Mr. Kindelberger, "a Standard Oil salesman walked through our plant.

"Do you realize," he said, 'that you're wasting a lot of oil. Look at it spattered all over the floor. You can save most of that.'

"He explained how it could be done. 'Why,' I queried, 'should you worry about the oil we waste. It only means that we'll have to buy that much more from you.'

"No," he said seriously, 'the Standard Oil Co. doesn't want your money if you're going to waste our oil.'

"The remark impressed me so deeply that I have been a customer of that salesman, or his company, ever since. It fitted perfectly my own conception of the attitude a business man ought to take.

"In the most successful concerns, comes from within. A business will as I have seen them, service initiative tend to remain small so long as the managers wait for people to come of their own volition and say, 'Can you do so-and-so for me?'—but growth is certain for the concern in which the managers energetically look for ways to serve those who do not yet know that they need to be served, or how they can be served. An ordinary business can be built, of course, by supplying known needs in familiar ways. The extraordinary business necessarily supplies new needs, or devises new ways of supplying old needs.

"Ourselves, for example, it is a constant, never-ending study with us, to find new needs for our products (or products that we can develop for existing needs). A news note, let us say, announces that 400,000,000 eggs were broken in handling last year; that is a startling point for thought—isn't there something we could do, some new type of container we might devise, that would reduce that larke breakage?

"A conversation is overheard on a street car: two housewives are agreeing that it is a great nuisance to clean pantry shelves and put on fresh newspapers—instantly it appears that here is an opportunity to serve by devising a shelf paper easy to lay; and doing this

very thing, by the way, was something of a life-saver once when our business was small and times were hard.

"The idea I mean," Mr. Kindelberger went on, "is a carry-over and development of what I used to do as a salesman. I never found it easy to face a new prospect with nothing to offer but a line of paper. But if I could suggest some idea, some way to use paper and make money, I used to carry a black book in my pocket. Nights in hotels, or on railway trains, when I had nothing else to occupy me, I used to sit and think up names; trade names for products. The best ones all went into my book.

"Upon visiting a prospect, the conversation might follow some such line as this: I would point out that this product was unbranded and unnamed—that thereby he was passing up a wonderful opportunity—that if he identified it suitably, and in some way made it known as distinct from all others, the day might very well come when, if he wanted to sell out, the trade name alone might be worth more than all the tangible assets (in the case of several of my customers, this actually proved true). If the prospect half-agreed, but objected that he did not know how to go about it, nor what to name his product, out came my black book, and we pored over my lists together, until we struck something that suited. And then I helped him to establish it.

"In those days, packages and branding food products was not so common as it has since become. Of course my objective, in part, was to sell packaging paper.

"In our business to-day we still carry out this fundamental idea, far more comprehensively. A good-sized portion of our business still has to do with the packaging of food products, but now we are not content with a black book and names and standard ways of packaging. We make it our business to discover ways and means to package food (particularly food, but other products as well) that now reaches the market in less perfect condition than it should, resulting in loss for the producer and repelling the consumer. We do so even though we have no customer waiting or consciously wishing for such a method.

"A large laboratory, employing half a dozen trained research men, is devoted exclusively to this work. We have spent thousands of dollars on individual problems—in some cases, tens of thousands, without any assurance that a method, if found, could be marketed. Usually, of course, the sale is not difficult if results can be proved decisively; though many times we have been disappointed.

"One case of research had to do with California lettuce. We found that upon arrival of Eastern markets, the outer leaves had often turned black, making it unsightly and hard to sell. A preliminary investigation disclosed the cause. Then we set to work and developed a special kind of paper that we thought should provide a remedy. After demonstrating that heads of lettuce wrapped in this paper did not turn

black, but arrived in the East so fresh in appearance that they sold for enough extra to more than pay the cost of packaging, there was no difficulty in selling the idea to the lettuce-growers of California. And besides, we had a new kind of paper that has since turned out to have many other valuable uses.

"There are enormous possibilities often in unsuspected places. An interesting idea was the possibility of preserving sweet corn in the ear for use in winter. Could it be picked, wrapped immediately, put in cold storage, and preserved in perfect condition for several months? That is a typical research—one on which as it happens, we are

research happens to be one of our methods.

"Another notion of mon," Mr. Kindelberger went on, "is that it is useless and worse than foolish for a concern to try to guard and protect a lot of 'business secrets'—I mean, presumably better methods that are cautiously concealed from competitors. Yonder in my office at this moment are half a dozen men. This morning they went through the plant. Saw everything. Not a question was asked that we didn't answer, if we knew the answer."

"We have developed any number of production short-cuts and better methods. Money and time have been spent

it is not foolish to part with our methods, but just good common sense. As the industry in general prospers, we too prosper, in due proportion."

And now what of men—the men of the organization. In the town of Parchment which he has built, Kindelberger occupies a unique position. He is the boss—nobody denies or doubts it—but he is also the neighbor who lives yonder, across the highway from the plant, in a home curiously modest for a millionaire. It is he who, on Sundays, conducts the Bible class that, because it is so interesting, has become very large. The students are not bothered with technical discussion of obscure texts, but he talks of things about simple, practical, every day matters of deep spiritual significance to every common man; they know him, too, as one of themselves, wearing modest clothes, with shoes often dusty or muddy, and fingers not always clean, if he has just been in the plant. In this light he appears to his fellow-workers, not because he considers it "policy," but because that is how he really is. And so in his management.

"What men in general want," he said, "is a square deal. I haven't much of an creed for dealing with them, different from dealing with any men. You never want to lie to them. You don't want to promise one thing and do another. They don't want to be high-hatted. I don't like being high-hatted myself; you don't either, do you? Well, why should they? Besides, what is there to high-hat about? I'm doing my job. They are doing theirs. We are on even terms, so far as that goes.

"And above all, a man wants a plain answer to plain questions. He doesn't like to have you beat around the bush or put him off with some nonsense. If the answer is No, most men will accept it cheerfully if you have sound reasons and state them. If it is Yes, a man surely wants to know. But any man grumbles, and rightly, if you dilly-dally and turn him away with half an answer.

"If men talk things over with me, as many of them do, I try to advise them without any thought of how their private affairs may affect the organization. What matters is how the individual is affected. The other day a man told me he believed he would leave us. Come to find out, he had an offer of a job as superintendent of another plant, which ostensibly was a much bigger job than he already had or than we could give him at the time.

"If I were you," I advised. "I don't believe I'd take that job—not just yet, anyhow."

"Why not?"

"Because I happen to have inside information that the concern is on its last legs."

"Within a week, the company failed.

"Another man in a similar case got different advice. I told him to accept the new job he was offered, hoped he would make a success of it, said if there was ever anything we could do, he must not fail to call on us. The number of big jobs in any organization

(Continued on page 17)



Jacob Kindelberger

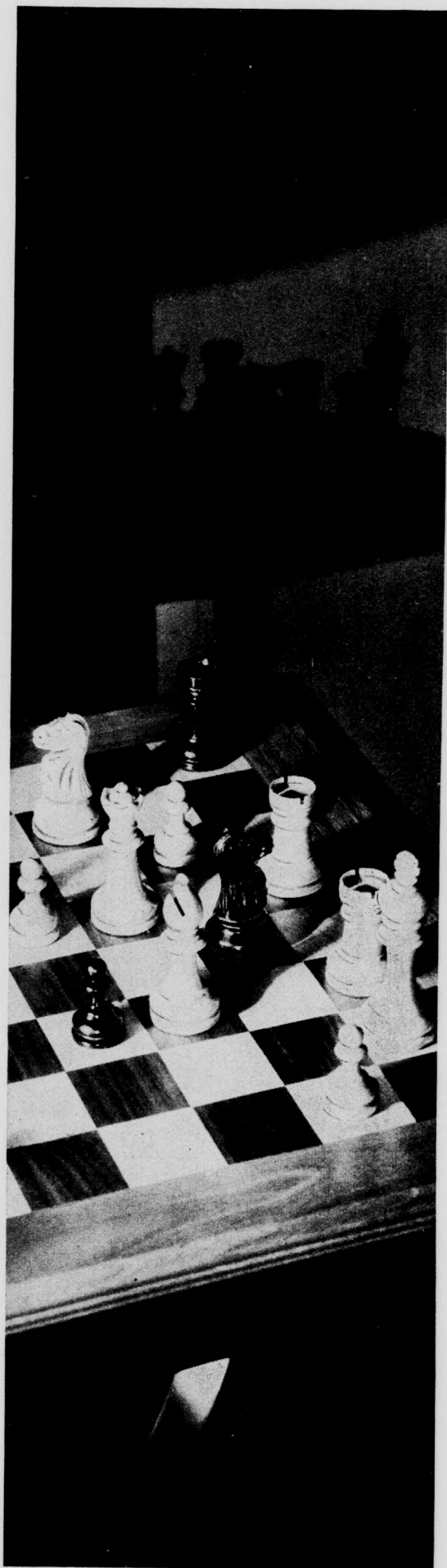
still engaged. You see what this particular development might mean: consumers would have deliciously fresh roasting ears at a reasonable price at any time of the year; and as for the grower of sweet corn, he would have a year-round market instead of a seasonal market lasting only a few weeks.

"I might mention scores of specific cases, concrete investigations with far-reaching results. The proper packaging of foods is a latter-day science, still far from perfection, and so we are making it our business (finding our opportunity for service) to discover new truths in that science, and promote better methods. It is an economic service, because in the long run it helps to preserve and cheapen food, and put it on consumers' tables in better condition. The source of profit is service:

working them up. I have no doubt these competitors will adopt some of those methods in their own plants, at no cost to themselves, I have had friends say to me:

"Jake, you're a fool. Why do you give all that stuff away?"

"For one thing, I reply, we get about as much as we give. But look at it in another way. Suppose one of our competitors, through not knowing about certain up-to-date methods which are commonplace to us, fails to make good parchment paper. Not only his private brand of paper is on trial with the public, but parchment paper in general. If customers become disgusted with his product, may they not declare themselves through and done with all parchment paper? In that case, do we not suffer too? Of course we do. So I say



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MOVEMENTS OF MERCHANTS.

Sheridan—C. E. Guilfoyle, grocer, has joined the Red and White.

Cadillac—Fred L. Van Dyken, proprietor, has reopened the Daylight Bakery.

Durand—The Chapman Gravel Co. has decreased its capital stock from \$100,000 to \$55,000.

Mt. Pleasant—The McClanahan Oil Co. has increased its capital stock from \$1,000 to \$1,500,000.

Portland—Fire which caused an estimated loss of \$20,000 gutted the drug store of Carl D. Bywater Jan. 11.

Climax—Wendell Hoag is now connected with the Vickers-Burke Funeral Home and will act as its manager.

Detroit—The Oakman Brewing Co., 1346 Broadway, has decreased its capital stock from \$1,250,000 to \$350,000.

Grand Rapids—Securities Syndicate, Inc., has changed its name to S. A. Wright & Co., 300 Michigan Trust Bldg.

Freeport—Kunde & Sons, who recently engaged in the hardware business in the Burling building are enjoying a good trade.

Ann Arbor—Wadhams & Co., dealer in furnishings and clothing for men, has decreased its capital stock from \$30,000 to \$20,000.

Kalamazoo—Gerald L. Alter has engaged in business at 244 South Burdick street, under the style of the Kalamazoo Photo Supply Co.

Detroit—Broadway Radio Specialties, Inc., 3219 Fullerton avenue, has changed its name to the Broadway Radio & Supply Co., Inc.

Albion—The George T. Bullen Co., which has conducted a dry goods store here for the past 41 years, is closing out its stock at special sale.

Lansing—Cuban Health Products, Inc., food and health products, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—United 5c to \$1 Stores Co., 15309 Livernois avenue, has been incorporated with a capital stock of \$10,000, all subscribed and paid in.

Detroit—Rice & Ash, Inc., 142 West Jefferson avenue, wholesale dealer in clothing for men, has increased its capital stock from \$1,000 to \$15,000.

Battle Creek—Burglars carried away more than a ton and a half of brass from the plant of the Franklin Brass Co., stealing a truck to haul it away.

Detroit—The Metropolitan Dairy, Inc., 9694 Martindale street, has been organized with a capital stock of \$40,000, \$3,000 being subscribed and paid in.

Jackson—The Michigan Seating Finance Co., Wildwood avenue, has been incorporated with a capital stock of \$30,000, \$20,000 being subscribed and paid in.

Grand Rapids—Thompson's Cash & Carry Meat Market which recently opened for business at 1255 Broadway avenue is featuring its home made sausage.

Otsego—Burrell Tripp will devote all of his attention to his drug store here, putting in a larger and more complete stock and making other changes from time to time.

Saginaw—The Gown Shop, Inc., has been incorporated to deal in ready-to-wear apparel for women with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Kalamazoo—The Rockshore Farms, Inc., 1734 Lake street, has been organized to conduct a dairy business with a capital stock of \$1,200, all subscribed and paid in.

Detroit—Town & Country Shop, Inc., Fisher Bldg., dealer in wearing apparel for women, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Harold N. King Coal Co., 4810 West Jefferson avenue, has been incorporated to deal in all kinds of fuel with a capital stock of \$10,000, all subscribed and paid in.

Detroit—General Cold Storage Warehouse, Inc., 1599 East Warren avenue, has decreased its capital stock from 30,100 shares no par value to 10,100 shares no par value.

Detroit—The Maintenance Materials Corporation, 680 East Fort street, has been incorporated to act as sales agent, etc., with a capital stock of \$10,000, all subscribed and \$5,000 paid in.

Big Rapids—A. C. Fuller has opened a tobacco shop in the building formerly occupied by Pat's Smoke Shop, who has removed to the LeClaire and Eggleston building with his stock.

Allegan—Burrell Tripp is having a special sale in his drug store this week. Next week he will sell the stock to his son, H. D. Tripp, who will continue the business at the same location.

Detroit—The Modern Die & Tool Co., 227 Iron street, has merged its business into a stock company under the same style with a capital stock of \$11,200, all subscribed and paid in.

Detroit—Abe Bellock & Sons, Inc., 218 Central Produce street, has been organized to deal in fruits and vegetables with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Detroit—The Rosedale Distributing Co., 1353 Division street, has been organized to deal in beer and liquor with a capital stock of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Detroit—The Michigan Cut Rate Market, Inc., 6915 Michigan avenue, has been organized to deal in meats, groceries, delicatessen, etc., with a capital stock of \$1,000, all subscribed and paid in.

Detroit—Lucette Shops, Inc., 9332 East Grand River, has been organized to deal in shoes for women at wholesale and retail with a capital stock of \$5,000, \$2,500 being subscribed and paid in.

Detroit—The Sullivan Motor Co., 14226 Mack avenue, motor sales and service, has been incorporated with a capital stock of 500 shares at \$10 a share, \$2,500 being subscribed and paid in.

Lowell—Martin Houseman has leased a store in the Lee block and will occupy it with his meat and grocery stock as soon as the necessary improvements have been made to the building.

Grand Rapids—The Temptation Coffee Co., 143 Ionia avenue, N. W., has

been incorporated with a capital stock of \$5,000, \$4,300 being subscribed and paid in. The company will deal in coffee, tea and spices.

Detroit—The City Scrap Iron & Metal Co., Inc., 1890 East Hancock avenue, has been incorporated with a capital stock of \$2,000 common and 400 shares at \$1 a share, \$2,000 being subscribed and paid in.

Kalamazoo—The Goodrich Candy Co., 224 East Water street, D. L. Goodrich proprietor, has opened a branch at 40 North Capital avenue, Battle Creek. Three salesmen will work out of the branch.

Harbor Springs—Norman Ward has sold his interest in the Ward & Moore garage, auto supplies, parts, etc., to his partner, Bert Moore and the business will be continued under the style of the B. E. Moore garage.

Detroit—The Peerless Cement Corporation, with business offices at 1144 Free Press Bldg., has merged its business into a stock company under the same style with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Detroit—A. M. Rovin Laboratories, Inc., has merged the business into a stock company under the style of Rovin Therapeutic Products, Inc., 20 East Bethune avenue, with a capital stock of \$2,000, all subscribed and paid in.

Douglas—William Devine, dealer in lumber, fuel building supplies, brick, etc., has merged the business into a stock company under the style of the Devine Fuel & Supply Co., with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Great Lakes Import Co., 919 Transport Bldg., has been organized to import, deal in and distribute liquors with a capital stock of \$98,000 preferred and 2,000 shares at \$1 a share, \$4,000 being subscribed and \$1,000 paid in.

Cedar Springs—Mr. J. Van Drie, of Lake City, has purchased the Cedar Springs' Bakery closed last week by its owners, C. H. Hopkins and W. R. Jamieson. The bakery will be in operation again by Jan. 19, according to Mr. VanDrie.

Belding—T. A. Vie, a former Belding business man, has again engaged in business, dealing in new and used furniture, stoves and other household merchandise, tires, tubes and automobile accessories, under the style of the Belding Emporium.

Scottville—W. J. Cook has removed his stock of groceries and meats from its location on South Main street, the building which he has so long occupied having been sold to Rinehart Vogel, who will remodel it and occupy it when he engages in business.

Flint—Paul E. Lash, dyer, cleaner, etc., 518 East Fifth street, has merged the business into a stock company under the style of Lash Garment Cleaners, Inc., with a capital stock of 10,000 shares at \$1 a share, \$5,000 being subscribed and paid in.

Flint—The Freeman Dairy Co. has merged its business into a stock company under the style of the Freeman Co., 1511 North Saginaw street, with

a capital stock of \$35,000 common and \$15,000 preferred, \$22,500 being subscribed and \$2,000 paid in.

Detroit—John L. Sturdevan, 10128 East Warren avenue, dealer in hardware, has merged the business into a stock company under the style of the John L. Sturdevan Co., with a capital stock of \$50,000, of which \$17,500 has been subscribed and paid in.

Holland—Sam W. Miller has been appointed manager of the dining room and kitchen of the Warm Friend Tavern. Mr. Miller conducted a restaurant near the Pere Marquette depot for 24 years and also catered for big dinners and banquets in the city.

Saginaw—Frank Schmerheim, electric supplies, wiring, etc., 133 South Washington avenue, has merged the business into a stock company under the style of the Schmerheim Electric Co., with a capital stock of 500 shares at \$10 a share, \$5,000 being subscribed and paid in.

Menominee—G. A. Blesch, president of the First National Bank of Menominee, on Jan. 7 completed sixty years of service in the banking profession. Mr. Blesch celebrated his 75th birthday on Jan. 4. He was born at Fort Howard, Wis., in 1858 and began his banking career at the age of 15 as a messenger for the Kellogg National Bank in Green Bay. He opened the First National Bank of Menominee in November, 1884, and has remained with it ever since, still taking an active part in the direction of its affairs.

Manufacturing Matters

Croswell—Gold Seal Dairy Products, Inc., has been organized to manufacture and sell dairy products, with a capital stock of \$10,000, of which \$7,500 has been subscribed and \$3,300 paid in.

Escanaba—The Automatic Timer Corporation, 923 Ludington street, has been organized to manufacture and sell electric timers, with a capital stock of \$10,000 preferred and 500 shares no par value, \$5,000 being subscribed and paid in.

Detroit—The Face Beautiful Co., 1044 Penobscot Bldg., has been organized to manufacture and deal in cosmetics and toilet goods of all sorts, with a capital stock of 500 shares at \$100 a share, \$1,000 being subscribed and paid in.

Sturgis—The National Carbon Coated Paper Co., manufacturer of sales books and register supplies, has purchased the former Sturgis Go-Cart Co. building which it will put into condition for the register division of the company.

Detroit—The Arnold Packing House Market, Inc., 8456 Grand River avenue, has been organized to manufacture, cure and deal in meats and food products with a capital stock of 50 shares at \$100 a share, \$5,000 being subscribed and paid in.

Detroit—The Metropolitan Tobacco & Candy Co., 1826 Buhl Bldg., has been organized to manufacture and sell cigars, cigarettes and candy with a capital stock of \$19,300 common and 1,054 shares at \$50 a share, of which \$45,650 has been subscribed and paid in.

Essential Features of the Grocery Staples

Sugar—Local jobbers hold cane granulated at 4.80c and beet granulated at 4.60c.

Tea—The first hands tea market has shown considerable activity during the past week, with advancing prices. Most of this appears to be due to firmer conditions in primary markets. Some of the trade are speculating in Congous and Formosas and the sales have been heavy, with prices higher on these items. Primary markets for Indias, Ceylons and Javas are all higher and prices have correspondingly advanced in this country. The market is quite active at the present writing, but how much of it is for demand and how much for speculation can hardly be told.

Coffee—In future Rio and Santos coffee, green and in a large way, the week opened with declines after slight advances. Later in the week, however, futures strengthened a little and at the present writing are steady. Actual Rio and Santos has been fairly active during the week and steady to firm. Some more Government Farm Board coffee was offered for sale during the week, but all the bids made by the trade for it were rejected as the Government thought they were too low. At present there is a good demand for Santos at firm prices. Milds have inched up a trifle since the last report. The jobbing market on roasted coffee is substantially the same. The present firmness in green will have to be maintained for some time before there will be any general change in roasted. Consumptive demand for coffee is just about as usual.

Canned Goods—All eyes in the food world are now turned on the Chicago convention, where the various commodity committees are ready to make their report to the packers, relative to codifying the many sections. This has been a difficult task, and much time was spent by the committees in getting the best views on procedure possible. Out of all this work, it is expected that the canning industry will once again be rationalized, and in good time for the coming packs. Prices on all the major items are very firm as the convention starts. Whatever weakness there is in the market still lies in a few items of only minor importance. But in order to insure a continuance of this healthy condition plans must be made to avoid any possibility of over-production in major items. Many state canners' associations have already had warning of this possibility and generally realize the dangers which must be faced. Growers who received relatively good prices last year may over-produce, especially if they receive much encouragement from packers. There is nothing new from the standpoint of trading. Large packers of Florida grapefruit still claim that their list prices are firm, although some business to large buyers has been booked here at a 5 per cent. concession. Some smaller factors have been quoting various prices on grapefruit almost since November. No particularly large business has thus far been booked, however, and distributors continue to await what they believe will eventually happen in

grapefruit. Tomatoes continue very firm in the South. Corn is unchanged, but shows a somewhat stronger undertone and may advance soon after the convention. Stringless beans because of the fair-sized pack last year, are the lowest priced vegetable available, and should move in much greater volume. Canned fish is expected to be more active in the near future, as the Lenten season draws closer.

Dried Fruits—The dried fruit market continues very good, with post-holiday business holding up much better than expectations. Fruits are moving out to the trade in excellent volume, with consumption being maintained steadily. Prices all along the line are steady and show some slightly better undertone. The campaign on Imperial prunes in this market has had very satisfactory results thus far. Some of the chain stores which have been featuring prunes have reported that the window displays being given them and advertising campaign being carried on simultaneously have produced unexpectedly good volume, and this has led prune pool officials here to keep the movement rolling steadily. The raisin market appears somewhat improved as a result of the progress made by Government and growers relative to financing of the new raisin crop. Agreement seems to rest on the willingness of packers to take whatever unsold raisins remain on the Government's hands at the price, plus whatever carrying charges are entailed. This would guarantee the Government against loss. Dried apricots are in very good position. Stocks in California are pretty well cleaned up, and prices here on the top grade have advanced in accordance with higher replacement costs. So have dried peaches and pears.

Beans and Peas—The story of the dried bean market for the week is the same that has been told for some time—everything neglected and most of the lines weak. Perhaps red kidneys and California limas are a little less weak than the other items. Dried peas are also neglected and unchanged.

Nuts—The market is doing relatively well for this season of the year. Shelled nuts of the various kinds are in short supply on the spot and prices in foreign primary markets are very strong. This includes walnuts, filberts and almonds. There is still a growing interest in new Manchurian walnuts.

Olive—Leading importers of olives were agreed that the spot market continued to give signs of strength. The list has not been advanced as yet, but it was believed only a matter of a very short time before the high costs of replacements would have to be reflected in spot quotations. A wider demand during the past two to three weeks has worked off much of the lower cost stock here. A fair assortment remained, but the averaging in of new arrivals worked against holding current levels much longer.

Pickles—Pickles are doing a limited business. The demand has shown some improvement, however. In no instance, judged by normal standards, are supplies burdensome.

Rice—The market is very good here with trading expanding in this and other domestic markets. After the

Chicago conventions it is expected that there will be a good volume of business done. Cheap rice is now practically out of the way and enquiries for more moderately priced varieties are coming in in large volume.

Salt Fish—The market for mackerel and other salt fish is still in the holiday dullness, but pre-Lenten demand will shortly appear and will start things going again. Prices are unchanged for the week. Already the demand for herring has started on account of Lent.

Syrup and Molasses—The market for sugar syrup is at present quiet. This, however, does not weaken the situation as the production is kept low. Prices are still firm. Demand for compound syrup is dull, but prices are about steady. The finer grades of molasses are selling fairly well as there is no excessive stock. Prices are unchanged.

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, \$1 for No. 1; Delicious, \$1.75 per bu. for No. 1 red.

Artichokes—Calif., \$1 per dozen, 4 doz. in box.

Bananas—6 @ 6¼c per lb.

Butter—Jobbers hold plain wrapped creamery prints at 19½c, cartons at 20c and tub butter at 19½c.

Cabbage—3c per lb.

Carrots—50c per dozen bunches of Calif.; 75c per bushel for home grown.

Cauliflower—\$1.50 per crate for California.

Celery—20@40c per dozen bunches.

Celery Cabbage—50c per doz.

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

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

Cucumbers—No. 1 Florida, \$2 per dozen.

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

C. H. P. from farmer	\$2.30
Light Red Kidney from farmer	3.60
Dark Red Kidney from farmer	4.15
Light Cranberry	4.50

Eggs—Jobbers pay 12c per lb. for mixed eggs and 12½c per lb. for heavy white eggs. They sell as follows:

Fancy, fresh white	25c
Candled, fresh	22c
Candled, large pullets	19c
Candled, small pullets	17c

Storage eggs are as follows:

X	17c
XX	19c
XXX	20c
Checks	16c

Grape Fruit—Texas and Florida are held as follows:

	Texas	Florida
64	\$3.50	\$3.00
70	3.50	3.00
80	3.75	3.00
96	3.75	3.00

Green Beans—\$2.75 @ \$3.25 per hamper for Louisiana grown.

Green Onions—Shalots, 40c per dozen for Louisiana.

Green Peas—\$3.50 per hamper of 30 lbs. for Calif. grown.

Green Peppers—California, 50c per dozen.

Hubbard Squash—1½c per lb. Table Queen are the same.

Lemons—The price is as follows:

360 Sunkist	\$5.75
300 Sunkist	7.00
360 Red Ball	5.00
300 Red Ball	6.00

Limes—25c per dozen.

Lettuce—In good demand on the following basis:

Arizona, 6s, per crate	\$3.00
Arizona, 4s and 5s, crate	3.50
Leaf hot house	.60

Mushrooms—30c per one lb. carton.

Onions—Home grown, \$1.25 per bu. for Yellow and \$1.40 for White.

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

126	\$3.75
176	3.75
200	4.00
216	4.25
252	4.25
288	4.25
324	4.25

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

Pecans—Georgia, 20c per lb.

Pomegranates—60c per dozen for Calif.

Potatoes—\$1.10 per bu.; Idahos, \$2.25 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy Fowls	11c
Light Fowls	8c
Ducks	8c
Turkeys	14c
Geese	7c

Radishes—50c dozen bunches hot house.

Rhubarb—Hot house, 60c for five lb. carton.

Spinach—90c per bushel for Texas grown.

Strawberries—Florida, 22c per pint.

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

Tangerines—\$2.25 per bu.

Tomatoes—\$1.25 per 8 lb. basket for home grown hot house.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy	5½@7c
Good	5 @6c

Vegetable Oysters—30c per doz.

Wax Beans—\$3.75 per hamper for Louisiana grown.

Branch House Opened At Battle Creek

Kalamazoo, Jan. 16—We are very glad to announce the opening of a branch confectionery jobbing house at 40 N. E. Capital avenue, Battle Creek. The Goodrich Candy Co. has conducted a confectionery jobbing house at Kalamazoo for the past twelve years, and has served the retail trade of Battle Creek from this house. It is with the idea of giving Battle Creek merchants better service that this branch is being opened. Arol Wright will be in charge of the branch.

D. L. Goodrich,
Goodrich Candy Co.

Four New Readers of the Tradesman

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

Henry Raman, Grand Rapids,
Andrew G. Doorn, Kalamazoo,
D. A. Rollins, Three Rivers,
Blaine B. Henkel, Grand Rapids.

Prohibition isn't ending; it's just beginning. Read those restrictive laws that the various states are passing and see for yourself.

MUTUAL FIRE INSURANCE

A Lone Wolf in Crime

The pyromaniac is the most mysterious, most dangerous and shrewdest of all criminals. It has been said that once a "pyro" always a "pyro." As far as is known, there is no remedy for this warp in the brain. Pyromaniacs annually kill hundreds of persons and destroy much property. Unlike the incendiary the pyromaniac usually stands by and gloats over the excitement he has stirred up, often turning in to aid in fighting the fire and in rescue of fire victims. Like the incendiary he is difficult to trace and hard to convict.

Here we find a crime which comes suddenly out of impulse and has nothing to do with greed, revenge or notoriety and hence it is difficult to find legal evidence against this type of "fire-bug."

A very eminent fire marshall of a very large city who had devoted twenty-five years work to the protection of human life and property once said of the pyromaniac:

"He does not belong to any one type. He may be 14 or 64 years old. He may be a man or a woman, rich or poor, educated or illiterate. He is usually subnormal in mentality but often a person of education; sane in every other respect, but at times unable to resist the desire to light a flame and enjoy the mad excitement that follows.

"Pyromaniacs are repeaters. So, if a series of fires start in the neighborhood of a pyro's home, it is fairly easy to strike the trail and accumulate evidence which will send the maniac to jail or assylum. But if he is a roving firebug, the job is so much tougher and it takes the sharpest kind of detective work to win out against him.

"Pyromaniacs annually kill hundreds of persons and destroy much property. There is no known remedy against them but eternal vigilance by trained and devoted men."—Mutual Insurance Journal.

Built To Burn

It is probable that thousands of rural and agricultural communities in which the fire loss is extremely high because of lack of adequate protection, do not remedy the matter because they believe they can't afford to. They feel they are unable to make the appropriations that would build and maintain a good fire department, situated at a central point where it could serve a wide surrounding area.

As a matter of fact, they cannot afford not to. Farm fire loss is a national disgrace. On a proportionate basis, it is a great deal larger, so far as both lives and commodities are concerned, than in cities. Crops and livestock and other property, valued at millions, go up in smoke each year—because the nearest fire department is too far away, because it is inefficient, or because there is no fire department at all within calling distance, and because farm buildings are built to burn.

A number of states, notably Wisconsin, have showed how rural fire protection may be achieved. They have

developed first-class departments, with the best of apparatus and equipment, manned by a trained personnel under the command of an experienced marshal. They have put money in the pockets of all the home owners and farmers they serve—they are helping keep taxes and insurance rates down, and are saving irreplaceable lives and property. Their examples should be followed.

The Modern Home

The small home of the future will be a very different sort of a place than that of the past. It will offer, at a very moderate price, advantages, conveniences and comforts that were unknown even in the mansions of another time. It will be more attractive to the eye, and offer infinitely greater possibilities for originality in design and treatment. And, most important of all perhaps, it will provide the maximum of protection against fire, tornadoes, hurricanes and other destructive elements.

The objectives to be attained in the modern home, are low first cost, low depreciation, low maintenance and long-time economy. And for three and four or five thousand dollars, distinctive homes embracing all these features, may be had.

In the not-too-distant future there is going to be a residential building boom in this country. America is "short" thousands of homes—population drift, coupled with fire and obsolescence and other destroyers, have continued to increase the housing need at a time when building of all kinds has been at the absolute bottom. The wise home builder, using modern materials and methods, is going to get more for what he spends than the home builder of the past imagined would ever be possible. —Industrial News Review.

Items From The Cloverland of Michigan

Sault Ste. Marie, Jan. 15—Favored by a record-breaking fall of snow and much zero weather the Sault is now turning its attention to winter sports. Citizens are now finding more time on their hands after the holiday rush and are taking out of retirement their skis, toboggans, snow shoes and hiking costumes, the weather being ideal for tramps in the woods. Cabin and cottage owners are finding that there is as much fun in the woods or on lakes as in summer. Most of the roads leading around the shore lines are in fairly good condition. The CWA is doing much work on the side roads, making foot travel an easy matter, although the snow is four and five feet deep in places. Then, too, it is expected that we are to have a mid-winter carnival again this winter and that the toboggan slide will soon be in commission again. We understand that many other cities in the Upper and Lower peninsula are pushing plans for annual winter programs.

The Sault Snow Shoe Club, known here as the B & B Club, held its first outing this winter at Fred Shaws cottage at Birch Point on Sunday. Last year the club lost two of its charter members, Dr. Ritchie and George Bailey, who will be greatly missed and a tribute was paid to our departed members by John Olds, Sr., who was spokesman for the Club. A new member was also added to the Club in the person of H. Marshall. The next meeting will be held at the Fletcher cottage, where a special program is being arranged.

January has brought insurance of bank deposits and people are putting

their money into the banks again.

Oscar A. Northam, who for the past two years has been manager for the Woolworth store here, has been transferred to Minneapolis. Mr. Northam has made many warm friends during his stay here, who will miss him, but wish him every success in his new location. He is succeeded here by Mr. F. N. McCarty, who has been in charge of the Woolworth store at Houghton.

Miss Leala Seaman, manager of the Seaman store at Drummond, is spending a few days in the Sault on a combined business and pleasure trip. She reports the ice bridge between Detour and Drummond safe for travel, which means more activity at Drummond during the winter.

Harry I. Best, one of Pickford's leading grocers, paid the Sault a visit last week, bringing a truckload of beef and taking back a load of merchandise.

Mr. John H. Rhodes, 58, Mackinack county highway maintenance superintendent for the state highway department at St. Ignace, died last Wednesday at his home in St. Ignace, following a paralytic stroke which he suffered last Tuesday. Mr. Rhodes was a prominent merchant at St. Ignace for many years, until a few years ago, when he retired and later took up the highway position.

Dafter is to have a new community building as part of the \$8,000 CWA construction fund. The building will be 40x100 ft., with a 17-foot ceiling. It will also have a basement. The building will be erected with a baseball court and dance floor.

M. N. Hunt was elected President of the Central Savings Bank at the annual meeting last week. He succeeds Mr. J. L. Lipsett, who has been President for many years.

It is safer to run into pedestrians than into trains at grade crossings, but not so good for the pedestrian.

William G. Tapert.

He Was a Diplomat

"How did you make your neighbor keep his hens in his own yard?"

"One night I hid half a dozen eggs under a bush in my garden, and next day I let him see me gather them. I wasn't bothered after that."

One no longer need undo the door chain to admit members of the family. A new lock, embodying an inside safety chain attachment, automatically detaches the chain when the key is turned.

A new conduit is made of long cord cotton fibers, bonded into a homogeneous mass with a special compound. It is said to meet the most rigid requirements of underground electrical service.

A new safety night light consists of a flashlight bulb set into a tiny transformer. It plugs directly into the current outlet, is said to use so little current that ordinary meters do not register it.

A new screw driver, especially designed for spark-plug testing, has a neon tube built into its transparent, nonconducting handle. A brilliant orange flash signals a properly working plug.

The old phrase said, "Put up or shut up." If you can't put up some real effort to improve your home town and neighborhood, better shut your mouth about its defects.

Wit should be used as a shield for defense rather than as a sword to wound others.

FACTS WORTH CONSIDERING

1909 ————— 1933

24 YEARS

Without an assessment.

Of uninterrupted dividends to policy-holders.

Of prompt payment of properly adjusted losses.

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION
320 Houseman Building Grand Rapids, Michigan

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

No interruption in dividend payments to policy holders since organization

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

WILLIAM N. SENF, Secretary-Treasurer

TIN CAN TOURIST CAMP

Arcadia Claims To Have Originated the Idea

Among the tourist features incident to Florida is an organization of nationwide membership, which holds regular meetings, has duly designated officers, each with incumbent terms and duties to perform and, in many ways, holds quite as close to fraternal association as some of much longer existence and accompanied with more formal declarations and obligations of affinity.

This organization does not, as some suppose, derive its name from the early large employment of which were formerly termed "tin lizzies" by the major occupants of interstate highways, but comes from the culinary and dietetic habits of those who gathered in convenient camping places along the far stretching roads and lived, for the most part, from the contents of tin cans, easily purchasable at every town through which they passed, or near which a camp was located.

Such a camp has long been established at Arcadia, a self-sustaining little city but a short fifty miles inland from Sarasota, a trifle further North from Ft. Myers and a similar distance South and West of our own abiding place. There the tin canners first organized into the Tin Can Tourist Association and the Camp, only a half mile out of the city, is recognized as the original home of the organization and here the winter "Home Coming" is held—though meetings and conventions are held at various places on the map of this and other states. It was to this original camp and to its annual event that we wended our—by no means weary—way on Saturday last. We had hoped to meet some of the summer residents of the Michigan Fruit Belt and find a familiar face along with a friendly hand. We saw no familiar faces, but all hands were friendly. Coming out from the Royal restaurant, after an enjoyable lunch, we met at the curb some people stepping out of a car bearing a 1934 Michigan license. They were a Mrs. Swartz and son, from Coopersville, with whom we joined in mutually pleasurable conversation. Driving to the camp we parked between two other Michigan cars, with equally up-to-date licenses, and as our own had the black on yellow plate, which the county clerk had furnished us on Dec. 1 and when we met the owner of one—from Kalamazoo—we felt rather at home.

As my parents were married in that now prosperous city—once the biggest village in the whole country—and my own birth place was at Mattawan, twelve miles West and where the township school building is built upon the site of my nativity—we easily organized a conversation. The gentleman from Kalamazoo is a consistent booster for Florida—as am I, though our reactions are not entirely alike in some things. His understanding estimate of defaulted bonds and taxes in the two peninsula states decidedly differ from mine—he holding that Michigan, even with its greatly exceeding wealth and productivity is as badly in arrears in tax payments and defaulted bonds—proportionately—as is Florida. Though I have been "nicked" to some

extent by defaulted Michigan bonds and know many others likewise wounded, I cannot accept the assertion of the gentleman from my native heath. Although I have persistently and consistently testified to my faith in the future of Florida it is, I think, too much a test upon my native-state loyalty to follow a fellow Wolverine when it necessitates a declaration contrary to statistics and enumerations, together with financial inventories, pro and con. However, our new acquaintance did have a superior knowledge of the geography of Florida, its highways and byways, and information toward which I concentrated inquiry, with the hope that it will be valuable to this column and its readers in coming issues.

The "tin canners" camp at Arcadia is well located, even though not as spacious as some other meeting places of the clan. Within recent years the official "headquarters" has been removed to Sarasota by vote, in which many readers of this column from points North participated. Many more people from the Fruit Belt of Michigan, for instance, make their winter home in Sarasota or at other points on the West coast than at Arcadia or all other inland points. The Arcadia camp, as we saw it only a few days ago, is made up about half and half of house cars and cars with accompanying tents. The former occasionally approach the Pullman type, with self-contained motive power and may run on down to the smallest car with a miniature two-wheel trailer, proportioned to accommodate—doubtful word—two snugly fitted persons, covered with a small canvas top, slightly higher at the center than on the sides. Tent accommodations run about the same range, from palatial size and equipment to the pup tent into which one person may crawl for his nightly rest and refuge.

Streets and boulevards are laid out along which house-cars and tent-cars are lined up as are residences in a similar area in a town or city. Although unsuccessful in my efforts to meet the mayor, or city manager or whoever the local Poo Bah may be who reigns supreme over the home camp, when the annual reunion is in session, I got the general political line-up from my compatriot, the man from Kalamazoo. Applicants for camping privileges are assigned according to their preference or presence, subject to their arrival or application. The camp fees are 25c per night, or \$1 per week and it is easy to make pre-arrival reservation by addressing the camp manager, with description of location desired—accompanied by deposit. If a person, or a group, should arrive at the camp unequipped with car or tent these conveniences could be easily acquired, I judge, from having seen numerous "For Sale" on all sorts of equipments.

The usual tourist resort recreations—the shuffleboard, horseshoes, checkers, dominoes and tennis—are found at most camps and a golf course not far away. At most places where I have been there is usually some "self-starter" of a helpful nature who voluntarily assumes to take charge of affairs—calling the count at shuffleboard and tennis games, though such a person must be just a natural hunter for trouble. Tennis seems to suggest some-

thing more of youth and agility than one would naturally associate with those seeking rest from physical exertion or escape from trying climatic conditions. Being rather more familiar with tourist towns, where age prevails, I was surprised at the number of comparatively young people among the camp ground. But they were an orderly and well-behaved lot, probably accompanying parents and their presence well-accounted for.

Though I found license plates from nearly every state—the Pacific coast and all Southern states not excepted—the greatest number were from Florida and Georgia. It would seem a bit strange that the residents of the Sunshine State should seek surcease in camps when the same salubrious winter atmosphere would be found in their own door yards and when this is the season of activity in growing and gathering crops—the fruits of their groves and gardens. The habit of enquiry elicited the information that a large percentage of these Florida and Georgia license plates belonged to persons from other states, who found it a matter of convenience or economy to secure their license plates down here, rather than to send home for them at a considerably increased cost. For instance the weight tax in Georgia is but \$3 per year; thus an owner from most of the Northern states would save money by paying for a full year in Georgia and then, if required, to renew in mid-summer for the balance of the year and still be ahead of the game—if he could ease his conscience of disloyalty to his home state, where the tax need is great. Harry M. Royal.

Some Results of the Floods at Seattle

A Seattle correspondent of the Tradesman sends a graphic account of the situation in that city, as follows:

We have been and still are suffering from floods, the lower country being completely under water and traffic still being re-routed. It is due to the unseasonably warm weather and the melting of the early mountain snow. For four days before Christmas there was no train service out of the city. Highway transportation was almost at a standstill due to the slides and washed out bridges and the storm made flying unsafe. Seattle was host to many unwilling guests who did not anticipate such a long stay in town. In Seattle, Queen Anne, Beacon and the West Seattle areas suffered most from side hill slides, some parts being isolated for two weeks. Row upon row of houses built on side hills for the "view" slid down, completely demolished, while the loss of live stock, farm implements, personal property and houses of the settlers in the White River valley, South of Seattle, is serious enough to warrant Government aid in re-establishing these people again. The weather continues warm and while the waters are not rushing down as they did, the water that is on the low lands is still there and receding but a few inches daily. Seattle got fifteen inches of rain in December, but Hoquiam got forty-two. My husband was caught on his way back from the mine in the first night flood, roads were blocked and he wandered around the foot hills over temporary detours like a

mountain goat and got in seven hours late. Since then he has been able to make it in reasonably good time, so we could keep on selling coal.

Christmas and the New Year were very sedate of necessity. With everyone we knew in business hanging on by the skin of their teeth and their faith that some day business would come back, we have had little occasion or opportunity for entertaining or being entertained. A twelve hour drag daily just about permits one to eat and sleep in their off time. I took enough time out to prepare the usual turkey dinner and on New Year's eve we went to town to see the sight. The streets were simply jammed with crowds, all celebrating, but I think the majority contented themselves with a little beer. Our legislators are in session trying to frame some liquor laws and of all the asinine performances they put on—they are ridiculous to the nth degree. They have about decided to put the state in the liquor business, which will permit the governor to appoint about 2,000 new employees to run the stores, etc. Any public drinking to be banned, and if they go ahead on the proposed plan, we will have the bootlegger with us from now on. A block of the legislators elected last year were from the ranks of the organized unemployed. That session holds the record for putting over the most nuisance laws strangling business of any ever held. They put over a state income tax which would have hit everyone with no exceptions, so the Supreme Court held it unconstitutional. They also put on an occupation tax which makes retailers of any sort pay a tax on their gross receipts with no deduction for business expense, labor or materials. It exempts professional men, judges and lawyers and the new legislature is attempting to put them into our class and tax them also. One representative said that since the occupational tax was now in the courts it would be unwise to take in the Supreme Court judges lest they declare the whole act invalid. If that is law, I am a Chinaman. Now we pay a 6c gas tax which is to go to the building of highways and which is admittedly diverted to other uses while contracting stands still waiting for highway funds. We make four reports of tonnage carried and mileage traveled outside each corporate limits each year and have a state auditor go over our books to determine that we have not hauled for hire or on a tonnage basis. This gave a few more jobs to the jobless. The occupation tax means that another auditor from the tax department of the state goes over every detail of your business four times yearly and verifies your statements of the tax due. The telephone company and the privately owned electric light company have it in court now with the understanding that it will be carried to the U. S. Supreme Court when it is conceded it will be declared unconstitutional, but in the meantime the small fry pay the tax and wonder how they can get it back if the ruling is favorable. So now we have the Federal income tax men, the state men, the department of labor, the NRA investigation men—all apt to move in on us any day. No small business man is supposed to live in this state, it appears.

SURCHARGE QUESTION AIRED

Lack of cost knowledge and an unwillingness to lean backward in the formulation of surcharges may prove costly to many industries, if the Recovery Administration is serious in its implied threat to revoke some of the code clauses that ban sales below cost and provide for open prices. While the hearing on price advances in Washington during the week did not bring out absolutely damaging evidence against manufacturers, it did leave some question as to whether they acted as wisely as they might have.

Some months back, the National Association of Cost Accountants made a study of cost systems used by trade associations and similarly mentioned the lack of adequate knowledge on cost accounting. Considering the diversity of opinion on cost methods and the lack of uniformity in the expenses of manufacturers in the same industries, it becomes understandable why the surcharges, hurriedly computed and put into effect in many lines, are the subject of discussion.

Of course, in a great many instances, the surcharges were only fair, but in other cases undoubtedly they were too liberal. When manufacturers get together with the purpose of recommending differentials, there is an attempt to care for everyone, including the highest cost producers, with the result that the surcharges do not reflect a fair average increase. The amazing reversal in net earnings for many companies during 1933 suggests that the surcharges more than compensated for increased expenses under the NRA.

There is this to be said for the manufacturers, that in so many cases where they have only an incomplete knowledge of their costs, distributors and consumers are even more ignorant, and the charges of the latter must be considered with this in view.

GATHERING MOMENTUM

Business activity continues to gather momentum and prospects for an accelerated upward trend are brighter. Commodity prices have moved up slightly, the motor shows are breaking all attendance records, with sales also heavy, and the Government appears on the road to stabilization of the dollar.

The latter development held the attention of the financial markets and if accomplished would seem to remove one of the last barriers, according to many, to a full restoration of business confidence. Its importance has always been a moot question, however, and regardless of what is done, business seems determined to plow ahead. Reports that the NRA would seek a shorter work week for industry, possibly one as low as 30 hours, did not cause much of a furor in industrial circles, probably because the contingency is somewhat remote and also because business leaders have lost some of their fear of reduced working hours.

Although actual results from the industries composing the weekly business index were better for the week ended Jan. 6 than in the preceding period, the figures slipped back slightly, as the increased operations in three lines did not come up to seasonal expectations. Cotton forwardings were

sharply higher, while electric power and automobile production gained. Considering the high rate of steel activity in the last quarter, the fact that operations advanced even slightly for the first week of the year was surprising. Automobile output may now be expected to gather speed, as sales have picked up sharply.

DRY GOODS CONDITIONS

Reports on retail trade during the past week were of a highly encouraging tenor. Here and elsewhere a continuance was noted of the up-trend in sales volume noticed since the close of the Christmas shopping period. Domestic, a wide variety of home wares and men's apparel sold notably well. While it is true that retail comparisons this month and for the two succeeding months will be against figures for the depression low last year, it appears indisputable that consumers now are in frame of mind to buy freely.

The Federal Reserve report on nationwide department store sales for last year, issued during the week, showed a drop of 5 per cent. under 1932. No district showed a gain, with the Dallas district, however, being unchanged. This is a higher percentage of decline than the drop of 3.4 reported by the Controllers Congress of the National Retail Dry Goods Association. It is understood the latter survey included more stores.

As was foreshadowed early in the Fall, the mail order houses made the best comparative showing in distribution last year, with an average rise of 3.77 per cent. Shoe, variety and drug chains followed with smaller increases. Grocery and apparel chains reported recessions.

In the wholesale markets, the initial Spring buying was the best in four years. The peak of purchasing is now due and there is every indication that the aggregate of the orders placed will be gratifying.

RETAILERS CONVENE

Some 5,000 merchants, representing large and small stores all over the country, are this week in session in New York for the annual convention of the National Retail Dry Goods Association. They are convening under economic conditions substantially improved over those prevailing when they met last January. That the various sessions of the convention will further build up merchant confidence in the outlook is unquestioned.

It is a fact, however, despite the improvement which featured the last half of 1933, and is still continuing, that dry goods retailers, and other distributors as well, are by no means out of the woods. At the close of last year, department store trade still stood some 40 per cent. below the peak of 1929. Higher prices may reduce this gap, but they cannot obscure the fact that retailers must make many readjustments to meet new conditions.

Outstanding in the readjustments is the need of expense reduction. By this is meant not a hasty and direct drive at lopping off here and cutting there. Rather there is a philosophy of expense reduction, arrived at by better buying and merchandising, the cutting of mark-downs, more sales and more

profit per square foot of selling space.

Tackled in this way, expense reduction no longer is a mere depression shibboleth, but offers a real path of readjustment to the alert retailer.

EXPORT CREDIT PLANS

Foreign trade interests will turn attention upon Washington this week in the expectation that definite word concerning the manner in which long-term credit sales to Russia and to other markets are to be financed will be forthcoming. Foremost in the minds of exporters is the hope that the uncertainty regarding the government's stand on insuring, as well as financing, foreign orders will be cleared up.

For more than two months manufacturers with foreign trade interests have been waiting to hear what the government will do to help them in moving capital goods and other products to Russia and other markets where buyers are insisting upon extended terms. At Washington it is stated that the administration is willing to move as soon as committees appointed by exporters themselves can complete plans for the governmental approval.

The Soviet trade delegation which is expected to confer with producers in industries from which Russia will buy merchandise is due in this country around March. The need for speed in setting up facilities for handling Soviet business is obvious, since it will be necessary to have an established method in operation by the time the delegation reaches these shores.

TRADE ADVANCE CONTINUED

A marked expansion in manufacturing and wholesale activity in the metropolitan area was in evidence last week, according to the report prepared especially for The Times by the New York Credit Men's Association. More than 65 per cent. of the companies replying to the association's questionnaire indicated an increase in sales over the previous week, 25 per cent. reported no change and less than 10 per cent. mentioned declines. Collections were regarded as fair by 54 per cent., good by 40 per cent., slow by 6 per cent.

A general improvement in food sales was reported, with cheese products, cereals and bakers' supplies moving ahead. Dresses were ordered liberally, demand for accessories picked up and hosiery sales improved. Silk piece goods showed a marked expansion in demand, while woolsens and linens were slightly better. Chemical orders were larger, hardware and housefurnishings showed more activity, while electrical appliance sales were unchanged. The call for paper and paper goods improved, paint-brush sales fell back, cement orders were unchanged and sales by importers increased.

PLAN ADVISORY BOARDS

Co-operation of foreign traders with staffs of the twenty-four domestic offices of the Bureau of Foreign and Domestic Commerce is provided for under a plan announced through the National Federation of Foreign Trade Associations. An advisory committee consisting of five foreign traders in each city where the Department of Commerce has an office is to be appointed within the coming two weeks. The committee is expected to co-operate

with office managers in enabling them to get the greatest results possible with the limited budgets under which the branch offices must operate.

According to the announcement made, the committee, when appointed, will "confer at once with the manager in charge of the bureau office concerning any problems which at present call for discussion and action and arrange for future co-operation. These plans for active co-operation with the local bureau will include any services which, owing to curtailment of the foreign trade activities of the Department of Commerce, have been abandoned or reduced."

OPPOSE CUT IN HOURS NOW

Any imposition of a shorter work week on industry should be delayed for several months until the many codes now going into effect have been given a chance to operate, according to opinions expressed by business leaders, in discussing General Johnson's statement that a reduction in hours would be sought.

Industry's main objection to a reduced week is that it would tend to increase costs further, although the rise would not, naturally, be as sharp as when the first cut in hours was made. It was felt that with business picking up, some time should be allowed for the increased purchasing power to get into circulation, to determine whether or not a normal recovery cannot be achieved on the present hour basis. It may be necessary to make permanent adjustment in the hours for some industries, it was thought, with the statistics now being gathered showing whether such a reduction is necessary. However, until the NRA has been given further time to work out, another cut in hours was regarded as unwise.

If profit and profit alone be the end sought by human effort, then society must reconcile itself to steady disintegration, constantly increasing conflict between individual groups and nations, and eventual destruction. It is only when men rise above domination by the profit motive and learn to subordinate profit to service, that the social, economic and political orders begin to come in sight of a firm foundation and a continuing existence, with peace and happiness assured to the great mass of mankind at least.—Dr. Nicholas Murray Butler.

One very important ingredient of success is a good, wide-awake, persistent, tireless enemy. One enemy is worth twenty friends, in promoting success. An enemy to an ambitious man is like the rhinoceros bird to the rhinoceros. When the enemy comes the rhinoceros bird tells about it. When a successful man is making mistakes the enemy immediately calls attention and warns the man. Get for yourself a first class enemy, cultivate him as an enemy, and when you achieve success, thank him.

Designed to minimize loss of anti-freeze solutions and water, new radiator control valve for automobiles inserts in the overflow pipe, whistles a warning when the motor overheats.

OUT AROUND

Things Seen and Heard on a Week
End Trip

The weather took on a nasty aspect Saturday morning and turned the streets into slush. Before noon, however, the sky brightened and 12 o'clock found us headed for Holland, where I made six calls on leading merchants. They were all vitally interested in the new code signed by President Roosevelt Dec. 30. They had all read it half way through and were glad to be assured that the latter part of the code deals so strenuously with chain store methods and abuses that the chains will have no buying advantages over the independent merchants hereafter and that they will be unable to treat their employes as serfs and slaves from now on. I never saw the merchants I called on in so happy a mood as they were Saturday, due to increased volume, the liquidation of old accounts in whole or in part and the prospect of their having an even break with the chains so long as the code continues in force.

One of the best analyses of the new code I have seen is that prepared by the editor of the Grocery World, of Philadelphia. The editor was a lawyer before he was an editor and has a happy faculty of summarizing situations briefly and accurately. His summary of the code is as follows:

No retailer shall increase the price of anything sold after the code takes effect (it takes effect January 6th) over the price on June 1, 1933, except to cover increased costs caused by the code, or increase in market prices. If, however, the price on June 1, 1933, was a distress price, in other words, below the regular market, the above rule doesn't apply.

Where goods have been bought for future delivery, and the seller's costs have increased on account of the code, retailers are recommended to pay enough more to cover that. The language does not go so far as to say that they are absolutely obliged to.

Loss leaders are declared to be an unfair trade practice, and are prohibited. Retailers, however, can forego profit if they choose, but must at least get their invoice costs (or replacement cost, whichever is lower), plus transportation cost to the point of sale (if over 25 miles), plus cost of labor in the store. (The transportation clause is not yet in effect. The President wants more hearings on it—for the present it is suspended but may eventually be adopted.) The labor cost is to be fixed by the code officials. Another exception is that a retailer can meet a competitor's price on anything, if such price is in conformity with the code. If, however, meeting a competitor's price means cutting below the code limit, the retailer doing it must at once notify his nearest trade organization. In spite of the above a retailer can cut the price

to clear out odds and ends of stock, or perishable stock, or imperfect or damaged stuff, or to liquidate a business, or when sold in quantity. If a premium or premium certificate is given with an article its price must be included.

No retailer must use deceptive or inaccurate advertising. Or advertising reflecting on competitor's or competitive products. Or advertising which claims to generally undersell competitors. This is aimed at the chains.

No retailer can bribe a customer's employe to influence customer.

No retailer must obstruct the sale of an article a customer has asked for in order to sell a substitute.

No retailer must accept an "advertising allowance" from a manufacturer or jobber unless on written contract specifying the service to be rendered, and unless the allowance is a fair return for actual service to be performed. The advertising allowance must be paid separately and not simply deducted from the price of the article; also, it must be given to any retailer willing and able to render the service, not simply to chains as heretofore. This is a bad blow for the chains.

No retailer can accept a "quantity" price unless it is legitimately based on quantity. Another blow at the chains.

No retailer shall discriminate in price between customers unless there is legitimate reason for it.

No retailer shall accept an unearned cash discount.

No retailer shall compel a buyer to buy one product in order to obtain another.

No retailer shall accept, in payment for merchandise, non-negotiable scrip, company checks, etc., unless the funds of the firm issuing same are tied up in bank failures.

No retailer shall buy, sell or exchange anything which by some code is required to bear the NRA Eagle, unless it does so bear it. If merchandise was in stock before the Eagle was adopted, and therefore does not bear it, it can be attached, provided the current manufacturer of such article bears it.

The enforcement of the code from a trade standpoint, is in charge of the National Food and Grocery Distributors' Code Authority, composed of elected representatives of the trade organizations represented.

This code contains practically nothing new from what has already been forecast, published and discussed. It undoubtedly gives the retail grocer some protection, especially against the most ruthless phases of price-cutting. Under the loss leader provision, a retailer must get back his cost of the goods sold, or replacement value, plus the cost of labor in his store when that is fixed—if

it ever is—by the administration officials. He can therefore cut a price only to the extent of his profit and his general overhead (rent, heat, light, etc.). That, if enforced, should keep the most ruthless cutters within some bounds anyway. Hitherto they have not been kept within any bounds.

There is some rather foolish stuff in the code which will never amount to anything. I refer to that part which gives you the right to meet a competitor's price, if that price is in accordance with the code. But if it is in accordance with the code you can meet it anyway, and need no special permission. The particularly foolish part, however, is the requirement that if you do meet a competitor's cut price, you must at once sit down and notify your nearest grocers' association. I can see that being done.

The chains are handed some sharp blows in this code, which is a nice present for the independents.

Every one I called on in Holland asked me what I thought of the proposal to create a ship canal between Holland and Grandville. I noticed a merry twinkle in the eye of each enquirer, so I knew I could answer the enquiries with my usual frankness and candor without giving offense. I told them I considered the scheme one of the most foolish contraptions I had ever seen presented to intelligent people, because such a canal could under no circumstances ever be made to pay expenses. Long-time readers of the Tradesman will recall how I stood back of Senator Smith's attempt to secure the deepening of the channel of Grand River between Grand Rapids and Grand Haven. I contributed to every voluntary fund which was raised to assist the undertaking and lost the \$2,000 I very foolishly put into the last ill-fated steamboat project. Only a few months before he passed away, Senator Smith sat on the porch of my Lamont home—with miles of Grand River before us—and said that he could have put his great project through if the people of Grand Rapids had not exceeded every reasonable limitation by creating two great steamboats which were large enough to navigate Lake Michigan. They made a few trips and were finally sold for 10 per cent. of what they cost. Without the enthusiastic assistance of Senator Smith, the Grand River project died aborning and the War Department put a quietus on the scheme by making Bass River the head of navigation on Grand River.

The theory on which an inland canal is predicated is that it serves a territory which will enable barges or ships to secure cargoes both ways. The only canal of this kind which pays is the Erie canal, because its barges can secure full cargoes, both going and returning. In the case of Grand Rapids a dozen shipments of coal would supply the requirements of this city for a year and then we are through. We

have no heavy freight to transport to distant points. Furniture cannot be shipped by water to any extent because our manufacturers insist that all carlot shipments be packed by themselves. All shipments to the Pacific coast are assembled in a warehouse they erected themselves, so that shipments may be made in full carloads as soon as enough freight is assembled to justify a carload shipment to a single city.

The scheme to create a ship canal from Grandville to Black Lake may be the means of furnishing many dinners for the promoters, but the report of the hard-headed engineers of the War Department, if it is ever forthcoming, will put a quietus on the project, providing the engineers make an analysis of the traffic which does not exist to keep up such a waterway. I had no idea the long-headed men of Holland could be attracted by such a project, so I was not at all surprised at their attitude. One of the best waterway engineers in the United States recently placed the seal of disapproval on the undertaking, as follows:

Advocacy of a ship canal from Grand Rapids to Holland worthily commends the energy and enthusiasm of John Buys and the unquestioned desirability of an adequate survey to furnish data sufficiently accurate for judging the soundness of such a project.

Data on the economics of water transportation are, however, readily available with which to work the problem backward to the conclusion as to how much Grand Rapids would be economically justified in spending to secure the suggested reduction in transportation costs.

In general, we think only of transportation costs to shippers, which normally are 11.3 mills on 392,000,000-ton miles by rail; 1.2 mills on 71,000,000-ton miles by lake; 3.9 mills on 6,000,000,000-ton miles by river. But this comparison overlooks the subsidies at the taxpayer's expense.

To make a fair comparison, first credit the railroads with \$400,000,000 taxes they pay to run our Government, whereas boat facilities are donated by the government. So, first compute what rail costs would be if the Government remitted all taxes, furnished the right-of-way, maintenance-of-way paid for by the state, cities furnishing free terminals, etc., as is now done for boats.

Rail service, being faster and more dependable, accounts for at least 20 per cent. differential; hence, direct comparison can be made only with low grade commodities transported in train-load lots.

For Ohio river navigation annual maintenance and charges on \$240,000,000 initial expenditures really involve a subsidy on the 2,600,000,000-ton miles' traffic of about 5 mills per ton mile. The average freight rate for class 1 Ohio valley railroads is 8.83 mills, but for low grade river class freight is 6.5 mills as against 5.5 mills average by river. Public taxation contributes 5 mills to save the shipper the difference of 1 mill.

Similarly on the New York barge canal, enlarged at a cost of \$176,000,-

(Continued on page 23)

FINANCIAL

Aiding the Farmer to Finance His Produce

A few farmers have attempted to sell their credit on the central money markets where the cheapest interest rates are obtainable. To do this would cut many dollars from farm expenses, which is just as effective as obtaining more income.

To sell successfully on the central markets, the farmers have found they must co-operate and pool their products into volumes large enough to attract buyers and to give them a voice in the market. The individual is usually lost in the large markets.

But he can co-operate with his neighbors in setting up a local credit plant, which will ship his credit to the large money centers to be sold at the best possible price, which, to the farmer, means the lowest interest rate.

When farmers have wanted to sell their products co-operatively, they were generally faced with that dreaded task of raising money to build the milk plant, the potato grading and storage warehouse, the fruit packing shed, or the grain elevator. Many such enterprises have been abandoned because the capital was not available.

Under recent legislation, the farmers find no such difficulties in setting up their local credit co-operatives; for the Production Credit Corporations, organized in each land bank district, provide the initial capital for the local organizations, known as production credit associations. The corporation is, in reality, a co-operative holding company which organizes, capitalizes, and supervises its local organizations.

The farmers are required to provide part of the ultimate capital. They must own 5 per cent. of their loans in stock of the association. In this way, the members of each credit association own about one-fifth of its capital and the corporation owns four-fifths.

Such an arrangement is accomplished by the use of two classes of stock; "A" stock and "B" stock. The "A" stock of the association is non-voting, is preferred upon its liquidation, and is bought by the corporation.

Each holder of "B" stock is entitled to one vote. This stock can be held only by active borrowers. Both stocks share equally in dividend payments and neither carries double liability.

These credit associations will market production credit only, and just one grade of that, the best. By production credit is meant loans for the purchase of feeder and stocker cattle, sheep and hogs, for increasing or improving breeding herds and flock and dairy herds, for producing staple crops, and fruits, for poultry production and for the many other productive farm enterprises.

Most of the credit will run from 3 to 12 months, but such loans as those on breeding and dairy cattle will be renewable. The maximum period is three years.

By the best grade of credit is meant not only that the loans must be adequately secured, that the borrower must present a good financial statement, and that he must have a definite

plan of repayment, but, in addition, that borrowers must have a good moral character.

The local member of the association takes his application for a loan, his note, his credit statement and the mortgage on acceptable chattels to the secretary-treasurer of his local association. The local inspectors inspect his security to see if it comes up to the grade requirements. The local loan committee also passes upon it.

If the loan is approved, the note is then sent to the central sales agency—that is, the intermediate credit bank—to be sold. There, again, the loan is inspected and, upon approval, the full sales price—that is, the face value of the note—is returned to the local association and to the borrower at once.

This central sales agency accumulates these notes until it needs more funds, and then uses them to secure an issue of its short-term notes or debentures. In reality, it is marketing these farmers' notes it has accumulated. The notes have been selling for a good price, or to be more exact, a low rate of interest—about 2 per cent.

What are the marketing charges? The product sold for 2 per cent. interest or discount, and the intermediate credit bank charges 1 per cent. for selling it, which makes the total charge 3 per cent. Then the local association adds 3 per cent. for its services, which makes the total interest charge to the borrower 6 per cent.

These interest charges are not paid, however, until the note is due. In addition, the cost of inspection is borne by the borrower, just as the dairyman pays for having his herds tested and his barns inspected.

William I. Myers,
Governor Farm Credit
Administration.

Corporations Would Up

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

New Majestic School for Dancing, Detroit.
Mutter-Lepper Corporation, Detroit.
J. Gmeiner Co., Detroit.
K. K. Co., Detroit.
Wm. E. Long Co., Detroit.
Mills Baking Co., Detroit.
Monument Square Realty Co., Grand Rapids.
Lansing Rubber & Products Co., Lansing.
Miller-Judd Co., Detroit.
Vickers-Burk, Inc., Fulton.
Federal Finance Co., Detroit.
Lee F. Redman Studios, Detroit.
American Fibre Ply-Wood Case Co., Grand Rapids.
A. P. Fiske Co., Inc., Kalamazoo.
Sterne-Jay Corp., Detroit.
Flintkote Corporation, Lansing.
Everygirl's Publishing Co., Grand Rapids.
Berry Chevrolet Company, Detroit.
Rasch, Radike, Peters Co., Detroit.
New Home Sewing Machine Co., Detroit.
Berkwill Holding Co., Detroit.

The Usual Custom

"I understand your wife came from a fine old family."

"'Came' is hardly the word—she brought it with her."

Proceedings of the Grand Rapids Bankruptcy Court.

Jan. 8. On this day the schedules, in the matter of Ben Krause Co., bankrupt No. 5512, were received. The schedules show total assets of \$14,044.11, and total liabilities of \$21,629.75, listing the following creditors:

Collector Internal Revenue, Detroit	\$18.61
City Treasurer, Grand Rapids	765.65
Samuel E. Schelling, G. R.	100.00
Benjamin H. Krause, G. R.	300.00
Martin Goris, G. R.	40.00
Jim Lucasse, G. R.	62.50
Sec. of State, Lansing	25.22
State Board of Tax Admr., Lansing	32.96
A. G. Werke-Anker, Bielefeld, Germany	71.40
American Shoe Mach. Co., St. Louis	197.63
Armour Leather Co., Chicago	757.42
Atlas Tack Corp., Fairhaven, Mass.	30.00
Broadway Wood Heel Co., Lynn, Mass.	93.30
Burlington Blanket Co., Burlington	14.80
Baldwin Rubber Co., Pontiac	30.68
B. F. Brown & Co., Boston	26.88
Chas. F. Baker & Co., Boston	43.94
Behr-Manning Corp., Troy, N.Y.	44.00
Churchill Mfg. Co., Lowell, Mass.	18.00
Champion Shoe Mach. Co., St. Louis	523.54
Martin Den Braber, G. R.	78.39
Emor Merchandise Co., Worcester	20.00
Essex Rubber Co., Trenton	215.43
Empire Stamp Tool & Mfg. Co., St. Louis	17.15
Eberle Tanning Co., Westfield	517.28
Everett & Barron Co., Providence	283.41
Franco-American Thread Co., E. Hampton, Conn.	133.62
Piebing Chemical Co., Milwaukee	116.54
Globe-Excelsior Oak Tanning Co., Louisville, Ky.	168.40
Grob Bros., West Allis, Wis.	3.68
Gold Dust Corp., Indianapolis	53.76
Griffin Mfg. Co., New York	155.15
Hauser — Reisfeld, New York	6.50
Hoffner Bros. Co., Cincinnati, O.	70.01
Hutmacher Braiding Co., Patterson	50.42
Hyde Mfg. Co., South Bridge, Mass.	19.55
The I. T. S. Co., Elyria, O.	23.88
Kistler Lesh & Co., Boston	5.52
Ben H. Krause, G. R.	1,421.00
Ruby R. Krause, G. R.	325.00
Lincoln Lace & Braid Co., Providence	24.35
Lamac Process Co., Erie	43.41
Laing, Harrar, Chamberlin, Phila.	547.66
Lindenoid Sole Lea. Co., New York	497.30
Linen Thread Co., Chicago	24.00
Fred H. Locke Ins. Agency, G. R.	105.83
Milford Stain & Blacking Co., Milford	16.60
Minnesota Mining & Mfg. Co., St. Paul	47.57
John C. Meyer Thread Co., Lowell	58.50
Manassee Black Tanning Co., Berkeley, Calif.	353.07
The Du Di Co., Cleveland	53.31
O'Sullivan Rubber Co., New York	40.19
Pawtucket Stand Braid Co., Providence	38.24
Quick Work Leather Prod., Rome, Pa.	9.22
John Rauschenberger, Milwaukee	17.74
Hans Rees' Sons, New York	67.66
Polyshine, Inc., Rochester	200.05
Fred Ruefing Lea. Co., Fond Du Lac	3.83
Sato Co., Chicago	15.00
The Schiffman Co., Brooklyn	42.50
Scherer Leather Co., Milwaukee	23.25
S. E. Schelling, G. R.	337.14
Seiberling Rubber Co., Akron	26.88
Silverite-Butterman Co., Boston	95.15
Irwin Seating Co., G. R.	35.00
Thompson-Ehlers Co., Chicago	215.92
United Shoe Mach. Co., Boston	219.54
United States Rubber Co., Providence	381.36
Vamp Eez Co., New York	12.52
Wheeler-Van Label Co., G. R.	3.49
Wizard Co., St. Louis	33.25
World Standard Co., Concord	46.00
C. S. Walton Co., Philadelphia	50.50
Whittemore Bros. Corp., Cambridge	240.51
C. A. Zoes, Chicago	32.40
Gast Motor Sales, G. R.	6.80
Industrial Products, Alliance	7.50
Illinois Mech. Lea. Co., Chicago	14.17
Security Shoe Supply Co., St. Louis	34.68
General Shoe Lace Co., Louisville	19.00
Chavin & Berman, Chicago	75.00
R. P. Kutsche, G. R.	20.00
Associated Truck Lines, G. R.	3.71
Consumers Power Co., G. R.	3.77
R. G. Dun & Co., G. R.	62.50
Michigan Bell Telephone Co., G. R.	14.68
Michigan Mutual Liability Co., G. R.	14.68
Tradesman Co., G. R.	3.00
Universal Carloading & Distributing Co., G. R.	23.65
Rudberg Products Co., St. Paul	45.00
Sani-Tread Products Co., Chicago	15.00
Shoe Findings Agency, Chicago	6.10
L. L. Smith, Detroit	15.03
Surety Mfg. Co., St. Louis	1.50
G. R. Savings Bank, G. R.	8,900.00
Ben H. Krause, G. R.	1,000.00
Ruby R. Krause, G. R.	500.00

In the matter of Earl Shiveline, Bankrupt No. 5534. The first meeting of creditors has been called for January 22, 1934, at 2 P. M.

In the matter of James B. Frier, Jr., bankrupt No. 5418. The first meeting of creditors has been called for January 22, 1934, at 11 a. m.


In the matter of John Valentine, bankrupt No. 5533. The first meeting of creditors has been called for January 22, 1934, at 11 a. m.

In the matter of Ben Krause Co., bankrupt No. 5512. The first meeting of creditors has been called for Jan. 22, 1934, at 10 a. m.

Jan. 9. On this day the schedules, reference, and adjudication in the matter of Adolph E. Melrose, bankrupt No. 5539, were received. The bankrupt is a photographer of Muskegon. The schedules show total assets of \$8,850.00 (of which \$450.00 are claimed exempt), and total liabilities of \$5,297.12, listing the following creditors:

City and County Treas., Muskegon	\$736.57
Muskegon County, Muskegon	19.35
City Treasurer, Muskegon	30.00
Hackley Union National Bank, Muskegon	70.00
Ackerman Electric Co., Muskegon	10.00
Art Craft Novelty Co., G. R.	2.50
Agfa Ansco Corp., Binghamton, N.Y.	112.34
The Americana Corp., Chicago	66.50
Adolph Arntz, Muskegon	3.00
Baby Mine Co., G. R.	75.00
Balgooyen & Cook, Muskegon Hts.	25.00
Calif. Card Mount Mfg. Co., San Francisco, Cal.	89.15
Chilcote Co., Cleveland	25.00
Chicago Printed String Co.	9.06
A. M. Collins Mfg. Co., Phila.	23.00
The Camera Shop, G. R.	152.41
Defender Photo Supply Co., Rochester, N.Y.	4.46
Donelson Brothers, Muskegon	19.91
Federal Square Realty Co., Muskegon	264.61
Cross Photo Supply Co., Toledo	134.67
Gorden King Co., South Haven	171.59
William D. Hardy, Muskegon	15.00
Highland Park Dairy, Muskegon	80.00
Illinois Moulding Co., Chicago	10.20
George L. Kohne, Toledo	20.00
Kinast Picture Frame Co., Chicago	11.91
Lindstrom & Johnson, Chicago	40.00
Medick Barrows Co., Columbus	11.69
Mrs. Geo. E. Merrill, Holland	20.00
Muskegon Chronicle	46.11
Muskegon Construction Co.	121.23
Peoples State Bank for Savings	295.00
Richards Storage Corp., Muskegon	126.69
Louis Lindland, Muskegon	100.00
Slettens Market, Muskegon	20.00
Towner Hardware Co., Muskegon	10.00
Terminal Building Corp., Musk.	1,963.06
A. S. Cochran, Muskegon	300.00
F. Zimmerman Co., Cleveland	52.11

In the matter of Ivor C. Bradbury, bankrupt No. 5529, first meeting of creditors (Continued on page 15)

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Telephone 94417

State Emergency Law Upheld By Supreme Court

The three branches of the Federal Government—executive, legislative and judicial—became united in promoting the recovery movement during the past week when the Supreme Court of the United States handed down a decision which many legal authorities construe as upholding the constitutionality of the emergency legislation recommended by the President and passed by Congress.

Although economic emergencies do not create governmental powers, the court held, they do justify the use of powers which, under ordinary conditions, could not be used.

No Federal law was directly involved, the case at issue hinging on the validity of a State law—the so-called Minnesota mortgage moratorium case—but it sprang from the same source as the National Recovery Act, the Agricultural Adjustment Act and similar Federal laws—the national depression. Therefore, if this State law does not violate the Constitution is the same not true of the Federal emergency laws?

Only the highest court in the land itself can definitely answer that question and the court will furnish the answer if and when the constitutionality of the Federal laws is challenged. But the court's decision in the Minnesota case establishes a "precedent" and constitutional lawyers set great store by precedent. Those who might be disposed to question the right of the Government to enforce certain provisions of one of the emergency laws may be deterred from involving themselves and the Government in long drawn out and expensive law suits now that they know the court's state of mind. On the other hand, they may obtain hope of overturning one or another of the emergency laws from the fact that the Minnesota law was upheld by the narrowest of margins, five justices being for and four against. A change of heart by one justice, in another case, would throw the decision the other way.—United States News.

Government Faces' Other Problems

While the President and his advisers were heartened by this implied support of their emergency program by the judicial branch, they were disturbed by some other developments involving the program.

A survey of the employment situation showed that many millions were still out of work and Recovery Administrator Johnson declared on Jan. 10 that a further shortening of hours of work might be necessary in order to spread work in industry and increase employment. General Johnson explained that the problem of hours would have to be taken up under each code and that the hours in the various industries would have to conform to the best interests of each industry.

A meeting of the code authorities is to be held in Washington next month at which the question of hours will be considered. General Johnson declared that it appeared certain that industry would have to adopt a work week shorter than the 40 hours now provided for in most of the 197 codes now in

force. He is said to favor a 30-two-hour week as a maximum.

Another serious problem confronting emergency agencies of the Government is that of prices and price fixing. Where price fixing has been attempted it has failed. During the past week the Agricultural Adjustment Administration was forced to discard its price fixing plan for the milk industry whereby prices were fixed for milk from "cow to consumer." The plan failed because consumers refused to pay high prices and drank less milk. Now another plan is to be tried under which a minimum price will be set in payment to the farmer for his milk, but there will be no minimum price at which the milk must be sold to the consumer.—United States News.



Vivian D. Gould

The popular belief is that fear is fatal, that fear is a deadly poison—that the moment a man fears, he is finished. But as I look over a long line of years the fact is revealed to me that much of my little success in life I owe to fear. Fear is a very valuable friend, a mighty ingenious influence. The fear that I may lose my job spurs me on to do my level best. The person who will try to go through life without fearing anything or anybody will eventually end up in a hospital. Fear is a friend in disguise. Fear is the best officer on the beat. Anxiety, solicitude, the fear of making a mistake—all these things are natural and perfectly normal safeguards. The fool fears nothing.

ous to graduation in the summer of 1917 he enlisted for service in the war precipitated by the kaiser, being assigned to the signal corps at Fort Leavenworth, Kansas. Three months later he was transferred to Fort Sheridan. Here he took an examination for West Point. A little later he was transferred to Fort Meade, near Baltimore. A few months later the armistice was signed and he was discharged from service and returned to private life. He immediately connected himself with the Grand Rapids Show Case Co. and was placed in charge of the company's branch at Pittsburgh. Eighteen months later the branch was closed and Mr. Gould returned to Grand Rapids

MEN OF MARK

V. D. Gould, Sales Manager Preferred Automobile Insurance Co.

Vivian Dole Gould was born at 73 (old number) Fourth street, April 17, 1897. He is the only child of Frank S. Gould, President of the Preferred Automobile Insurance Co. He attended the Union school on the West side until the great flood of 1907, when the family removed to the East side, locating on Eureka avenue. He completed his education at the Central high school, from which he graduated on the business course. The next two years he attended Albion college. The subsequent two years he attended the University of Michigan, pursuing the business administration course. Previ-

and connected himself with the Wilmarth Show Case Co. as manager of the order department. He remained in this position two years. When the factory consolidated with the Welch Show Case Co. he continued in the same position with the new company. Six months later the company consolidated with the Grand Rapids Show Case Co., the new organization being known as the Grand Rapids Store Equipment Co. He then decided to accept a position in the company managed by his father, the Preferred Automobile Insurance Co., as sales manager. He has made a remarkable record in that position.

Mr. Gould was married Jan. 21, 1930, to Miss Cecil Arendsen, of Byron Center. The family reside at 1900 Linden avenue.

Mr. Gould and his wife attend the Trinity Methodist church on Lake drive. He is a member of Doric lodge, F. & A. M., and is an enthusiastic member of the American Legion. He has served as state governor for the Y's Men.

Mr. Gould owns up to but one hobby—fishing—about equally divided between bass and trout.

Personally, Mr. Gould is a man of strong opinions which he maintains with sturdy insistence—not because he thinks he has any exclusive right to be infallible, but because he bases his beliefs on fairness and worships at the shrine of that very admirable quality. He does not make friends over night, as some men do. He is slow to make up his mind as to whether he likes or dislikes a person, but when his mind is once made up and a conclusion reached he seldom finds occasion to reverse his original finding. His associates and employes are always treated with stern and even handed justice, which they come to like, because it is utterly devoid of the element of personal favoritism. Those who have occasion to do business with him enjoy his directness of approach and the promptness with which he gets at the meat of every situation, no matter how complicated it may be.

As to people saying a few idle words about us, we must not mind that any more than the old church steeple minds the rooks cawing about it.—Eliot.

Material riches at the present time are proving inadequate and are depreciated. God's love is bestowing sufficient benefits on the nation and the world, but the benefits are not getting to the people. Something is intervening, and it is the greed of people. The only values that are everlasting are spiritual, and when we lose them we lose everything.

Nothing is lost upon a man who is bent upon growth; nothing wasted on one who is always preparing for his work and his life by keeping eyes, mind and heart open to nature, men, books, experience. Such a man finds ministers to his education on all sides; everything co-operates with his passion for growth. And what he gathers serves him at unexpected moments in unforeseen ways.—Hamilton Wright Mabie.

It takes a sensible man not to be too scornful.

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.

Uncle Sam Gets His Regardless

Experienced observers were not much intrigued by the promise, accepted too gladly by many grocers and association officials, implied in the NRA program; for such men know—how often must it be reiterated?—that to look for help outside ourselves is to follow a mere will-o'-the-wisp.

Now, after many months of backing and filling, of characteristic attempts to placate certain organized groups by straddling basic issues, we get a code in which grocers are denied the right to any basic margin: "But the selling price should include an allowance for actual store labor," although the storekeeper is not prohibited "from selling an article without any profit to himself."

Well, in effect, we are where we were originally and perhaps it is just as well that we are. Any grocer can work out his own salvation better than anyone else can do it for him—especially where special privilege is liberally handed out to farmers, labor organizations and any other body vociferous enough to attract Washington notice.

But the other side of the shield is more sinister. This is where Uncle Sam gets his, whether he gives anything in return or not. A story related by the Naborhood Grocer, which I outline, shows up this side of the proposition.

A grocer, runs the story, seeking to aid a customer's family, employed a relatively young boy, though the grocer and his wife needed no help in their business. It was agreed that food and lodgings, plus a dollar a week would be ample compensation for the really slight service rendered.

Lazy, useless from the start, still the grocer and wife carried him on five or six weeks, then gave him up as hopeless and let him out. Soon after this worthy couple was notified by an attorney that full minimum wages would be demanded for the entire time this boy was "employed"—though he was taken in as a charity, never was really an employe at all. But indications, backed up by already established court precedent, are that the full amount can be collected from this grocer and his wife.

This once again shows what experience long has provided: That our Uncle may be lax in some things. He is rather well known for failure to perform his full duty in any number of directions, as, for example, affording protection to his citizens; but when it comes to getting his own money—in that regard he is up and doing for fair and always!

What's the answer? This: That wise business men do not permit themselves to be stampeded into doing what they well know is not good business. Had this couple, every mite of whose strength and ability was needed to run their own little store profitably, been

cool headed, they would not have taken in that boy at all. And note this: Thereby they would have saved themselves a considerable sum of money, and they would not have lost the good will of the folks they hereby tried to aid—good will most certainly lost now.

"What has that man got against me?" once asked Senator Morrow. "I never did him a favor!"

And so, as I say, we get back to self-dependence as the only sound reliance. That will tend to do one useful thing: To eliminate those unable to paddle their own canoes, and we all know that the trade will benefit by their elimination—the process that always has been continuous as a normal constituent of the exercise of individual freedom of choice and action.

And now, as a thoroughly practical, workaday matter of good business, I condense an article from the Chain Store Age on How to Handle seventy Produce Items. I may not be able to work it all in, even in outline, but one object I have in quoting it at all is to show that chain grocers have precisely the same problems the rest of us have. That they usually meet them more squarely and face the issue more directly is something we can profitably note and emulate.

"The refuse barrel is the greatest enemy of produce department profits," said the head of this division. "Next is price reduction. But these are effects, not causes. They do not bother the manager who knows how to order, how to display and sell and—above all else—how to care for it in his store."

Could anyone say anything more pointed, if he were talking not to a manager, but to an individual grocer? And now some details:

Apples: Easy to handle, can be shown effectively, safely in big quantities. Keep away from radiator or stove in cold weather. Remove only wrappers from top rows and polish surface of exposed fruit. Display stem side to customer to bring out impression of full size.

Apricots: Order conservatively. They deteriorate rapidly. Handle little as possible.

Artichokes: Order sparingly. Dry out quickly.

Asparagus: Do not wet tips. That causes decay. Keep butts damp in wet sawdust, or moist cloth or shallow pan of water. To freshen appearance, cut slice of bottoms. Store at night in cool, damp place.

Avocados: Will tell later—not highly important in most stores as yet.

Bananas: Watch temperature—spoil readily below 54 degrees; and too much heat ripens too speedily. Keep from drafts, but all stock where air circulates freely. Cut from stem and display in hands of various numbers of fingers. This avoids breaking up, cutting and otherwise overhandling, and always cut so that meaty part is never exposed because that deteriorates as you look at it if exposed to air. Display hands with inside up. Loose fruit should be sorted and banded with rubber into convenient lots—will move more readily that way. Never show green or under ripe fruit; but move the ripe out promptly. Bananas are at their best when skin shows little brown spots—and public education has now

gone far enough to help in the sale thereof. This is one fruit that is staple the year round—one on which big money can be made or lost, entirely depending on the merchant.

Beans—green, wax and limas need plenty of air. Shake stock up two or three times daily, else heat will generate and spoilage result. Display in shallow containers. Over night spread thin on paper for air to prevent spoil.

Beets, same general treatment as beans, except that roots can be kept in ice or cold water over night. Cut off rotten tops and sell in bulk when greens are spoiled.

Blackberries: Highly perishable. Inspect every morning and remove spoils. Keep out of sun. Shake up frequently. Spread out over night to dry.

Blueberries: Shake frequently. Watch closely for spoils. Keep cool and dry. Highly perishable. Biggest taste best. Are not "huckleberries."

Well, I have not got very far with ten out of seventy items, but we have indications here that this is a vitally important department and we may see why chains have made such a splendid job of the display, keeping and sale of such articles. But they have no monopoly on this—except such as they get because of others' indifference—and they average a gross of around 36 per cent. on sales herein. Why not you? No reason—unless it be yourself.

Last vital hint: Remove spoils at once. Do not sprinkle apples, apricots, artichokes, asparagus, beans or any berries. More later on this.

Paul Findlay.

Secret of Odorless Cabbage

Cabbage has acquired the reputation of being a strong juiced, bad-odored vegetable. This is due to improper cooking methods, especially too long cooking, observes Fred W. Jackson, Director of Consumer Information, State Department of Agriculture of New Jersey.

Long cooking acts upon the sulphur in the cabbage and produces the strong flavor and odor and the unattractive brownish color. Overcooked cabbage is difficult to digest. When cooked too long it loses a large part of its vitamin values.

Quick cooking in plenty of boiling salted water is the secret of cooking cabbage, in order to keep its color, give it a mild, agreeable flavor, retain as much as possible of its food value, and to avoid causes of digestive disturbances. New green cabbage should be boiled not to exceed five to eight minutes; white cabbage, seven to ten.

For milady's handbag, there is a new watch encased in a black molded plastic case, with winding stem streamlined into the top. A small easel, supplied with it, converts it into a boudoir clock.

Picnickers can now carry their own table and benches with them. The new table, with seats for four, weighs less than 20 pounds, folds into a compact package 36 inches long, 15 wide, 1½ thick.

The wise carry their knowledge as they do their watches, not for display, but for their own use.—Sir T. Browne.

THE DESSERTS to feature for BETTER PROFITS all during 1934

- ✓ Fastest Growing Desserts on the market.
- ✓ Highest Quality.
- ✓ Quickly, easily prepared.
- ✓ 9 Varieties.



Products of

STANDARD BRANDS INCORPORATED

MEAT DEALER

In Defense of Packers and Meat

Talk to the effect that the packing industry has opposed the Administration's recovery program does not represent the facts, Wm. Whitfield Woods, of Chicago, President of the Institute of American Meat Packers, stated tonight in an address before the Des Moines Chamber of Commerce.

"The packing industry has co-operated whenever it has been possible to do so," the speaker stated. "It has not opposed any phase of the recovery program or the agricultural adjustment program."

"There have been some charges that a monopoly exists in the meat packing industry," Mr. Woods said at another point.

"The charge would be humorous if it were not so serious and so unfounded," he added. "Neither packers nor others can hold a highly perishable product like meat until they are able to get the desired price for it. If there is anyone who doubts this, let him buy a side of beef or a dressed hog and see how long he has to wait before he can sell it to any one for more than the going market price."

"The assertion that packers can buy live stock at any level of prices they choose is likewise without basis in fact. Let anybody who is in doubt try to buy a car of live stock under the market and see how long it takes him."

"There are more than 1,200 meat packing establishments located in all parts of the United States. If those establishments undertook to agree on prices of live stock or meat—granting that it was possible for them to do so and granting that the desire to try to do so existed—the company officials responsible would be subject to prosecution for the violation of Federal laws. As a matter of fact, instead of conspiring to break the anti-trust laws, packers are constantly studying, developing, and applying new methods of competition."

"If anyone thinks he has evidence of a monopoly in the packing industry, it is his duty, as a patriotic citizen, to submit it to the authorities, and, if those who are crying monopoly can prove it, they should do so at once. If they can't prove it, they should realize that they are doing a disservice to the producer and consumer and an unfairness to a great industry which has served and is serving both producer and consumer efficiently and well."

Packers' profits also have been criticized, the speaker stated. "It is true," he said, "that profits in the industry during the last year showed a substantial improvement, but nevertheless they were relatively small."

"Based on such financial reports as already have been issued, it would appear that packers operating under Federal inspection during 1933 made an average profit of about a seventh of a cent per pound of live stock purchased. The profits were so small that if they had been omitted the price of live stock to the producer would not have been very much higher, or the price of meat to the consumer appreciably lower."

"During the ten years prior to 1933,

companies which operate under Federal inspection and dress approximately 90 per cent, of the live stock entering commercial channels made an average profit of less than 1c per dollar of sales, as compared with about 5c per dollar of sales for all manufacturing industries and an average return of only slightly more than 3 per cent. on the investment. During 1931 and 1932 the packing industry, as a whole, lost more than twenty million dollars."

Farmers naturally wonder why live stock prices are low, Mr. Woods stated at another point. "The reason," he said, "is simply that supplies have been larger than the consumer, with his relatively low purchasing power, could take at prices satisfactory to the producer."

"The Packing industry is sincerely interested in seeing the farmer receive better prices for his products, but it cannot pay more for live stock than it is able to obtain for the products therefrom."

"Production of meat during the year just closed was about a billion pounds, or 7.6 per cent., heavier than 1932," he continued. "Production of beef during the latter part of the year was about a half billion pounds greater than in the corresponding period of 1932. This represented an increase of approximately one-fifth in the supply of beef available during that period. In November alone the number of meat animals dressed under Federal inspection was larger by about 900,000 head than the number dressed during November, 1932."

"There were heavy marketings of hogs during November and December, the resulting supply of pork was very large relative to demand, and it is therefore not surprising that many pork products have been selling at wholesale at substantially lower prices."

"In connection with the low price of hogs it has been asserted that the packers have wilfully not passed the processing tax along to the consumer. It is a fact that they have not done so, but the reason is simply that the industry has been unable to get higher prices from consumers for pork products."

"In all fairness, the packing industry wants to emphasize strongly the fact that the processing tax is only a means to an end. Its purpose is to raise funds to finance a production-control program worked out by the United States Department of Agriculture. While the processing tax has been, of course, a direct factor in current prices, it should not be overlooked that from the funds derived from the tax the farmer will receive, in addition to the current price of hogs, a benefit payment from the Government if he agrees to reduce corn and hog production, and that, if efforts to reduce the supply are successful, hog prices should be affected accordingly."

"The Administration also has used funds to reduce the supply of hogs for the coming year and is purchasing pork products for relief purposes."

"Opinions regarding the Government's plan for reducing corn acreage and controlling hog production have differed but the plan is now being put into effect and a trial will determine its practicability."

Many Businesses Affected by Approaching Cold Weather

When the United States Weather Bureau makes public a forecast of an approaching cold wave, there is set in motion a large number of preparatory actions to meet the change, which have an immediate effect on many types of business activity, it is shown in a report recently issued by the Special Committee on the Weather Bureau of the President's Science Advisory Board.

"The significance in the life of a city," the report states, "of a single temperature forecast may be seen from the following: With the notice of an approaching cold wave greenhouses are closed and boilers fired. Preparation is made at once by heating and lighting plants, whether gas, electric, steam, or hot water, to meet the increased demands that will follow. Fire hydrants, exposed mains, and general plumbing are protected. Small householders as well as large stockyards drain their mains. Gasoline engines are drained and automobile water-cooling systems are protected by the use of antifreeze solutions. Work in concrete is stopped. Street railway companies arrange for more heat in their cars. Natural-gas companies turn a larger amount of gas into their mains to provide for increased consumption. Merchants direct their advertising and attention largely to cold weather articles. Oyster dealers increase their reserve stocks. Coal dealers supply partial orders to all customers needing fuel, instead of furnishing full orders to a few, and thus serve all of their patrons. Ice factories reduce their output. The dredging of sand and gravel ceases, and iron ore piled for shipment is placed in the holds of vessels, to prevent the wet masses from freezing solid. Charity organizations prepare to meet increased demands for food and fuel, and thus minimize suffering among the poor."

The effect of such a forecast on railway and transportation companies is indicated in the report by a description of some actions taken in the handling of perishables. Frequently the shipment of perishable goods is accelerated,

it is pointed out, when it is found possible to carry them to their destination in advance of expected unfavorable temperature conditions. When this cannot be accomplished, goods en route are run into roundhouses for protection. Often contemplated shipments are held up until after the freeze has passed, and if the cold is protracted the transportation companies will refuse to accept consignments of goods likely to be injured by low temperatures. Cattle, as well as fruits and vegetables often have their routing changed, as a result of a weather forecast, to avoid extremes of a high or a low temperature. Many other direct effects of such forecasts might be given, including those upon retail and amusement businesses as a result of the alterations which consumers make in plans when warned of weather changes, the efforts to protect crops in the fields, etc.

Independent Store Salespeople Receive Higher Wages

Selling employees in small town independent stores receive higher average wages than similar employees in all but one of nine kinds of business, compared in connection with the Federal Trade Commission's recently published report on the chain store's place in the small town.

In 1931, the period covered by the report, a total of 8,621 selling employees in independent stores received an average weekly wage of \$23.45, while 136,911 chain store selling employees received an average wage of \$21.22 a week, it was found. These averages exclude owners or managers of independent and managers of chain stores.

So long as you stick to the wage system you will have people out of work in a world teeming with abundance. That is why all this talk about improvement in trade is silly moonshine. It can't happen, because the system does not use money to produce for the sake of men, but men to produce for the sake of money. The only real revolution is to take hold of the world order and transform it for the spiritual end of man.



The New
**LARGE
CAKE**

Fresh Compressed
RED STAR YEAST
Grown from Grain

**50%
PROFIT
ON COST
TO YOU**

Price: 20 cents per doz., delivered
Selling at 2 cakes 5 cents

Place Your Order at Once

RED STAR YEAST and PRODUCTS COMPANY

Milwaukee, Wisconsin
Strictly Independent — Since 1882

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.

Advertise to Build Store Traffic

The bulk of the Christmas trade went to those stores that had the greatest store traffic, and store traffic goes to those merchandisers who do things to build it. You cannot expect to get the maximum number of desirable Christmas shoppers, or shoppers at any time of the year, unless you have educated people to come to your store as a habit. Those live hardware dealers in all parts of the country who utilized every possible means at their command to get people into their stores throughout the year were wearing happy, cheerful smiles as Christmas business rolled in during the entire month of December. They are not going to sit back after Christmas and feel that they are forever going to enjoy this type of Christmas business, every year, without effort. During next thirty days these same dealers are holding various events at their stores with a view to filling with interest the dull post-holiday season. And, mark you, they will tell the public about these events in every way possible.

Every hardware merchant should have blazoned across his mind the admonition: "Everlastingly—Build Store Traffic." It is the store with plenty of store traffic that can offer and move larger quantities of any given article than others can move. Only the other day we were in a progressive hardware store where a low-price "full length" (14x51) mirror was being offered to women in a community of working people. Women, there, made most of their own dresses, and the manager secured these mirrors to fill a great need (no demand had been made, but he knew they would sell). That store always has specials of this kind, and is rewarded by having women accepting his hardware store as a natural shopping place. He tells the people of his trading area about these features in advertising printed in three languages.

This incident bears out our frequent statement that advertising is of no avail unless you have something worth advertising and unless you are prepared to live up to the things you tell people through the printed word. Whenever merchants have made it a point to back up their advertising by genuine performance, advertising is a real success. Rather than advertise and wait for it to perform miracles, they first qualify their stores to advertise. They inject or develop enthusiasm among the members of the store's staff of salespeople and all who contact the public. This takes some thought. Often a clerk, although he is not conscious of his defect, may be creating a wrong impression of the store in the minds of customers. Just as frequently it is the boss who needs a more pleasing tone of voice or a more pleasant approach. These things can, if properly handled, be overcome—with advantageous results. All are important to get straight before you go into the newspapers with

your copy. You may, through some means or other, get people into your store, but unless you please them in every particular, from approach to satisfaction with the article purchased, you may not see them again. An advertisement backed up by store co-operation costs less than those that are not so backed up, because it produces more business and makes it more permanent.

Consistent advertising by the store that deserves it is one of the best ways to build store traffic. Up in Wilkes-Barre, Pa., the White Hardware Co. has, for more than twenty years, used the same amount of space (one single column), outside of page position, in the Wilkes-Barre Record and Times-Leader. The four-line rule down the side of the ads identifies them as the ads of the White Hardware, and no introductory paragraph is used. The ad simply gives the name and address of the stores and then lists the items being offered that particular day or days. In the descriptive matter and illustrations of these ads will be found the probable secret of their success. The actual item is pictured and a value-creating description is given.

The White copy is changed three times per week; it never indulges in comparative prices, but has often had two qualities on similar products, as, for instance, a 15-cent can opener and a dollar can opener. Incidentally, this practice has resulted in demands for more dollar can openers than when the dollar can openers were offered alone.

Evan Harris, of the White Co., writes his own copy and endeavors to show a variety of merchandise in his ads during the year. He is always seeking new lines, and advertises them as soon as possible in order to maintain the impression that his store is a leader in Wilkes-Barre when it comes to introducing new merchandise.

Mr. Harris knows that his public reads his ads, because readers specifically mention items that have appeared in the ads. This may be due to the fact that there is a definite time limit to specials offered, and the company adheres rigidly to it, even in the case of old customers. Fairness to all is the only way to handle such matters.

Currently popular items, in national advertising, suitable for hardware distribution, are sized upon by this store for featuring in its advertising and displays. Thus is a complete job done in carrying the item to the public and maintaining the reputation for being first to feature the new product.

More than 5,000 cuts have been accumulated from all sources. These have been years in the gathering, and only once or twice has it been necessary for Mr. Harris to advertise without a specific cut to show the actual merchandise, and scarcely ever has it been necessary to run an item without an illustration of some kind.

It has been Harris' idea to talk in his ads, just as he would to the customer, but he does not stop there. The sales staff is also required to study the store's ads so that they, too, may be able to talk to the customer with understanding of the store's purpose.

Although the White Hardware Company advertising is not, strictly speak-

ing, price advertising, it is the practice of this company to meet the chain store prices on such wellknown items as razor blades, tooth brushes, soaps, shaving products, etc., meeting chain prices for the psychological effect rather than for the desire to sell the merchandise. He has found this particularly effective on razor blades, which have been a football with so many chain stores.

If you have felt that you might have had a larger portion of your town's Christmas trade in 1933, begin now to build store traffic, so that next Christmas will be a real cause for satisfaction to you. Do not wait until the holiday season rolls around again and expect some fine decoration and a splurge of advertising a the last minute to do the job for you. Think up plans to get people into your store as many times as possible this year.—J. A. Warren in Hardware Age.

Lights Men Used Before They Invented the Lamp

Mankind's conquest of darkness has been a slow and stumbling process through the ages, it is shown by a collection of primitive lighting devices assembled from all over the earth by Dr. Walter Hough, Curator of Anthropology of the Smithsonian Institution.

Even the candle, Dr. Hough finds, was a comparatively late invention. The means used to secure a lasting light by which tasks could be performed or ceremonies held at night varied widely according to the natural means available in different parts of the world.

"Within the memory of modern man," says Dr. Hough, "the fat body of the stormy petrel was used as a complete torch or lamp by the Shetland Islanders. This bird is small but excessively fat. It is recorded that when caught the petrel ejects oil from its digestive tract. The custom was to thrust the wick down the dead bird's throat, apply a light and thus produce a feeble illumination in the somewhat cheerless huts.

"The body of the great auk, an extinct bird of the North Atlantic, was sometimes used for fuel and incidentally for light. The ancient Danes employed a wick of moss, one end of which was buried in the stomach of the great penguin which is laden with fat.

"A striking instance is that of the candlefish, a salmonlike fish of the northwest coast of North America. This fish is excessively fat. The custom was to place a dried candlefish in the cleft of a split stick and apply a light. It is doubtful whether a wick was necessary. Penobscot Indians of Maine pursued the same method with suckers taken from the river. The tail of the dogfish was cut into strips and burned for light off the banks of Newfoundland by fishermen. The muttonfish, which was captured off the coast of New Zealand, was used as a torch.

"The bark of the Mexican candle tree is naturally so waxy that a small piece will give a good temporary light. This torch material has been much prized in Mexico, probably from ancient times. The most valued torchwood in the earlier stages of culture and persisting to modern times was derived from conifer-

ous trees. There are many references to pine torches in classical literature, and in general the nations within the distribution of the pine knew the value of its fat wood for light.

"Known in Virginia as 'lightwood,' fat or heart pine was formerly burned in a pan stuck into the side of the fireplace in the kitchen of the better class of families and even now is used for light in the cabins of the poor white people and Negroes. In olden times in Louisiana a familiar sight was that of Negroes carrying on their heads bundles of lightwood for sale in New Orleans."

Dr. Hough has assembled a large collection of more elaborate manufactured torches of both primitive and civilized peoples. In Europe, and also in Virginia, the use of the taper was common before the introduction of the candle. Torch makers found that rope imbued with wax, resin or tar formed a rigid though crude torch which was known to the English as a "link." These links entered into the picturesque night of European cities.

Two Other Nations Have Had Bigger Obligations

In the United States the history of the public debt has been a recurring cycle of these repayment efforts, each one failing to wipe out entirely the huge expenditures of the preceding periods of war or spending, the Treasury's records show.

When it plunged into the World War, the American Government had not yet repaid all the indebtedness it incurred fighting the Civil War.

The declining Government revenues incident to the world-wide depression brought an added hardship in this perennial task of repaying indebtedness. Great Britain was able to do very little through the whole post-war period in cutting its debt. The United States, after using large current surpluses on debt retirement in the years of prosperity, found in 1930 its revenues so shrunk that its budget was unbalanced and its public debt on the increase instead of the decrease.

President Roosevelt now proposes a moratorium on the post-war efforts at debt repayment. The budgets he proposes, frankly unbalanced to an extent unknown except in the war, contemplate a steady public debt increase during the next 18 months. Before the spending in excess of income is stopped the Government will have on its hands a debt six billion dollars larger than ever before, but still smaller than the World War debt of Great Britain.

The higher men climb, the longer their working day. And any young man with a streak of idleness in him may better make up his mind at the beginning that mediocrity will be his lot. Without immense, sustained effort, he will not climb high. And even though fortune or chance were to lift him high, he would not stay there. For to keep at the top is harder almost than to get there. There are no office hours for leaders.—Cardinal Gibbons.

I do not believe in that word Fate. It is the refuge of every self-confessed failure.—Andrew Soutar.

DRY GOODS

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

Piece Goods Demand Expands

Further indications of the strong emphasis retailers intend placing on piece goods for Spring were evident in the large volume of orders many stores placed on this merchandise last week in the primary market. The range covered silks, cotton, and woolen coatings and suitings. Expanded interest in acetates in retail piece goods departments was also predicted. Tweeds were accorded marked attention in the woollens, a development in line with the prominence of these fabrics in suits and sportswear for the coming season. Quick deliveries are being sought for early promotions.

To Meet on Basement Problems

Because of the especially acute problems which the rise in merchandise prices has brought managers of basement stores, a special session of the convention of the National Retail Dry Goods Association will be given over on Jan. 18 to a discussion of the major phases of the situation, it was announced yesterday by Harold Brightman of L. Bamberger & Co. Particular attention, he said, will be devoted to the maintenance of quality without sacrificing price lines and to obtaining volume without cutting profit. He indicated that the spurt in home dressmaking will also be discussed.

Fine Jewelry Turnover Fair

Holiday business in fine jewelry, while better than a year ago, has not measured up to the expectations of the early Fall, reports in the trade indicated. The improvement in volume, while not particularly beneficial to wholesalers during recent weeks, has, however, served to reduce stocks in retailers' hands to a fair extent. Diamond merchandise has moved fairly well in the smaller carat sizes. Pearls, rubies and star sapphires have been quiet. The medium to finer grades of watches, particularly women's types, have sold quite actively.

Hard-Surface Rug Buying Gains

Manufacturers of hard-surface floor coverings are booking a heavy volume of business this week on merchandise for immediate delivery. Buyers seeking off-price floor coverings for use in sales have purchased regular goods as well. Changes in sales terms reducing the discount allowance on individual orders have had little effect on the volume of buying, it was said. Under the new schedule of allowances part of the discount is held back until the close of the calendar year. Buyers are confining present orders to low price felt-base and linoleum goods.

Johnson to Address Retailers

General Hugh S. Johnson, National Recovery Administrator, will address several thousand merchants in the city of New York on January 18, 1934, during the annual convention of the National Retail Dry Goods Association.

General Johnson gave his consent to speak at the annual banquet of the Association in a communication just received from Washington. The occasion will be the first in which General Johnson will deliver an address directed especially to retailers. The convention begins on Jan. 15 and continues through Jan. 19.

Match Group Asks NRA Action

Action by NRA officials to stop the substitution of Japanese for American matches in boxes made by domestic manufacturers was asked in a telegram sent to General Hugh S. Johnson by the Match Institute. Admitting that the amount involved in the complaint was comparatively small, the institute pointed out that the principle involved was sufficiently important to call for prompt action. Specific complaint was made by the institute against a Los Angeles restaurant proprietor, who signed the NRA agreement but is furnishing his patrons with Japanese matches packed in boxes made to contain the products of American producers.

Curtain Show Closes Here

Registrations at the curtain and drapery style show which closed last week at the Hotel New Yorker numbered more than 850. H. M. Waters, sponsor of the event, reported. Buying at the show, exhibitors said, was better than at any similar midwinter event since the exhibits were established here two years ago. Medium and low price merchandise was in greatest demand, but buyers indicated they would contract for higher price goods if consumer demand increases as expected later in the season. Plans for the Fall curtain exhibit, which will be held during the week of July 9, were completed last night.

Men's Clothes to Be Brighter

Fancier fabrics and brighter colors will feature men's clothing for Spring and Summer, merchants were told last week at the Amos Parrish Spring and Summer men's wear clinic at the Hotel Savoy Plaza. The organization based its prediction on 86,000 checks made by members during the last year. The increase in white wear for Summer will be striking, according to the forecast, particularly in a more general midsummer use of tropical-weight suits in place of woollens and worsteds. Blue-grays will be prominent in Spring wear, while tweeds, shetlands and chevrons will lead the fabrics.

Dinnerware Purchases Large

Manufacturers of dinnerware who attended the annual trade show in Pittsburgh, report that buying at the event was the heaviest since 1929. Orders for Spring and early Summer requirements were placed in numerous instances by stores which last year confined their purchasing to immediate requirements. The 15 to 20 per cent. price advance put into effect by the trade Dec. 15 had no noticeable effect upon the volume of orders placed.

Hear Relief Buying Dropped

The primary textile markets are completely upset by numerous reports from Washington that the Federal Emergency Relief had dropped all plans for

centralizing buying activity in the capital and that mills would have to make contact with the purchasing agencies of the various States. Such a procedure, if adopted, would be a severe blow to many mills, which had already started production of goods for the government and had piled up stocks. Sellers do not expect to make very substantial sales to the individual States, except possibly to those in which they are located.

Foresee Good Accessory Trade

While retailers are concentrating initial purchasing for Spring on ready-to-wear, the outlook for accessories for the coming season is believed to be exceptionally good. Many stores figure on sharp increases in these lines, particularly in blouses, neckwear, skirts shorts for sportswear, millinery and hosiery. The vogue for suits will be particularly beneficial to blouses and neckwear. Preparations are also being made for a heavy increase in piece goods sales. This department gained consistently last Fall.

To Feature Four Hues at Show

Four colors will be featured at the Spring style show to be held this evening at the Hotel Pennsylvania in conjunction with the annual convention of the National Retail Dry Goods Association. The hues, the names of which will be announced at the show, comprise a beige, blue, rose and green. They are suggestive of the fashion trends for Spring influenced by certain countries, notably Russia and Mexico. The show will be preceded by an analysis this afternoon of the major style trends for the new season.

Stress Color in Novel Jewelry

With color stressed in ready-to-wear for Spring, a similar development will feature the novelty jewelry lines for the new season. Both plain and stone-set merchandise will stress hues harmonizing with suit and dress hues, particularly blues and the Mexican and Russian shades. Bracelets are expected to rank well in the lead in volume selling merchandise once again, because of the strong trend toward shorter sleeves in dresses. The comparatively high necklines will be a factor affecting necklaces.

A Huge Problem

The code authority for the grocery industry has shown commendable speed in setting up an organization to go into immediate action with the signing of the codes. The grocery trade of the country is ripe for the determined action of a group of men with its best interests at heart. We frankly hope that these are the men. There are problems to be faced immediately, decisions to be made which if they are properly considered, will make overnight a united trade opinion without which the authority cannot function. The question now is will the super markets continue to sell below everybody else's cost but their own? Will sharp merchants continue to chisel as in the past? Will the petty racketeering which has prevailed in the food industry, especially in New York city, dry up? Will honest merchants who have been forced to be small-time crooks

for years be able to exercise their more moral principles of doing business without the ravaging fear of going out of business. President Roosevelt, it seems to us, would like to see such conditions in the grocery business of the country. The code authority should prepare itself to follow out as closely as possible a line of action that will bring this about. This is no utopia to be dreamed of only. —N. Y. Commercial Bulletin.

It is impossible to win the great prizes of life without running risks, and the greatest of all prizes are those connected with the home. No father and mother can hope to escape sorrow and anxiety, and there are dreadful moments when death comes very near to those we love, even if for the time being it passes by. But life is a great adventure, and the worst of all fears is the fear of living. There are many forms of success, many forms of triumph. But there is no other success that in any shape or way approaches that which is open to most of the many men and women who have the right ideals. These are the men and women who see that it is the intimate and homely things that count most. They are the men and women who have the courage to strive for the happiness which comes only with labor and effort and self-sacrifice, and those whose joy in life springs in part from power of work and sense of duty.—Theodore Roosevelt.

Proceedings of the Grand Rapids Bankruptcy Court

(Continued from page 10)

itors was held January 9, 1934. The bankrupt was present and represented by Seth R. Bidwell, attorney. Creditors were represented by McAllister & McAllister; Travis, Merrick, Johnson & McCobb; and Mason, Alexander, McCaslin & Cholette, attorneys. The bankrupt was sworn and examined before a reporter. Claims were filed only. The meeting then adjourned to January 22, 1934, at 10:00 a. m., to determine whether a trustee should be appointed.

In the matter of Harold R. Nye, bankrupt No. 5530, first meeting of creditors was held Jan. 10, 1934. The bankrupt was present in person and represented by George B. Kingston, Attorney. Certain creditors were present in person and represented by Francis L. Williams, attorney. The bankrupt was sworn and examined before a reporter. Claims were proved and allowed. Fred G. Timmer, of Grand Rapids, Michigan, was appointed trustee and his bond fixed at the sum of \$500.00. The meeting then adjourned without date.

In the matter of Matthew Charles Ouendag, individually and doing business as Charles M. Ouendag & Son, bankrupt No. 5283. The final meeting of creditors has been called for Jan. 26 at 10 a. m. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors.

In the matter of Adolph E. Melrose, bankrupt No. 5539. The first meeting of creditors has been called for Jan. 29, at 10 a. m.

In the matter of Mary A. Lawrence, bankrupt No. 5528. The first meeting of creditors has been called for Jan. 29, at 10 a. m.

Beware of This Swindler

A man giving the name of I. J. Frack and representing The Wayne Display Co., Springfield, Ohio, is reported selling an advertising plan in Ohio and Southern Michigan, which has proved to be a swindle. The proposition is to erect an electric sign, selling grocers and jobbers display space for a given period of time. The salesman collected advanced payment and the sign was not produced. The post-office and the Chamber of Commerce at Springfield say there is no such company as the Wayne Display Co. there.

HOTEL DEPARTMENT

Two Ways of Handling the Tipping Evil

Los Angeles, Jan. 13—Among my collection of holiday greetings I find one from Mr. and Mrs. George Harlow, who conduct a hotel in Siam. Years ago this excellent couple were interested in the hotel game in Iowa, where I was traveling, and many a week-end was spent at their establishment, where I was easily considered a "member of the family." They have been residents in the orient for a dozen years and Mrs. Harlow is author of a booklet on Honolulu, which has had a wide sale. They still think I should spend my declining days with them and say so vociferously. Also a card from Mr. and Mrs. Martin Jensen, who were aviators on the Hawaiian group at the time I made a visit there in 1926. Mr. Jensen won second prize on the celebrated Dole flight between San Francisco and Honolulu a year or so afterward and, in response to a cablegram of congratulation on their achievement, they very kindly informed me that they were undecided as to whether they thought more of the accomplishment than they did of my wire. On the date of my leaving there in 1926, it was Mrs. Jensen who sailed over the departing steamer and dropped a lei on the steamer deck inscribed "for my dear Uncle Frank." It was decided by the deck steward that it was intended for the writer.

Baron Long, conducting the U. S. Grant Hotel, at San Diego, and several other similar institutions in Southern California, has taken over the Los Angeles Biltmore, which will be conducted by his organization hereafter. Mr. Long was an ardent friend of the late "Uncle Louie" Winternitz, and incidentally I became acquainted with him during visits to San Diego. The Biltmore is one of California's greatest achievements.

Jack Sabin, well-known Detroit promotion man, has been appointed business promotion manager for Hotel Detroit, by N. A. Agree, managing director, who took over that property in October last. Mr. Sabin was a member of the front office force of the Book-Cadillac for some time, and has filled similar positions in other Detroit hostleries.

N. P. Mowatt, who was one of the early managers of Hotel Durant, Flint, the Four Flags, at Niles, and other Michigan institutions, but is now president of the Wisconsin Hotel Association by virtue of his control of Hotel Racine, at Racine, in the Badger State, has appointed a strong committee to administer the NRA code there. From what I knew about Mr. Mowatt during his Michigan sojourn, I am willing to predict that he will be frequently heard from in National affairs.

The management of Hotel New Yorker has appointed George Snyder as night manager. Mr. Snyder is a well-known Michigan hotel man, starting his work in that line at the tender age of 13. He was with the Book Cadillac for three years.

If you know what champagne really is you may possibly have some knowledge as to what a corkage charge really is, as well. At any rate Detroit operators have decided to make a charge of \$2 per quart for corkage on this particular beverage. There will, I understand, be a lower assessment on the brewery product.

Recently the New Hannah Hotel, at Sebewaing, opened for business after being closed for three years. During

this period this thriving little city was absolutely without hotel service. A municipal banquet, served on the occasion of the opening, was tendered to Thumb notables by the new manager, John Kladzak.

George Digby, proprietor of Hotel Digby, Lansing, is remodeling the first floor of his hotel, creating a large dining room and kitchen, with an entrance through an enlarged lobby, besides making many other interesting improvements in his popular establishment.

"Jake" Hoffman, who is known to most Michigan operators as the delightful landlord of Hotels LaSalle and Hoffman, at South Bend, Indiana, gave a genuine "blow-out" to his employees on the occasion of the recent holidays and they are still talking about it. I can say sincerely that I regret not having been there on that occasion, for I know from personal past experience that Jake is some entertainer.

During the coming season extraordinary efforts will be made by various Michigan resort groups to gather in the shekels the hotel men of the state are honestly entitled to. Executive secretaries and officials of the four sectional tourists associations, especially the hotel contingent, met at Hotel Statler, Detroit, during the holiday period, for a joint consideration of plans to bring more tourists into the state. Among the plans agreed upon are a wide-spread newspaper advertising campaign that will be conducted throughout the Middle West to attract visitors to the "Playground of the Nation." George E. Bishop, secretary-manager of the Upper Peninsula Development Bureau, talking upon European travel, said there will be much less travel to Europe in 1934 because of the decline in the dollar value and the 40 per cent. money exchange difference. Michigan naturally should receive much benefit from this condition. Thos. F. Marston, Bay City, secretary of the East Michigan Tourist Association, declared that Michigan's tourist revenue is depression-proof and was responsible for millions of dollars annually in income to Michigan hotels and industries. It is believed that the re-opening of the world's fair, in Chicago, next season, will help the tourist situation in many ways. Also the repeal of prohibition is depended upon to do its part. Hugh J. Gray, secretary of the Michigan Tourist and Resort Association, Grand Rapids, was also on hand with timely suggestions as well as J. Lee Barrett, executive secretary of the Southeast Michigan Tourist and Publicity Association.

If you carried a bottle of booze on your hip last year, you were a "regular guy," but now it is different and the world—or at least that portion in the former domain of Volstead—will look upon you as a "bum" for carrying on in the same way. You would be much in the same category as the fellow who bought a grapefruit and then went into a hotel dining room, where he ordered a cup of coffee and sponged sugar enough to liquify his citrus innovation. Let the hotel man have some sort of a rake-off on your thirst propensities.

Now that the matter of anti-prohibition usage has been pretty definitely settled by the hotel and restaurant men, the question of "to tip or not to tip" will come into the foreground. Personally I think the habit is so deep seated it will be a long time before it is abrogated, but it seems there are those who believe otherwise. There are two plans that are being widely discussed. One is the practice prevailing in England, where a tax of ten per cent. is made against all service, and a division of spoils between all employees, from cook to chambermaid, afterwards

invoked. The other is to issue a mandate to the effect that the reception of a tip is a guarantee of a "firing" episode. Now the public generally does not understand the situation as thoroughly as it might, but the real facts are that—especially in meal service—the food dispenser is always at the mercy of the employee who engages to earn a tip, by ignoring the guest, and this type of employer ought to be glad to have the practice stopped, for the service which commands the tip, is, in reality, paid for out of his larder. In the former case, an equitable tax would place all guests and all employees on an equal footing. But, as I have previously asserted, the chief reason why tipping will presumably go on forever is the fact that a lot of people seem to get more satisfaction out of practicing it than they do out of any real benefits derived therefrom. Traveling men, in this connection, are the chief offenders, many of them spreading their ducats to the four winds, absolutely without reasonable provocation. I remember well, some years ago, when a popular railroad company issued an edict to the effect that the recipient of a tip in its dining cars would be immediately dismissed, but the traveling public nullified the rule, by "sneaking" their tips to the tippee. A waiter, for instance, may, without prejudice to his employer, give a worthwhile service in courtesy to a guest and honestly earn recognition for same, and I find no fault with this treatment of the problem, but the buccaneer who almost tells you "out loud" that what you get in service will have to be paid for should be hamstrung.

Will W. Witt, who conducted the Hotel Colonial, at Mt. Clemens, for many years, but who took over Hotel Spaulding, Michigan City, a decade ago, seems, according to reports, to have adopted an operating code so satisfactory in every way that hotel men, near and far, are arguing that it should be adopted by the NRA. I haven't the space to enlarge upon it here, but the hotel papers are full of it, and I am sure Mr. Witt will be glad to enlighten his old pals on the subject.

Drinking of cocktails in the good old pre-war days was considered a sort of kindergarten amusement, as I remember it, a sort of "ladies decoction," as it were. Now cock-tail rooms are talked of everywhere. Even the Book-Cadillac sports a cocktail lounge, with a seventeen foot service bar, which I should say would be going some. This room is decorated with Chartreuse trimmings. Chartreuse, I understand, was primarily indulged in during the Pharoactic days. It was a beverage.

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CENTRALLY LOCATED
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EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

Columbia Hotel KALAMAZOO

Good Place To Tie To

Now the Hotel World-Review comes out with the statement that a certain assertion made recently by the writer in this column is highly authentic. That is that "Jack" McManus, of Hotel Pfister, Milwaukee, really is a son of our old college-seat, "Bill" McManus, Jr., of American Hotel Association fame. Either might well be proud of him, however.

George W. Lindholm, operating manager of Hotels Drake and Blackstone, Chicago, who used to give us the glad hand at Detroit's Book-Cadillac, has been visiting his hotel friends out here, and now makes the assertion that business is improving greatly. George, so far as Arizona is concerned, ought to know just what he is talking about.

Harry C. Moir, founder of Hotel Morrison, Chicago, passed away last week, after a protracted illness. I knew Harry like a book, having enjoyed a personal friendship covering a period of more than forty years. In the early days Harry was head-wearer in the old Boston Oyster House, where there was always a well-advertised uniform charge of five cents for a cup of very excellent Mocha. The writer used to patronize this institution, and having had Dutch antecedents, naturally enquired each day as to the coffee market conditions, especially as to the current price. Harry became interested in this "interest" and we became acquainted—much so. In 1914 the Moir Hotel Co. was formed, backed by previous patrons of the old Boston Oyster House, and Harry was the chiefest thing there was around there. Sometime ago he suffered impairment of health and was compelled to turn over the Morrison management to other hands. He was the salt of the earth and efficiency should have been his first name. Frank S. Verbeck.

Hotel Men Elect F. Ehrman Officer

Kalamazoo, July 15. — Managers of four Kalamazoo hotels attended a meeting of the second district of the Michigan Hotel association at Battle Creek Saturday afternoon. Frank Ehrman, manager of the Columbia Hotel, was elected vice president of the Association. The gathering was called for the purpose of drawing up the NRA hotel code of fair practices. Approximately 100 hotel managers of Southern Michigan attended the meeting.

Paul Montgomery, manager of the Post Tavern, Battle Creek, was elected President of the Association. John Hooten, manager of the Hays Hotel, Jackson, was elected secretary and treasurer. In the absence of Montgomery, who is in Florida, Frank Ehrman presided at the meeting.

Other Kalamazoo managers who were present were Walter Hodges, Burdick Hotel; John Ehrman, Rickman Hotel; and William Saunders, Park-American hotel.

Hotel Code Applies to Receiverships

Detroit, Junly 16—Hotels operating under receivership are subject to the specifications of the code adopted by the American Hotel Association, and are not to have privileges by virtue of the receivership, M. V. MacKinnon, newly elected chairman of the code enforcement committee, announced Saturday.

This decision, received from Washington, settles the idea held here by a number of hotel men, who believed that hotels in receivership were not forced to comply with the code binding other hotels.

MacKinnon, manager of the Wardell, was selected Friday to head the enforcement committee. He will be aided by Thomas G. Longstaff, manager of the Murphy Hotel, in Mount Clemens; H. V. Heldenbrand, manager of the Waldron Hotel, in Pontiac, and O. M. Harrison, of the Detroit Leland Hotel, and James I. D. Straus, of the Webster Hall, Detroit.

CREATED A NEW INDUSTRY

(Continued from page 2)

is limited. When, as occasionally happens, a concern is fortunate enough to have subordinates fully able to fill high jobs, I feel that it is an injustice to try to hold them if they can secure better positions elsewhere. I take it that any organization which stands in the way of the progress of its individual members, in the long run stands in the way of its own progress."

And now, in closing, one or two personal habits reveal the man as perhaps nothing else.

"I think," he said, "that every business man owes it to himself to go into seclusion not less often than once a week and devote at least one entire evening to a study and survey of every part of his business. I do this at home in my den, where I can be quiet, solitary, undisturbed. I review the business department by department; devote my mind wholly to it; ask myself, 'What can we do better here?' or 'How can we improve this?'"

"These hours of solitary thought often are more fruitful than all the remainder of the hours of the week put together. Thinking, you know, is the hardest job in the world anyhow. A man whom I once wanted to promote to a position of responsibility, declined with thanks, saying, 'I appreciate the compliment; but it hurts my head to think!'"

"Many of us are a good deal that way, only usually not quite so frank about it. Movement, action, may be splendid: provided they are guided by thought and reasoned purpose! It is the object of these evenings alone, to do the thinking that may guide my actions.

"I like to sell," Mr. Kindelberger went on—"would rather sell than eat, and I still have a habit carried over from days on the road. If I am ever idle and at loose ends for a while. I start selling things—anything—tooth-picks, furniture, houses. I have sold every article of clothing that I wear, scores of times, to many different persons.

"It is all imaginary, of course. I imagine a buyer; a particular set of circumstances; an article; the buyer's objections; my replies. Of course I always get the order! but the point is that I work up situations that might happen. If later they really do happen, I am prepared after a fashion by my imaginary conquest. To be sure, the reality does not work out always just as the dream did; but that does not invalidate the plan.

"A variation is to imagine myself in some difficult situation: I am in a business crisis, perhaps. Such and such a thing happens. What am I to do? If I do thus-and-so, what will be the result? Had I better? The point is, again, that I work out a course of action. It is like a chess problem, only better—genuine mental exercise.

"We have a gymnasium, with a lot of apparatus and a specialist in charge, where any man (whether from factory or office) may come at any time by appointment in case he is seeing the blue side of things—can't think straight

—can't unscramble his problems. This department of our business, I often say, pays bigger dividends than any other; for physical exercise or treatment of the right sort usually sends a man away with a new outlook. Well, we need mental exercise, too, mental refreshment; otherwise, when the time comes to think through some problem of colossal importance to us, we may not know how to tackle it.

"These are idle-time games, you may say. Yes, but they are diverting and something more. Napoleon conquered Italy with ease largely because as a subaltern, before he had a command, he had of his own volition worked out in detail a plan for throwing troops across the Alps. He did not know that he would ever be called on to use the plan; but his day came, and glory and success were instantly his.

"Whether as human beings or as business executives (are these really two things?), we can do only a tithe of the things we dream of. For all that—I find a world of value in dreaming purposefully, formulating imaginary courses of action, thinking what I could do if."

Is this sort of thing, then, management? Well, an \$8,500,000 business, built from \$50,000 in nineteen years is witness to what Jacob Kindelberger has done!—Neil M. Clark in Forbes Magazine.

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Michigan Retail Shoe Dealers Association

The above named organization, which has been moribund for two or three years, came to life in this city yesterday under the efficient sponsorship of the Kent County Retail Shoe Dealers Association. Interest in the proposed organization had been created by the field men of the Michigan Shoe Dealers Mutual Fire Insurance Co., who have devoted most of their time during the past two months to securing applications for membership. About 150 representative merchants assembled at the Rowe Hotel in the afternoon and voted unanimously to make the organization a very active one from now on. Election of officers resulted as follows:

President—Clyde Taylor, Detroit
First Vice-Pres.—M. A. Mittleman, Detroit

Vice Presidents:

Arthur Allen, Grand Rapids
Edward Dittman, Mount Pleasant
K. Masters, Alpena
Max Harriman, Lansing
Fred Nedwick, Saginaw
Richard Schmidt, Hillsdale
Edward Stocker, Detroit
B. C. Olsee, Grand Rapids

Sec'y-Treas.—Joseph Burton, Lansing
Field Sec'y—O. R. Jenkins, Portland.

Selection of directors resulted as follows:

Fred Elliot, Flint
E. T. Nunnely, Mount Clemens
M. A. Mittleman, Detroit
R. Hainstock, Nile
Max Harriman, Lansing
William Schilientz, Muskegon
A. Ditton, Mt. Pleasant
Harry Sullivan, Grand Rapids
John Och, Cheboygan
Wm. Van Diss, Kalamazoo

Steven Jay, Detroit
Clayde Taylor, Detroit
Richard Schmidt, Hillsdale
Arthur Jocen, Saginaw
John Mann, Port Arthur
B. E. Olsee, Grand Rapids.

By-laws governing the new organization will be presented at a later meeting of the organization.

Committees will be announced at a later date.

Addresses were made by Wm. Otto, Secretary of the Lansing Chamber of Commerce, Charles T. Sherman, of Lansing, and M. A. Mittleman, of Detroit, President of the National Retail Shoe Dealers Association. The address of welcome was made by B. C. Olsee, President of the Kent County Retail Shoe Dealers Association.

In the evening a banquet was held at the Rowe Hotel, attended by about 250 shoe dealers and salesmen. John G. Emery acted as toastmaster and addresses were made by the same gentlemen who talked during the afternoon and Clyde Taylor, Secretary of the Detroit Retail Shoe Dealers Association. After the banquet a style show was put on at the Pantlind Hotel.

Gabby Gleanings From Grand Rapids

The annual meeting of the Grand Rapids Merchants Mutual Fire Insurance Co. will be held at the office of the company in the Houseman building at 10 oclock Friday forenoon. On account of his continued ill health, President Trompen has asked to be relieved from the duties of that office. It is expected that Luther Baker, of Lansing, will be elected to fill the vacancy caused by the retirement of Mr. Trompen, who has rendered the organization faithful service for many years. Mr. Baker is conceded to be one of the best posted mutual insurance men in the country and his lofty character will be a great asset to the organization.

William L. Berner spent three days in Chicago this week attending the annual convention of the American-National Wholesale Grocers Association. He was greatly rejoiced to note the change which has come over the members since the last meeting. Every member presented an appearance of happiness over improved business conditions.

It is stated that the CWA is distributing \$115,000 per week among the workers of Kent county who are on the employment list of that organization.

Differential Cheers Jobbers

Jubilant over the inclusion of the price differential clause in the master wholesale code, officials of the Wholesale Dry Goods Institute will soon start a series of joint meetings with manufacturers to set up the differentials. These will take place after the code authority is named at the convention on Jan. 24. While feeling that the clause was quite a victory for the institute, officials said that manufacturers who sell mainly to wholesalers are just as pleased over it as the wholesalers themselves. Although the code goes into effect on Jan. 22, the differential clause will only be applied after manufacturers and jobbers agree on specified amounts in each industry.

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. Piaskowski, 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.

Influence of the Cut Rate Cosmetic Shop

We pharmacists of the retail drug stores have been far too much incensed by the cosmetic cut-rate shops on the matter of price, to realize the various other ways that the cosmetic shop may be a menace to the very profession of pharmacy itself. The mushroom institutions that have sprung up all over the United States, have brought in their backwater of sharp practice a lowering of prestige to the social value of the retail drug store to the community, and a lessening of psychologic recognition by the members of the community as to the fundamental rendering of service to the sick and ailing. The cut-rate drugless drug store has made of the community a social group of self-made physicians and druggists, through its encouraging self-diagnosis indirectly, and self-medication, palliation, and curing directly.

The psychology of this is all too plain to the thinking man. The average layman is of low reasoning powers, and is most apt to be led astray by false verbatim advertising that is in a great many instances practiced unscrupulously by the predatory cut-rate cosmetic shop proprietor. Although advertising through the newspaper is purged in almost all instances by the editor, of all fraudulent promises of cure or positive promises to relieve painful symptoms, the sotto voice method of verbal reassurance by the guile-filling salesman of these charnel houses of price values is, alas, all too effective to the gullible buyer. This situation, indulged in to any extent by the customer, soon gives him a sense of power that goes to his head with often disastrous results toward his physical well-being, and good state of health. The layman takes on the mantle of the surgeon and apothecary and thinks himself master of the awesome fields of pharmacy, medicine, surgery, and therapeutics in all their entirety. You may fancy, with no little misgivings and no few qualms, how this can strike at the innermost weal of the nation, the people. Medicine and pharmacy die of lack of practice of their respective professions, and in direct ratio, the mortality rate of the nation increases to an unbelievable extent. The Padrone of the cosmetic shop licks his lips, and breaks down the partition of the next store which just awhile was a commun-

ity aiding drug store, and he puts his reserve stock therein. Grim irony, this, in which the parasite so infests the host that it devours its benefactor. All suffer, the doctor, the druggist, and lastly the citizen.

If one communicates preventive measures in any manner, one is promptly prosecuted by the state attorney, and Department of Justice. But, if an avaricious opportunist, like the cut-rate cosmetic owner, instructs his clerks to encourage self-medication by laity, there is no cognizance taken by the proper administrative officers that should be watching against any such baneful and baleful malpractice. The nation travels on its stamina, and its health, and America is the most progressive nation in the internationalism of to-day through its native virility—let that vanish through insidious money mad traitors who care not whom they undermine physically, and thus psychically—and we are subject to invasion on all sides by forces—forces of envious sister nations—forces of venerality, of cancer, of general malaise.

With an atonic condition of community health, the industrial cycle immediately feels the let-down state of efficiency; this is immediately reflected in lowered production, and inadequate consumption of goods by the sick consumer, who has by this time lost interest in all but his health.

Morrie Daniels Zalowitz.

Location of Fountain

Much depends upon the general layout of the store, and perhaps the shape of the room. Some stores are naturally adapted to having the fountain located in the center. In other stores this arrangement would hardly suit.

Statistics show that about 59 per cent. of the fountains are located in the front of the store, and some 35 per cent. in the center leaving some 5 or 6 per cent. located in the rear of the store.

Personally I should not favor the latter location in any store even though I do know a few where it seems to work satisfactorily. As between the other two locations I would be governed by the shape of the store and which location would seem to make the best appearance. Always keep in mind that it is the attractive store that attracts.

Hot Lemonade

This drink should be prepared extemporaneously from fresh lemons. Place a lump of sugar (or more if individual taste demands it) in a hot soda mug. Add the juice squeezed from one-half a lemon. Fill the cup with hot water and serve. The appetizing aroma of the fresh lemon may be imparted to the drink by squeezing a piece of the peel against the inside edge of the cup.

Hot Chocolate Sundae Topping

Sweet milk.....1 pint
 Cocoa.....2 pounds
 Sugar.....1 pound
 Butter.....1/2 pound
 Extract of vanilla.....1/2 ounce
 Hot water.....enough
 Heat the milk and sugar together until the latter dissolves; add the cocoa previously mixed with a minimum

amount of hot water to form a stiff paste—without lumps; add the butter and bring just to a boil. Remove from the fire and add the extract of vanilla. If the mixture is too thick it can be thinned with hot milk. Beat the mixture until it has partially cooled.

Hot Caramel Sundae Topping

Sweet milk.....1 pint
 Brown sugar.....1 pound
 Butter.....1/2 pound
 Extract of vanilla.....1/2 ounce
 Caramel flavoring.....enough
 Proceed as for hot chocolate. For a richer preparation a little heavy cream may be substituted for part of the sweet milk.

Root Beer in Steins

A fine way to serve root beer. Place a large, clean cube of ice in a suitable bowl, and around this mass a quantity of crushed ice.

Bury your steins in this crushed ice and they will keep thoroughly chilled, besides forming a most attractive picture on a hot day. Bowls and steins in suitable sets are on sale by the various manufacturers.

A proposition of this kind will make business for you. Anybody can serve root beer, but if you serve it in a distinctive manner like this, you can draw custom from many blocks.

Nail Polishes

French chalk is frequently used for this purpose, or a heavy variety of precipitated chalk tinted with a little Armenian bole or carmine. Oxide of tin diluted with twice its weight of chalk is also used as a nail polish.

Finger-Nail Polishing Powder
 Powdered Tin, Oleate.....1 oz.
 Putty Powder.....7 ozs.
 Carmine.....20 grs.
 Otto of Rose.....8 min.
 Oil of Neroli.....5 min.

Triturate carefully together.

Liquid Nail Polish

1. White Wax.....1 oz.
 Cottonseed Oil.....2 oz.
 Carmine.....5 gr.
 Oil of Rose.....5 drps.

Melt the wax, add the oil, triturate the carmine to fine powder, mix intimately with the melted fats and then incorporate the oil of rose.

2. Eosin.....10 gr.
 White Wax.....1/2 dr.
 Spermaceti.....1/2 dr.
 Soft Paraffin.....1 oz.
 Alcohol.....enough

Dissolve the eosin in a little alcohol as will suffice. Melt the other ingredients together, add the solution and stir until cool.

Cleaning Sponges

The simplest way to bleach sponges which have become faded is to wash them well, then immerse in a bath made by dissolving 2 dr. of potassium permanganate and 2 oz. of hydrochloric acid in 2 gals. of water. A few minutes' immersion suffices to make the sponges almost white; then remove, press, and wash in cold water, finally soaking in an alkaline bath (potassium carbonate 1 lb. to 2 gals.) to restore the color. Aniline orange is sometimes used finally.

Washing Powder

For a salable washing powder use a mixture of powdered dried sal soda, 10 ozs. and powdered quillaya, 3 ozs.

Designed to fit atop a radiator or within a warm-air furnace bonnet, a new humidifying unit connects with a water-supply line, needs no overflow connection, keeps itself filled automatically.

No man is such a conqueror as the man who has defeated himself. — Beecher.

Are You Prepared For 1934

How about Blank Books?
Ledgers, Journals, Record Books, Day Books
WE CARRY A COMPLETE STOCK

ALSO—Order, Petty Day, Counter, Auto and Wagon Delivery Books, Income Tax Records, Tally Books, Letter Files, Memorandum Books, Prescription Files, "Fremont" Simple Account Files, Weis Account Files, Shannon's Arch Files, Shannon Boards with Clips, Arch File Parts, Dennison's Pin Tickets and Marking Tags. — Complete Stock on Hand. Send us your order, or come in and see our sample line.

We Hope 1934 Will Be Your Lucky Year!

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan



Lines of Interest To Grand Rapids Council

Council Leader W. E. Lypps held a meeting of his team work group Saturday afternoon at the Milnor hotel parlors. Plans were formulated for an intensive drive for new members for 1934. Complete details of the group's plan will be discussed at the February meeting of the council.

Charles Ghysels has held a meeting of his committee on arrangements for the annual ball and home coming party to be held the evening of March 3. Tentative plans have been made for the entertainment, music, etc. Full details will appear in this column as fast as completed.

What a contortionist a fellow has to be—keeping his back to the wall and his nose on the grindstone, both feet on the ground, keep a level head, and with the head in the clouds look for the silver lining.

Matt Patterson, proprietor of Pat's smoke shop in Big Rapids, announces that he is entering the cigar jobbing business. He will handle a full line of all popular brands of cigars and will cover Central Michigan territory.

George Annable, representative for Barclay, Ayers & Bertsch, had a head-on collision with his car last week. The car was damaged, but George escaped injury excepting a cigar burn on his nose. He was smoking when the crash happened. He was thrown up against the windshield causing his cigar and nose to form contact. We might suggest a baseball mask for those who drive cars and smoke cigars.

Oscar Levy, popular member of the executive committee, was conspicuous by his absence at the January meeting. We have just learned the reason why he skipped the meeting and as it was rather a rare happening, it is news to most of us. It seems that Oscar placed his teeth in his hip-pocket. We understand the teeth resented such rough treatment and they took a bite at Oscar. The seriousness of the wound from the snapping teeth has not been divulged.

Remember away back when the principal use for gasoline was to remove the gravy from grandpa's vest.

John Verburg, 127 Mayfield avenue, state representative for Bernard-Swartz Co., Detroit, manufacturer of R. G. Dun and San Felice cigars, was a guest at the Saturday luncheon in the Elk's cafeteria.

Senior Counselor Gerald J. Wagner has been confined to his home with the flu. He is reported as improving at this writing.

The Western Michigan automobile show opened Tuesday, with a record breaking crowd. Everyone is interested in knee-action, ride stabilizers and freakish designs. We will attempt to give a complete description of the show as we see it after its close Saturday night.

What good is alimony on a cold night?

Counselor Harry Parrish underwent an operation in a local hospital on the 10th of this month. He is reported as having passed through the operation fairly well and is showing some improvement.

Harry Nash left for Chicago this week, where he will attend the convention of the National Canners of America.

F. J. Boyd, a member of Marquette council, paid a short visit to the office of our secretary last week. The office is frequently visited by brothers from other councils because Secretary Bradfield always has the old latch string hanging on the outside.

"I've got the greatest little umpire in the world," boasted the salesman.

"What makes you think so?" asked his friend.

"She always thinks I'm safe when I'm out."

One of our hard working members is a firm believer in the Boy Scout slogan, "Do a good turn each day." In carrying out this belief he came to grief the other day. He was on his way to pick up another brother to take him down town when he skidded on the icy pavement and smashed a rear wheel on his car. The motive is still pre-eminent but the accident caused them both to walk.

A salesman, tired of selling, thought he'd try working on a farm, so he hired out to a farmer. At 4 o'clock in the morning the newly employed hired man was called to breakfast. A few minutes later his new employer was astonished to see him walking off down the road.

"Say! come back and eat your breakfast 'fore you go to work!" yelled the farmer. "I'm not going to work," the salesman called back. "I'm going to find a place where I can stay all night."

Jimmy Malloy made a business trip to Chicago last week and on his way back had the misfortune of having another car skid on the icy pavement and crash into his car, doing about \$70 worth of damage. Fortunately, the driver of the other car was insured, so that all damages to Jimmy's car were righted and paid for by the insurance company. Counselor Malloy says that the small town feller is always getting into a jam when he tangles up with the big town. Better luck next time, James.

The board of directors of the Grand Rapids Traveling Men's Benefit Association will hold a meeting Saturday afternoon at 2 o'clock in the parlors of the Milner hotel. Four amendments to the constitution and by-laws will be taken under advisement.

Support your independent dealer. Pay enough to get your money's worth. Notgniklip.

Whoever claims a right for himself must respect the like right in another. Whoever wishes to assert his will as a member of a community must not only consent to obey the will of the community but bear his share in serving it. As he is to profit by the safety and prosperity the community provides, so he must seek its good and place his personal will at its disposal. Benefit and burden, power and responsibility go together.—Lord Bryce.

WHOLESALE DRUG PRICE CURRENT

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

ACID			GUM			Hemlock, Pu., lb.			1 70 @ 2 25
Acetic, No. 8, lb.	06	@ 10	Aloes Barbadoes,			Heml'k Com., lb.	1 00 @ 1 25		
Boric, Powd., or			so called, lb. gourds	@ 60		Juniper Ber., lb.	3 00 @ 3 20		
Xtal, lb.	08 1/2	@ 20	Powd., lb.	35	@ 45	Junip'r W'd, lb.	1 50 @ 1 75		
Carbolic, Xtal, lb.	36	@ 43	Aloes, Socotrine,			Lav. Flow., lb.	3 50 @ 4 00		
Citric, lb.	35	@ 45	lb.		@ 75	Lav. Gard., lb.	1 25 @ 1 50		
Muriatic, Com'l.,			—Powd., lb.		@ 80	Lemon, lb.	1 75 @ 2 25		
lb.	03 1/2	@ 10	Arabic, first, lb.		@ 40	Mustard, true, ozs.	@ 1 50		
Nitric, lb.	09	@ 15	Arabic, sec., lb.		@ 30	Mustard art., ozs.	@ 35		
Oxalic, lb.	15	@ 25	Arabic, sorts, lb.	15	@ 25	Orange, Sw., lb.	3 00 @ 3 25		
Sulphuric, lb.	03 1/2	@ 10	Arabic, Gran., lb.		@ 35	Origanum, art.			
Tartaric, lb.	35	@ 46	Arabic, P'd, lb.	25	@ 35	lb.	1 00 @ 1 20		
ALCOHOL			Asafoetida, lb.	47	@ 50	Pennyroyal, lb.	2 75 @ 3 00		
Denatured, No. 5			Asafoetida, Po., lb.	75	@ 82	Peppermint, lb.	5 25 @ 5 75		
gal.	44	@ 55	Guaiac, lb.		@ 70	Rose, dr.	@ 2 50		
Grain, gal.	4 00	@ 5 00	Guaiac, powd.		@ 75	Rose, Geran., ozs.	50 @ 95		
Wood, gal.	50	@ 60	Kino, lb.		@ 90	Rosemary			
ALUM-POTASH, USP			Kino, powd., lb.		@ 1 00	Flowers, lb.	1 00 @ 1 50		
Lump, lb.	05	@ 13	Myrrh, lb.		@ 60	Sandalwood.			
Powd. or Gra., lb.	05 1/4	@ 13	Myrrh Pow., lb.		@ 75	E. I., lb.	8 00 @ 8 60		
AMMONIA			Shellac, Orange,			W. I., lb.	4 50 @ 4 60		
Concentrated, lb.	06	@ 18	lb.	22 1/2	@ 30	Sassafras,			
4-F, lb.	05 1/2	@ 13	Ground, lb.	22 1/2	@ 30	true, lb.	1 90 @ 2 40		
3-F, lb.	05 1/2	@ 13	Shellac, white,		@ 30	Syn., lb.	85 @ 1 40		
Carbonate, lb.	20	@ 25	(bone dr'd) lb.	35	@ 45	Spearment, lb.	2 50 @ 3 00		
Muriate, Lp., lb.	18	@ 30	Tragacanth,			Tansy, lb.	3 50 @ 4 00		
Muriate, Gra., lb.	08	@ 18	No. 1, bbls.	1 60	@ 2 00	Thyme, Red, lb.	1 50 @ 2 00		
Muriate, Po., lb.	20	@ 30	No. 2, lbs.	1 50	@ 1 75	Thyme, Whil., lb.	1 75 @ 2 40		
ARSENIC			Pow., lb.	1 25	@ 1 50	Wintergreen			
Pound	07	@ 20	HONEY			Leaf, true, lb.	5 75 @ 6 20		
BALSAMS			Pound			Birch, lb.	4 00 @ 4 60		
Copaiba, lb.	60	@ 1 40	HOPS			Syn.	75 @ 1 20		
Fir, Cana., lb.	2 00	@ 2 40	1/4s Loose, Pressed.			Wormseed, lb.	3 50 @ 4 00		
Fir, Oreg., lb.	50	@ 1 00	lb.				@ 4 50		
Peru, lb.	2 50	@ 3 00	HYDROGEN PEROXIDE			OILS HEAVY			
Tolu, lb.	1 50	@ 1 80	Pound, gross			Castor, gal.	1 25 @ 1 45		
BARKS			1/2 lb., gross			Cocoonut, lb.	22 1/2 @ 35		
Cassia			1/4 lb., gross			Cod Liver, Nor-			
Ordinary, lb.	@ 30		INDIGO			wegian, gal.	1 20 @ 1 50		
Ordin., Po., lb.	25	@ 35	Madras, lb.			Cot. Seed, gal.	85 @ 1 00		
Saigon, lb.	@ 40		INSECT POWDER			Lard, ex., gal.	1 55 @ 1 65		
Saigon, Po., lb.	50	@ 60	Pure, lb.			Lard No. 1, gal.	1 25 @ 1 40		
Elm, lb.	40	@ 50	Xtal, lb.			Linseed, raw, gal.	77 @ 92		
Elm, Powd., lb.	38	@ 45	Powd. & Gran.			Linseed, boil., gal.	80 @ 95		
Elm, G'd, lb.	38	@ 45	LICORICE			Neatsfoot,			
Sassafras (P'd lb.)	45	@ 35	Extracts, sticks,			extra, gal.	80 @ 1 00		
Soap tree, cut, lb.	20	@ 30	per box			Olive			
Soap tree, po., lb.	35	@ 40	Lozenges, lb.			Malaga, gal.	2 50 @ 3 00		
BERRIES			Wafers, (24s) box			Pure, gal.	3 00 @ 5 00		
Cubeb, lb.	@ 65		LEAVES			Sperm, gal.	1 25 @ 1 50		
Cubeb, po., lb.	@ 75		Buchu, lb., short			Tanner, gal.	75 @ 90		
Juniper, lb.	10	@ 20	Buchu, lb., long			Tar gal.	50 @ 65		
BLUE VITRIOL			Buchu, P'd, lb.			Whale, gal.	@ 2 00		
Pound	06	@ 15	Sage, bulk, lb.			OPIUM			
BORAX			Sage, loose			Gum, ozs., \$1.40;			
P'd or Xtal, lb.	06	@ 13	pressed 1/4s, lb.			lb.	17 50 @ 20 00		
BRIMSTONE			Sage, ounces			Powder, ozs., \$1.40;			
Pound	04	@ 10	Sage, P'd & Grd.			lb.	17 50 @ 20 00		
CAMPHOR			Senna,			Gran., ozs., \$1.40;			
Pound	75	@ 85	Alexandria, lb.			lb.	17 50 @ 20 00		
CANTHARIDES			Tinnevelia, lb.			PARAFFINE			
Russian, Powd.	@ 4 50		Powd., lb.			Pound	06 1/2 @ 15		
Chinese, Powd.	@ 2 00		Uva Ursi, lb.			PEPPER			
CHALK			Uva Ursi, P'd, lb.			Black, grd., lb.	25 @ 35		
Crayons,			LIME			Red, grd., lb.	45 @ 55		
White, dozen	@ 3 60		Chloride, med. dz.			White, grd., lb.	40 @ 45		
Dustless, doz.	@ 6 00		Chloride large, dz.			PITCH BURGUNDY			
French Powder,			LYCOPodium			Pound	20 @ 25		
Com'l., lb.	03 1/2	@ 10	Pound			PETROLATUM			
Precipitated, lb.	12	@ 15	Carb., 1/4s, lb.			Amber, Plain, lb.	12 @ 17		
Prepared, lb.	14	@ 16	Carb., 1/16s, lb.			Amber, Carb., lb.	14 @ 19		
White, lump, lb.	03	@ 10	Carb., P'd, lb.			Cream Whl., lb.	17 @ 22		
CAPSICUM			Oxide, Hea., lb.			Lily White, lb.	20 @ 25		
Pods, lb.	60	@ 70	Oxide, light, lb.			Snow White, lb.	22 @ 27		
Powder, lb.	62	@ 75	MENTHOL			PLASTER PARIS DENT'L			
CLOVES			Pound			Barrels	@ 5 75		
Whole, lb.	30	@ 40	Pound			Less, lb.	03 1/2 @ 08		
Powdered, lb.	35	@ 45	MERCURY			POTASSA			
COCAINE			Pound			Lauetic, st'ks, lb.	55 @ 88		
Ounce	12 68	@ 14 85	MORPHINE			Quicor, lb.	@ 40		
Xtal, lb.	03 1/4	@ 10	Ounces			POTASSIUM			
Powdered, lb.	04	@ 15	1/4s			Acetate, lb.	60 @ 96		
CREAM TARTAR			Bulk, Powd.,			Bicarbonate, lb.	30 @ 35		
Pound	23	@ 36	select, lb.			Bichromate, lb.	15 @ 25		
CUTTLEBONE			No. 1, lb.			Bromide, lb.	66 @ 95		
Pound	40	@ 50	NAPHTHALINE			Carbonate, lb.	30 @ 35		
DEXTRINE			Balls, lb.			Chlorate,			
Yellow Corn, lb.	06 1/2	@ 15	Flake, lb.			Xtal, lb.	17 @ 23		
White Corn, lb.	07	@ 15	NUTMEG			Powd., lb.	17 @ 23		
EXTRACT			Pound			Gran., lb.	21 @ 28		
Witch Hazel, Yel-			Powdered, lb.			Iodide, lb.	2 71 @ 2 90		
low Lab., gal.	1 10	@ 1 70	Pound			Pernanganate, lb.	22 1/2 @ 35		
Licorice, P'd, lb.	50	@ 60	NUX VOMICA			Prussiate,			
FLOWER			Pound			Red lb.	80 @ 90		
Arnica, lb.	50	@ 55	OIL ESSENTIAL			Yellow, lb.	50 @ 60		
Chamomile,			Almond,			QUASSIA CHIPS			
German, lb.	35	@ 45	Bit., true, ozs.			Pound	25 @ 30		
Roman, lb.	@ 1 00		Bit., art. ozs.			Powd., lb.	35 @ 40		
Saffron			Sweet, true, lb.			QUININE			
American, lb.	50	@ 55	Sw't, art. lbs.			5 oz. cans, ozs.	@ 77		
Spanish, ozs.	@ 1 35		Amber, crude, lb.			SAL			
FORMALDEHYDE, BULK			Amber, rect., lb.			Epsom, lb.	03 1/4 @ 10		
Pound	09	@ 20	Anise, lb.			Glaubers,			
FULLER'S EARTH			Bay, lb.			Lump, lb.	03 @ 10		
Powder, lb.	05	@ 10	Bergamot, lb.			Gran., lb.	03 1/2 @ 10		
GELATIN			Cajeput, lb.			Nitre,			
Pound	55	@ 65	Caraway S'd, lb.			Xtal or Powd.,	10 @ 16		
GLUE			Cassia, USP, lb.			Gran., lb.	09 @ 16		
Brok., Bro., lb.	20	@ 30	Cedar Leaf, lb.			Rochelle, lb.	17 @ 30		
Gro'd, Dark, lb.	16	@ 22	Com'l., lb.			Soda, lb.	02 1/2 @ 08		
Whl. Flake, lb.	27 1/2	@ 35	Citronella, lb.			SODA			
White G'd, lb.	25	@ 35	Cloves, lb.			Ash	03 @ 10		
White AXX light,			Croton, lbs.			Bicarbonate, lb.	03 1/2 @ 10		
lb.	@ 40		Cubeb, lb.			Caustic, Co'l., lb.	08 @ 15		
Ribbon	42 1/2	@ 50	Erigeron, lb.			Hyposulphite, lb.	06 @ 10		
GLYCERINE			Eucalytus, lb.			Phosphate, lb.	23 @ 28		
Pound	14 1/4	@ 35	Fennel			Sulphite,			
Hemlock, Pu., lb.			2 25 @ 2 60			Xtal, lb.	07 @ 12		

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

Fancy Crosby Corn No. 10
Safety Matches
Cigarettes

DECLINED

F B Soap
Camay Soap
Flake White Soap
P & G Soap

AMMONIA

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

APPLE BUTTER

Table Belle, 12-31 oz., doz. 1 55

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 70
Split Peas, yell., 60 lb. 3 90
Split Peas, gr'n, 60 lb. 5 40
Scotch Peas, 100 lb. 7 00

BURNERS

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

BOTTLE CAPS

Db'l. Lacquer, 1 gross pkg., per gross 15

BREAKFAST FOODS

Kellogg's Brands
Corn Flakes, No. 136 2 90
Corn Flakes, No. 124 2 90
Pep, No. 224 2 20
Pep No. 250 1 05
Krumbs, 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, 4 oz. 1 10
Kaffe Hag, 6 1-lb. cans 2 57
Whole Wheat Fla., 24s 2 20
Whole Wheat Bis., 24s 2 50

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 6-1 lb. 2 57

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

BROOMS

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

BRUSHES

Scrub
Solid Back, 8 in. 1 50
Solid Back, 1 in. 1 75
Pointed Ends 1 25
Stove
Shaker 1 80
No. 50 2 00
Peerless 2 60

SHOE

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

BUTTER COLOR

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

Hart Brand
Apples
No. 10 5 00
Blackberries
Pride of Michigan 2 55
Cherries
Mich. red, No. 10 6 25
Pride of Mich., No. 2 2 60
Marcellus Red 2 10
Special Pie 1 35
Whole White 2 80

Gooseberries
No. 10

Pears

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

Black Raspberries

No. 2 2 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. 80
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
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 35
Lobster, No. 1/4 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, 1m. 1/4, ea. 6@11
Sardines, Cal. 1 00
Tuna, 1/2 Van Camps, doz. 1 15
Tuna, 1/4s, Van Camps, doz. 1 15
Tuna, 1s, Van Camps, doz. 3 45
Tuna, 1/4s, Chicken Sea, doz. 1 60

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, 1/4s 1 35
Potted Meat, 1/4 Libby 43
Potted Meat, 1/2 Libby 75
Potted Meat, 1/2 Qua. 70
Potted Ham, Gen. 1/4 1 35
Vienna Saus. No. 1/4 90
Vienna Sausage, Qua. 85

Baked Beans

Campbells 48s 2 30

CANNED VEGETABLES

Hart Brand

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

Baked Beans

1 lb. Sacc, 36s, cs. 1 75
No. 2 1/2 Size, doz. 1 00
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
Marcellus Cut, No. 10 6 00

Wax Beans

Choice, Whole, No. 2 1 60
Cut, No. 10 7 25
Cut, No. 2 1 35
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 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
Country Gen., No. 2 1 20
Marcellus, No. 2 1 10
Fancy Crosby, No. 2 1 35
Fancy Crosby, No. 10 6 75
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 25
No. 2 92 1/2

Sauerkraut

No. 10 4 25
No. 2 1 35
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 20
No. 2 1 55
Pride of Mich., No. 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 30
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 24
Imported Leyden 18
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 60
Kraft, Brick, 1/2 lb. 1 50
Kraft, Limbur., 1/2 lb. 1 34

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

CHEWING GUM

Adams Black Jack 61
Adams Dentyne 65
Beaman's Pepsin 65
Bechnut Pappermint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearment, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Teaberry 65

CHOCOLATE

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

CIGARS

Hemt. Champions 38 50
Webster Plaza 75 00
Webster Golden Wed. 75 00
Websterettes 38 50
Cincos 38 50
Garcia Grand Babies 40 00
Bradstreets 38 50
Odins 40 00
R G Dun Boquet 75 00
Perfect Garcia Subl. 95 00
Hampton Arms Jun'r 33 00
Rancho Coronado 31 50
Kenway 20 00

CLOTHES LINE

Riverside, 50 ft. 2 20
Cupples Cord 2 90

COFFEE ROASTED

Lee & Cady

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

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

Mixed Candy

Kindergarten
Leader
French Creams
Paris Creams
Jupiter
Fancy Mixture

Fancy Chocolate

5 lb. boxes
Bittersweets, Ass'ted
Nibble Sticks
Chocolate Nut Rolls
Lady Vernon
Golden Klondikes

Gum Drops

Cases
Jelly Strings
Tip Top Jellies
Orange Slices

Lozenges

Pails
A. A. Pep. Lozenges
A. A. Pink Lozenges
A. A. Choc. Lozenges
Motto Hearts
MalTED Milk Lozenges

Hard Goods

Pails
Lemon Drops
O. F. Horehound Drops
Anise Squares
Peanut Squares

Cough Drops

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

Specialties

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

COUPON BOOKS

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

CRACKERS

Hekman Biscuit Company
Saltine Soda Crackers, bulk 14
Saltine Soda Crackers, 1 lb. pkgs. 1 86
Saltine Soda Crackers, 2 lb. pkgs. 3 26
Saltine Soda Crackers, 6 1/2 oz. pkgs. 1 00
Butter Crackers, bulk 13
Butter Crackers, 1 lb. 1 72
Butter Crackers, 2 lb. 3 12
Graham Crackers, bulk 14
Graham C's, 1 lb. 1 90
Graham C's, 2 lb. 3 36
Graham C's, 6 1/2 oz. 1 00
Junior Oyster C's, blk. 13
Oyster C's, shell, 1 lb. 1 84
Club Crackers 1 86

CREAM OF TARTAR

6 lb. boxes 42

DRIED FRUITS

Apples
N. Y. Fey., 50 lb. box
N. Y. Fey., 14 oz. pkg.
Apricots
Evaporated, Choice
Evaporated, Ex. Choice
Fancy
Ex. Fancy Moorpack

Citron

5 lb. box 27

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 45 Figs Calif., 24-33, case----- 1 70 Peaches Evap. Choice ----- 11½ Peel Lemon, Dromedary, 4 oz., doz.----- 1 10 Orange, Dromedary, 4 oz., dozen----- 1 10 Citron, Dromedary, 4 oz., dozen----- 1 10 Raisins Seeded, bulk----- 6½ Thompson's S'dless blk. 6½ Quaker s'dless blk. 15 oz.----- 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 @.09½ 40@ 50, 25 lb. boxes @.10 30@ 40, 25 lb. boxes @.11 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 doz.----- 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.----- 1 80 Minute, 3 doz.----- 4 05 Plymouth, White----- 1 55 Jelsert, 3 doz.----- 1 40 HONEY Lake Shore 1 lb. doz.----- 1 90 JELLY AND PRESERVES Pure, 30 lb. pails----- 2 60 Imitation, 30 lb. pails----- 1 60 Pure, 6 oz., Asst., doz.----- 90 Pure Pres., 16 oz., dz.----- 1 40 JELLY GLASSES ½ Pint Tall, per doz.----- 25		JUNKET GOODS Junket Powder----- 1 20 Junket Tablets----- 1 35 Junket Food Colors----- 1 60 MARGARINE Wilson & Co.'s Brands Oleo Nut----- 08½ MATCHES Diamond, No. 5, 144----- 6 50 Searchlight, 144 box----- 6 50 Crescent, 144----- 5 90 Diamond, No. 0----- 5 10 Safety Matches Red Top, 5 gross case 5 40 Signal Light, 5 gro. cs 40 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 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 55 PARIS GREEN ¼s----- 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----- 08½ Good----- 07 Medium----- 06 Lamb Spring Lamb----- 14 Good----- 12 Medium----- 11 Poor----- 03 Mutton Good----- 04½ Medium----- 03 Poor----- 02 Pork Loins----- 10 Butts----- 08 Shoulders----- 07 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----- 18-29@18-10-08 Lard Pure in tierces----- 6½ 60 lb. tubs----- advance ¼ 50 lb. tubs----- advance ¼ 20 lb. pails----- advance ¼ 10 lb. pails----- advance ¼ 5 lb. pails----- advance 1 3 lb. pails----- advance 1 Compound, tierces----- 7 Compound, tubs----- 7½ Sausages Bologna----- 10 Liver----- 13 Frankfurt----- 12 Pork----- 15 Tongue, Jellied----- 21 Headcheese----- 13 Smoked Meats Hams, Cert., 14-16 lb.----- 13½ Hams, Cert., Skinned 16-18 lb.----- @13½ Ham, dried beef----- @22 Knuckles----- @22 California Hams----- @16 Picnic Boiled Hams----- @16 Boiled Hams----- @21 Minced Hams----- @10 Bacon 4/6 Cert.----- @16 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----- 80 Milkers, kegs----- 90 Boneless, 10 lb. box----- 1 35 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 Radiant, per doz.----- 1 30 Rising Sun, per doz.----- 1 30 654 Stove Enamel, dz.----- 2 80 Vulcanol, No. 10, doz.----- 1 30 Stovoil, per doz.----- 3 00 SALT F. O. B. Grand Rapids Colonial, 24, 2 lb.----- 95 Colonial, 36-1½----- 1 20 Colonial, Iodized, 24-2----- 1 35 Med. No. 1, bbls.----- 2 90 Med. No. 1, 100 lb. bk.----- 1 00 Farmer Spec., 70 lb.----- 1 00 Packers Meat, 50 lb.----- 65 Cream Rock for ice, cream, 100 lb. each----- 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb.----- 40 Baker Salt, 280 lb. bbl 3 80 6, 10 lb., per bale----- 93 20, 3 lb., per bale----- 1 00 0 lb. bags, table----- 45 MORTON'S IODIZED SALT IT POURS 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., 13s. box. 1 90 Bon Ami Cake, 13s.----- 1 65 Brillo----- 85 Big 4 Soap Chips 8/5----- 2 30 Chipso, large----- 3 45 Climoline, 4 doz.----- 3 60 Grandma, 100, 5c----- 3 50 Grandma, 24 large----- 3 50 Snowboy, 12 large----- 1 80 Gold Dust, 12 lai----- 1 80 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 Sapollo, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s----- 2 10 Wyandot. Cleaner, 24s 1 85 COOKING OIL Mazola Pints, 2 doz.----- 5 15 Quarts, 1 doz.----- 4 70 Half Gallons, 1 doz.----- 6 00 TABLE SAUCES Lee & Perrin, large----- 5 75 Lee & Perrin, small----- 3 35 Pepper----- 1 60 Royal Mint----- 2 40 Tobasco, small----- 3 75 Sho You, 9 oz., doz.----- 2 00 A-1, large----- 4 75 A-1, small----- 2 85 Caper, 2 oz.----- 3 50		SOAP Am. Family, 100 box----- 5 05 F. B., 60c----- 2 25 Fels Naptha, 100 box----- 4 65 Flake White, 10 box----- 2 60 Jap Rose, 100 box----- 7 40 Fairy, 100 box----- 3 25 Palm Olive, 144 box----- 6 20 Lava, 50 box----- 2 25 Lux, 50 box----- 3 15 Camay, 72 box----- 3 05 P & G Nap Soap, 100@----- 2 60 Sweetheart, 100 box----- 5 70 Grandpa Tar, 50 sm.----- 2 10 Williams Barber Bar, 9s----- 50 Williams Mug, per doz. 48 Lux Toilet, 50----- 3 15 SPICES Whole Spices Allspice Jamaica----- @24 Cloves, Zanzibar----- @36 Cassia, Canton----- @24 Cassia, 5c pkg., doz.----- @40 Ginger, Africa----- @19 Mixed, No. 1----- @30 Mixed, 10c pkgs., doz.----- @65 Nutmegs, 70@90----- @50 Nutmegs, 105-110----- @48 Pepper, Black----- @23 Pure Ground in Bulk Allspice, Jamaica----- @17 Cloves, Zanzibar----- @27 Cassia, Canton----- @22 Ginger, Corkin----- @16 Mustard----- @21 Mace Penang----- @60 Pepper, Black----- @18 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 Penalty, 3½ oz.----- 3 25 Kitchen Bouquet----- 4 25 Laurel Leaves----- 25 Marjoram, 1 oz.----- 90 Savory, 1 oz.----- 65 Thyme, 1 oz.----- 90 Tumeric, 1½ oz.----- 15 STARCH Corn Kingsford, 24/1----- 2 10 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 Corn 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 Washboards Banner, Globe----- 5 50 Brass, single----- 6 25 Glass, single----- 6 00 Double Peerless----- 8 50 Single Peerless----- 7 50 Northern Queen----- 5 50 Universal----- 7 25 Wood Bowls 13 in. Butter----- 5 00 15 in. Butter----- 9 00 17 in. Butter----- 13 00 19 in. Butter----- 25 00 WRAPPING PAPER Fibre, Manila, white----- 05 No. 1 Fibre----- 06½ Butchers D F----- 06½ Kraft----- 06 Kraft Stripe----- 09½ YEAST CAKE Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1½ doz.----- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1½ doz.----- 1 35 YEAST-COMPRESSED Fleischmann, per doz.----- 30 Red Star, per doz.----- 20		TEA Japan Medium----- 18 Choice----- 21@28 Fancy----- 30@32 No. 1 Nibbs----- 31 Gunpowder Choice----- 32 Fancy----- 40 Ceylon Pekoe, medium----- 45 English Breakfast Congou, medium----- 23 Congou, choice----- 35@36 Congou, fancy----- 42@43 Oolong Medium----- 39 Choice----- 45 Fancy----- 50 TWINE Cotton, 3 ply cone----- 35 Cotton, 3 ply balls----- 35 VINEGAR F. O. B. Grand Rapids Cider, 40 grain----- 15 White Wine, 40 grain----- 20 White Wine, 80 grain----- 25 WICKING No. 9, per gross----- 80 No. 1, per gross----- 1 25 No. 2, per gross----- 1 50 No. 3, per gross----- 2 30 Peerless Rolls, per doz. 90 Rochester, No. 2, doz.----- 50 Rochester, No. 3, doz.----- 2 00 Rayo, per doz.----- 75 WOODENWARE Baskets Bushels, Wide Band, wood handles----- 2 00 Market, drop handle----- 90 Market, single handle----- 95 Market, extra----- 1 60 Splint, large----- 8 50 Splint, medium----- 7 50 Splint, small----- 6 50 Churns Barrel, 5 gal., each----- 2 40 Barrel, 10 gal., each----- 2 55 3 to 6 gal., per gal.----- 16 Pails 10 qt. Galvanized----- 2 60 12 qt. Galvanized----- 2 85 14 qt. Galvanized----- 3 10 12 qt. Flaring Gal. Jr.----- 5 00 10 qt. Tin Dairy----- 4 00 Traps Mouse, wood, 4 holes----- 60 Mouse, wood, 6 holes----- 70 Mouse, tin, 5 holes----- 65 Rat, wood----- 1 00 Rat, spring----- 1 00 Mouse, spring----- 20 Tubs Large Galvanized----- 8 75 Medium Galvanized----- 7 75 Small Galvanized----- 6 75 Washing Boards Banner, Globe----- 5 50 Brass, single----- 6 25 Glass, single----- 6 00 Double Peerless----- 8 50 Single Peerless----- 7 50 Northern Queen----- 5 50 Universal----- 7 25 Wood Bowls 13 in. Butter----- 5 00 15 in. Butter----- 9 00 17 in. Butter----- 13 00 19 in. Butter----- 25 00 WRAPPING PAPER Fibre, Manila, white----- 05 No. 1 Fibre----- 06½ Butchers D F----- 06½ Kraft----- 06 Kraft Stripe----- 09½ YEAST CAKE Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1½ doz.----- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1½ doz.----- 1 35 YEAST-COMPRESSED Fleischmann, per doz.----- 30 Red Star, per doz.----- 20	
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SHOE MARKET

Michigan Retail Shoe Dealers Association.

President—Clyde Taylor, Detroit.
First Vice-President—M. A. Mittleman, Detroit.

Vice-President—Arthur Allen, Grand Rapids.

Vice-President—Edward Dittman, Mount Pleasant.

Vice-President—K. Masters, Alpena.

Vice-President—Max Harriman, Lansing.

Vice-President—Fred Nedwick, Saginaw.

Vice-President—Richard Schmidt, Hillsdale.

Vice-President—Edward Stocker, Detroit.

Vice-President—B. C. Olsee, Grand Rapids.

Sec'y and Treas.—Joseph Burton, Lansing.

Field Sec'y—O. R. Jenkins, Portland.
Yearly dues \$1 per person.

Increased Sales or a Machine Holiday?

Recovery begins with the retailer. The developments of the next fortnight we hope will be along the order of expanding the opportunities of merchants to buy and sell more shoes in line with expansion of consumption in 1934. There has been somewhat of a retardation of retailing in 1933, and for the trade to be in proper balance, acceleration of retailing in 1934 is the only factor that will bring about trade progress and prosperity.

No one can absolutely control public demand. No one can force people to buy. But every real shoe merchant, every day of his business life, uses his power of persuasion to induce customers to buy. Intelligent salesmanship in many a store of few styles has put it all over a store of many styles, for the one is more clever and has merchandising brains, while the other has confused mental charts and broken lines.

We want to re-emphasize again that national recovery begins with the retailer, for an entire industry must understand that sales at the fitting stool represent the only form of action making possible increased production and wages back of the line. The supreme importance of the retailer is emphasized this year by the codes.

There is a possibility code control may mean production control in 1934. Significant indeed is the statement by Donald R. Richberg, General Counsel NRA, who in Boston said:

"There is no such thing as a trade or industry free from control. Commercial enterprises are not created and operated by natural forces but under the direction of human beings. When we demand there shall be no government in industry this does not mean political government; nor is it a call for a dictator. It is not necessary that one man or a council of tyrants should decide that 1,000,000 or 10,000,000 pairs of shoes shall be made next month. But it is necessary to have some way of finding out how many shoes ought to be made and to make an effort to balance supply and demand—which, despite many economic misconceptions, are balanced and unbalanced by human wisdom and folly and not by the infallible operation of any divine law."

This philosophy of production up to the point of estimated sales indicates a revolutionary change from the old order. If the planning boards of the various divisions of the trade have the right to regulate and restrict output, then we are indeed in a "bounden" system. The only avenue of release is through the retail shoe store.

The whole industry will of necessity be forced to measure its capacity by the number of pairs that are sold over the fitting stool. We then come into a new day when industry fights industry for the consumer's unwilling dollar.

The customer must be approached with a new and better brand of salesmanship and a greater power of persuasion, and publicity and advertising, collectively and individually, to help getting more shoes sold right.

The first experiments along the lines of restricting industry have already been tried.

The silk code authority "recommended to meet conditions now prevailing in the industry, and to preserve an equitable distribution of prevailing inadequate business and employment among manufacturers, employees and communities dependent on said industry, that during the thirty days next succeeding the date of this recommendation on the part of the National Recovery Administration, each productive machine now operating for own account or on commission, on or in connection with board silks, dress silks, underwear silks and special fabrics, shall not operate more than 75 per cent. of the maximum hours permitted by the Code and that no greater number of productive machines than are now operating shall be operated during such period in the production of such goods."

Here indeed are restriction and control at the source. Similar action might, but we hope will not, be taken in the shoe industry. No more orderly, non-speculative industry exists in America.

We are fortunate in the shoe industry in having exceptionally fine leadership; but, for all that, the basic economics of making goods up to the point of estimated demand must prevail.

It is very easy to see that with or without such control the need of the new year is for a more scientific and more enthusiastic sale of shoes at retail; and we see in the national market place at St. Louis great possibilities for our industry to make its first steps along the path towards national recovery for every worker in every branch of the shoe industry.—Boot and Shoe Recorder.

Substantial Advances in Both Bonds and Stocks

When unfavorable economic conditions outweigh favorable factors, the trend is inevitably downward. This condition existed from the summer of 1929 to the opening months of 1933. Favorable factors now outweigh unfavorable and this condition is now apparently reversed. There has never been a time when there are so many cross currents of influences as appears at the opening of 1934.

From information that is current, it now appears that there are some definite reasons for business improvement in 1934. First, there seems to be a natural recovery in production, distribution and price. Also that underlying trends are no longer downward but slightly upward. Second, employment and purchasing power have both reported a favorable gain. Third, production, distribution and price are working together better than in the fall

months of 1933. Fourth, increase in farm income, as shown by the average price level, has increased 54 per cent. while the industrial group has increased 40 per cent. Fifth, recovery in foreign trade during the last few months of 1933 indicates that underlying trends are again upward. Sixth, credit expansion will produce a normal volume of business. We must have an extensive credit expansion in 1934 to sustain real business revival.

The unfavorable factors as they now appear are: First, inflation as a chief obstacle to credit expansion from normal quarters. Second, the Administration's attitude toward the security market and capital goods industry has hurt public confidence. Improvement must take place in the capital goods industry to have a revival. Third, small limited profits still exist; purchasing power of corporations is essential to increase employment and purchasing power. Fourth, the tax question will become increasingly important during the coming year.

In summing up the unfavorable and favorable factors one is led to believe that 1934 promises to be a year of economic reconstruction, while business should show an increased gain. There are, however, many obstacles in the path of a rapid revival. To many people, the conservative statements made by the Administration recently are encouraging. Stabilization program is to be announced. Also the statement of the President regarding utility and railroad securities is to the effect that they should allow them to charge rates which would permit them to retire

bonds through sinking funds. The financial market, at the time this article is written, is showing substantial advances in both bonds and stocks.

J. H. Petter.

A good man likes a hard boss. I don't mean a nagging boss or a grouchy boss. I mean a boss who insists on things being done right and on time; a boss who is watching things closely enough so that he knows a good job from a poor one. Nothing is more discouraging to a good man than a boss who is not on the job, and who does not know whether things are going well or badly.—William Feather.

The best thing about this whole situation is that people don't look skeptical when anyone says that things are better. Instead, the other fellow agrees with you. We have passed beyond the region of hope into the realm of faith, faith in the future, generally shared by everybody. It won't be long, now.

Ought to Be Satisfied

Customer: "Have you any good pork?"

Meat Dealer: "Good pork? Say, I've got some pork that will make better chicken salad than any lamb you could buy."

A plastic rubber, said to be adapted to mending auto tops, tires, boots, etc., making insulation, rubber, gaskets, shapes, rug anchors, etc., is on the market. Paste-like, it contains water, is said to dry into tough, elastic rubber.

No one ever thought he had more money than brains.

depression proof



OUR FINANCIAL CONDITION

IS EVEN STRONGER THAN

BEFORE THE DEPRESSION

— WE HAVE MAINTAINED

OUR DIVIDEND RATE OF

NOT LESS THAN 25%

MICHIGAN SHOE DEALERS

MUTUAL FIRE INSURANCE COMPANY

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .

OUT AROUND

(Continued from page 9)

000, plus \$3,390,000 annual maintenance. At peak year 1929 it handled 715,551,742-ton miles, costing shippers 4.50 mills plus taxpayers' hidden cost of 17.05 mills additional, while class 1 railroads of the eastern district averaged 10.90 mills per ton mile. Not only would it have been cheaper to pay by public taxation full regular rail rates on the entire 3,300,000 tons moved by water, but the railroads in addition suffered this loss of much needed business.

At Detroit it is easy to justify a ferry system, a tunnel or a bridge; but what happened when they built all three, duplicating facilities? Bankruptcy for all three. And the analogy with other transportation facilities is complete.

The only unbiased scientific analysis yet made of the St. Lawrence project is that by the Brookings institute, which concludes: "Overhead charges are equivalent to 11 cents a bushel." Actual water rate on wheat from Duluth to Montreal would be 5 cents plus 11 cents subsidy contributed by taxpayers, a total of 16 cents. The existing average is 9 cents.

Would you invest your money in a private enterprise using such economics as are used by these advocates of more expenditures on waterways? Weigh the cost of a Holland canal against all its claimed benefits and its economic fallacy is self-evident, even without an engineering survey.

Robert H. Merrill.

Belding is certainly to be congratulated over the \$200,000 bequest of the late M. M. Belding to be used for hospital purposes. Mr. Belding was very generous in his attitude toward Belding during his lifetime and was equally thoughtful in his death of the city he did so much to put on the map of contentment and business progression.

W. R. Siegart, Pastor St. Matthew's Lutheran church, Reading, Penn., writes the Grocery World as follows concerning the so-called Goodwin plan:

My grocer, Mr. H. C. Potteiger, of Potteiger & Kern, Reading, gave me the copy of your issue containing the item on the Goodwin Plan and asked me about it. I have followed this closely and was glad to tell him that the better clergy opposed it. I think it is one of the cleverest attempts to sell out the church since the days of Constantine. It should be opposed.

The Christian Century of Chicago has been exposing it extensively. The Lutheran of Philadelphia recently had an editorial against it.

I would be glad to appear before merchants' associations on invitation and present the church and clergy side of the better clergy and churches, which is opposition to any such scheme.

When a church gets to the point where it is willing to sell itself to a business proposition of this kind for the sake of a few paltry dollars, it would be better to close the doors and disband. The church is not a business proposition.

I hope no merchant will get the idea that all pastors are falling for this thing. There are thousands who say little, but act much and think deeply. A frog makes more noise than an elephant. The vast majority of the Christian clergy are fine, upstanding souls, but they don't make a noise about it.

I received a call last week from two men who evidently thought I would fall over myself in commending their project. They propose to function under a high sounding name and to sell coupons to retail merchants to be given out to customers who buy goods at their stores; the coupons to be exchanged later, when a sufficient number have been accumulated, for lamps or rugs or so-called silver-ware. I listened to the enthusiastic explanation of the men in silence. When asked for my opinion of the plan, I replied:

"There is nothing new in your scheme. It does not possess a single feature which is not already in use by hundreds of other coupon schemes of similar character. There is no demand for service of that kind. You say you have no capital to enable you to buy goods to offer as premiums or to put up a bond that you will carry out the terms of the coupon given in good faith. There is no more need for such an addition to the coupon schemes already in the field. In undertaking to foist another premium scheme you are simply adding to the burdens of merchants who are already overburdened by unnecessary excrescences. In embarking in this undertaking, you do not add anything worthwhile to the world of trade. You simply become a barnacle and live useless lives, contributing nothing to the pleasure or profit of any merchant."

I am not in the habit of preaching sermons of this character to my callers, but in this case—due to the inexperience of the men and their lack of capital—I think I was justified in saying what I did in as emphatic language as I know how to utter.

The state of Michigan is making wretched work in handling the distribution of liquor under the unfortunate law enacted by the legislature and interpreted by a fool commission. It is not selling much good liquor, but swill which it calls blended liquor. It is conducting the business with as little regard for honesty and decency as the bootleggers do, except that the stuff it hands out is not poisonous, as much of the stuff concocted by the bootlegger is, because it is composed in part of wood alcohol. The latter require little stock in trade. A churn, alcohol, distilled water, brown sugar and an assortment of flavorings are all the bootleggers requires to make any kind of liquor ordered by the customer. Indiana is handling the liquor traffic much better than Michigan is doing. Southern Michigan druggists who will not handle the trash handed out by the state stores in Michigan drive over into Indiana and purchase supplies of good liquor at Fort Wayne, South Bend and other points in Northern Indiana and sell it to their customers at reasonable rates. Druggists more remote from the Indiana line cannot do this and therefore stay out of the game, which, of course, forces their customers to patronize the bootlegger and his churn.

Wholesale druggists and pharmaceutical manufacturers continue to purchase alcohol in casks sealed by the Government direct from the distillers on orders issued to them by the Gov-

ernment. They also purchase one, two, three and five gallon packages sealed by the Government to sell to their customers who put up pharmaceutical preparations which require alcohol. Purchasers of small containers must also obtain orders from the Government before they can secure alcohol.

Lloyd George, the British statesman, was born 71 years ago to-day. When the kaiser started his war of extermination and reprisal, nearly twenty years ago, Lloyd George promised the world that the kaiser would be captured by the allies and taken to St. Helena, where the other man who attempted to subjugate the world spent the last years of his life. Lloyd George had it in his power to keep his word, but he proved to be as unreliable as the kaiser, who has spent the past sixteen years as a prisoner in Holland, unable to leave the country and forced to confine his ramblings to a few miles of his home. I never had any use for the British gentleman after he failed to make good on his frequently repeated promises.

Another pretender who will find himself out of a job in the near future is the cheap Spaniard who rattles around in the seat of authority in Ireland. He is a brainless pretender whose only stock in trade is his hatred of England. He is so shaping his policies that he is closing the markets of England and Scotland to Irish products. This will result in the starvation of the Irish people who will then rise en masse and expel the alien from their country.

I hope all who can do so make it a point to attend the twenty-fifth annual auto show which is in progress in Grand Rapids this week. The manufacturers have certainly gone the limit in creating wonderful models and the dealers who have for four years subsisted on a scanty diet of snow balls and wind puddings are entitled to consideration. Nothing would do more to hasten the return of good times than generous orders for new automobiles at this time.

A note from Henry Raman, city salesman for the Valley City Milling Co., who disputed the right of way with an automobile about a month ago and came out of the encounter second best, states that he will be bathing himself with liniment and fondling his bruises until the latter part of the month, when he hopes to resume his calls on the trade.

E. A. Stowe.

Death of Leading Battle Creek Grocer

The death, Jan. 11, of Thomas F. Whalen removed from Battle Creek's main street one of its oldest figures, a man who had been in the grocery trade for fifty years—since he was a boy of 13—and in business for himself in the same location for thirty-two years.

Mr. Whalen, 63 years old, died at the Sanitarium, where he had been seriously ill for about two weeks. Weakened by a complication of ailments, he was the victim of pneumonia which developed in the last few hours.

His funeral was held Monday morning at 9 o'clock from the St. Philip

church, of which he was a life-long communicant. The requiem high mass was celebrated by the Rev. Fr. Maurice Walsh, who was assisted by Father John Martin and Father Leo McCann. Burial was made in Memorial Park cemetery. Saturday afternoon and Sunday the body was at the home, 23 Penn., where friends called in large numbers to pay their respects.

Mr. Whalen's boyhood entry into the grocery business was as a clerk for John Van Valkenburg, who had a store on Northeast Capital avenue, then North Jefferson. He remained with the same store for nearly twenty years, although its ownership changed several times and its location was moved to 44 West Michigan avenue, the present site of the Seaman ready-to-wear store.

In 1901 Mr. Whalen went into partnership with the late John H. Taylor, founding the firm of Whalen & Taylor at 32 West Michigan avenue, where the store still remains.

After several years Mr. Taylor retired because of ill health and Mr. Whalen continued in business alone until his brother, Fred A. Whalen, was taken in as a partner and the firm was incorporated under the name of T. F. Whalen Grocery Co. Thomas F. Whalen was president of the company and Fred A. Whalen was secretary and treasurer.

The brother said that the business undoubtedly would be carried on as before.—Battle Creek Enquirer—News.

Hold opinions of your own and don't be afraid to express them. The public may criticize but it always will tolerate expressions of honest convictions. In this day and age, so many "hate to say anything" on public questions for fear of losing business or being criticized. Those who dare to express an opinion and who back it up with sound judgment are the ones who are responsible for the community's development.

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Business Wants Department

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

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

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Position Wanted — Experienced dry goods man: trimmer, card writer, advertiser, buyer. Right-hand man. A. E. Collom, 210 N. Perry St., Pontiac, Mich. 617

For Sale—General store in Manistee National Forest. Invoice \$4,000. Clean stock, modern fixtures, good buildings. Doing good business. Owner retiring. D. E. Hillsamer, Brethren, Mich. 618

WHOLESALE MERCHANTS BUREAU

320 WEST LAFAYETTE BOULEVARD
DETROIT, MICHIGAN

January 12, 1934

E. A. Stowe,
Editor Michigan Tradesman,
Grand Rapids, Michigan.

Dear Mr. Stowe—The Wholesale Merchants Bureau of the Detroit Board of Commerce wish to congratulate you on the stand you have taken in giving the merchants of Michigan the facts regarding the Goodwin Plan.

You have fought the battles of the retailers of Michigan for many years, and in the fiftieth year of your publication, you are going stronger than ever.

I am sure the merchants of Michigan appreciate your efforts.

Yours very truly,

E. E. PRINE,
Sec'y Wholesale Merchants Bureau.

RETAIL MERCHANTS ASSOCIATION

Affiliated with DETROIT BOARD OF COMMERCE

320 WEST LAFAYETTE BOULEVARD
DETROIT, MICHIGAN

January 12, 1934

E. A. Stowe,
Editor Michigan Tradesman,
Grand Rapids, Michigan.

Dear Mr. Stowe—I have neglected for altogether too long a time to acknowledge to you the appreciation of our local Retail Group for the statement you ran in a recent issue of the Michigan Tradesman on the subject of the so-called "Goodwin Plan". The representatives of that promotion have been in Detroit for some time endeavoring to sell the idea to various church groups. Our effort has been to present the facts to the general public so they would know all of the conditions surrounding the proposal.

We noted with a great deal of pleasure the statement which you made and which doubtless has come to the attention of many retailers all over the State.

Thank you for the enlightenment you are giving to certain of the phases of our promotion.

Cordially yours,

CHARLES E. BOYD,
Sec'y Retail Merchants Association.

MICHIGAN BELL TELEPHONE CO.



"TELL GRANDMA YOU'VE BEEN A GOOD BOY"

How Grandma and Grandpa love to hear their grandson's happy, eager voice! And how they appreciate a frequent telephone call from you! Hearing the voices of loved ones enriches their entire day. And talking to Dad and Mother brings you the comforting knowledge that all is well "at home".

There is no better time than *right now* to enjoy a telephone visit with "the folks". Long Distance rates are surprisingly low. Ask the Long Distance operator for rates to any town.



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

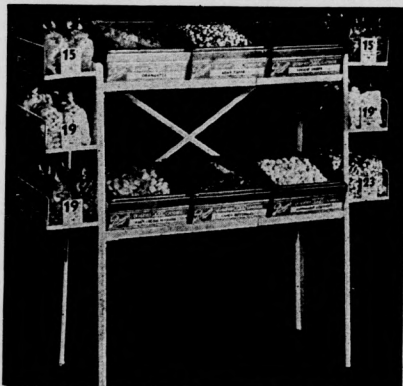
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Your Choice of
30 Varieties

Sell Bulk Candy
—Its Profitable
and the Invest-
ment is Small



If the SUGAR BEET could talk!

If the sugar beet could talk it would say something like this:—Madam—Michigan farmers plant me—cultivate me—guard me—harvest me—fight the elements for me—haul me to the world's foremost refineries just so that you may have the best sugar in the world.

These same farmers, Madam, invest their savings in land—in buildings—in farm equipment—in upkeep—in taxes—in agricultural education in an effort to make a decent living.

Won't you therefore buy and use Michigan Made Beet Sugar in preference to all others? For Beet Sugar is the world's best sugar for every household purpose. It has no superior.

Make this agreement with yourself—"No matter what else I do, I'll always buy Michigan Made Beet Sugar and tell my friends to do likewise!"

Buy, Use and Boost BEET SUGAR

Michigan Made Beet Sugar is available in 5-10-25 and 100 lb. sacks.
For sale at all grocers.

Farmers and Manufacturers Beet Sugar Association, Saginaw, Mich.

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