

Life

The period of life is brief:
'Tis the red in a red rose leaf,
'Tis the gold of a sunset sky,
'Tis the flight of a bird on high;
But we may fill that space
With such infinite grace
That the red shall tinge all time
And the gold through the ages shine
And the bird fly swift and straight
To the portal of God's own gate.

STANDARD *for* 66 YEARS

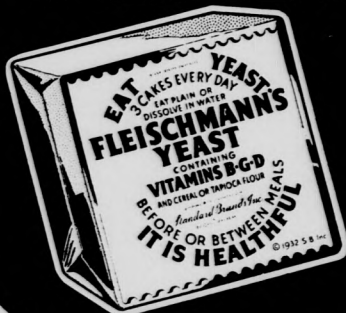
ALWAYS fresh and uniform in strength.

The kind that world-famous doctors recommend for constipation and resulting ills.

The only Yeast that contains Vitamin D — the sunshine vitamin — so necessary to health and so hard to obtain in winter.

Get behind it. Recommend it. You'll find it a splendid business-builder.

FLEISCHMANN'S YEAST



Rademaker-Dooge Grocer Co.

Distributors of

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

The House of Quality and Service

7 GOOD REASONS WHY YOU SHOULD STOCK

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

*The brand
you know*



by **HART!**

A complete line of canned vegetables and fruits.

mutual way

mutual fire
insurance companies

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insurance companies

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*have provided the
soundest protection
in depression years
at a Reduced cost*

THE MILL MUTUALS AGENCY

LANSING

DETROIT

GRAND RAPIDS

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 14, 1934

Number 2630

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

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Greatest Need at Present Time

Business today is supposed to be built up on the best thought under a National life which regards itself as the best form of government. This does not mean necessarily that there is uniformity anywhere or everywhere. Indeed the very opposite. Tot homines tot animos—as many men, so many minds—has a modern verbiage; tot homines tot paucos animos—as many men, so few minds. Strangely, there are however, enormous ebbs and flows in the seas of thought and the ocean of intelligence. Today we see men back flowing into depths where all individualism disappears in the under-tow. Man no longer believes that "One with God is a majority," but that the majority, and alone, can lick the supernatural forces of the Universe. We must recognize the "vox populi" today as a retrograde movement and not progressive. Men are doing things with the abandon of fatalists.

Russia is the relic of the ice—cold, fearless, Godless. Hitler the Austrian, will turn the blood of a nation back to primal Teutonic springs. Mussolini makes a sunny, singing Italy drop the flute for the furrow, and grows 30 million bushels more wheat in that peninsula of contradictions than the United States produces in all of its spring wheat area. France is oil and water. Trying to be agrarian and gregarious; thrifty and voluptuous; straight and crooked. Her work however, in mandated lands is as wonderful as her treatment of America is deplorable. Japan of the seas is ceaseless. She never sleeps. Her national emblem is a rising sun, turbulent, aggressive,

sacrificing, nationalistic, unto personal hara-kari. What of England, the only God-fearing, law-abiding, square dealing, patient, progressive nation—a nation which has the soul of honor, soberness, and God-fearing pertinacity. She will not give up. She believes in God and in man, and she believes that men are for God, and for the enlightenment of the world. Had she not been Christian, that little group of isles, including colonies over the seas, would have been but the preserve of owls and bats today. The unconquerable thing of England is her belief that constitutional authority is sacred, and for the protection of the masses, and not for exploitation by the masses. We come then to the open difference that characterizes England and America. The masses in the United States of America are not going to make the best, but have already made a mess of Democracy. The thing we should do first, to save our land, is to substitute principle for politics. God save Roosevelt. How that man is trying to save the people and the people will not let him. Look at the shame, the thievery, the dishonesty, the political corruption! Why name them? They are listed in the columns of the newspapers daily. There are thousands of them, bands of them, incubi of the party in power who have not read as yet the President's declaration from day to day on human conduct, local, state, national. Russia will fail, or any other nation that is Godless and has no reverence.

We have not yet ceased in America to be God-fearing, but we are very far down a road that leads to disaster. "Cleanliness is next to Godliness." We are about as dirty as we can be—dirty politics, dirty schemes, dirty trespasses, dirty tricks, dirty dirt, dirt and disaster. Mother used to say—"You cannot go to play until you have cleaned up this yard, picked up the litter, swept the walks and have the wood-shed in order."

Relief and CWA are both commendable. They rank high in the order of the best of benefactions, and little more. The human nature element is always present. Men lie, cheat and steal, even dealing with the benefactor. American stamina and character of the masses is headed for ennui. They want to be led, fed, till dead. We must beware lest thrift be gone, initiative destroyed, ambition dodo-ed. Yet we rise to a

laborless day—laboring less and getting more. Is this one of the chickens of the communistic, socialistic brood, trying to roost in our coop?

No man wants to be just as good, just as big, just as rich as the other man. Then ambition would be out of a job. No one wants to be able to make a flower as wonderful as a rose. He can try to attain to its attributes—but they must ever be supreme, to be an inspiration. Americans are trying to drift to pacificism.

The confident delusion of people is amazing. Amazing because they believe that in the twinkling of an eye, or the scratch of a political party's penning of a pledge, Utopia is near.

God give us men, worthy, strong, again, like our fathers were, challenging the challenger—the waiting Land; where they broke the virgin soil, where they reaped the fruits of toil, where was peace without turmoil throughout the land. God give us men.

Chas. A. Heath.

Mr. Heath is editor of the Seed Trade News and wrote the above for his publication. He has written several hundred poems for the Tradesman, all of which have been published. He resides in Chicago, but spends his summers in his resort cottage in Harbor Springs.

Having Your Watch Tested by Federal Scientists

Did you know that you can have your watch tested by the Federal Government?

As one of the by-products of its work in testing the accuracy of the clocks and watches which the United States Government buys for use in the various departments, the Time Service of the Bureau of Standards has developed a watch-testing service which is available to the general public. A small fee is charged for the service.

How may one take advantage of this service?

By writing to the Time Section of the Bureau a complete schedule of rates may be obtained.

Among the frequent users of the time testing service are research scientific workers who need extremely accurate time pieces, and industrial workers who require accurate time keeping for various processes of manufacture.

Persons who are considering the purchase of extremely expensive watches sometimes send them to the Bureau for testing before they complete their purchases.

Prices of the tests of watch accuracy range from \$2 for a bracelet test to \$8.50 for a "Class A" test, which is the most thorough of any. It requires fifty-four days for completion and the accuracy of the watch is checked to the minutest detail and for practically all conditions of use.

Many games officials make use of the testing service to determine the accuracy of stop-watches.

This is another ramification of the testing work of the Time Section. Officials who wish to test the accuracy of the stop-watches used in timing a record-making event can send the watches to the Bureau for checking. A report is made in a comparatively short time.

What help may a manufacturer of watches obtain from the Bureau?

He can sometimes get the Bureau to co-operate with him by testing the value of new inventions. The Bureau has recently completed experimental work on a test of this sort.

May a wholesaler or retailer of watches benefit from the services of the Bureau?

Frequently wholesalers or in some instances, retailers, will send watches to the Bureau for testing. This is done to determine the accuracy of watches which may have been purchased in large quantities from other firms.

Manufacturers of watches sometimes send their product to the Bureau laboratories for tests to determine the standard of their own output.

May the individual obtain information from the Bureau on the proper care of a watch?

A list of the publications of the Bureau, including material on the proper care of timepieces will be sent upon request.

Does the Bureau assist the watch-making industry to set up standards of craftsmanship?

In cooperation with the Horological Institute of America it supervises the tests for the certification of watchmakers. The watch owner can go to any of these supervised watchmakers and know that he is going to a craftsman who has passed a rigorous course of training for his work.

No army ever won a battle unless it believed it could lick the enemy. No community ever overcame its obstacles, unless it had confidence in its ability to triumph over them.

Most people have found out lately that life's hardest ups and downs have been keeping up appearances while holding down expenses.

A half column editorial discusses "What Causes Unemployment?" Always thought it was the lack of work.

We make greater opportunities by making the most of the opportunities we have.

MEN OF MARK

E. P. Daggett, Coopersville Fruit and Vegetable Canner

Edgar P. Daggett was born at Brighton, N. Y., Nov. 8, 1867. His father and mother were both descended from New England people. He obtained his education in his native village and the public schools of Lockport, where his father was engaged in the dry goods business. He acquired a knowledge of dry goods in the store of his father and served Sibley, Lindsay & Kerr, dry goods dealers at Rochester, three years as buyer. He then went on the road for the Stecher Lithographing Co., of Rochester, specializing on labels for canners. Seven years later he became associated with the canning institution of W. R. Roach & Co., at Hart. Three years later he retired from the Roach organization and founded the E. P. Daggett Canning Co., at Coopersville. His associates were Joseph Cox, Thomas Gilliman and Frank Eidelbos. Mr. Cox is still identified with the establishment.

For several years the factory canned peas, corn and other vegetables, as well as fruits, and in 1922 the Coopersville plant was merged with the Thomas Canning Co., of Grand Rapids, and the new organization became the Thomas-Daggett Co., with principal offices in Grand Rapids, with Mr. Daggett as general manager. The Coopersville and Hartford plants were operated as branches.

This arrangement continued during the ensuing three years and upon the dissolution of the Thomas-Daggett Co., in 1925, the Coopersville plant was purchased by Mr. Daggett in association with Henry Smith and Thomas Graham, of Grand Rapids, and since that time has been operated as the Daggett Canning Co., packing fruits, string beans and some other vegetables.

Mr. Daggett had entire charge of the Coopersville plant from its beginning and since re-opening it in 1925 his son, Edgar P., Jr., has been closely associated with him in every detail of its operation.

Mr. Daggett was married June 14, 1903, to Miss Anna Thompson, of Chicago. Two children joined the family circle—Edgar P., Jr., and a daughter, who is now Mrs. Russell Van Meter, of East Lansing.

Mr. Daggett joined Ottawa Lodge, No. 122, F. & A. M. in 1921.

Mr. Daggett owned up to two hobbies—golf and contract bridge.

On Sunday, Jan. 28, Mr. Daggett and wife were entertaining relatives and friends during the afternoon. At four o'clock they arranged to drive to Grand Rapids, where they were to be dinner guests of Mr. Daggett. On getting into his automobile, he had a seizure of the heart and re-entered the house. He was induced to lie down and was immediately attended by the family physician, who happened to be a member of the party. Everything possible was done to resuscitate him, but he passed away within thirty minutes after he was stricken, retaining full consciousness until the end. The physician was greatly surprised over the sudden death, because he had made frequent

tests of Mr. Daggett's heart and every one showed no indication of weakness or impairment.

Funeral services were held from the Van Allsburg Funeral home the following Tuesday afternoon. Rev. James W. Fifield, of Grand Rapids, having charge of the services there, while the services at the grave were in charge of the local Masonic lodge. Burial was in the Coopersville cemetery.

Mr. Daggett was elected President of the Michigan Canners Association in 1920, serving one year.

Mr. Daggett was a man of pleasant address and usually succeeded in retaining the friends he made, both socially and in business circles.

is on that ground that she decides whether or not she likes the store.

Smart merchants long ago learned to cash in on personality and have specialized in one or another of various methods of handling shoppers so that they will become customers. These merchants steer clear of sensational price cutting as one would stay away from the plague. They see all around them evidence of the havoc price cutting can bring and they prefer the safer ground of real merchandising and selling for their own security.

Selling your store's personality is nothing more or less than good merchandising. It is, in addition, plain common sense. There has to be some

ous profit producers when treated right.

Personality in retail merchandising has had some serious setbacks in recent years. The volume mania and cut prices have led many a merchant into careless ways and lost many a good customer. But in the light of sober reflection there are plenty of merchants who would gladly give up their profitless volume for some old fashioned loyal customers.

Your stock in trade is not all on your shelves. A most important part of it is in your self and your clerks, the way the trade is handled, in appearance and cleanliness of your store and in the efficiency of your service. The present standardization of packaged groceries leaves you only a restricted field in building customer loyalty on the products themselves, but you can build customer loyalty on the way you sell them.

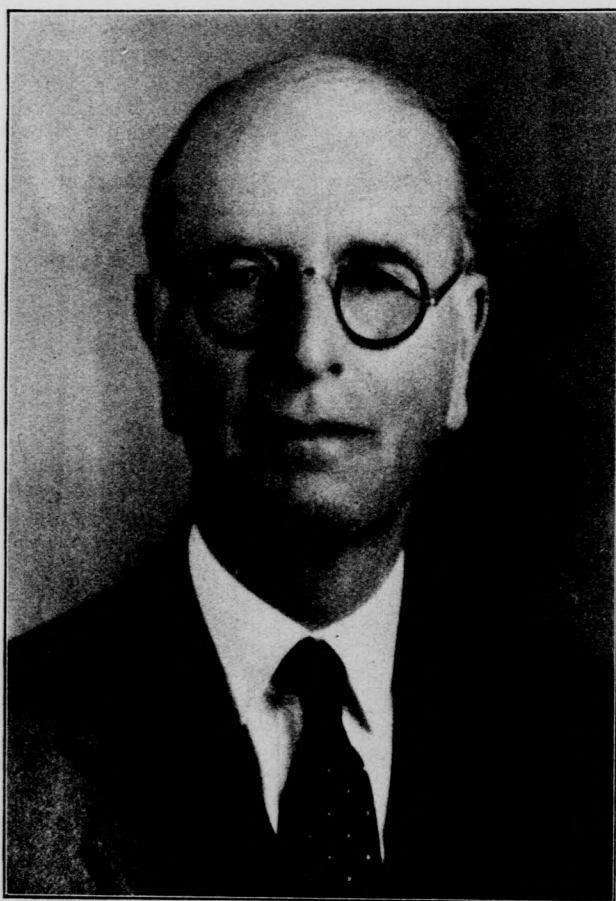
A friendly smile and a pleasant word mean a great deal in merchandising. They send the customer away with a glow of friendliness that makes them pleased to return. The same thing is true in handling the trade on the telephone. It's the voice with a smile and a friendly willingness to be extra careful in handling the order that makes the customer on the other end of the line hang up well pleased with her purveyors.

There is a very large produce market not far from our home that I have watched carefully for many years. It has changed hands several times in this period. The first owner built up a substantial business and sold out at a fancy price. Since then three different owners have tried it and failed to make it go. But what the latter owners lacked was the thing the original man had—a fine sales personality and a genuine desire to please.

He always had a cheery smile and was hard at work. He was alert and ready to be of assistance. He wanted you to buy at his store and he was willing to do everything in his power to see that you got exactly what you wanted and went away well satisfied. I really enjoyed trading with him and invariably found myself leaving him with a hopeful, happy outlook on life generally.

His successors have been gloomy and surly. They are after volume and they don't care if the individual customer knows he is only one of a procession in the day's work. They don't seem to care whether you get what you want or not, and their attitude is that if you don't like it you can lump it. I refuse to trade with them. I won't be barked at by anybody and I hate to deal with a merchant who sends me away feeling gloomy and surly.

Friendliness—genuine friendliness—is infectious. It spreads. A smile will go a long way and in business it is indispensable. We all like to feel that our own store is better than the other fellow's. Make your customers feel that way too. Make them pleased and happy they have your store convenient so they can trade with you. Make them glad to come in, pleased to phone and proud of having you in the neighborhood as a "good grocer." That's selling your store's personality—at a profit.



Edgar P. Daggett

He had one great hobby and that was his home. He could seldom be induced to leave his home during any evening, no matter how great the attraction might be. This was a marked attribute of the man all his life and endeared him to his family and friends.

Mr. Daggett was public spirited to a marked degree and always did his part in social, fraternal and local matters.

It is understood the management of the cannery will be assumed by the son.

Sell Your Store's Personality—at a Profit

No matter how small and unpretentious a store may be or how big and prepossessing it is, every store, big or small, has a very definite personality. This personality stands out and is readily apparent to every shopper. It

reason for people to trade with you and the most profitable reason for your store is to make them like to trade with you.

The other day I heard a prominent club woman speak before a large audience. In her talk she used the expression, "The little grocery store where I trade." After the meeting I asked her why she trades there. Her answer was, "Mr. Green has always kept a good grocery store and takes personal and particular interest in serving us."

That sort of idea on the part of customers means real profit to the store. Mr. Green has a priceless asset in that customer and if he were to make up a list of his assets today he could put such loyal accounts at the very top. They are worth more than many tangible assets because they are continu-

AN OPEN LETTER

to our clients and friends

●

You may be a client of The Michigan Trust Company or you may be considering such a relationship. A natural question arises as to the important matter of the investing practices of the company. This question is answered briefly as follows:

We give to each beneficiary of a trust in care of The Michigan Trust Company our emphatic assurance that no investment is placed in any of our trusts at any price except its actual cost. No profit or "step-up" of any kind (secret or otherwise) enters into our handling of trust funds.

We invite the personal visits or inquiries of our clients and prospective clients who may be interested in learning from original documents what the record of The Michigan Trust Company is. The financial condition of each trust, including purchases and sales of the securities held therein, is open to the inspection of any person having legitimate reasons for inquiring.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Empire—The Empire State Bank has increased its capital stock from \$20,000 to \$40,000.

Owosso—The Owosso Savings Bank has increased its capital stock from \$100,000 to \$275,000.

Coleman—The State Bank of Coleman has increased its capital stock from \$20,000 to \$35,000.

Sandusky—The State Bank of Sandusky has increased its capital stock from \$40,000 to \$120,000.

Riverdale—The Riverdale State Savings Bank has increased its capital stock from \$20,000 to \$25,000.

Detroit—Wellman Just Furs, Park avenue Bldg., has decreased its capital stock from \$50,000 to \$20,000.

Otsego—The Jones hardware store has been re-decorated throughout and considerable new stock added.

Detroit—The Detroit Mantle & Tile Co., 1431 Farmer street, has decreased its capital stock from \$100,000 to \$7,000.

Detroit—The Wood Hydraulic Hoist & Body Co., 7924 Riopelle street, has changed its name to the Gar Wood Industries, Inc.

Grand Rapids—The Guarantee Bond & Mortgage Co., 107 Lyon street, has decreased its capital stock from \$2,500,000 to \$132,944.

Dowagiac—L. Levinsohn has purchased the John L. Glenan stock of dry goods and store fixtures and closed it out at special sale.

Grand Rapids—The Grand Rapids Bedding Co., 52 Summer avenue, N.W., has decreased its capital stock from \$250,000 to \$124,500.

Cadillac—The Drury Kelly Hardware Co. has sold its stock and store fixtures to L. Levinsohn, who is closing it out at special sale.

Detroit—The High Grade Bakery Co., 8831 Twelfth street, has been incorporated with a capital stock of \$3,000, all subscribed and paid in.

Grand Rapids—The Peake-Vander Schoor Electric Co., 952 Fulton street, has changed its name to the Vander Schoor Electric & Hardware Co.

Northport—The Cherry Home Co., growers and canners, has decreased its capital stock from \$50,000 common and \$50,000 preferred to 5,000 shares.

Dearborn—The Dearborn Stamping Co., 10501 Haggerty avenue, has been incorporated with a capital stock of \$50,000, \$1,000 being subscribed and paid in.

Muskegon—The Pleez-U Food Store, Beidler street and Laketon avenue, has installed a meat department which is under the management of Phil Ammond.

Detroit—Jay-Hughes, Inc., 1244 Washington Blvd., has been organized to import and sell hats, with a capital stock of \$10,000, \$3,000 being subscribed and paid in.

Detroit—The Peter Zerillo Co., 7201 West Fort street, has been organized to deal in fruits and vegetables with a capital stock of \$5,000, \$1,000 of which has been subscribed and paid in.

Flint—The P & T Specialty Co., 814 Church street, has been incorporated to do general manufacturing with a capital stock of 50,000 shares at \$1 a

share, \$50,000 being subscribed and paid in.

Detroit—Clean Linen Service Co., with business offices at Hotel Detroit, Woodward avenue, has been organized with a capital stock of 500 shares at \$10 a share, \$3,000 being subscribed and paid in.

Detroit—The Detroit Axle Shaft Manufacturing Corporation, 3025 Bagley avenue, has been incorporated with a capital stock of 10,000 shares at \$10 a share, \$8,000 being subscribed and \$4,000 paid in.

Escanaba—The Delta Hotel Co. headed by Clyde J. Burns, manager of the Delta hotel for the past three years, has been organized and has purchased the stock and building, furniture, etc., of the Delta hotel.

Detroit—The R. L. Aylward Coal Co., 1202 First Nat'l Bank Bldg., has been organized to deal in fuel of all kinds with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—Famous Brew, Inc., 1941 West Fort street, has been organized to deal in legal beverages as commission merchants, with a capital stock of \$25,000, \$3,000 of which has been subscribed and paid in.

Lansing—The sale of a portion of the property of the defunct H. Jay Hayes Industries, Inc., to the Lansing Brewing Co. for \$17,500, has been formally approved by Judge Charles B. Collingwood, of circuit court.

Lansing—The Piatt Products Corporation, 306 Clinton street, has been incorporated with a capital stock of \$50,000, \$27,040 being subscribed and paid in. The company will make a specialty of water heating equipment and fuel saving devices.

Lansing—The General Electric Supply corporation has opened a warehouse and wholesale establishment at 112 North Cedar street. Only a wholesale business is conducted. The company now has such units in Lansing, Grand Rapids, Kalamazoo and Detroit.

Kalamazoo—The Westend Furniture Co., which has been located at 719 West Michigan avenue for about four years, has removed its stock to 334 West Michigan avenue, to give the store a more central location, added floor space and more adequate parking facilities.

Albion—Henry B. Snyder, 81 years old, died at Sheldon Memorial hospital Feb. 11, following an illness of a week. Mr. Snyder has been in the grocery business for over 35 years, the past 20 years in the retail grocery business here. His store is located at 410 West Chestnut street.

Holland—The Holland Hitch Co., 153 West Tenth street, tractor equipment, has filed a petition in bankruptcy. The company has assets of \$6,342.90 and liabilities of \$4,130.47 but no cash on hand and cannot realize immediately on its assets. Owing to dissensions it was decided to file the petition.

Battle Creek—Estill's Good Health Cafeteria which had been forced into involuntary bankruptcy, was sold at auction by the receiver. Mrs. Inez Estill immediately opened negotiations with the bidders and purchased the entire cafeteria equipment and will con-

tinue the business at the same location and under its old name.

Holland—George Steffens of the Steffens Brothers' grocery and dry goods store was named president of the Holland Merchants' association at a meeting today. Other officers elected are John Olert, vice president; Jacob Fris, re-elected treasurer, and Charles Van Zylén, secretary. Mr. Van Zylén served as president last year. The merchants unanimously indorsed the proposed municipal dock project.

Manufacturing Matters

Detroit—National Decorators, Inc., 59 Brady street, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Wayne Products & Brewing Co., 3601 E. Hancock street, manufacturer of beer syrups and malt extract, has increased its capital stock from \$10,000 to \$400,000.

Detroit—The Graph Oil Co., 1026 Lafayette Bld., has been organized to manufacture and sell graphoil, lubricants, etc., with a capital stock of \$25,000, all subscribed and \$1,000 paid in.

Saginaw—The Saginaw Premier Brewing Co., has been organized to build a brewery and manufacture beer with a capital stock of \$100,000, \$30,000 of which has been subscribed and \$10,600 paid in.

Lansing—A branch of the ice cream plant of Swift & Co., at Alma, has been opened at 1400 East Michigan avenue, by Oliver Drake, formerly of Alma. Swift & Co. has been in the manufacture and wholesale ice cream business in several states for the past three years.

Lansing—The Clark baking plant, located at 1920 West Saginaw street, recently purchased of the William Clark estate by the Gauss Baking Co., is being completely remodeled and equipped with modern machinery for larger production and more modern manufacture. Lawrence Gauss will manage the plant.

Adding Minerals to Milk

"Mineralized" milk, produced by the Wisconsin Experiment Station, has been shown to have healthful qualities not possessed by ordinary cow's milk.

Addition of inorganic iron and copper salts to milk will prevent anemia, it has been demonstrated. It was proved also that the addition of traces of manganese to a diet of cow's whole milk supplemented with iron and copper had a favorable effect on growth and reproduction of experimental animals.

Although milk is recognized as more nearly a complete food than any other item common in the feed of animals or the diet of human beings, it has never been experimentally possible to raise animals from weaning to maturity on cow's milk alone. After a few weeks on an exclusive milk ration, animals lose weight and die of anemia.

Inability of milk to produce the necessary hemoglobin in blood has been attributed to its low iron content. Its deficiency in copper, according to the Wisconsin Experiment Station, is another factor in its inadequacy as that mineral is indispensable in the nutrition of mammals.

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

Dr. Cheeseman Medicine Company, New York City, engaged in the sale of "Dr. Cheeseman's Pills," is directed to discontinue representing that the preparation is harmless, that it has been guaranteed under the Pure Food and Drug Act, that it has any health-giving and corrective powers in excess of the therapeutic value it possesses, and that any letters or other statements relative to the efficacy of the product have been authorized or signed by C. S. Cheeseman, M. D., when such statements have not been so authorized or signed.

S. W. Pike, Seedsman, Inc., St. Charles, Ill., engaged in the sale of seeds, is commanded to discontinue misrepresenting the quality and quantity of bulbs and seeds that will be given for twenty cents "to cover packing and postage" and the names of five friends who love flowers, and to discontinue representing that any commodity is given "free" when the cost of the purported gratuity is included in the price charged for the merchandise with which it is alleged to be given free of charge.

Acme Shellac Products Corporation, Astoria, Long Island, engaged in the manufacture of varnishes, is directed to discontinue use of the word "Shea-Lac" or any other word similar to the word "Shellac" in appearance or sound, to designate a product not made in whole or in substantial part from shellac gum dissolved in alcohol, and directed to use the word "Substitute" or other word or words of similar import, in letters equally as permanent and conspicuous as the word "Shea-Lac" or other words similar to "Shellac" when used to designate a product consisting in substantial part only of shellac gum dissolved in alcohol.

American College and others, Chicago, engaged in furnishing correspondence courses of instruction in pedopractic and physiotherapy, is directed to discontinue misrepresenting the earnings and the demand for students either before or after their completing the course and the requirements for securing licenses; and to discontinue representing that graduates' tuition fees will be refunded under certain conditions unless and until such refunds are consistently made.

W. L. Berner (Lee & Cady) returned from Florida Saturday night, after a two weeks' rest in Palm Beach. He found more tourists in Florida than the state has ever seen before. Rentals and hotel accommodations have nearly doubled over last year's prices. He did not hear the word depression during the fortnight he was away. He failed to score on his deep sea fishing. He wanted to land a sail fish, which weighs from 40 to 80 pounds, but was disappointed. Several fish of this kind came into Palm Beach every day from resorters who were more fortunate than he was. The merchants he called on reported business about double what it was a year ago. He comes back refreshed.

Essential Features of the Grocery Staples

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

Canned Fruits—Canned fruit prices showed no particular change in the past week. However, they are well maintained at present levels and there is a certain amount of routine business being done. It is quite probable that prices would work higher under more spirited demand, but distributors seem to be fairly well fixed in inventories for the present, at any rate.

Canned Vegetables — One of the most hopeful signs is the steady gains being made by retail distributors. Sales for January again jumped ahead of January of last year in terms of dollars and were only 4 per cent. lower in tonnage. Considering the rock bottom prices which prevailed a year ago in all foods and the tremendous amount of buying by relief agencies, the present showing is most encouraging. Independents also have reported a better dollar business than a year ago, and it seems quite likely that in the next month or two tonnage, too, will equal or exceed last year's. While commodity agreements are still waiting for action by Washington and some of the vital issues like allocation have still to be decided, there is not much point in quoting futures at this time. The packer particularly does not wish to, as he is in no position to tell yet just what kind of control is to be proposed.

Canned Fish—Unsold stocks of Maine sardines are reported at a very low level, and such packers as have any are inclined to hold for higher than the \$2.60 price on keyless oil quarters. Assortments are pretty well broken up, and even the larger packers report they have little to sell. There has been a much improved demand, particularly in the South, which has enjoyed a larger measure of recovery than some other sections. Then, too, the increased cost of tin cans and higher overhead expenses which will be effective when the new packing season gets under way in April, all indicate higher prices, and many buyers have been anticipating. But it looks like a total clean-up of Maine sardines well in advance of the new season.

Dried Fruit—Dried fruit activity continued to expand here during the current week. The continuance of price advances on the Coast had the effect of stimulating local trading, as buyers sought to pick up stocks here before further boosts in price were made. Jobbers and wholesalers are steadily receiving stocks here from the Coast, but supplies usually are reduced quicker than they are replaced. This will mean a steady appreciation in prices. How much further the coast intends to go in advancing some items is a matter of speculation. It is known, however, that some very substantial business has been rejected by first hands from this market at prices which a few weeks ago would have seemed high. Additional strength has been shown in some sizes of Santa Clara prunes, the 20s, 30s and 40s. Advices from California say that 30s particularly have been in very limited supply. Holdings of apricots are confined to a few first hands and extra fancy cots are very firm at 18c, coast.

Dried peaches have been on a rising trend also. The very cold weather here has stimulated the demand for dried fruits, as well as the advancing prices. Chain stores also are featuring them more in their advertising, and bringing them to the attention of consumers. Very gratifying results have thus far been attained by one New York chain in displaying and pushing Imperial prunes. Both from the standpoint of volume and profit the campaign has been quite successful.

Nuts—The market continued active in a routine way here this week. Prices were well maintained and buyers were not accumulating heavy stocks. Shellers abroad were generally firm in their price ideas. French walnuts, Spanish almonds and Turkish and Italian filberts were generally unchanged. Buyers were still largely interested in future rather than immediate requirements. The unshelled nut market also showed little change, improved business before the Jewish holidays is expected to develop.

Rice—The market continued to show strength here and in the South. Medium and cheaper grades have been moving in better volume, with Puerto Rico taking more medium grade Japans, and that variety working toward a clean-up. Brewers' rice also was said to be more active. Mill interests were said to be booking a considerable volume of rough rice in anticipation of higher parity prices and some of them were paying more than the present parity.

Salt Fish—A very good demand continues to show for salt fish. No further price changes have been made, but the tone of the market is definitely strong. With Lent starting to-day, remaining moderate supplies on the New York market should move into distributors' hands at a good pace. A similarly good demand showed for herring.

Spices and Seeds — The seed and spice market showed greater activity toward the close of last week. Most orders were made up of small jobbing lots for immediate delivery but a keener interest was shown in practically everything on the list. Jamaica ginger were very firm as a result of good inquiry and small supplies. Both black and white peppers were a shade firmer for shipment but spot prices were unchanged. Prices on nutmegs and mace were well maintained. Offerings of Batavia cassias were limited to small lots. A slight spurt in demand for bleached cardamom seed cleaned up practically all available lots on spot and sellers were forced to mark up quotations quite sharply on the basis of replacement costs. Fairly large detentions of caraway, anise and a number of other seeds continued to be a factor in keeping the market in a firm position. Spanish anise seed was well maintained. As a result of a heavy demand recent arrivals have gone directly to consumers.

Vinegar—Cider has moved into a very strong position. A sudden demand for liquor purposes, both in making of cocktails and for applejack, has cleaned up most of the available supplies. Prices have practically doubled. Forty grain vinegar has been affected, since ordinarily these leftover stocks of cider were converted into such. Prices threatened to advance sharply.

Review of the Produce Market

Alligator Pears—19c each.

Apples—Northern Spy, \$1.50 for No. 1; \$1.75 for extra fancy; Delicious, \$1.75 per bu. for No. 1 red.

Artichokes—Calif., 90c per dozen, 4 doz. in box.

Bananas—4½c per lb.

Butter—Tubs, 25c; prints, 25c; cartons, 25½c.

Cabbage—New from Texas, \$2.50 for 100 lbs.

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

Cauliflower—\$1.40 per crate for California.

Celery—Home grown is about exhausted for this season. Florida, 6 and 8 doz. crates, \$2.35.

Celery Cabbage—75c 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, \$1.25 per dozen.

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

C. H. P. from farmer.....	\$2.35
Light Red Kidney from farmer..	4.25
Dark Red Kidney from farmer..	4.75
Light Cranberry	4.50

Eggs—Jobbers pay 10c per lb for mixed eggs and 11c per lb. for heavy white eggs. They sell as follows:

Fancy, fresh white.....	22c
Candled, fresh.....	19c
Candled, large pullets.....	18c
Checks	15c

Storage eggs are exhausted.

Grape Fruit—Texas and Florida are held as follows:

	Texas	Florida
64	53.75	\$3.25
70	3.75	3.25
80	3.75	3.25
96	3.75	3.25

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

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

Green Peas — \$4 per hamper of 30 lbs. for Calif. grown.

Green Peppers — California, 40@50c per dozen.

Hubbard Squash—2c per lb.

Lemons—The price is as follows:

360 Sunkist.....	\$5.50
300 Sunkist.....	6.00
360 Red Ball.....	5.00
300 Red Ball.....	5.00

Limes—25c per dozen.

Lettuce — In good demand on the following basis:

California, 4s and 5s, crate.....	\$3.25
Leaf, hot house.....	.70

Mushrooms—31c 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	\$3.25
176	3.50
200	3.50
216	3.75
252	3.75
288	3.50
324	3.50

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

Pomegranates—60c per dozen for Calif.

Potatoes — \$1.15 per bu.; Idahos, \$2.50 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy Fowls.....	14c
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Light Fowls.....	10c
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Ducks	8c
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Turkeys	14
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Geese	7c
-------------	----

Radishes — 30c dozen bunches hot house.

Rhubarb—Hot house, 45c for five lb. carton.

Spinach—80c per bushel for Texas grown.

Strawberries—Florida, 17c per pint. Sweet Potatoes — Jerseys from Indiana, \$2.25 per bu.

Tangerines — \$2 per bu.

Tomatoes—Repacked Mexican, \$1.15 for 10 lb. carton.

Turnips—75c per bushel.

Veal Calves — Wilson & Company pay as follows:

Fancy	8 @9c
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Good	7c
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Vegetable Oysters—30c per doz.

Wax Beans — \$3.25 per hamper for Louisiana grown.

Named Supervisor of Detroit Stores



Vincent J. Byerlein

Saginaw, Feb. 12—Vincent J. Byerlein will leave about Feb. 15 for Detroit to assume his new duties at the main office of Lee & Cady, where he will have charge of the company's voluntary stores independent in the Detroit area.

Since May, 1931, Mr. Byerlein has been affiliated with the Red & White stores of the Saginaw-Bay City district, a voluntary organization of independent merchants sponsored locally by Lee & Cady. He has acted in the capacity of advertising manager and store supervisor, his duties consisting of keeping the independent retailers informed on modern merchandising methods.

Except for a period of one year which he spent in war service in France, Mr. Byerlein has been associated continuously with Lee & Cady for twenty-three years, entering their employ in March, 1911 as assistant book-keeper and claim clerk. He has been active in affairs of the Saginaw Board of Commerce, being a past president of the Wholesale Merchants Bureau. He is prominent in local and state Knights of Columbus circles and has served as grand knight of that organization. Before he joined Lee & Cady, Mr. Byerlein was with Morley Bros. and with the Saginaw News.

Mr. Byerlein's family will join him in Detroit later in the spring.

MUTUAL INSURANCE

(Fire and Life)

The Gasoline Hazard in Wisconsin

Between 235 and 250 garage fires occur each year in Wisconsin. Some of these fires are gasoline vapor fires due to inevitable presence of gasoline vapors, lack of ventilation to remove the same, and to the presence of heating plants or defective or improper motors or switches, or smoking to furnish the spark to ignite the vapors.

When with the advent of the automobile, garages became a necessity, a pit was constructed to enable the mechanic to get in under the cars. It was soon found that such pits were a gathering place for fumes waiting only for a spark from any source, sometimes from a tool of iron, an electric drill, a blow-torch or the electric wiring or batteries in the car. These inside work and grease pits are now generally prohibited by modern building codes.

Proper ventilation of garages to remove the fumes has been mentioned. Where electric switches or wall plug openings are installed, these should be at least 4 feet above the floor. Electric motors, unless of the explosion-proof type, also should be above the floor level and smoking should be prohibited.

In the modern city parking garages, several stories in height, we occasionally find gasoline pumps to serve cars of patrons. Such pumps should be of the safest all-metal type and installed either in a strictly fireproof, well ventilated room or near the main floor entrance.

Portable wheeled tanks are also used for this purpose. Such tanks are fairly safe, if of substantial construction, equipped with a good pump, flame arrester and non-ferrous tires and carefully handled. Such care is necessary everywhere where gasoline is handled or used.

A large laundry and dry cleaning plant had a "visiting week" with cash and other prizes offered. The plant was using naphtha as a cleaning fluid instead of the much safer solvent now generally used. A large washer had been running for half an hour churning the naphtha and so increasing the formation of vapor in the machine and accumulating static electricity. The cleaning room was well filled with visitors. The guide and superintendent of the plant wanted to show the visitors the revolving drum inside of the metal jacket of the washer. As he attempted to lift the cover, a static spark jumped from the cover to the outer shell of the washer and ignited the fumes in the washer. The cover was thrown back by the force of the explosion and the flash badly burned the superintendent and twelve of the visitors. Some were in hospitals for two months and will carry scars for life. The flash was over and the fire out. Not even the clothes in the washer were burned. Effective grounding of the machine would have carried off the static charge.

Another cleaning plant built according to law had 13-inch brick walls, a

reinforced concrete slab roof, fire doors and windows and proper ventilation openings. The room was not heated. During a very cold February day the operator closed the ventilation openings. Fumes accumulated and were touched off by a static spark. The walls were thrown out and the slab roof came down in the middle, all because of lack of ventilation to remove the vapors.

I have investigated a few fires in pump-houses containing pumps, valves, electric motor and switch. In most cases these pump-houses had no ventilation, some only a small ventilation opening in the gable. These heavier-than-air vapors could not rise to this opening. Drippings from leaky valves turned into fumes during the night when the door was shut. Operating the electric switch in the morning caused the spark to set off the explosion.

Valves are liable to leak, hence the necessity of proper ventilation at the floor level to remove the fumes, and proper electrical installation.

A ventilation system to remove the heavy gasoline vapors must be the reverse of one intended to remove lighter-than-air gases and fumes, which rise, and pass through roof ventilators.

J. E. Florin,
Sup't of Fire Prevention in Wis.

The Hazard of Charcoal

Finally divided charcoal which is made from hard wood by a retort method is much more subject to spontaneous ignition than that made from soft wood or that made by the old pit or kiln method.

Spontaneous combustion takes place more readily with fresh charcoal than with old material, is promoted by conditions that limit the air supply, and the more finely divided it is, the greater the hazard.

Small quantities of charcoal should be kept in metal-lined bins or containers and should never be mixed with materials of a combustible nature and allowed to stand. Several fires have occurred in mixtures of charcoal and cod liver oil—an exceedingly bad combination. Larger quantities of charcoal should preferably be stored in buildings of non-combustible construction, cool, well ventilated, and spacious enough to allow separation of piles.

Charcoal should be piled only in tiers, six inches between each and not over six feet high or sixteen feet long. The bottom sacks should be laid on 2x4's or scantlings two feet apart, and if piles must be over six feet high, similar scantlings should be placed at each five foot level.

When fire occurs in charcoal, water should be used as sparingly as possible. The damaged and wetted material should be removed from the building at once as such stock is even more susceptible to self-ignition than when it is perfectly dry. Drying and subsequent storage should be in a shed or out-building of comparatively little value and the material kept under close observation.

What has been said in reference to the storage and handling of charcoal applies equally to sacked feeds, most of which are subject to spontaneous heating. Fires due to this cause are usually total, and occur most often at

night or over week-ends when buildings are closed and heat and gases are confined. Proper methods of storage and frequent examination of the materials will avoid such fires.

Trend Toward More Conservation

The past week saw federal control developments still apparent. The bill that was introduced into the House Friday, calling for Federal Trade Commission regulating of the stock exchange was probably the big development. President Roosevelt asked for Stock Exchange legislation but neither approved or disapproved the bill. Another important development was the Administration's approval of the bill for restriction of cotton ginning through tax. In another message the President has proposed a plan for regulation of sugar production and imports.

Another important development was the issue of an order by the President whereby the army will carry the air-mail in place of transportation by private companies under government contracts which were canceled by an order of Postmaster-General Farley. The Administration's \$950,000,000 blanket appropriation bill which for a time was threatened by the Senate was finally passed by both Houses.

After taking into consideration seasonal and other factors, business indices such as steel production, retail sales, automobile production, car loadings and electric power production were very good. In addition earnings reports were very encouraging and indicated how quickly earnings can re-

cover with slightly increased business.

The Government's spending program apparently is being felt by business. This cannot be expected to last forever as there is a growing indication that the Government realizes that private construction and other private methods of economic endeavor makes the Government's spending program look small. This apparent realization along with the need to sell a large amount of Government bonds, accounts for the trend towards more conservative policies. Scared capital does not seek investment in private enterprises. The chance to make an adequate return without undue risk must be present.

J. H. Petter.

Linen Lines Withdrawn

Buying of linens and domestics at the exhibit of such goods held last week at the Hotel New Yorker was so heavy that in several instances houses had to withdraw their lines from sale because of their sold-up condition. More than 400 buyers visited the show, which was the first of its kind ever held.

Sponsors of the show reported that the Fall exhibit would be held on Aug. 6 and that 90 per cent. of the exhibitors had already booked space for it. The addition of other houses in the linen and domestic field, which have already contracted for quarters, will about double the number of exhibitors, which was forty-three, it was said. At the Fall show a convention of buyers will be held jointly under the auspices of the new National Domestic and Linen Buyers Association.

FOR MORE THAN 24 YEARS

WE HAVE Saved our members from 25 to 40% on their Insurance premium.

WE AIM To adjust all losses satisfactory to the assured.

WE DO Pay all claims promptly upon receipt of proof.

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

affiliated with the

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

Onaway Is Again on the Map

Onaway, Feb. 8—It was very nice of you to write such a good letter as yours of Jan. 31 and very acceptable to a fellow who has been afflicted for six or more weeks and is still wrapped in bandages, although I will attempt to wear clothing again Saturday of this week to conduct a justice court case.

I enjoyed reading the fiftieth anniversary number of the Tradesman and wish to congratulate you on same. I regretted very much that I could not contribute to it, as I looked forward to this. Had I been in "perfect running order" there were some occurrences that would make news columns for the Tradesman, one especially, the death of Irving Arratt, receiver for the Onaway State Savings Bank, ill several months and life long resident of Cheboygan.

I have just recently been able to read much of anything, say nothing of writing.

I enjoy the National Geographic Magazine very much and especially the February number, depicting the Golden Isles of Guale off the coast of Georgia. In 1874, with my parents, I spent the entire winter in Georgia, forty miles out of Savannah on a plantation and frequently visited Black Beard and Catherine islands. I saw two white children only during the entire winter.

My father cut mahogany wood from the timbers of old Spanish ships sunken by the pirate Blackbeard and made boats for me, later destroyed in a fire.

Our trip was made from New York by an old ironclad steamship (steam and sail) called the Sanjacinto. We laid off Cape Hatteras two days and nights in a terrible storm (the ocean graveyard) and were given up for lost at Savannah. If going to Heaven is going to be any more delightful than our entering Savannah river after that trip I will have something to look forward to.

Seth Parker's radio negro program from Norfolk, Va., I believe, brought back reminiscences of my evenings spent in negro cabins sixty years ago, where I listened to the rhythm of unprepared negro melody in its true and unadulterated form. Negroes at that time were practically all slaves, although legally free.

I started out to write a line. Perhaps I am getting childish. Will try and have some news items for the Tradesman in the near future.

Will B. Gregg.

Urges Sugar Be Made A Basic Commodity

Detroit, Feb. 13—In a special message to Congress, President Roosevelt urged amendments to the Agricultural Adjustment Act so as to make sugar beets and sugar cane basic commodities and to empower the Secretary of Agriculture to license refiners and importers to buy and sell sugar from the various producing areas. In addition, the President proposed a system of allocating to various producing areas quotas based on the domestic consumption of sugar. The President proposed the following preliminary and temporary quotas:

	Short tons
Continental beets	1,450,000
Louisiana and Florida	260,000
Hawaii	935,000
Porto Rico	821,000
Philippines	1,307,000
Cuba	1,944,000
Virgin Islands	5,000

Application of such quotas will immediately adjust market supplies to consumption, he said, and would provide a basis for reduction and production to the needs of the U.S. market. The President further stated that negotiations for a new commercial treaty between the United States and Cuba are to be resumed immediately and favorable consideration will be given to the increase in the existing prefer-

ential of Cuban sugars to an extent compatible with the joint interests of the two countries. The President said that he would not at this time recommend placing sugar on the free list. By having sugar a basic commodity, the President said, it would be possible to collect the processing tax, the proceeds of which will be used to compensate farmers for holding their production to the quota level. A tax of less than 1/2c will provide sufficient funds, he said. Congress should provide that the rate of the processing tax shall in no event exceed the amount by which the tariff on sugar is reduced below the present rate of import duty. Recommendation was regarded as an indica-

tion that the President may follow the recommendation of the Tariff Commission which has made a report suggesting reduction in the tariff on Cuban sugar by slightly less than 1/2c per pound.
Lamborn & Co., Inc.

No Code Provisions

"Yassah," said old Link, "business very good. Done bought a pig fo' \$10, traded pig fo' a barrer, barrer fo' a calf, calf fo' a bicycle, and sol de bicycle fo' \$10!"

"But yo' don' make nothin', Link!"

"Sho' 'nuf, but look at de business Ah been doin'."

A Big-Profit Sales Stimulator

Priced at:
20 cents per dozen
delivered

Sells at:
2 cakes for 5c

Brings you:
**50% PROFIT
ON COST**
Fresh Compressed



**The
NEW
LARGE
CAKE**

RED STAR YEAST
Grown from Grain

**RED STAR YEAST AND
PRODUCTS COMPANY**

Milwaukee, Wisconsin

Strictly Independent — Since 1882

Quaker Products

Quality --- Purity --- Flavor

A few of the many items packed under this popular brand.

CANNED FRUIT

CANNED VEGETABLES

PRESERVES

DRIED FRUIT

PEANUT BUTTER

COFFEE

SPICES

SALAD DRESSING

Sold by Independent Dealers Only.

LEE & CADY

SEEK FREER BANK CREDIT

With the demand for basic industrial materials hampered by the inability of some buyers to finance purchases, credit executives in the capital goods industries, such as steel, machinery, construction material, etc., will attack the problem of bank credit and attempt to obtain more financing for their customers.

At the same time the possibility that RFC loans through mortgage companies to individual manufacturers will increase substantially has created the necessity for a uniform policy in the handling of composition settlements with the plants receiving the loans. Credit men would like to set a minimum figure of 50 per cent. return on settlements, although each case coming up will have to be handled on an individual basis.

A group of credit executives in the capital goods fields, members of the New York Credit Men's Association, has passed a resolution to the effect that bankers should resume the normal handling of loans to industry and expects to discuss the question with a group of bankers in the near future.

Despite the rebuttal of bankers to Jesse Jones' statement during the week that they were not functioning as they should in the matter of loans to industry, credit men flatly declared that many cases come to their attention where plants are deserving of loans and cannot obtain them.

"Credit must always be based on character and capacity," one executive declared, "but the banks are insisting too strongly on collateral. In commercial paper transactions some banks are asking security to the extent of 140 per cent. of the loan and the debtors cannot afford to accept such terms."

Credit men asserted that they are going very carefully over the balance sheets of buyers and find situations where a company, while sound financially, is compelled to buy material sparingly because of inadequate funds. Manufacturers, because they need a larger proportion of cash for payrolls, are hoarding their reserves and holding back on their material purchases. Credit men disclaim any intention of trying to load up companies with material, declaring that would rebound eventually to their own disadvantage, but they feel that the current rate of business warrants freer credit.

The composition settlements which some creditors have accepted are focusing attention on loans made to plants by the RFC through mortgage companies. In all such loans antecedent debts have to be scaled down or written off entirely.

Settlements in the 200 odd loans reported to have been made in this fashion range anywhere from 25 to 65 per cent., depending on the individual case. In most of these cases credit men were glad to accept the terms because they felt that otherwise they might not receive as much through a bankruptcy proceeding, for which some of the companies seemed headed.

They expressed the opinion that 50 per cent. would be an equitable figure, but admitted that it would be impos-

sible to set an arbitrary amount, because of the varying conditions. They are anxious, however, to establish a uniform procedure among creditors where RFC loans are made, in order that the maximum return can be assured.

Credit men also intended to check carefully on the mortgage companies granting the loans to plants. It was felt that many defunct companies might see an opportunity to recoup themselves through RFC loans and this might open the way to abuses.

In one instance recently, the stockholders of a defunct mortgage corporation, seeing an opportunity in their center to get a loan for an industrial plant, subscribed \$100,000 to re-organize their company.

Unless these mortgage companies are watched carefully, it is felt, they may prove as unstable as some of the building and loan associations did.

EXTENDS CODE WORK

While many other organizations of producers are giving almost all their effort toward price-fixing arrangements of one kind or another, the Code Authority of the millinery industry announces a program which should serve far better purposes and lead to real instead of artificial and temporary benefits to its membership.

This Authority sees its opportunity in united leadership for business betterment and will work for wider markets and increased millinery consumption through a department for trade extension and promotion. Through this program it is hoped to demonstrate that codes and their authorities can go a step further than actual compliance with the industrial agreement. All interests from the raw material to the consumer will be enlisted in the effort to create a greater demand.

Judging from present developments in this line, the trade has started its movement under happy circumstances, since early Spring operations already point to an excellent season. New styles have appeared which have evoked the best response since the Eugene vogue.

Of course, the milliners are not alone in their trade-extension campaign. Other producers are also working in that direction, but those who follow association affairs closely are of the opinion that there is too much emphasis upon restrictions which operate to narrow rather than to broaden markets. Price fixing and production cuts have been too widely regarded as the solution of all problems, whereas they mean only the beginning of greater difficulties. The Ford formula of lower prices, higher wages and larger markets cannot be upset.

DRY GOODS CONDITIONS

Record low temperatures affected retail trade during the past week, but sales volume held up fairly well. The call for heavy Winter apparel and supplies was, of course, greatly stimulated, while at the same time the growing demand for Spring goods was checked. Resort lines benefited to some extent

from the purchases made by those who decided to take trips to warmer climes in order to avoid the bitter cold.

It is understood that the local department stores will show a January gain of about 13 per cent. This was well in line with earlier estimates. For the country the increase will be about 5 per cent. more, the extra selling day in the month adding around 4 per cent. to dollar volume.

A compilation of chain-store and mail-order results for the same period indicates a gain of 15.38 per cent. for twenty-four organizations, the twenty-two chains reporting a rise of 11.62 per cent. The apparel group established the best increase, of almost 40 per cent, while the mail-order companies came next with somewhat over 36 per cent.

In order to sell the same number of units as last year the stores must do about 25 per cent. more dollar volume, since this represents the average increase in retail prices over the last twelve months.

A sharp upturn in wholesale merchandise operations rather surprised these markets during the week. A larger contingent of buyers was on hand than had been expected. These store representatives commented upon the marked change in sentiment, which has become highly optimistic again, and at the same time were somewhat dubious over price advances.

BUSINESS GETTING RESULTS

While foreign developments, principally in France, engaged attention during the week, there was the usual quota of action at Washington and at the same time a perceptible lift in business sentiment itself. The latter gain could be described as something on the order of the rise last Summer. Trade and general business results are becoming more concrete and seem to have a sounder basis.

Earnings statements produce this evidence and current operations in many instances confirm it. If business must see a profit before recovery can really make much progress, then the groundwork has apparently been laid. That is, at least, the way many business interests have come to look at it in the last few weeks. Whether consuming power ultimately will be able to absorb the prices which exorbitant profits make necessary is another question.

Commodity price movements of the week were again irregular, with the balance, however, on the rising side. The general trend has been upward since the beginning of the year, and farm products have shown an even sharper advance. The gap between them and non-agricultural goods has been narrowed somewhat, although it still remains wide.

Another increase is recorded by the weekly business index of The New York Times and four of the series were higher for the latest week. Automobile output expanded quite sharply and soon should lead to heavier steel operations. Building construction continues to forge ahead.

Friendship we are too ready to withdraw is hardly worthy of the name.

OBJECTIONS SUSTAINED

That some of the regulations upsetting established trade practices may be changed or dropped was the encouraging news that retailers read into the latest interpretation of the Recovery Administration. Open price agreements and arbitrary reductions in discounts contained in manufacturers' codes have come under attack.

The open price system has always lent itself, of course, to abuse, particularly where the price must be posted for some days before it becomes effective. A study of prices before and after such arrangements came into force was furnished at the hearings recently in Washington to show that invariably they meant much higher quotations than in cases where the device was not used.

In the discount matter, retailers have contended that the marking down of these concessions has been used mainly to mask an unwarranted price rise. That was probably the temporary effect, although, in the end, as retailers themselves appreciate, competition would take care of exorbitant demands.

The stores are obviously doing the correct thing in using every effort to protect their customers against unreasonable price demands. Their own self-interest is aided in attacking radical changes which interfere seriously with their established methods of doing business. Some of the objections they offer in the discount controversy may sound rather weak but they rest on practical grounds.

INDUSTRIES RELUCTANT

Because they are doubtful that they could impose surcharges, various industries are reluctant to ask for a voluntary reduction in hours as recently suggested by General Johnson.

While business executives are anxious to avoid an additional cut in the work week through legislation, they feel that they would be entitled to ask price differentials because of the higher costs imposed on them. However, if they voluntarily seek a reduction, they believe that they could not demand surcharges, as the shorter week request would be tantamount to asking higher prices. Prices would probably advance, through the law of supply and demand, but the rises would lack uniformity and might disrupt the markets, it was held.

PRICE ADVANCE EXPECTED

With cotton rising sharply last week and some printcloth constructions touching the high point reached last Summer, the primary cotton textile trade expects a general advance in prices this week.

The market has definitely become a sellers' one, with many mills sold up for several months ahead. Since the first of the year manufacturers have enjoyed a volume of business comparable to that of the early part of last Summer. Statistically, the industry is in one of the soundest positions it has ever experienced.

A man can hardly have grand visions if his mind is centered exclusively on himself.

OUT AROUND

Things Seen and Heard on a Week
End Trip

Fifty-four years ago Lewis T. Peck came to Grand Rapids, I think from some town in Ohio. He was looking for a job as book-keeper. I had just come from the office of Wm. A. Berkey & Koskal, where the head of the house told me he was looking for a book-keeper. I took him over to the factory, which was then on the corner of Lyon and Campau streets. Mr. Berkey evidently liked the looks of the young man, because ten minutes later he was installed as book-keeper. He has been with the house ever since and at 76 years of age looks as though he could be depended on to remain at least twenty-four years longer. His title is now secretary and treasurer, but if there is anything going on in the factory or office that he does not know about I miss my guess. If I were to designate his position in the organization I would describe him as Old Reliable.

Mr. Peck told me that the Wm. A. Berkey Furniture Co. has used only mahogany in the production of furniture for the past ten years. They have never had a stick of Southern gum in their factory. For some years they made a few pieces of furniture from walnut, but discarded that wood altogether ten or a dozen years ago.

Recalling that the early furniture manufacturers of Grand Rapids, especially William Widdicomb and William A. Berkey, refused to use anything but Peter Cooper glue, I asked how the matter stood to-day. "We have never discontinued the use of that brand in our factory," was the reply. "Many other manufacturers use Cooper glue in the joints, but a cheaper vegetable glue on inside work, which soon weakens and comes apart. As long as I live nothing but Cooper glue will ever find a place in our factory."

Mr. Peck is really the Nestor of furniture manufacturers in Grand Rapids, because no one except him who was identified with the industry in an important position fifty-four years ago is now alive. He is quiet in appearance, pleasantly approachable to all who come in contact with him and makes friends who continue to maintain friendly relations with him as long as they live. He resides in a \$40,000 home in East Grand Rapids, but no one who does not know him would suspect that he has been the guiding hand of one of our best factories for approximately fifty years. He has no "airs" and has never cultivated a high hat.

I believe Mr. Peck is the only man in Michigan who has remained with one establishment fifty-four years. If anyone can prove to me that he has equaled or exceeded Mr. Peck's record in this respect I shall be glad to hear from him.

William A. Berkey, the founder of the Wm. A. Berkey Furniture Co., was one of the pioneers of the furniture industry of Grand Rapids. He was one

of the original founders of the Berkey & Gay Furniture Co. He subsequently left that organization and started the Phoenix Furniture Co. His associates in that undertaking were millionaires of Boston, who forced him out of the management of the Phoenix because of his radical views on the subject of finance. He was an advocate of free silver and greenbackism. He published a book on the latter topic which bore his name as author. On his retirement from the Phoenix he engaged in business on his own account and built up a large business which his associates and successors have carefully conserved and increased. The company has never made anything flashy or radical in either design or execution. Its products have preserved the best traditions of the furniture art. They have been well made and moderately priced. The workmanship has been excellent. The materials have been the best that could be obtained. The treatment of customers has been such as to commend respect and admiration. I think the company has never failed to pay a good annual dividend during the half century it has been in existence.

Harper's Magazine has never been accused of sensationalism, but the January issue has an article by John T. Flynn, entitled *The Betrayal of Cleveland*, which contains disclosures of a most reprehensible character. The article contains a complete exposure of the manner in which the Van Sweringen brothers obtained control of the Nickel Plate, Erie, C. & O., Pere Marquette, Missouri Pacific and Denver & Rio Grande railway properties without investing a penny of their own money. Their method of operation is thus described by Mr. Flynn:

"The Nickel Plate line belonged to the New York Central Railroad. But at the moment Fate decreed, through the agency of the Interstate Commerce Commission, that the New York Central should divest itself of the stock of the Nickel Plate. The Central had to sell. Why should not the Van Swingerens buy the road? And that is what they did.

"The means they devised for doing this were to be the pattern for all they did later. This operation introduced them to two powerful weapons which they were to use with compelling effect. One of these was the holding company. The other was the use of other people's money in banks. It is the perfection and abuses of these two implements which have brought capitalistic America to the verge of despair.

"The Van Swingerens bought the Nickel Plate for \$8,500,000 on the installment plan. They were to pay \$2,000,000 down and \$650,000 a year. But they didn't have \$2,000,000. How was the transaction to be managed?

"First, they organized a holding company—the Nickel Plate Securities Corporation. The agreement to buy the Nickel Plate stock was made by that company. For the initial payment the Van Swingerens negotiated a loan of \$2,000,000 from the Guardian Trust and Savings Bank and put up the agreement as collateral.

"The Nickel Plate Securities Corporation then issued \$2,075,000 of pre-

ferred stock and \$12,500,000 of common stock. The Van Swingerens sold \$1,575,000 of this preferred stock to various persons for cash. To these purchasers they gave an equal amount of common stock—\$1,575,000 of it. They subscribed to \$500,000 of the preferred themselves and got \$500,000 of common. When this was done the Nickel Plate Securities Corporation had its \$2,075,000 cash with which to take up the bank loan. The Van Swingeren associates owned \$1,575,000 of preferred and the same amount of common. The Van Swingerens themselves owned \$500,000 of preferred and the same amount of common. They owned an additional \$10,000,000 of common for which they had paid nothing. But where did they get the \$500,000? They borrowed that from the Guardian Trust Company also and put up the new stock as security. Thus they got possession and control of their first railroad—the Nickel Plate—without drawing a single dollar from their own funds. They secured not only the railroad but the terminal site for their trolley line and, as it turned out, a good many other things besides."

This method, with slight variations, was pursued in the case of all additions to the properties acquired by the exploiters. In order to do so they wrecked the banks and trust companies who poured out the people's money to enable the sharks to accomplish their nefarious purposes. When the crash came in October, 1929, the banks had to turn to the R. F. C. for assistance. The Guardian Trust Co. got \$12,000,000 from the Government. The Union Trust Co. got \$14,000,000. Later these financial institutions had to suspend. They are closed now. They have inflicted a dreadful blow upon that great city. Millions in savings have been lost. More savings are gone which were put into worthless securities and equally worthless real estate bonds which these banks and their allies made possible.

Owosso, Feb. 9.—In your Feb. 7 issue appeared on page 4 a notice regarding the Independent Stove Co. Your information was apparently not very complete and I thought you might like to know exactly what the circumstances were.

On Dec. 15, 1933, the name of the Independent Stove Co., a Michigan corporation organized May 19, 1906, was changed to the Renown Stove Co. At the same time the capital structure was revamped and \$184,000 of new preferred stock was sold. Old preferred stock of a par value of \$10 was exchanged for Class A common stock of a par value of \$1 and old common stock of a par value of \$10 was exchanged for new Class B common stock of a par value of \$1.

Inasmuch as the filing of the name Renown Stove Co. to supersede the Independent Stove Co. left the name Independent Stove Co. open for anyone's use, the officers of the new Renown Stove Co. decided to incorporate a new company to be known as the Independent Stove Co. in order to have on file at Lansing their right to the name of the Independent Stove Co. This latter company was organized with a capital of only \$1,000, which is the minimum allowable under Michigan statutes.

We are giving you all this information because we believe that many retailers throughout Michigan are interested in the Renown Stove Co. This is

particularly true in the case of hardware dealers, as we have been in business since 1906 and number among our best customers many hardware dealers in this state. We have always understood that you and your Michigan Tradesman reached these many retailers in Michigan, as well as, if not better than, any other trade publication and are hence anxious to have you carry this story in its true style.

B. A. Nagelvoort,
Sec'y & Treas. Renown Stove Co.

No poem I have printed on the front cover has been the target of so much criticism as the one referred to in the following letter from Mr. Chas. M. Heald, of South Pasadena, Calif.:

"What can an old man do but die?"
Hood surely 'had a case on' when he wrote the above.

"There is so much an old man can do that the average young man can not that he should be grateful to the Almighty Father for allowing him to remain on earth.

"What is an old man?"

"A man is only as old as he feels.

"If a man has a young heart, good lungs and strong active legs and uses them as a sensible Christian should, he is not old. Although he may have passed his eightieth milestone in life's journey, he is still going strong and carrying happiness to those along his way."

No one who has sent me a letter of protest has worded his comment more pointedly than Mr. Heald does.

By the way, I frequently undertake to measure the accomplishments of Mr. Heald and always reach the conclusion that he is one of the half dozen men who have made their lives glorious by never indulging in an idle moment. When I think of the work he has done and the service he has rendered the transportation interests of the country I am simply appalled.

The policy of the Department of Agriculture in protecting consumers of food products has been immeasurably strengthened by a recent court decision in the United States District Court for Eastern Michigan, signed by Judges Simons, Tuttle and Moinet, relative to the Department's attitude in preventing the substitution of synthetic, cheaper and inferior products for natural products. The excellent qualities of pure vanilla as a flavoring substance have long been established in the minds of the public and call for no explanation, but when manufacturers, with the purpose in mind of substituting cheaper or inferior substances in the form of synthetic vanillin, which has not been known, in flavoring materials, the Department of Agriculture took prompt steps to put a stop to the practice. Manufacturers objected and instituted proceedings against the Commissioner of Agriculture, Samuel T. Metzger, to enjoin him from carrying out the plain mandate of the Michigan Legislature. In deciding the case the court said:

"We see no merit to the contention that the regulation violates the due process and equal clauses of the constitution of the United States. The discrimination here is not between the manufacturers of the same class but between two products, one answering a certain standard incorpo-

(Continued on page 23)

FINANCIAL

KEEPS WOLF FROM DOOR

Money Grows on Trees in the South Seas.

"D'you think money grows on trees?" This favorite retort of American husbands will never be effective with wives in the Maldive Islands. For them "Yes" is the obvious comeback.

Down in this little-known South Sea haven for the weary, money does grow on trees. They haven't dollar bills for leaves, but they bear something just as good—coconuts. And coconuts are money in the Maldive Isles. Laborers are paid with them and debts are contracted and fulfilled with them. Coconuts are the original commodity dollar. The thrifty Maldive Island matron tries to stretch her coconut money, instead of pinching her pennies, as we do in the land of the unedible dollar.

But aside from passing as money, there are scores of other believe-it-or-nots about coconuts which make them as intriguing and romantic as a hunt for pirate treasure.

South Sea Island natives take it easy—and let the coconut tree do the worrying for them about the essentials of life. It is literally true that if these islanders had nothing but the coconut tree to supply their wants, they could pass their days in contentment.

Requiring little cultivation, the coconut palm would be worth its salt if it supplied food alone. But there are eighty-three other different needs which this tree fulfills. Besides giving delicious and nutritious food and drink, the nuts, shells, leaves, fiber and wood furnish the means of satisfying almost every imaginable primitive want. The coconut tree supplies the natives with firewood and building material, cooking and eating utensils; provides his fishing net, woven from coconut fiber, and his canoe; gives him oil for his coconut shell lamp and jaggery or coconut sugar to sweeten his food. Even in America, in addition to the scores of coconut deserts which are familiar standbys, the versatile tree supplies us with coconut fiber doormats bidding us "Welcome," palm leaf fans, salt water soap, stock food, charcoal and a host of other products.

So important is the coconut in the South Seas that when missionaries went to Christianize the natives, they found it necessary to change "our daily bread" in the Lord's Prayer to, "our daily coconut," in order to make it understandable to their converts.

Harvest time means nothing to coconut trees or to the fortunate folks who depend upon them for food, clothing and shelter. The tree bears ripe coconuts continuously and has fruit in all stages of development, from blossoms to ripened nuts, simultaneously. Ask any farmer who has hustled sixteen hours a day to get his crops harvested in time whether this means anything.

Many of the lazier natives don't even go to the trouble of picking the nuts. They just wait for them to fall to the ground when they ripen; others train

monkeys to climb the trees and bring them breakfast, lunch and supper.

Willowy, graceful, fern-like and romantic, coconut palms are nevertheless huge trees. They grow 70 to 85 feet high, and their roots sometimes attain a depth of fifty feet. A coconut tree begins to bear when it is five, six or seven years old, and continues for about 70 years. The average production is forty coconuts a year, although some trees yield as many as 200. Forty coconuts will make about thirteen pounds of the coconut we know—the curling, shredded kind that tempts youngsters' fingers when mother is baking.

In Malabar a father plants five coconut palms when a son is born—enough to keep the boy in spending money until he has to begin planting trees for his own sons. In Ceylon, the natives calculate their wealth in coconut trees. Twenty trees in full bearing are considered ample to support a family man in comfort, providing his wife doesn't try to keep up with the Joneses. They provide a dowry for his daughter, a pension for his own old age and a ready form of life insurance for his widow.

Ingenious natives have devised a method of emptying the meat from the coconut without breaking the shell. They punch out the eyes—the two small soft spots on the end of the nut—and place the coconut in shallow water where a species of tiny shrimps abounds. Hungry shrimps swim through the holes, eat the meat, swim away and leave a perfect bottle for the local John Barleycorns.

Even more inventive is the robber crab of the Polynesian Islands. He climbs the towering trunk of the palm tree, picks a coconut, hammers the eye with his heavy claws until he makes a large enough opening to insert his smaller claw and extracts the pulp.

Coconuts are one of the oldest foods known to man. They are mentioned in the medical literature of India in 1400 B.C., and there are references to them in Sanskrit writing laboriously carved in stone 3,000 years ago. In those days coconuts were not only prized as a great delicacy, but the oil was used as medicine. And in many parts of the world the coconut still has varied religious significances.

Not only is the coconut an easy crop to harvest, but it is in many cases self-planting. That is why nobody knows certainly where the coconut originated. Growing at the ocean's edge, the trees often drop ripened nuts into the water. The heavy husk is waterproof and very buoyant, so the nuts may float for months, drifting with the wind and currents until they are washed ashore. Action of the waves soon causes the triangular shaped nuts to burrow into the sand. Nothing could be finer for a coconut tree which thrives on sand and salt water.

Coconuts were known in America in colonial times; in fact, purchases of them are recorded in the account books of George Washington. But until 1896 they were enjoyed largely by people in seaport communities. Then a Philadelphia flour miller, Franklin Baker, was forced to accept a boatload of co-

conuts from Cuba in payment for a shipment of flour. He developed new methods of opening, processing and packing the nuts so that coconut could be distributed anywhere. To-day coconut cake is the second most popular cake in the country and only apple pie exceeds coconut custard pie in popularity.

Although nobody knows exactly where the coconut originated, it is now scattered throughout the tropics and to-day is the world's most important food fruit, supporting millions of natives. More than ten billion coconuts are produced every year or more than three hundred per second. If they were laid end to end, (which would look very silly) they would encircle the equator ninety times, or they would make enough coconut pies to keep all the husbands in the world happy until their golden wedding day.

The coconut did not get its name in the East, where the fruit was first mentioned in literature. From the 6th to the 16th century it was known as the India nut. Then the face-like appearance of the eyes on the nuts led the Portuguese and Spanish, who encountered them in the East, to use the term "coco" nuts, after their word "coco"—meaning grin, or grinning face.

To the average American, the feathery fronds of a palm tree swaying in the tropical breeze bring thoughts only of movie sets, coconut frostings or travel catalogues. But for millions and millions of people in far away lands coconuts are a matter of life or death, the central feature of their existence, giving point even to-day to the ancient proverb: "He who plants a coconut tree, plants vessels and clothing, food and drink, a habitation for himself and a heritage for his children."

Scott Irwin.

Produce Trade Pays Big Price For U. S. Help

A summary of the produce market during 1933 discloses among other things the fact that the butter industry has paid a comparatively big price for its education on government subsidy. Federal support was a good thing for a time and it served its purpose well, so much so that even some conservatives were forced to admit for a time that the solution for butter market correction was found in federal aid.

Forgetting the government for the moment, the year 1933 in the butter trade followed through the weakness manifested at the close of the previous year. Prices wavered within comparatively lower ranges, and well up to the bank holiday period the market appeared destined to fall away. However, the result of the bank holiday created a confidence which was not denied during the best part of the ensuing period and prices went merrily upward.

Butter futures enjoyed prosperity. Outsiders were attracted later in the summer by inflation gossip and the move to turn money into commodities because of anticipated general inflation finally brought about a butter price above 27 cents. The market hesitated for a time, weakened perceptibly by the close of summer, and at the begin-

ning of the fall season appeared to be in the dumps.

At that time the government became active. A federal corporation was created under the name Dairy Marketing Corporation. Its activities were supposedly for the purpose of maintaining a price on butter which would, in turn, result in a comparatively satisfactory price on raw materials to the ultimate benefit of the farmer. Millions and millions of pounds of butter were absorbed by the government. The program, however, apparently called for a fixed supply, and the government finally realizing that artificial means of restoration were contrary to the scheme of market stability withdrew their support with the result that conditions were considerably worse than when the stability movement started.

With the market in the hands of dealers who use supply and demand features as the one and only basis for trade and price movement, the situation cleared to some extent toward the

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close of the year. While excessive visible stocks were apparent in all parts of the country, the majority of dealers nevertheless operated in a manner which suggested belief in a corrected situation well into the ensuing year.

The dismal failure in the market on eggs at the close of 1932 was carried into 1933 with a final clearance of held-over eggs at the lowest prices in the history of the trade. This served to create a conservative trend at the start of the storing season and for a time a goodly supply was stored at attractive and equitable figures.

The long arm of inflation, however, was also asserted in the egg trade. Dealers became infused with a spirit of new enterprise and, encouraged to some extent by a world of outside buying presumably in line with the move at that time to turn money into commodities, the market went sharply higher. The peak of 23 cents, however, brought old timers to their senses and a subsequent move to hedge holdings checked the bulge and ushered in weakness which was not arrested at any time during the closing weeks of the year.

However, a general average for the entire year discloses pleasing returns to the majority of actual handlers. The fact that storing prices were much under the high levels of the year, together with general hedging at the peak, assured many storers profit for the season. A few of the larger nation-wide distributors who held intact during the period of inflated values suffered market reverses later in the year, but the balance as a whole indicated that the egg trade would continue in its large field and active state during 1934.

Other kinds of produce varied from season to season. General activity was an absent feature because of a lack of speculative activities, but price range as a result was narrow comparatively and little difference was found in opening and closing levels.

Nineteen hundred and thirty-three long will be remembered. Government buying in an effort to stabilize conditions, the sad failure of the noble experiment and the proved fact that dealers are fully capable of handling their market ills, bids well to a saner and more sound market basis during the New Year. Joseph M. Cohen,

Produce Editor Chicago Journal of Commerce.

Foresee February Gains

While the curtailment of CWA activities is regarded as a potential blow to increased sales volume, store executives have high hopes for another heavy gain in sales this month, following the sharp gains in January. Reports of the leading stores are expected to show January results better by from 15 to 40 per cent. as compared with a year ago. The view was expressed that CWA curtailment will very likely have its chief effect on sales toward the end of the Spring and may be offset by further improvement in general business.

It takes more than living on the right side of the railroad to make us the right kind of people.

What we regard as being as good as done, seldom gets done.

THE RAILROADS AND THE BUS

How They Look To a P. M. Employee

W. A. Martin, local agent for the Pere Marquette at Petoskey, recently read the following paper before the Rotary Club of Petoskey:

This is one of the hardest problems facing this country to-day to put all forms of transportation for hire under reasonable and the same regulations.

Transportation of freight and passengers in the U. S. is getting into a terrible messed-up condition as a result of unnecessary overlapping of devices, each of which has a legitimate place if some sane and sensible plan were developed to specify its field and prescribe its limitations.

Since the coming of air navigation and the advent of road hog trucks of almost box car size, there have been those who expressed a belief that railroads are outliving their usefulness and will shortly pass out, as did the stage coach and canal boat.

There is no convincing evidence that such is to be the outcome in this or the next several generations.

The present nuisance of truck domination of highways intended for quite another purpose is something that will have to be dealt with intelligently but firmly in the very near future, as it is reaching a point that cannot long be tolerated and is a constantly growing menace to life and property.

Within reasonable bounds the small sized trucks perform a useful service in quick distribution of merchandise and freight in short hauls, but it has never been the public intent that monster trucks, and tractors hauling trailers of box car size, as long as the average freight train, should monopolize and destroy the roads, built for pleasure automobiles and the ordinary farmers' and business men's trucks.

Federal and state governments have spent more money to improve and develop highways during the last twenty-five years than the total cost of the steam railroads of this country, including all equipment and facilities purchased, covering more than one hundred years.

Motor truck and motor buses should stop trying to do the things that the railroads are equipped to do and can do better and cheaper. The cost to the taxpayer is too great.

The railroads believe that the size and weight of commercial motor vehicles should be reduced to reasonable limits and that they should pay their full share of the highway expense and all additional highway expenditures which are necessary only because of their operation. Unless highway transportation can be self-sustaining and pay its full way without expense to the taxpayers, then it cannot be justified.

There are two million people in this country who depend on the railroads for their livelihood. These employees and their families comprise eight million of our population, all of these employees are tax payers many of them own their own homes, practically all of them own automobiles.

During the eight year period from 1923 to 1930 inclusive the Federal Government, states and municipalities spent a total of nearly 19 billion dollars

for the construction and maintenance of highways of all classes and city streets. Of this amount only 4 billion dollars was received from gasoline taxes and motor vehicle fees. The balance, nearly 15 billion dollars, had to be secured from sale of bonds and from general taxes, principally real estate taxes.

Just imagine what would happen if conditions were reversed and some one recommended that the taxes and expense of motor vehicles should be increased to improve the facilities of the railroads, so that heavier locomotives and longer trains could be operated.

Everyone knows that it has been necessary to build wider highways and highways of heavier construction that would not be required if the use of the highways could be confined to private passenger automobiles and the small trucks of the same size and weight.

Motor fees and gasoline taxes have paid less than 25 per cent. of the cost of the present highway construction, that make possible their present use. It has cost the tax payers of this country an average of almost two billion dollars each year, to provide highways for the accommodation of motor vehicles.

The steam railroads are the most important transportation agency so far developed in this, or any other country, and you cannot get along without them, but if we are to have railroads we ought to have good railroads, so equipped as to provide ample facilities at all times for moving promptly and satisfactorily the commerce of the country. No other industrial undertaking in this country has been regulated by the government to anything approaching the same extent as the railroads. You business men are now getting a little touch of it—do you think your business can stand up under it for the next twenty-five years, as the railroads have had to for the past twenty-five years or more?

The railroads have had an overdose of governmental regulation; it has given them a headache. In addition to this, their hands are tied, so they cannot cut a rate to meet unfair motor competition, without filing a tariff effective after thirty days, with the interstate commerce commission. At the end of thirty days the traffic has all been moved by unregulated motor transportation or the commission has rejected the tariff, because the same reduction for the same number of miles has not been made between every station in the U. S. A.

For the past forty years many "cringing politicians vile" have been elected to the high offices of this Nation on their "ballyhoo" of down with the railroads. The people are waking up to the fact that if the railroads go down, the banks, insurance companies, the great industries and the Nation are going with them. Talk about Government control. Get a taxpayers strike for four or five years on all real estate and you have nothing to control except anarchy.

Three billion 300 million dollars to be spent for public works — taxpayers' money. What is going to take the place of this enormous expenditure when exhausted? At present we do not need extra public buildings, extra

roads or extra improvements on rivers or harbors to subsidize extra means of transportation and further tax the railroads to provide parallel highways to take their own legitimate business away from them.

If we have a survival of the present civilization it will be necessary to untie a lot of the governmental red tape now inflicted on the railroads and include all kinds of transportation carrying freight, passengers, mail and express, for revenue, under the same kind of regulations, which should be fair and reasonable to all.

I predict a return of sanity, a let-up on excessive political regulations which will make it possible for the railroads, trucks, busses, airplanes, autos, boats, and all common means of transportation to work harmoniously and successfully together for the common good of all, so we can keep this a free country of individual citizens, each with his own backbone and the original initiative supposed to be born in each separate individual, and not be forced to move like a flock of sheep in a bunch.

It was about 200 years ago in Boston harbor that some Irish protested against a small tax on a cargo of tea that the British inflicted on them, and they threw it overboard. That's why we have had a free country for the past 200 years. This tax was just one six-hundredth part of the taxes inflicted on the American people to-day. Is it not possible we are going to have to lift the embargo and let in a few to again throw some tea overboard?

France had a tourist trade in 1929 of three million. They spent over 50 million dollars each season; this dropped to 300 thousand in 1932. The slogan this year is "See America First." Our wealthy tourists resent the failure of France and other countries of the old world to meet their war payments while they hoard a large part of the world's gold. These tourists do not have to go to foreign countries now to spend their vacations.

Electrocution for Pests

An interesting method for coping with the problem of insect larvae in grain has been making progress. This method uses high voltage electricity. Grain happens to be a poor conductor of electricity, but both the body and the egg of a weevil are good conductors. The result is that current passing through the grain destroys the weevil's eggs with their own heat without damage to the grain.

One claim made by those skeptical of the new process was that it would cook the grain. To find out the truth, sponsors made a number of tests. What they learned as a result was that the electric treatment apparently improves instead of harming the grain. In one case, treated grain that was afterwards planted reached a height of three inches while untreated grain had grown two inches during the same time.

There's not much sense in reporting for work physically if we are somewhere else mentally.

It would be a fine old world if we all made ourselves do what we think others should do.

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.

London Grocer's Gazette Reflects Grown-Up Trade

I have long been familiar with the Grocers Gazette of London, yet as it comes every week, I never cease to feel amazement at its scope, and the remarkably high plane on which it is got up and edited. No grocery paper on this continent approaches it in size and extent; and, though we improve editorially every year, we are as yet far behind the thoroughness and comprehensiveness found weekly in the London publication.

Pages are 7½ by 12, good quality, excellent typography. We might say, if you please, that "display" lags behind ours; but that depends on the point of view. As a serious reader, seeking the meat in every business article, the makeup of this and other London grocery papers strikes me as above criticism.

The issue of Dec. 23 being too near Christmas to command close reader interest was down to "only" 63 pages, but the December 16 number was about representative in size—95 pages. If I could illustrate a page or two, you would see that such a paper could not exist without having wide circulation among men so serious about their business that they read and study it attentively.

One clear indication of the character of English grocers is the kind of advertising inserted to appeal to them. We know, of course, that tea is a big item in Britain; but, aside from this, here is an advertisement that brings out my point. I transcribe its contents without indicating its display:

"The End that Didn't Come. The end of the private grocer has been prophesied often, like the end of the world. But many people in the trade now share that brighter view expressed by a correspondent in the Grocer last week, who admitted that he had changed his mind about the end of the small man. 'I was a pessimist several years ago,' runs his letter, 'with the growth of limited companies and their amalgamations it seemed that the passing of the small sole trader was inevitable. I must admit that I have become a little more optimistic about the sole trader to-day.'

"Like Diogenes, the scholar of ancient Greece, who was once asked to comment upon a theory purporting to prove that he couldn't walk, and whose comment was to get up and walk, the private grocer has disproved the elimination theory by not being eliminated.

"The fear that private grocers would eventually disappear was founded upon a double mistake, which events are steadily exposing. There was undervaluation of the public's liking for the personal touch and over-valuation the trade's readiness to sit down and weep.

"The trade didn't weep. It acted. Grocers combined. Wholesalers got

down to costs. In some directions, advertising played a part. And in the tea trade, where the force of competition is felt with special severity, our cash-trading method is helping thousands of grocers to sell own-name teas competitively and profitably against powerful combines of retail shops."

Then follow marks and quotations on twenty-six blends carried regularly in stock by this advertiser, all bulk goods; cost being in 100 and in 60 pound chests, with ¼d added for 40 pounders. Prices range from one shilling and a penny to 2 shillings eight pence, say from 26c to 64c per pound on normal exchange basis. Nothing extravagant about such prices, but ample range out of which a grocer can select what he wants and thereafter feel assured of uniformity in what he offers his trade. What he will thereafter sell will have been selected by himself on his own judgment. It can be modified according to experience. And his own name can be attached to his teas with full protection.

That is tea; and I say we know tea is a bigger item with the English than with us. But this entire paper shows how the British grocer goes down to fundamentals in all his lines. Here is part of the review on sugar:

"London, Friday evening: Refined sugar has been in fair request this week at unchanged rates. The trade generally are now awaiting fresh incentive before purchasing further serious tonnage. The prices of Tate's pieces have been reduced by 9d the cwt. There has also been an adjustment of British refined and the inland granulated for forward deliveries, January being now offered on the same basis as current rates. February is 1½d per cwt. and March delivery 3d per cwt. premium"; and that's half the general comment, followed by details on terminal market, British refined, foreign refined, raw cane. Then there is a review of the Liverpool, Cardiff and Hull sugar markets.

Similarly exhaustive reviews cover green fruits, canned goods, cheese, butter, eggs, bacon; and these contain a veritable world picture in each case. It should also be added that many others advertise as carefully to grocers as the tea importer whose advertisement I have copied.

Editorials occupy two full pages of close printing; trade news, including what Parliament has done or neglected to do, with correspondence and notes on grocers' associations, occupies another thirty-odd pages, all set solidly for serious readers to digest. No effort is made to "lighten up" these pages. To the British grocer his business is so important that he needs no embellishments in his tools. He digs into this weekly mine of information to get a true line on facts as they relate to his calling.

British trade papers do not lay special stress on news which may please their readers, for the British grocer is weak on wishful thinking. It were better for us if we had similar characteristics. There is no lack of optimism, no shortness of vision, no paucity of imagination among those merchants. But their optimism is based on reasoned conclusions, vision is founded on actualities, imagination takes its rise from solid facts.

It remains to say a word about the Grocers' Gazette Diary & Year Book, a copy of which is before me. Pages are same size as the Gazette. It is cloth bound with boards. It has 112 pages of printed information of the most fundamental, basic character. Its middle contains 104 pages ruled six days per week as a diary with a full blank page opposite each ruled page for notes, memos, comments or what have you. The information in this is truly an abbreviated cyclopedia.

A few headings are: Importers' rates and charges on tea in London; Conditions of sale for landed sugar. On tea we have taring, bulking and taring, re-showing; details of damages for inspection, unloading, laying down, lidding, papering, coopering, recasing and repiling. On sugar occur items under general condition, weight in London, certificates of weights and condition, factory and delivery weights ex country sugars, sales for forward delivery of colonial and foreign sugars, vendors' lien, etc., for a full page of close type.

Expressions such as "ullage" occur, some of which, despite my own long contact with groceries on both sides the Atlantic, I had to look up in my dictionary; and all this for retail grocers! Well, that will come to us in time, too—when our trade is better shaken down and solidified.

Paul Findlay.

The fact of having had it in mind to do it for a long time, is in itself an indictment.

Short Crop of Sweet Corn

The forecast is that the sweet corn crop in many sections next Summer will be much behind schedule. The reason: Spread of a wilt, caused by a bacterial infection, has destroyed a large portion of the earliest varieties.

The threat on early season consumption of corn on the cob may be offset by a new variety of wilt resistant sweet corn developed by Glenn Smith, of the Office of Cereal Investigation, Department of Agriculture. It ripens a few days later than previous earliest varieties.

Further spread of the wilt may prove disastrous to the production of the early varieties of sweet corn in several sections, where they formerly have been grown for the early market. Thus far Government bacteriologists have developed no direct means of combating the bacteria and the only remedy suggested is the planting of a slower ripening variety.

When we guess wrong the mistake is in guessing, not in the guess.

GOAT'S MILK

FRESH AND POWDERED

Used largely by physicians and hospitals for use in stomach disorders, nutritional and anemic cases, Goat's Milk is not a medicine, but a pure, natural, wholesome food, excellent for the health.

Produced by the
HELM GOAT MILK PRODUCTS
GRASS LAKE, MICHIGAN

BISCUITS
by
Hekman
MAY BE BOUGHT
WITH CONFIDENCE
AND SOLD
WITH PRIDE

MEAT DEALER

Why Single Code Is Not Workable

During the past week I have called on the managers and owners of twenty-seven straight meat markets in Central Illinois and learned that the majority are dissatisfied with the meat trade being included in the NRA grocery code. Are you satisfied?

True, these twenty-seven markets represent only a dot of percentage of the total number markets in this country but, reports from every section of the United States verify their statements of dissatisfaction. These tradesmen want to be a part of a concerted expression from the meat trade demanding a separation from the grocery code. What about you?

Quoting from the National Recovery Administration Labor Provisions for the Retail Food and Grocery Trade, Article I (one) states: "Any division of the retail food and grocery trade which has not participated in the formation or establishment of this code may make application to the Administrator to operate under a separate Code of Labor Provisions. The Administrator shall determine whether such division of the retail food and grocery trade shall operate under this code or under a separate code and may, if justice requires, stay the application of this code to such division pending his decision or pending the decision by the President of the United States of a code of Labor Provisions for such division." The way is open for the meat trade to obtain a hearing under the provisions of this quoted Article I and be relieved of the grocery code regulations by simply filing a request for a stay of application. Do you want that hearing?

Any dealer having a straight meat market or doing much volume has already learned how unsatisfactory the grocery code is when applied to his business. Unlike the grocery man, the meat dealer cannot lock up at closing time and forget all about it until opening time the next day. Three-fourths of the grocery man's stock is non-perishable and requires no special attention. The meat dealer's stock is all perishable. It requires attention out of regular business hours.

After closing hours there is perhaps more than four hours of work at trimming, cutting, cleaning to have the meat ready for ice-box show cases at 8 o'clock the next morning. The dealer with a large volume of business cannot have a full line of meats ready each morning unless they are prepared the night before. The code ruling is that in stores with less than twenty employees, but one out of five regardless if they are owners or proprietors, may work an unlimited number of hours.

This means that in a store with two partners as owners and three employees, but one of the owners may work unlimited hours. There is nothing to prevent them from alternating weeks, however. But, for the individual owner this means that he will have to do all the work necessary to maintain his business after closing time alone and every week. True enough, the code

provides for executives, meaning an employe responsible for the management of a business or a subdivision thereof; and maintenance employe, meaning an employe essential to the upkeep or preservation of the premises and property; but, in no case can an executive work in excess of one-half hour above the established daily store-operating hours and if all restrictions upon working hours are removed for the maintenance employe he cannot receive less than \$25 per week.

Now, for the individual owner employing ten workers and doing a large volume of business, only two persons and the owner may work in excess of the maximum periods of labor. He can hire a maintenance employe for cleaning the shop, ice boxes, meat blocks, etc., but he would have to hire another to help with preparing the meat for sale. For the individual straight meat market owner employing less than twenty workers and doing a good volume of business, his payroll would be prohibitive under the present grocery code.

Despite the fact that the two trades are frequently co-existent, the requirements of each are so alien a single code cannot be satisfactory. The grocer's stock comes ready for sale; the meat markets' stock comes "in the raw" and all the work of cutting, trimming and preparing for sale to the customer is on the dealer.

Upon interviewing a certain man who has the meat concessions in a large group of chain store groceries in Central Illinois, I found that he was pleased with the code as it is and was most anxious that no hearing be obtained or any change be made. This man and others like him have forty and more different departments in as many chain stores and are employing only one or two men in each. At his own plant and meat market he has seven to ten workers behind the counters selling the customers and in the plant are five and occasionally a few more men working on the meat, preparing it for the forty-odd markets and main store. Under the code regulations he can allow one worker for every eight to work overtime. Also, he can exempt one worker in each department from the maximum hours of labor. It means, he can get all his meat trimming and cutting done within the maximum hours and without increase in his payroll by simply demanding that each of the forty-odd workers do a share in the work as provided by an extra hour in the code. Doubtless, it is money in the pockets of this man and the others like him for the code to remain as it is. But, what about the individual straight meat market owner?

The code states that it "shall not be interpreted or applied to promote monopolies or monopolistic practices or to eliminate or oppress small enterprises or to discriminate against them," yet, the present labor and wage provisions of the food and grocery code cannot but make a general trend toward that end for the individual owner employing less than twenty workers.

This is in no way a reflection upon the NRA officials who drew up the provisions; it simply shows that the wide difference in the requirements of

the two trades justifies a code for each, else monopolistic practices cannot be eliminated. Neither does it show disloyalty to the NRA upon the part of the meat dealers to demand their rights in a code of their own. The meat trade is as equally important and extensive as the grocery trade in this country and aside from their relationship as food, there is no similarity in the required methods for putting them into the hands of the consumer. The difference might be likened to two hens, the grocery trade is a laying hen and requires no special attention except to feed and gather her egg at the end of the day, but the meat trade is a setting hen requiring food and attention day and night. One set of regulations cannot possibly embrace both.

Some egotist has said that the majority is never right and in this case I know he is wrong. The majority of meat dealers in this country are dissatisfied with the present code under which they are expected to work and they are right. The code is essentially a grocery store code. Not a meat market code. So, why not make some protest? You are within your legal rights in doing so; the way is open to obtain a hearing and win a stay of application of the code; with a little effort a separate code can be obtained. What about it? Do you want that hearing? Why not make it a concerted expression of demand from the whole trade and get it? You can!

L. M. Garvin.

Ideas on Cooking Beef for Children

Beef, it is agreed, is an excellent food for children because it furnishes valuable proteins, minerals and vitamins which they need. It may be fed to even the very young child in the form of scraped beef or broth. As soon as he is able to chew, he may have meat in other forms.

Meat for young children should be prepared simply, and all of the rich gravies and sauces should be omitted. Really the only gravy included in the very young child's diet should be the meat juice itself, and this without a large quantity of fat.

Stream-lined Trains

Five stream-lined, self-propelled trains have been ordered by the German government. They will be used on the German Federal Railway Company lines, which have recently seen a marked decrease in passenger traffic. It is expected that the new trains, which will be ready for service immediately, will cut the time of the Berlin-Rome run from 29 to 24 hours, according to the Department of Commerce Berlin office.

Two By-Products of Research

One of the most interesting phases of research is that valuable results frequently crop up as almost accidental by-products of an apparently unrelated problem.

Several years ago, aluminum trays were popular with cafeteria managements. They are exceedingly light, of course. Problems occurred, however. One of these was that spilled coffee left stains.

By-product number one: a company which was making a laminated phenolic material for electrical use discovered, along about 1929, that its material could be used to make cafeteria trays that were both light and resistant to grease and stains. Many thousands of these trays are now in use.

By-product number two: the company interested in aluminum trays, stirred perhaps by the invasion of its field, put the coffee stain problem up to its research department. Result, there is now announced a discovery which you never in the world would think of connecting with cafeteria problems unless you knew this history. This discovery is that by electrolytic treatment the surface of aluminum can be made almost mirror like, and that by a second electrolytic process the mirrored surface can then be permanently protected by depositing on it millions of microscopic sapphires. (Sapphires, I am surprised to learn, are nothing more nor less than aluminum oxide.)

The greatest value of this new discovery is expected to come in the field of illumination. In fact, it "is expected to create radical changes in future illumination practices," including probably important changes in the design of lighting fixtures. Manufacturers of pocket mirrors, table ornaments, household appliances, decorative store fronts, should also expect to find uses for this sapphire surfaced aluminum.

A Code for Trees

Standards of practice as to cutting and replanting trees were adopted by the Forest Conservation Conference held in Washington, Jan. 29. They will go into effect at once in each of the lumber producing regions, F. A. Silcox, Chief of the Forest Service, said Jan. 27. The industry has long needed a basic set of standards, according to Mr. Silcox. While the general statement of requirements sets forth minimum standards only, it should go far toward preventing forest devastation, he said.

A thing is worth precisely what it can do for you, not what you choose to pay for it.—John Ruskin.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City

HARDWARE

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

The Independent Dealer—A Review and a Forecast

In the past four years we have witnessed the collapse of many canvassing and chain store organizations. Over a quarter billion dollars of chain store assets have been placed in the hands of receivers, and outstanding among the many canvassers is one home-demonstrating organization, reporting sales in several trading districts of over eight million dollars annually—but now out of business.

Four years ago I said in part: "The price-cutting type of store selects a thriving community and then begins a program of destruction. Buildings soon become empty. Values and rents depreciate and general business turmoil follows." Has this now happened in your community? When I think of this new group of price-cutters and compare them with the 150-year-old independents, I am reminded of the fable of the dog in the manger: he could not eat hay and would not let the ox have any.

The "2 times prime cost" method of distribution, which has made bankrupts of many commercial institutions and caused widespread unemployment, as proved by analysis, has not yet reached the peak of destruction. This "2 times prime cost" system has almost made bankrupts of the buying public, too. It may yet do so, if not prevented. Normally there are approximately 25,000,000 prime producers in America (the 1928 Government figures quoted the total as 24,675,000) and approximately 50,000,000 nonprime producers. These, added together, give us 75,000,000, which includes the housewife not otherwise engaged. All these derive their living from national wealth and income. Simple arithmetic, therefore, demonstrates that three times the prime producing cost is required to return a national income that will support our $\frac{1}{2}$ prime producing and $\frac{3}{2}$ non-prime producing population.

This the "2 times prime cost" system failed to do.

"Trade here and save." For 13 years that has been the slogan of the professional price cutter—but the more the public saved, the poorer the public got.

This is the simplest logic. Everything we possess comes from the earth. In 1932 we took five billion dollars' worth of wheat, cotton, corn, livestock and other agricultural products from our farms; two billion dollars' worth of minerals, fishery and forestry products we took from the earth and sea. We then paid nine billion dollars in factory wages to convert this wealth into finished products. The total prime cost, therefore, was \$16,000,000,000.

Three times that cost would have given this nation an income of \$48,000,000,000. But what actually happened?

Statistics prove that over 40 per cent of our 1932 basic products were turned into finished merchandise and distributed through the "2 times prime cost"

system stores. This deprived almost 11 million people of their jobs and their wages. As the practice spread in 1933 to over 50 per cent. of our goods, obviously 25 per cent. more joined the unemployed classification. As reported on December 1, last, almost 11 million had ceased to work at the trades which are a natural part of our economic system. Four million also were working for the CWA. In all, a total of 15,000,000 is affected by the "2 times prime cost" system. In its simplest form, this is what happens: an article costing five cents to produce (prime labor and material cost), must retail for fifteen cents. The distributing system that brings only ten cents (2 times the prime cost) naturally deprives someone of the third nickel as wages, and makes unemployment.

For over 75 years, prior to the starting of the "2 times prime cost" system in 1920, independent retailers were the profitable outlets for most of the goods produced from the farms, mines and factories. During this 75-year period, much of America's wealth was created. We had almost a "century of progress" with this "3 times prime cost" system under which the independent dealers operated.

Manufacturers who formerly assumed most of the responsibility for creating a consumer demand for their own products used to include the cost of this service in the wholesale price of the goods. These manufacturers employed jobbers and retailers as the logical and profitable distributing outlet for their products.

Beginning with the price decline of 1920, the "2 times prime cost" system store found it possible to buy direct from the manufacturer in small-lot drop-shipments at equal to or less than the jobber's former carload lot price. The extra expense of handling these small-lot drop-shipments obviously absorbed the funds which the manufacturer formerly spent for necessary advertising and sales promotion.

Business was also suffering from depression selling. Sales had fallen off greatly because the manufacturer had ceased to tell the buying public about their own products, and because the index cost figures of basic commodities were in a continuous decline. It has lasted for 13 years, from 1920 to 1933.

The independent retailer had been left to shift for himself, while manufacturers had withdrawn funds from advertising appropriations to make up losses sustained through quoting cut-prices to syndicates. Now, although cheap goods and former national brands are both displayed on store counters at about the same price by independents and chains alike, consumer advertising is conducted almost entirely by syndicates and groups. Independent dealers cannot be expected to combat this advertising competition alone. The cost will eat up their already small profits. But advertising is necessary, if you hope to regain the lost confidence of the buying public.

There are two fundamental business practices that must be followed, if headway is to be made against the store that operates on the "2 times prime cost" system, and if public confidence is to be regained: Either go into the wholesale business and buy

goods in carload lots, or buy from the wholesaler who does so. Do not make the mistake of trying to buy direct in LCL lots, and pay 10 per cent. to 25 per cent. more for individual item drop-shipments and extra selling service cost to you.

For over 50 years prior to 1920, the wholesale distributing system used its own capital and warehouse space to accumulate over 75 per cent. of the raw material and finished goods produced annually from the farms, mines and factories in America. In terms of wages this wholesale system provided over nine months' normal pay for all the farm, mine and factory workers in America.

This system also had a leveling influence on employment. Commodities originating in the spring and summer months were accumulated by the wholesaler for fall and winter needs and vice-versa. Now, with 40 per cent. of the system eliminated through the "2 times prime cost" method of selling, the habit of buying hand to mouth, in dozen lots, has upset the entire economic structure of distribution and employment, because it increased the cost of distribution applying to the independent.

When the price decline started in 1920, manufacturers and wholesalers who were caught with large stocks of merchandise at wartime prices were the first to experience liquidating and housecleaning. Wages and salaries did not reflect the liquidating losses. Gross selling profits were maintained at the expense of the wholesalers and manufacturers. Elaborate central buying systems were established by retailers. The extra cost of maintaining these systems was largely offset by unloading merchandise at distress prices direct to retailers at less than factory cost. Even the smallest specialty shop got the habit of buying direct from the factory.

The inevitable could not be postponed indefinitely. When the distress stocks dried up, new goods of a cheaper grade had to be created through mass production methods. No longer could direct buying power offset cut-price selling pressure, and the former spread between wholesale and retail prices diminished sharply through the "2 times prime cost" system.

But note this: The wholesaler, with over five times more working capital than the chain store, has been able to protect his inventory at the low index figure, and for the first time in 13 years it is the only source of distribution in America on which the independent dealer can rely for equalized competitive prices.

The other method of regaining lost public confidence is to display and price your goods plainly. A good salesperson knows that the public is now clerk-shy. They have lost confidence in the concealed bargain. This is natural, since, contrary to general belief, the buying public does not know prices except on three or four staples. Take ourselves as proof. We are the public. I ask you now what is the current retail price of a cake of Sapolio, a pair of Walk-Over shoes, a Pontiac sedan, a Manhattan shirt, a bushel of potatoes, a pound of Berkshire bacon, or a drink of 3-Star Hennessy? Of course, you

don't know; nor does the balance of the public.

The foregoing is a rough outline of the alternative ways by which public confidence is to be restored. The time has come. For 13 years syndicates have been telling the public that chain store prices are low, and the independents' high. It was true on a declining commodity index, up to several years ago, but is not true to-day.

Place yourselves on the consumers' side of the counter, and, instead of hardware, think about bread—a good example of a staple commodity. Suppose a baker offers 1,000 one-pound loaves of the finest bread obtainable. Let him price them at only five cents per loaf, and place them on the counter without a price tag, as some of you do with your nails, bolts and electric toasters. This compels you and me to do all the work of finding the bread; we must then locate a clerk, and then ask the price. Naturally, you and I will not buy from this baker, nor will the buying public.

You are in the business to help create National income through the distribution of hardware and housefurnishings. The Nation expects from you a united front in this aggressive advance toward stimulation of buying. Demand from your wholesaler the co-operation by which this purpose will be realized.

H. A. Church.

Piece Goods Response Excellent

The early response to initial retail promotions of Spring piece goods has been exceptionally good. The yardage of both silks and woollens moved over retail counters during the last ten days is far ahead of the quantity sold in the same period a year ago. For some stores this volume will represent a valuable addition to sales, inasmuch as they had either a minor piece goods trade or none at all in 1933. Prints in silks are taking particularly well, as are tweeds and novel suitings and coatings in woollens. Pattern and notion sales have also forged ahead.

Don't be a fault-finding grouch; when you feel like finding fault with somebody or something stop for a moment and think; there is very apt to be something wrong within yourself. Don't permit yourself to show temper, and always remember that when you are in the right you can afford to keep your temper, and when you are in the wrong you cannot afford to lose it.—J. J. Reynolds.

Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan "press on" has solved and will solve the problem of the human race.—Calvin Coolidge.

False happiness renders men stern and proud, and that happiness is never communicated. True happiness renders them kind and sensible, and that happiness is always shared.—Montesquieu.

It is more befitting human pretensions to purr like six cylinders than like a cat.

DRY GOODS

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

Denim Prices Raised ½ Cent

Denim prices were advanced ½ cent per yard by leading mills last week, bringing the basis to 16 cents for the 2.20 construction. Joshua Baily & Co., selling agents for Erwin buckskins, are quoting the new levels for March, April and May deliveries, while Cone Export and Commission Co. are taking orders for the two latter months only. Other cotton goods markets show a stronger tone. Some houses asked ¼ of a cent more on chambrays and ½ cent more on gingham, while unbranded sheet and pillowcase mills shortened discounts 5 per cent.

Stemware Buyers End "Strike"

Buyers' resistance to the sharp price advances put into effect last month by blown-glass stemware manufacturers decreased to a noticeable extent in the wholesale market this week. Jobbers and retailers went into the market to order goods for spot and later delivery. The buyers found it virtually impossible to get merchandise for prompt delivery. In spite of the buying deadlock which developed when the stemware producers advanced prices about 35 per cent. last month, the manufacturers are still sixty days or more behind on deliveries on bar goods and staple items of tableware.

Rug Buying Starts at Opening

Floor coverings buyers, in the New York market for the seasonal trade opening of Spring lines, began placing orders last week. Purchases were confined chiefly to wiltons to retail up to \$150. Orders for the low-end and medium-price axminsters and wiltons, upon which retailers expect to do a volume business, will be placed from now on. The number of stores represented at the current opening was swelled greatly by the arrival of more than 100 additional buyers from Western and Southern States.

Onyx Withdraws Swim Suits

The Onyx Knitting Mills, one of the large producers of bathing suits, has withdrawn its entire line from sale. The action was made necessary by the curtailment of hours under the NRA code and the consequent sharp reduction in the volume of output. The Onyx mill is understood to be sold up to the middle of July, and during this week was compelled to turn down orders. Other mills in the bathing suit industry are refusing new accounts, but will try to take care of re-orders from their old customers.

Appliance Market Less Active

Orders for electrical household appliances fell off in the wholesale market last week as jobbers completed their purchasing for early Spring. The wholesalers will send their buyers back into the market again next month to purchase Summer goods. Merchandise in demand earlier in the week included

staple lines of small socket appliances, washing machines, electric refrigerators and sample orders for electrically operated stoves. The electric ranges are being promoted extensively by major producers here this season, but jobbers are cautious in making commitments because of uncertainty regarding consumer response to the ranges.

Marked Gain in Corset Orders

Corset orders for immediate and pre-Easter delivery have been notably good, with leading manufacturers reporting a sales volume for January several times that of the same month last year. In at least one instance the January figures were close to the 1929 boom sales. Interest in better grade corsets has shown a sharp increase, with garments retailing at from \$15 to \$35 selling freely. The garment combining brassiere and corset is well in the lead in the types being bought by the stores.

Formal Coats Gaining Attention

Although thus far buyers have almost neglected the formal type of coats in favor of suits and sports garments, a decided pickup in the dressy type of garment is now materializing, reports here indicated yesterday. Most retailers are well covered on their early suit needs and will swing to formal coats as offering a merchandising opportunity to follow the suit promotions. New coat models are being developed to stimulate this demand. At present the trend is toward the modified windblow effect in untrimmed versions.

Replenish Dinner Ware Stocks

With dinner ware stocks depleted by heavy January buying, retailers sent into the wholesale market this week for large quantities of popular-price dinner sets for immediate and later delivery. The buying, according to selling agents, is considerably above the levels for the corresponding period last year and the year before. The demand is centering on sets of fifty-three pieces made to retail around \$11, although domestic chinaware sets in ranges up to \$25 are fairly active also.

Must Give Ribbon Yardage Data

A regulation has been passed by the planning committee of the ribbon industry requiring that every bolt of ribbon be marked with the yardage on it. Many complaints have been made during recent months that the actual yardage of a bolt nominally understood to be fifty yards, has been below this figure by from 15 to 20 per cent. Some of these complaints, alleging price cutting as well as the short yardage, are now before the Silk Code Authority.

Fall Sweaters Ready March 1

Staple lines of woolen and cotton sweaters for Fall will be opened around March 1, it was decided at an informal meeting of selling agents and mill executives in the Worth Street district. There will be no official opening among primary market sellers, but it is expected that most houses will have their lines ready about that time. Prices are still undetermined, but it is believed that they will be at least 50 per cent. higher than last year's opening levels.

Kitchenware Lines More Active

All branches of the kitchenware trade feel the effects of increased buying in New York as retailers placed final orders for March house furnishings promotions. Kitchen tools, aluminum, tin and enamel ware cooking utensils, crockery and glass manufacturers booked large orders from retailers. Calls for kitchen tools covered goods to retail from 5 to 25 cents. Cooking utensils were in demand at prices up to 75 cents and crockery and glass sets up to \$1.35.

We Show the World

More foreign soil will be plowed up and worked with American machinery as a result of increased exports of agri-

cultural implements last year. More than \$12,000,000 worth of tractors, tillage, and harvesting equipment was shipped, according to the Machinery and Agricultural Implements Division of the Department of Commerce. This is an increase of nearly \$2,000,000 over 1932. December was an unusually good month.

What does the Christian character or balanced life mean? It is this: Faith without credulity, conviction without bigotry, charity without condescension, courage without pugnacity, self-respect without vanity, humility without obsequiousness, love of humanity without sentimentality and meekness with power.—Charles Evans Hughes.

MICHIGAN BELL TELEPHONE CO.



IT'S FAIR AND WARMER ... BY TELEPHONE

Howling winds and icy streets hold less danger and discomfort when you have a telephone. You can "run" errands and shop by telephone, saving time and car expense. You can talk with friends, relatives and business associates *without leaving the house!* They can reach you easily, too.

Telephone service provides untold comfort and convenience for every member of the family. And, in emergencies, it enables you to summon doctor, firemen, police or other aid *instantly.*



The Telephone Business Office will furnish complete information and take your order for telephone service.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

HOTEL DEPARTMENT

What Constitutes a Motion Picture Star

Los Angeles, Feb. 10—Detroit hotel operators are having their troubles over the labor situation. Recently at the Book-Cadillac, at Detroit, a large number of bellboys, porters, cooks, elevator operators, chambermaids, waiters, etc. walked out, because of the discharge, for cause, of several employees. Similar troubles threatened other institutions, but a conference with labor officials was arranged, a truce declared, and later on negotiations will be undergone looking to a permanent settlement of the difficulties.

E. I. Burke, who has served for some time in an executive capacity with the interests now in control of the American Bond and Mortgage hotels throughout the country, has assumed active management of Hotel Whittier, Detroit. Mr. Burke's experience and success in a supervisory capacity with other hotel properties, is an assurance that the affairs of the Whittier will be well taken care of in the future.

A delightful letter from my old friend, Herman O. Kletzsch, manager of the Republican House, Milwaukee, advises me that after a term at a Milwaukee hospital, he has returned home, and is improving rapidly, and hopes to be back at his old post soon. Incidentally he congratulates me heartily on a recent event in my domestic affairs, and he is good enough to say that the hotel page in the Tradesman excites his interest each week.

E. W. Conley, a former assistant manager of Hotel LaSalle, Chicago, has been appointed manager of Hotel Racine, Racine, Wisconsin, made vacant by the passing of and old Michigan operator, N. P. Mowatt.

One hundred operators of hotels from District No. 2, of the Michigan Hotel Association, recently met at Hotel Kellogg, Battle Creek, for the purpose of organizing the district under the NRA code. Frank Ehrman, manager of Hotel Columbia, Kalamazoo, presided. Plans were made for drawing up a code applicable to Southern Michigan hotels. Carl H. Montgomery, manager of Post Tavern, was elected chairman; Frank Ehrman, vice-chairman and John Wooten, manager Hotel Hayes, Jackson, secretary-treasurer.

H. L. Ashworth, the energetic business manager of the Wisconsin State and Milwaukee Hotel Association, recently addressed students of the American Hotel training school, Milwaukee, in the first of a series of talks to be presented in the next few months by men and women prominent in the hotel and restaurant business. More than almost anyone else I know of Mr. Ashworth is responsible for the making of a first-class business institution out of the Wisconsin Hotel Association.

From what I read in the various hotel journals and from personal correspondence there is much being done in the way of rehabilitation at Hotel Rowe, Grand Rapids. The new manager, J. Bingham Morris, is inaugurating a great many improvements, among them being a long program of decorations of public rooms, a new ventilating and hot-water system for the guest rooms, and a modernized English grill.

Fred A. Simonson, former president of the National Restaurant Association, has opened a new restaurant in Detroit, which is announced as the "most modern and complete in Michigan." It has accommodations for 6,500 meals daily, and facilities for serving 500 at one sitting.

A very complimentary "write-up" of Hotel Stearns, Ludington, which recently passed into the management of my good friend, Eddie Moran, appeared in a recent issue of the Hotel World-Review. Mr. Moran is responsible for a number of important improvements in the physical conditions of the property and the morale in operation, all of which I knew would happen when I first heard of his advancement.

The "birthday party" to President Roosevelt was a most graceful gesture, regardless of political or economic views on the part of hotel men. The money raised goes to aid one of the most worthy causes and which is very close to the heart of the President of the United States.

There is much to be said for a close contact with your neighboring hotel friends. Operators in your section are confronted with the same difficulties, which require the same remedies, besides which fraternization is always worth while.

Hotel Alexandria, one of Los Angeles' principal hostelrys, has been closed through bankruptcy proceedings, and according to reports will be denuded of its furnishings and razed. It cost upward of \$3,000,000, but has never been a financial success, the last lessees, an extension Eastern chain, not having paid any rental for the past year. It was the outcome of foolish hotel financing in the past decade, and ought to prove an example for easy investors, but probably will not. The world is full of folks whose only hotel experience has been to stop at one of them and consider that their disbursements in same were all profits.

A lot of judicial experts in states and communities farther East could learn a lot from Los Angeles' experience along the lines of law adjustment. Two years ago there was an average delay of two years in the hearing of cases after the filing of motions. To-day the average case goes to trial within thirty-five days of its starting. Continuances are no longer granted except where counsel is actually engaged in another court. In all other instances the case is either tried or dropped from the calendar, when one of the parties is ready for trial unless the other party presents cogent reasons for delay. This works no hardship, since the case can be reset and brought to trial promptly. This means that cases not likely to be tried, or in which delays are mutually desired, no longer clog the calendar. The calendar is called four times each court day, and litigants know beforehand whether their cases are to be called at 9:30, 11 a.m., 2 or 3:30 p.m. No longer is there need to waste a whole morning waiting for a case that will not be heard until afternoon. These and other improvements have been made possible by means of a calendar, brought up to date daily and in charge of one man, a calendar judge.

One of the best ways to play safe when cashing checks for strangers is for the hotel man to ask himself: "Would my bank cash this check for this man?" and act accordingly. Except for the fact that he has been trained to except this service, there is no reason in the world why the unknown guest in a hotel should expect the management to do for him, in the way of providing funds, what the bank, with its superior facilities for meeting such situations, would not do. The argument may be advanced that old patrons should be an exception to the "no check-cashing" but most hotel men can give you incidents of suffering from financial setbacks by cashing checks for alleged old friends who have fallen by the wayside, and used this friendship as a means of plundering.

It is a curious fact that the average small business man does not know whether he is making or losing money. He sees a store or restaurant full of customers and a lot of money coming in. Not until the smash comes does he realize that he has been doing business at a loss. I know a Detroit man who made a fortune buying and selling the same restaurant. He succeeds where others fail because he knows exactly the number of slices of tomatoes he can put on a plate and make a profit. He knows the exact margin of profit on every order he places on the table, while others just guess at it.

When I was back East last summer a lot of people asked me what I knew about the moving picture industry. Naturally I swelled up a bit and explained that the late Calvin Coolidge and your humble servant were the only ones so far as has been reported to have been in a position to state positively, from actual contact with a studio, just what constitutes a motion picture star. When is a motion picture actor a star? When is a featured player a featured player? What is the difference between a "screen bit" and an "extra" part? What is "atmosphere"? These are the traditions of the Hollywood social scale as established since the first motion picture actor stepped before the camera. They are as clearly defined in the film city as the streets and avenues of the town itself. But the lay public has ever been confused. A star, as is the unwritten code among Hollywood stars, in addition to the additional importance given their names, also enjoys certain privileges around the studios which are not accorded others and lesser players. A star dressing room invariably is a suite of rooms; sometimes an entire bungalow. A star enjoys the service of a "stand in," being a man or woman who takes the place of a star on the set when lights are being adjusted and cameras focused in preparation for a scene. As the "stand in" stands during this tedious process the star rests and relaxes in a handy chair, or retires to a little portable dressing room somewhere near the set. The wardrobe for a star also receives closer attention, and, in case of a woman, is more elaborate than that given a player of less importance. The featured player, just one step down in the Hollywood scale, is possibly some young player who is approaching stardom. Or, perhaps, the featured player is a well-known character actor or actress but not quite of sufficient box-office draw to "carry a title." This system of distinguishing between stars and featured players of the screen also distinguishes between starring pictures and featured produc-

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Phil Jordan, Manager

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GRAND RAPIDS

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JAMES HOEKSEMA, Manager

tions. "Bit players" generally are those players not under contracts to studios, as are stars and featured and supporting players, who are brought in for parts of minor or secondary importance. They get their sometimes unusual names from the part they play; small "bits" of certain scenes. A butler in a picture may be a "bit part" and often is, as are maids, valets, chauffeurs, detectives and cafe managers in nine cases out of ten. Fairly well known feature players may play "bits." An extra part on the other hand—the second step from the lowest step in the screen actor scale—is a part filled more or less as a routine by the studio casting office. Forty or fifty diners may be needed in a cafe scene. The assistant director, a day before the crowd is wanted makes the fact known to the casting office and a central casting bureau is called. The next morning "twenty-five women, twenty-five men, mixed types, dinner dress," will report for work. Their names never appear in the transaction except on the check they receive for their day's work. Extra players in almost every case, have to know something about the art of screen acting. The directors may call upon them for slight bits of individual action. Atmosphere players, to take up the last division in the scale, are hired as a group and expect to do nothing but act as a group. An "atmosphere crowd" is a throng at a baseball game, the pedestrians on a street, or the mob that storms the castle gates just before the rescue and the fade-out. "Atmosphere players" always receive their pay in cash at the end of the play, and not in \$10,000 checks as many suppose. If you have any ambitions in the way of screen life, better remember that there are countless thousands waiting for a chance to do the "atmosphere" stuff.

Frank S. Verbeck.

Chicago Group Buys Hotel Whitcomb

The sale of the Hotel Whitcomb, at St. Joseph, under the foreclosure proceedings brought in the Berrien County Circuit Court by the holders of the \$400,000 bond issue on the million dollar hotel was approved by Judge Charles E. White and the special bond holders committee to Frank S. Demeter, who heads a Chicago group of business men, as purchasers.

The Whitcomb hotel was constructed in 1927 as a civic enterprise by St. Joseph residents who subscribed to \$600,000 worth of stock and \$400,000 in bonds. Its opening in May, 1928, was one of the outstanding social events of the twin cities. The hotel made an exceptional showing until 1931 when it was forced into a receivership as were many hotels throughout the Nation. The managers of the hotel capitalized on the popularity of the mineral baths which has spread the fame of the twin cities far and wide. During the past year the hotel has shown an exceptional gain in business and the receiver established a splendid record in the operation of the business during the present economic conditions.

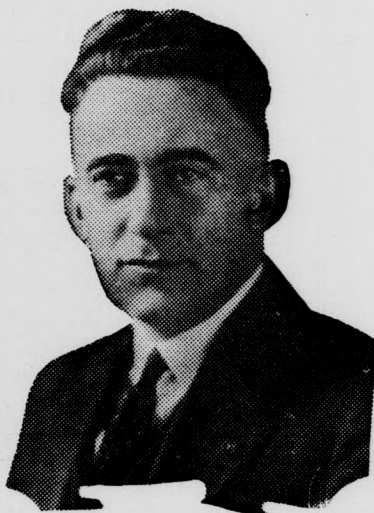
The amount received for the property is sufficient to pay the bond holders 60 cents on a dollar and meet the current expenses. The stockholders are wiped off the slate.

Ridicule, the weapon of all others most feared by enthusiasts of every description, and which from its predominance over such minds, often checks what is absurd, and fully as often smothers that which is noble.—Walter Scott.

MEN OF MARK

Joseph M. Donnelly, United States District Attorney

Joseph M. Donnelly was born at Ontonagon, Dec. 26, 1895. He took the high school and collegiate courses at the College of St. Thomas, a military academy at St. Paul, Minn. He attended law school at the University of Michigan from 1915 to 1917, subsequently completing his studies at the law school of the University of Minnesota, 1919-1920. He left the Michigan law school in May, 1917, to enter the first officers training camp at Fort Roots, Arkansas, having been rejected for Fort Sheridan several weeks before. At the close of the officers training camp he was commissioned second lieutenant on August 15, 1917, and was, at his own request, assigned to Camp MacArthur at Waco, Texas, where the 32nd division was being formed from the National Guard of Michigan and Wisconsin. He was assigned to Company G, 125th Infantry,



Joseph M. Donnelly

when this company was formed from the old Copper Country National Guard Infantry Company and served with it continuously until wounded in the Argonne offensive on October 9, 1918. He was appointed first lieutenant Nov. 17 and after he recovered from his wounds he was promoted to the position of captain and commanded his company into the front line in Aisne-Marne offensive, commonly called the battle of Chateau Thierry, and was decorated with the Croix de guerre and the Purple Heart.

After being discharged he returned to this country and, as above stated, completed his law course in 1920. He immediately entered politics in Ontonagon county, running for Judge of Probate on the Democratic ticket. He was elected by a decisive majority, although the county went for Harding for President by a vote of 3 to 1. He was elected on the Democratic ticket as prosecuting attorney in 1924, 1926 and 1930, but was defeated for the same position in 1928 and 1932, when managing the National Democratic campaign in the Upper Peninsula, where he has been Democratic Regional Chairman ever since the summer of 1928. Under his leadership the Upper Peninsula has been organized systematically as a Democratic unit. He was

appointed an Assistant Attorney General for the state by the Hon. Patrick H. O'Brien, Attorney General, and served in that capacity from Jan. 1, 1933, to Dec. 1, of the same year, when he was appointed United States Attorney for the Western District of Michigan, which comprises the Western half of the Lower Peninsula and the entire Upper Peninsula.

Mr. Donnelly married Miss Virginia Testman, of Grand Island, Nebraska, June 18, 1924. She is a niece of the then United States Senator Thomas Kearns of Utah. The Donnellys have four children—three boys and one girl. The boys are eight, five and one and a half years old. The daughter is six years old. The family reside at 1300 Benjamin avenue and all are members of St. Stephens church.

Mr. Donnelly is a member of the Knights of Columbus, the Elks Lodge at Hancock and the American Legion.

Mr. Donnelly says his hobby is politics and judging by the success he has met, he is certainly a past master in the art.

Mr. Donnelly is a man of pleasant address and very genial and friendly in his dealings with others. He has already fallen in love with his present position and hopes to be able to add to the luster of his predecessors in this important position he now occupies.

Interesting Features of the Interstate Merchants Council

Mancelona, Feb. 13—I have just returned from attending the Interstate Merchants Council in Chicago, which was held Feb. 5, 6, 7 and 8, at the Sherman Hotel.

This convention is held every year in February and August and is sponsored by the Chicago Association of Commerce. I have never attended the August meetings, but the meetings in February are very interesting.

A \$2 membership in the Interstate Merchants Council entitles the merchants to two tickets to the style show and to each of the two noon luncheons which are held at the Sherman hotel. At the luncheon on Tuesday Dr. Kenneth Dameron, Deputy Administrator of the NRA and the Retail Code, spoke.

On Wednesday Miss Helen Cornelius, fashion editor of Harpers Bazaar, gave a very good sketch of where American fashions come from and what they mean to the merchant.

Then Douglas Malloch was introduced by the President of the Association of Commerce. He gave a very humorous talk concerning the end of the depression and read several of his poems. He is a much better looking man than that cut you run of him every once in a while. Mr. Malloch's talk was very well liked and he received a great deal of applause.

Style shows were held every evening at the Sherman Hotel showing all that is new in ready-to-wear. The stage setting was beautiful, carried out in silver for the silver anniversary of the I. M. C.

Other manufacturers put on a style show at the terrace gardens in the Morrison Hotel and the wash dress and infants wear houses had their own show in the Merchandise Mart.

There was merchandise on display by manufacturers from all the Eastern states, as far West as Portland, Oregon, Seattle, Washington, and San Francisco, and as far South as San Antonio, Texas.

Carson, Pirie, Scott & Co. and Marshall Field & Co. reported the best week they had had in several years.

This Interstate Merchants Council gives the merchants and their buyers

an excellent opportunity of seeing all of the new Spring merchandise and of learning what other merchants are doing. It is of just as much interest to the small town buyers as it is to the buyers from the large department stores.

I am enclosing the program and some clippings from the Chicago papers.

Mildred Medalie.

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Carl I. Campbell, bankrupt No. 5572. The first meeting of creditors has been called for Feb. 26 at 2 p.m.

In the matter of Clarence Brugma, bankrupt No. 5567. The first meeting of creditors has been called for Feb. 20, at 10 a. m.

In the matter of Joseph Gesell, doing business as Manistee Brewery Company, bankrupt No. 5547. The first meeting of creditors has been called for Feb. 19 at 2 p. m.

In the matter of Edward Charles Reus, bankrupt No. 5556. The first meeting of creditors has been called for Feb. 19 at 10 a. m.

Feb. 1. On this day the schedules, in the matter of Joseph Gesell, doing business under the assumed name of Manistee Brewery Company, bankrupt No. 5547, were received. The schedules show total assets of \$42,030.95, (of which \$350.00 is claimed exempt), and total liabilities of \$92,344.10, listing the following creditors: United States Government, taxes, \$ 25.50
City of Manistee, Mich., 165.77
County of Manistee, 1,591.36
State of Michigan, Lansing, 576.25
Oscar Krupp, Manistee, 135.00
William Slabon, Manistee, 156.67
F. Loomis, Manistee, 13.58
J. Zientek, Manistee, 23.52
F. Sell, Manistee, 35.09
A. Christenson, Manistee, 46.11
Fred Dashner, Manistee, 29.63
Fred Daniels, Manistee, 45.12
O. Falk, Manistee, 25.00
W. Hintz, Manistee, 47.40
Joe Grill, Manistee, 29.60
Geo. Webber, Manistee, 46.26
R. Kavalowski, Manistee, 34.80
W. Plattner, Manistee, 10.51
J. Lavandowski, Manistee, 10.06
R. Radtke, Manistee, 13.03
F. Jozwaik, Manistee, 15.29
H. Stienik, Manistee, 13.30
F. Zaiger, Manistee, 22.57
R. Dahlvig, Manistee, 15.45
T. Kalnowski, Manistee, 22.46
H. Diesing, Manistee, 17.40
Alex Ditch, Manistee, 22.40
Ray Wicinski, Manistee, 2.63
Arthur Sell, Manistee, 8.14
Frank Frost, Manistee, 2.10
B. Murphy, Manistee, 60.50
Al Lyons, Manistee, 59.50
Arthur Hintz, Manistee, 117.07
Eric Gerwin, Manistee, 21.38
H. Stienek, Manistee, 13.30
A. Kettleman, Manistee, 73.32
Dennis Shea, Manistee, 89.00
Lambert Herring, Manistee, 300.49
William Broese, Manistee, 250.00
George Hinele, Manistee, 450.13
John Johnson, Manistee, 280.20
Hilder Anderson, Manistee, 277.40
A. Martin, Manistee, 25.00
J. Jacobson, Manistee, 93.41
Ed. Baker, Manistee, 33.00
R. Lavandowski, Manistee, 13.80
H. Lavandowski, Manistee, 11.40
L. Papp, Manistee, 24.20
Ray Hohne, Manistee, 22.00
Matt Stepka, Manistee, 10.90
Louis Thomas, Manistee, 10.50
Fred Dittmer, Manistee, 20.15
Fred Becker, Manistee, 20.40
Ed. Rosenberg, Manistee, 18.60
H. Kowalski, Manistee, 22.00
W. Gorecki, Manistee, 4.40
E. Silk, Manistee, 57.00
Geo. Rudick, Manistee, 10.80
Ben Stepka, Manistee, 102.60
T. Kostecki, Manistee, 12.80
Julius Ziegenhagen, Manistee, 96.00
Chris Sorenson, Manistee, 95.80
Hans Stobbe, Manistee, 89.50
Fritz Strenz, Manistee, 63.20
J. Labowsky, Manistee, 62.65
August Lange, Manistee, 8.80
Ole Henderson, Manistee, 16.00
Herman Dickey, Manistee, 17.73
E. G. Ness, Manistee, 153.34
Gudrun Nelson, Manistee, 65.00
Geo. C. Ackers, Manistee, 100.00
F. O. Widmark, Ludington, 250.00
Wm. Peterson, Manistee, 30.00
K. V. Fritz, Manistee, 19.00
Arnold Graves, Manistee, 75.00
Curt Pieder, Manistee, 235.00
Hill Motors Sales, Manistee, 25.69
Knudstrup Electric Co., Manistee, 12.18
A. Kann & Co., Manistee, 1.70
A. H. Lyman Co., Manistee, 2.78
Morton Salt Co., Manistee, 100.00
M&NE Ry. Co., 582.50
Miller's Hardware Co., Manistee, 1.15
Mackin Tire & Battery Co., Manistee, 1.00
Tom Morris, Manistee, 39.64

(Continued on page 24)

DRUGS

Michigan Board of Pharmacy
 President—Earl Durham, Corunna.
 Vice-President—M. N. Henry, Lowell.
 Other members of the Board—Norman Weess, Ewart; Frank T. Gillespie, St. Joseph; Victor C. 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.

How to Conserve Nutritive Value of Diet.

The most satisfactory dinner is not necessarily the most expensive. To this anybody will agree if you let him select the food, or the cook, or both.

Scientists will go further. The most satisfactory dinner, from the standpoint of good nutrition, need never be the most expensive. The well-fed family is one whose daily fare is chosen for nutritive value and good balance, is cooked by methods to preserve those values, and served to suit the family taste.

For good nutrition, it is the food substances, or nutrients, in your diet rather than the foods themselves that count. You really live, not on bread, meat, potatoes, apples, or what you will, but on some of their chemical constituents—and chemists count more than 35 such substances as necessary for growth and physical health.

These nutrients are found unevenly distributed in a great many different foods, but it is possible to get the materials we need in comparatively simple combinations of a few foods—provided you know the combinations. It is also possible to vary these combinations almost indefinitely—again, if you know how.

In the recent publication of the United States Bureau of Home Economics, entitled "Food budgets for nutrition and production programs," we suggest plans for adequate diets at three different levels of cost. All important kinds of food are included in all three diets, but quantities of each vary according to the nutrients each can furnish in proportion to their cost.

Vegetables and fruits, for example, are usually more expensive per pound than bread and cereals. But some vegetables and fruits must be included, for they furnish nutrients not easily obtained elsewhere.

Therefore, when the task is to balance the family diet at a minimum or moderate cost, we get along with as few vegetables and fruits as we can, and depend more heavily on some of the cheaper foods to satisfy our appetites.

Upon that general plan, we set up three outlines or patterns for adequate diets, at minimum cost, moderate cost, and with practically no cost restrictions. Perhaps that description will lead you

to believe that these diets differ only in their retail value. That is not so; they differ also in nutritive content.

Although we are confident that the minimum-cost adequate diet is adequate for good nutrition, we believe that the moderate-cost and liberal diets are better. Their larger allowance of the "protective" foods—milk, vegetables, and fruit—will undoubtedly serve to promote a better-than-average state of nutrition.

Providing in each case for a family of the same size and make-up—two moderately active adults and three children under 14 years of age—we show the kinds and quantities of food required for each of these pattern diets. The weekly market lists show conspicuous differences chiefly in three or four kinds of food.

The proportion of flour and cereals, which is 17 pounds for the minimum cost diet, falls to 7½ pounds for the liberal diet. Of dried beans, and peas, which are cheap sources of some of the most important nutrients, the minimum cost diet includes 2 pounds, the liberal cost diet only a fourth as much, because fresh beans and peas and other vegetables in any desired quantity can be included in the liberal cost diet.

Of potatoes and sweet potatoes, the amounts suggested are about the same, 12 or 13 pounds a week. Of tomatoes or citrus fruits, which are practically interchangeable for nutritive purposes, the minimum cost diet could get along with 5 pounds, probably of canned tomatoes, which are cheaper than oranges and grapefruit; but the liberal diet would include twice that much of these articles of food.

Of other vegetables and fruits, including green, leafy, and yellow vegetables, the minimum cost diet affords only 14 pounds to the 38 pounds included when cost is not a factor. Of meat, fish, and poultry, the minimum cost diet can afford only 4 pounds, while the liberal diet may include 12. Of eggs, only a dozen and a half for the minimum cost diet, but twice as many for the liberal diet.

But within these combinations, of course, the matter of cost plays a controlling part in selection. Knowing that grain products as a class are important for certain nutrients, milk for others, the green leafy vegetables for still others, and that each class of foods should be represented in the diet, the selection of well-balanced meals at very moderate cost becomes a matter of making economical selections within food groups.

As a rule the cheapest food of its kind has much the same nutritive values as the most expensive, so it makes little difference, nutritionally speaking, whether you dine on porterhouse steak with fresh asparagus, for example, or pot roast with turnip greens. Aside from personal preference, the chief difference would be in the cost.

Hazel K. Stiebeling.

Many Busy Ones Now

"What is your occupation?"

"It isn't an occupation, it's a pursuit. I'm a bill collector."

March Maladies, Measles, Mumps and Meningitis

Measles, meningitis and mumps, the three bad Ms of March, are beginning to manifest symptoms of an epidemic in the making.

These three diseases are always favored by the mobilization of men into camps and all three are usually more prevalent in the late Winter and Spring than at any other season of the year. The CCC camps may become the epidemic foci from which these diseases may spread unless great care is exercised in respect to prevention and control.

According to the medical history of the United States Army during the World War, no disease was more closely related to mobilization than was measles. In some camps as many as 16 per cent of the soldiers came down with measles.

Epidemic meningitis likewise increased above the usual rate among men in the cantonments, affecting in some camps as many as 6 per 1,000

troops. The more serious character of this disease made it of greater importance than measles with respect to mortality.

In the population at large, measles caused a higher mortality in 1917 and epidemic meningitis caused higher death rates in 1918 and 1919 than in any years before or since within the range of the two decades. This shows the influence on the civilian population of epidemic diseases that begin in camps where considerable number of men are concentrated.

The concentration of young men in camps favors the beginning of epidemics because it upsets the balance between bacterial life and the human population. In every community the bacterial life and the population tend to reach a level where both can live without great danger of exterminating either. No two communities have the same level, some tolerating a higher volume of bacteria than others.

When a considerable number of people are brought together quickly

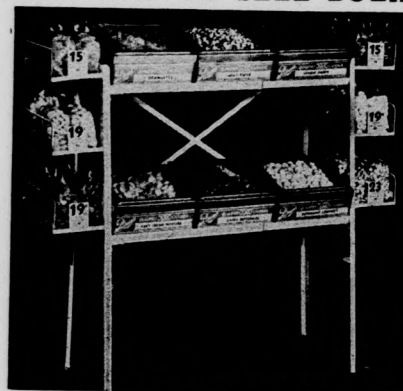
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for
Full Particulars



Each Rack
Holds Six
Display Caddies
of Candy
Average Weight
12 Pounds

Your Choice of
30 Varieties

Sell Bulk Candy
—Its Profitable
and the Investment Is Small

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

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How about Blank Books?

Ledgers, Journals, Record Books, Day Books

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We Hope 1934 Will Be Your Lucky Year!

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

from different communities the bacteria find new soil, like people in a new country, and tend to multiply at a tremendously increased rate. In this process many people are overwhelmed and sickness results.

Regardless of the influence of the CCC camps it is probable that both measles and meningitis, as well as mumps, will be more prevalent than usual during the next three or four months and epidemic prevalence in March and April will be no surprise.

This outlook is by no means alarming. Measles is hazardous chiefly to young children, those under five years old, and they can be protected by alertness in preventing exposure and by appropriate medical care thereafter. Meningitis is more difficult to deal with but can be controlled to a large degree by careful isolation of patients and by hygienic habits.

Maintenance of strong resistive powers, which can be done by attention to diet, sleep, recreation, ventilation, etc., and the correction of minor physical defects, is of great importance in preventing meningitis.

Dr. Frank J. Jirka,

Health officer State of Illinois.

Items From The Cloverland Of Michigan

Sault Ste. Marie, Feb. 12, 1934—It looks as if "Happy days are here again" when we see reports from all over the country, such as the report of the big increase in attendance at the automobile shows over previous years and the large increase for insurance over the past year. For instance, one of the leading insurance companies in Milwaukee shows in its seventy-sixth annual report admitted assets of the company at the end of 1933 to be \$998,295,368, the highest in the history of the company. Surplus is now \$58,329,737. Holdings of United States Government securities were \$44,581,666 an increase of more than \$12,000,000 over 1932. While this is only one company there must be many more that would show big gains over previous years, which shows that the people have started to spend money again, and gives us all confidence in the future and should stimulate optimism, as this year has every evidence of being one of the best years in many.

Norman Beyers and Frank Leahy, two of our well-known garage men, have opened a new garage at 127 Spruce street. It will be known as the Northern Motor Co. They expect to obtain an agency for automobiles. Motor repairing will be offered, in addition battery charging, body bumping and painting will be done. Mr. Byers was formerly employed by the Sims Motor Co., having been identified with that company for the past eleven years. Mr. Leahy has been an expert automobile mechanic in the Sault for the past sixteen years. He has spent fourteen years repairing motor products of the Chrysler Co. He was also with the Lock City Motor Co. service station.

Some people don't even like to get up to see the dawn of a new era.

James Miles, the well-known grocer at St. Ignace, has purchased the store and stock of E. Dedman, known as the Cash store, and will continue the business.

Thomas Creighton, who for the past several years conducted the general store at Nebish on the main land, announces that he expects to sell out his business at the store and continue selling real estate. He has considerable land on the waterfront which is being bought up for summer cottages. The location is ideal and many summer cottages were built last year.

Anyway the radio is causing some people to listen more and talk less.

William Maxwell entertained the B&B Club of business men at his commodious summer home at the Shallows last Sunday. There were some good talks given during the afternoon by prominent members and the elaborate dinner furnished by Mr. Maxwell showed him to be an excellent host.

Mrs. W. Henderson and children left last week for Duluth, where they will join Mr. Henderson, who has recently been appointed manager of the Swift & Co. branch there.

If major crimes were treated as seriously as parking violations, our law enforcement record would probably be more impressive.

John B. Hendrickson, former Ishpeming business man, was found dead in bed in Gaylord, Monday morning and his remains were taken to Calumet for burial. He was a native of the copper country and came to Ishpeming to work for the Gately, Wiggins Co. He served this firm as manager for a number of years and left to open a store of his own in Negaunee. He next went on the road for a wholesale firm, returning to Ishpeming a few years ago to assume the management of the Three Winners store. Last year he accepted a position with the seed loan division of the federal department of agriculture and was in the Government's employ at the time of his death. He leaves his wife, a daughter, Aurelia, both of Negaunee, and a son, Stanley, of Ishpeming. His mother and several other relatives live in Calumet.

William G. Tapert.

Swindlers Sharing Farmers' Gains

Crop reduction and corn loan funds are attracting swindlers to the farm communities, particularly in the West, to prey on farmers who have received money from the Government.

The piece goods and tailoring racket is worked by two men, one of whom sells the prospect suitings and dress goods, and leaves the goods. The "tailor" comes the next day. He takes the goods with him together with a down payment for the promised tailoring job. Neither "tailor" nor goods is seen again.

Another represents himself as the agent for a sewing machine company. He inquires what make the housewife owns, and if it needs cleaning or overhauling. Assuring her that he represents the company making her machine, he takes it with him never to return.

Another pair of swindlers prey on small storekeepers. One sells a punch-board at a small figure. The other then comes along and punches the winning numbers on the crooked board.

"Fixers" who pretend they can arrange mortgage loans for a fee are also abroad.

Grocery Sales Up For Month

Trade volume mounted steadily in the grocery industry throughout last month, manufacturers report. Tonnage sales ran slightly ahead of those for January last year, with dollar volume showing a gain of more than 10 per cent. There was a heavy demand for canned goods for spot delivery and an active call for other grocery products for both immediate and later shipment. Forward commitments in canned goods lines have been held up because of the uncertainty concerning marketing agreements, which AAA officials are negotiating for many products.

WHOLESALE DRUG PRICE CURRENT

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

ACID		GUM	
Acetic, No. 8, lb.	06 @ 10	Aloe, Barbadoes, so called, lb. gourds	@ 60
Boric, Powd., or Xtal, lb.	08 1/2 @ 20	Powd., lb.	@ 45
Carbolic, Xtal, lb.	36 @ 43	Aloe, Socotrine, lb.	@ 75
Citric, lb.	35 @ 45	Powd., lb.	@ 80
Muriatic, Com'l, lb.	03 1/2 @ 10	Arabic, first, lb.	@ 40
Nitric, lb.	09 @ 15	Arabic, sec., lb.	@ 30
Oxalic, lb.	15 @ 25	Arabic, sorts, lb.	15 @ 25
Sulphuric, lb.	03 1/2 @ 10	Arabic, Gran., lb.	@ 35
Tartaric, lb.	35 @ 46	Arabic, P'd, lb.	25 @ 35
ALCOHOL		ASAFETIDA	
Denatured, No. 5 gal.	44 @ 55	Asafetida, lb.	47 @ 50
Grain, gal.	4 00 @ 50	Asafetida, Po., lb.	75 @ 82
Wood, gal.	50 @ 60	Gualac, lb.	@ 70
ALUM-POTASH, USP		Gualac, powd.	@ 75
Lump, lb.	05 @ 13	Kino, lb.	@ 90
Powd. or Gra., lb.	05 1/2 @ 13	Kino, powd., lb.	@ 100
AMMONIA		Myrrh, lb.	@ 60
Concentrated, lb.	06 @ 18	Myrrh Pow., lb.	@ 75
4-F, lb.	05 1/2 @ 13	Shellac, Orange, lb.	22 1/2 @ 30
3-F, lb.	05 1/2 @ 13	Ground, lb.	22 1/2 @ 30
Carbonate, lb.	20 @ 25	Shellac, white, (bone dr'd) lb.	35 @ 45
Muriate, Lp., lb.	18 @ 30	Tragacanth, No. 1, bbls.	1 60 @ 2 00
Muriate, Gra., lb.	08 @ 18	No. 2, lbs.	1 50 @ 1 75
Muriate, Po., lb.	20 @ 30	Pow., lb.	1 25 @ 1 50
ARSENIC		HONEY	
Pound	07 @ 20	Pound	25 @ 40
BALSAMS		HOPS	
Copaiba, lb.	60 @ 1 40	1/4s Loose, Pressed, lb.	@ 1 25
Fir, Cana., lb.	2 00 @ 2 40	HYDROGEN PEROXIDE	
Fir, Oreg., lb.	5 00 @ 1 00	Pound, gross	27 00 @ 29 00
Peru, lb.	2 00 @ 2 50	1/2 lb., gross	17 00 @ 18 00
Tolu, lb.	1 50 @ 1 80	1/4 lb., gross	11 00 @ 11 50
BARKS		INDIGO	
Cassia Ordinary, lb.	@ 30	Madras, lb.	2 00 @ 2 25
Ordin., Po., lb.	25 @ 35	INSECT POWDER	
Saigon, lb.	@ 40	Pure, lb.	31 @ 41
Saigon, Po., lb.	50 @ 60	LEAD ACETATE	
Elm, lb.	40 @ 50	Xtal, lb.	17 @ 25
Elm, Powd., lb.	38 @ 45	Powd. & Gran.	25 @ 35
Elm, G'd, lb.	38 @ 45	LICORICE	
Sassafras (P'd lb.)	45 @ 35	Extracts, sticks, per box	1 50 @ 2 00
Soap-tree, cut, lb.	20 @ 30	Lozenges, lb.	40 @ 50
Soap-tree, po., lb.	35 @ 40	Wafers, (24s) box	@ 1 50
BERRIES		LEAVES	
Cubeb, lb.	@ 45	Buchu, lb., short	@ 60
Cubeb, po., lb.	@ 75	Buchu, lb., long	@ 70
Juniper, lb.	10 @ 20	Buchu, P'd, lb.	@ 30
BLUE VITRIOL		Sage, bulk, lb.	25 @ 30
Pound	06 @ 15	Sage, loose pressed, 1/4s, lb.	@ 40
BORAX		Sage, ounces	@ 85
P'd or Xtal, lb.	06 @ 13	Sage, P'd & Grd.	@ 35
BRIMSTONE		Scuna, Alexandria, lb.	35 @ 40
Pound	04 @ 10	Tinnevela, lb.	25 @ 40
CAMPOR		Powd., lb.	25 @ 35
Pound	75 @ 85	Uva Ursi, lb.	@ 31
CANTHARIDES		Uva Ursi, P'd, lb.	@ 45
Russian, Powd.	@ 4 50	LIME	
Chinese, Powd.	@ 2 00	Chloride, med. dz.	@ 85
CHALK		Chloride large, dz.	@ 1 45
Crayons, White, dozen	@ 3 60	LYCOPODIUM	
Dustless, dozen	@ 6 00	Pound	45 @ 60
French Powder, Coml., lb.	03 1/2 @ 10	MAGNESIA	
Precipitated, lb.	12 @ 15	Carb., 1/4s, lb.	@ 30
Prepared, lb.	14 @ 16	Carb., 1/16s, lb.	@ 32
White, lump, lb.	03 @ 10	Carb., P'd, lb.	15 @ 25
CAPSICUM		Oxide, Hea., lb.	@ 75
Pods, lb.	60 @ 70	Oxide, light, lb.	@ 75
Powder, lb.	62 @ 75	MENTHOL	
CLOVES		Pound	4 54 @ 4 88
Whole, lb.	30 @ 40	MERCURY	
Powdered, lb.	35 @ 45	Pound	1 50 @ 1 75
COCAINE		MORPHINE	
Ounce	12 68 @ 14 85	Ounces	@ 11 80
COPPERAS		1/4s	@ 13 96
Xtal, lb.	03 1/4 @ 10	MUSTARD	
Powdered, lb.	04 @ 15	Bulk, Powd., select, lb.	45 @ 50
CREAM TARTAR		No. 1, lb.	25 @ 35
Pound	23 @ 36	NAPHTHALINE	
CUTTLEBONE		Balls, lb.	09 @ 18
Pound	40 @ 50	Flake, lb.	09 @ 18
DEXTRINE		NUTMEG	
Yellow Corn, lb.	06 1/2 @ 15	Pound	@ 40
White Corn, lb.	07 @ 15	Powdered, lb.	@ 50
EXTRACT		NUX VOMICA	
Witch Hazel, Yel-low Lab., gal.	1 10 @ 1 70	Pound	@ 25
Licorice, P'd, lb.	50 @ 60	Powdered, lb.	15 @ 25
FLOWER		OIL ESSENTIAL	
Arnica, lb.	50 @ 55	Almond, Bit, true, ozs.	@ 50
Chamomile, German, lb.	35 @ 45	Bit, art. ozs.	@ 30
Roman, lb.	@ 1 00	Sweet, true, lb.	1 40 @ 2 00
Saffron, American, lb.	50 @ 55	Sw't, art. lbs.	1 00 @ 1 25
Spanish, ozs.	1 35 @ 1 50	Amber, crude, lb.	71 @ 1 40
FORMALDEHYDE, BULK		Amber, rect., lb.	1 30 @ 2 00
Pound	09 @ 20	Anise, lb.	1 00 @ 1 60
FULLER'S EARTH		Bay, lb.	4 00 @ 4 25
Powder, lb.	05 @ 10	Bergamot, lb.	3 00 @ 3 60
GELATIN		Cajuput, lb.	1 50 @ 2 00
Pound	55 @ 65	Caraway S'd, lb.	2 80 @ 3 40
GLUE		Cassia, USP, lb.	2 10 @ 2 60
Brok., Bro., lb.	20 @ 30	Cedar Leaf, lb.	1 70 @ 2 20
Gr'd, Dark, lb.	16 @ 22	Coml., lb.	1 00 @ 1 25
Whi. Flake, lb.	27 1/2 @ 35	Citronella, lb.	1 05 @ 1 40
White G'd, lb.	25 @ 35	Cloves, lb.	1 75 @ 2 25
White AXX light, lb.	@ 40	Croton, lbs.	4 00 @ 4 60
Ribbon	42 1/2 @ 50	Cubeb, lb.	4 25 @ 4 80
GLYCERINE		Erigeron, lb.	2 70 @ 3 35
Pound	14 1/4 @ 35	Eucalytus, lb.	85 @ 1 20
		Fennel	2 25 @ 2 60
		Hemlock, Pu., lb.	1 70 @ 2 20
		Heml'k Com., lb.	1 00 @ 1 25
		Juniper Ber., lb.	3 00 @ 3 20
		Junip'r W'd, lb.	1 50 @ 1 75
		Lav. Flow., lb.	3 50 @ 4 00
		Lav. Gard., lb.	1 25 @ 1 50
		Lemon, lb.	1 75 @ 2 25
		Mustard, true, ozs.	@ 1 50
		Mustard art., ozs.	@ 35
		Orange, Sw., lb.	3 00 @ 3 25
		Origanum, art.	lb. 1 00 @ 1 20
		Pennycroyal, lb.	2 75 @ 3 20
		Peppermint, lb.	5 25 @ 5 75
		Rose, dr.	@ 2 50
		Rose, Geran., ozs.	50 @ 95
		Rosemary	Flowers, lb. 1 00 @ 1 50
		Sandalwood	E. I., lb. 8 00 @ 8 60
		W. I., lb.	4 50 @ 4 75
		Sassafras, true, lb.	1 90 @ 2 40
		Syn., lb.	85 @ 1 40
		Spearmint, lb.	2 50 @ 3 00
		Tansy, lb.	3 50 @ 4 00
		Thyme, Red, lb.	1 50 @ 2 00
		Thyme, Whi., lb.	1 75 @ 2 40
		Wintergreen	Leaf, true, lb. 5 75 @ 6 20
		Birch, lb.	4 00 @ 4 60
		Syn.	75 @ 1 20
		Wormseed, lb.	3 50 @ 4 00
		Wormwood, lb.	4 50 @ 5 00
		OILS HEAVY	
		Castor, gal.	1 45 @ 1 60
		Cocanut, lb.	22 1/2 @ 35
		Cod Liver, Norwegian, gal.	1 20 @ 1 50
		Cot. Seed, gal.	85 @ 1 00
		Lard, ex., gal.	1 55 @ 1 65
		Lard No. 1, gal.	1 25 @ 1 40
		Linseed, raw, gal.	75 @ 91
		Linseed, boil., gal.	79 @ 94
		Neatsfoot, extra, gal.	80 @ 1 00
		Olive	Malaga, gal. 2 50 @ 3 00
		Pure, gal.	3 00 @ 3 50
		Sperm, gal.	1 25 @ 1 50
		Tanner, gal.	75 @ 90
		Tar, gal.	50 @ 65
		Whale, gal.	@ 2 00
		OPIUM	
		Gum, ozs., \$1.40;	lb. 17 50 @ 20 00
		Powder, ozs., \$1.40;	lb. 17 50 @ 20 00
		Gran., ozs., \$1.40;	lb. 17 50 @ 20 00
		PARAFFINE	
		Pound	06 1/2 @ 15
		PEPPER	
		Black, grd., lb.	25 @ 35
		Red, grd., lb.	45 @ 55
		White, grd., lb.	40 @ 45
		PITCH BURGUNDY	
		Pound	20 @ 25
		PETROLATUM	
		Amber, Plain, lb.	12 @ 17
		Amber, Carb., lb.	14 @ 19
		Cream White, lb.	17 @ 22
		Lily White, lb.	20 @ 25
		Snow White, lb.	22 @ 27
		PLASTER PARIS DENT'L	
		Barrels	@ 5 75
		Less, lb.	03 1/2 @ 08
		POTASSA	
		Caustic, st'ks, lb.	55 @ 88
		Liquor, lb.	@ 40
		POTASSIUM	
		Acetate, lb.	60 @ 96
		Bicarbonate, lb.	30 @ 35
		Bichromate, lb.	15 @ 25
		Bromide, lb.	66 @ 98
		Carbonate, lb.	30 @ 35
		Chlorate, Xtal, lb.	17 @ 23
		Powd., lb.	17 @ 23
		Gran., lb.	21 @ 28
		Iodide, lb.	2 71 @ 2 90
		Permanganate, lb.	22 1/2 @ 35
		Prussiate, Red lb.	80 @ 90
		Yellow, lb.	50 @ 60
		QUASSIA CHIPS	
		Pound	25 @ 30
		Powd., lb.	35 @ 40
		QUININE	
		5 oz. cans, ozs.	@ 77
		SAL	
		Epsom, lb.	03 1/4 @ 10
		Glaubers, Lump, lb.	03 @ 10
		Gran., lb.	03 1/2 @ 10
		Nitre, Xtal or Powd., lb.	10 @ 16
		Gran., lb.	09 @ 16
		Rochelle, lb.	17 @ 30
		Soda, lb.	02 1/2 @ 03
		SODA	
		Ash	03 @ 10
		Bicarbonate, lb.	03 1/2 @ 10
		Caustic, Co'l, lb.	03 @ 15
		Hyposulphite, lb.	05 @ 10
		Phosphate, lb.	23 @ 28
		Sulphite, Xtal, lb.	07 @ 12
		Dry, Powd., lb.	12 1/2 @ 20
		Silicate, Sol., gal.	40 @ 50
		TURPENTINE	
		Gallons	69 @ 84

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

Sugar
Brooms

DECLINED

AMMONIA

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

APPLE BUTTER

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



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

BLEACHER CLEANSER

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

Dbl. 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
Krumbles, No. 412	1 40
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	35
Rice Krispies, 6 oz.	2 25
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 30
All Bran, 10 oz.	2 75
All Bran, 3/4 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 51
Whole Wheat Fla., 24s	2 20
Whole Wheat Bis., 24s	2 50

Post Brands

Grapenut Flakes, 24s	2 10
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	3 15
Post Bran, PBF 36	3 15
Sanka 6-1 lb.	2 57

Amsterdam Brands

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

BROOMS

Quaker, 5 sewed	6 75
Warehouse	7 25
Rose	4 15
Winner, 5 sewed	5 75
Top Notch	4 35

BRUSHES

Scrub	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

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 11
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

Apple Sauce

No. 10, dozen	5 25
No. 2, dozen	1 10

Blackberries

Pride of Michigan	2 55
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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	
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Pears

Pride of Mich. No. 2 1/2	2 25
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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
Pinnas 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 25
Lobster, No. 1/4	2 35
Shrimp, 1, wet	1 50
Sard's, 1/4 Oil, k'less	3 35
Sardines, 1/4 Oil, k'less	3 35
Salmon, Red Alaska	2 25
Salmon, Med. Alaska	1 80
Salmon, Pink, Alaska	1 50
Sardines, Im. 1/4, ea. 6@13 1/2	1 00
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps	1 75
Tuna, 1/4s, Van Camps	1 15
doz.	1 15
Tuna, 1s, Van Camps	3 45
Tuna, 1/2s, Chicken Sea	1 60
doz.	

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 30
Corn Beef Hash, doz.	1 90
Beefsteak & Onions, s.	2 70
Chili Con Car., 1s	1 05
Deviled Ham, 1/4s	90
Deviled Ham, 1/2s	1 35
Potted Meat, 1/4 Libby	43
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	63
Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/2	90
Vienna Sausage, Qua.	78

Baked Beans

Campbells 48s	2 30
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CANNED VEGETABLES

Hart Brand

Asparagus	
Natural, No. 2	3 00
Tips & Cuts, No. 2	2 25

Baked Beans

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

Lima Beans

Little Quaker, No. 10	7 90
Baby, No. 2	1 60
Marcellus, No. 2	1 25
Reber Soaked	95
Marcellus, No. 10	6 00

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 1/2	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 15
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 1/2	1 25
No. 2	92 1/2

Sauerkraut

No. 10	4 25
No. 2 1/2 Quaker	1 35
No. 2	

Spinach

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

Squash

Boston, No. 3	1 35
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Succotash

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

Tomatoes

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

Tomato Juice

Hart, No. 10	
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CATSUP

Regal, 8 oz.	doz. 95
Regal, 14 oz.	doz. 1 28
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
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CHEESE

Roquefort	80
Wisconsin Daisy	14
Wisconsin Twin	13 1/2
New York June	23
Sap Sago	48
Brick	17
Michigan Flats	12 1/2
Michigan Daisies	13
Wisconsin Longhorn	14
Imported Leyden	23
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 50
Kraft, Brick, 1/2 lb.	1 31
Kraft, Limbur., 1/2 lb.	1 31

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

CHEWING GUM

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

CHOCOLATE

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

CIGARS

Hemt. Champions	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 Corono	31 50
Kenway	20 00

Cocoanut

Banner, 25 lb. tins	19 1/2
Snowdrift, 10 lb. tins	20

CLOTHES LINE

Riverside, 50 ft	2 20
Cupples Cord	2 91

COFFEE ROASTED

Lee & Cady

1 lb. Package	
A Arrow Brand	22
Boston Breakfast	23
Breakfast Cup	22
Competition	16 1/2
I. V.	20
Majestic	29
Morton House	31
Nedrow	26
Quaker, in cartons	22
Quaker, in glass jars	26 1/2

McLaughlin

Currents Packages, 11 oz.----- 14	JUNKET GOODS Junket Powder ----- 1 20 Junket Tablets ----- 1 35 Junket Food Colors... 1 60	FRESH MEATS Beef Top Steers & Heif.----- 10 Good Steers & Heif.----- 09 Med. Steers & Heif.----- 08 Com. Steers & Heif.----- 07	HERRING Holland Herring Mixed, kegs ----- 80 Milkera, kegs ----- 90 Boneless, 10 lb. box... 1 35	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	TEA Japan Medium ----- 18 Choice ----- 21@28 Fancy ----- 30@32 No. 1 Nibbs ----- 31
Dates Imperial, 12s, pitted... 1 90 Imperial, 12s, regular... 1 60 Imperial, 12s, 2 lb.----- Imperial, 12s, 1 lb.-----	MARGARINE Wilson & Co.'s Brands Oleo Nut ----- 08 1/2	Veal Top ----- 11 Good ----- 10 Medium ----- 08	Lake Herring 1/2 bbl., 100 lbs.-----	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	Gunpowder Choice ----- 32 Fancy ----- 40
Figs Calif., 24-83, case... 1 70	MATCHES Diamond, No. 5, 144... 6 50 Searchlight, 144 box... 6 50 Crescent, 144 ----- 5 90 Diamond, No. 0 ----- 5 10	Lamb Spring Lamb ----- 16 Good ----- 14 Medium ----- 13 Poor ----- 06	Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50	Pure Ground in Bulk Allspice, Jamaica ----- @18 Cloves, Zanzibar ----- @28 Cassia, Canton ----- @22 Ginger, Corkin ----- @17 Mustard ----- @21 Mace Penang ----- @20 Pepper, Black ----- @20 Nutmegs ----- @25 Pepper, White ----- @30 Pepper, Cayenne ----- @26 Paprika, Spanish ----- @36	Ceylon Pekoe, medium ----- 50
Peaches Evap. Choice ----- 12 1/2	Safety Matches Red Top, 5 gross case 5 40 Signal Light, 5 gro. cs 5 40	Mutton Good ----- 06 1/2 Medium ----- 04 1/2 Poor -----	White Fish Med. Fancy, 100 lb.--- 13 00 Milkera, bbls.----- 18 50 K K K K Norway ----- 19 50 8 lb. pails ----- 1 40 Cut Lunch ----- 1 50 Boned, 10 lb. boxes... 16	Seasoning Chili Powder, 1 1/2 oz.--- 65 Celery Salt, 1 1/2 oz.--- 80 Sage, 2 oz. ----- 80 Onion Salt ----- 1 35 Garlic ----- 1 35 Ponality, 3 1/2 oz.--- 3 25 Kitchen Bouquet ----- 4 25 Laurel Leaves ----- 21 Marjoram, 1 oz.----- 50 Savory, 1 oz. ----- 65 Thyme, 1 oz. ----- 90 Turmeric, 1 1/2 oz.--- 35	English Breakfast Congou, medium ----- 28 Congou, choice ----- 35@36 Congou, fancy ----- 42@43
Peel Lemon, Dromdary, 4 oz., doz.----- 1 10 Orange, Dromdary, 4 oz., dozen ----- 1 10 Citron, Dromdary, 4 oz., dozen ----- 1 10	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	Pork Loins ----- 15 Butts ----- 12 Shoulders ----- 10 Spareribs ----- 08 Neck Bones ----- 04 Trimnings ----- 08	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	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	
Raisins Seeded, bulk ----- 6 1/2 Thompson's S'dless blk. 6 1/2 Quaker s'dless blk. ----- 7 1/2 15 oz. ----- 7 1/2 Quaker Seeded, 15 oz.--- 7 1/2	NUTS Whole Almonds, Peerless ----- 15 1/2 Brazil, large ----- 14 1/2 Fancy Mixed ----- 15 Filberts, Naples ----- 20 Peanuts, Vir. Roasted 7 Peanuts, Jumbo ----- 8 1/2 Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40 Pecans, Mammoth ----- 50 Walnuts, Cal. ----- 14@20 Hickory ----- 07	PROVISIONS Barreled Pork Clear Back ----- 16 00@18 00 Short Cut, Clear ----- 12 00	STOVE POLISH Blackkne, per doz.----- 1 30 Black Silk Liquid, doz. 1 30 Black Silk Paste, doz.--- 1 25 Enameline Paste, doz.--- 1 30 Enameline Liquid, doz.--- 1 30 E. Z. Liquid, per doz.--- 1 30 Radium, per doz. ----- 1 30 Rising Sun, per doz.--- 1 30 654 Stove Enamel, dz.--- 2 80 Vulcanol, No. 10, doz.--- 1 30 Stovoil, per doz. ----- 3 00	VINEGAR F. O. B. Grand Rapids Cider, 40 grain ----- 19 White Wine, 40 grain... 20 White Wine, 80 grain... 25	
California Prunes 90@100, 25 lb. boxes... @07 80@ 90, 25 lb. boxes... @07 1/2 70@ 80, 25 lb. boxes... @07 1/2 60@ 70, 25 lb. boxes... @08 1/2 50@ 60, 25 lb. boxes... @08 1/2 40@ 50, 25 lb. boxes... @09 1/2 30@ 40, 25 lb. boxes... @10 20@ 30, 25 lb. boxes... @10 1/2 18@ 24, 25 lb. boxes... @15 1/2	Salted Peanuts Fancy, No. 1 ----- 09 1/2 12-1 lb. Cellop'e case 1 25	Dry Salt Meats D S Belles ----- 18-29@18-10-08	SALT F. O. B. Grand Rapids Colonial, 24, 2 lb.----- 95 Colonial, 36-1 1/2 ----- 1 24 Colonial, Iodized, 24-2 1 35 Med. No. 1, bbls.----- 2 90 Med. No. 1, 100 lb. bk.--- 1 00 Farmer Spec., 70 lb.--- 1 00 Packers Meat, 50 lb.--- 65 Cream Rock for ice, cream, 100 lb. each --- 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. ----- 40 Baker Salt, 280 lb. bbl 3 80 6, 10 lb., per bale ----- 93 20, 3 lb., per bale ----- 1 00 9 lb. bags, table ----- 45	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	
Hominy Pearl, 100 lb. sacks... 3 50	Shelled Almonds ----- 39 Peanuts, Spanish, 125 lb. bags ----- 7 1/2 Filberts ----- 32 Pecans, salted ----- 45 Walnut, California ----- 48	Lard Pure in tierces ----- 07 1/2 60 lb. tubs ----- 1 1/2 50 lb. tubs ----- 1 1/2 20 lb. pails ----- 1 1/2 10 lb. pails ----- 1 1/2 5 lb. pails ----- 1 1/2 3 lb. pails ----- 1 1/2 Compound, tierces ----- 07 1/2 Hams, Cert., 14-16 lb.--- 14	SALES Colonial, 24, 2 lb.----- 95 Colonial, 36-1 1/2 ----- 1 24 Colonial, Iodized, 24-2 1 35 Med. No. 1, bbls.----- 2 90 Med. No. 1, 100 lb. bk.--- 1 00 Farmer Spec., 70 lb.--- 1 00 Packers Meat, 50 lb.--- 65 Cream Rock for ice, cream, 100 lb. each --- 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. ----- 40 Baker Salt, 280 lb. bbl 3 80 6, 10 lb., per bale ----- 93 20, 3 lb., per bale ----- 1 00 9 lb. bags, table ----- 45	CHURNS Barrel, 5 gal., each --- 2 40 Barrel, 10 gal., each --- 2 55 3 to 6 gal., per gal.--- 16	
Bulk Goods Elb. Macaroni, 20 lb. bx. 1 25 Egg Noodle, 10 lb. box 1 25	MINCE MEAT None Such, 4 doz.----- 6 20 Quaker, 3 doz. case --- 2 65 Yo Ho, Kegs, wet, lb.--- 16 1/2	Sausages Bologna ----- 10 Liver ----- 13 Frankfort ----- 12 Pork ----- 15 Tongue, Jellied ----- 21 Headcheese ----- 13	SMOKED MEATS Compound, tubs ----- 08 Hams, Cert., Skinned 16-18 lb. ----- @14 Ham, dried beef ----- @22 Knuckles ----- @22 California Hams ----- @08 Picnic Boiled Hams ----- @16 Boiled Hams ----- @22 Minced Hams ----- @10 Bacon 4/6 Cert. ----- @16	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	
Pearl Barley 0000 ----- 7 00 Barley Grits ----- 5 00 Chester ----- 4 50	PARIS GREEN 1/2s ----- 34 1s ----- 32 2s and 5s ----- 30	Beef Boneless, rump ----- @19 00	AMERICAN MEDICAL ASSN. MORTON'S IODIZED SALT IT POURS	SYRUP Corn Blue Karo, No. 1 1/2 --- 2 22 Blue Karo, No. 5, 1 dz. 3 09 Blue Karo, No. 10 ----- 2 92 Red Karo, No. 1 1/2 --- 2 44 Red Karo, No. 5, 1 dz. 3 37 Red Karo, No. 10 ----- 3 22	
Lentils Chili ----- 10	PICKLES Medium Sour 5 gallon, 400 count... 4 75	Liver Beef ----- 10 Calf ----- 35 Pork ----- 05	BORAX Twenty Mule Team 24, 1 lb. packages ----- 3 35 48, 10 oz. packages ----- 4 40 96, 1/2 lb. packages ----- 4 00	WASHING POWDERS Bon Ami Pd., 18s, box. 1 90 Bon Ami Cake, 18s. --- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 --- 2 30 Chipso, large ----- 3 45 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lai ----- 1 80 La France Laun, 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapolio, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s ----- 2 10 Wyandot. Cleaner, 24s 1 85	
Tapioca Pearl, 100 lb. sacks... 7 1/2 Minute, 8 oz., 3 doz.--- 4 05 Dromedary Instant --- 3 50	OLIVES 4 oz. Jar, Plain, doz.--- 90 16 oz. Jar, Plain, doz.--- 1 95 26 oz. Jars, Plain, doz. 2 40 5 Gal. Kegs, each ----- 6 50 3 oz. Jar, Stuff., doz.--- 1 15 8 oz. Jar, Stuffed, doz. 2 25 10 oz. Jar, Stuff., doz.--- 2 65 1 Gal. Jugs, Stuff., dz. 1 80	RICE Fancy Blue Rose ----- 5 00 Fancy Head ----- 5 90	Washing Powders Bon Ami Pd., 18s, box. 1 90 Bon Ami Cake, 18s. --- 1 65 Brillo ----- 85 Big 4 Soap Chips 8/5 --- 2 30 Chipso, large ----- 3 45 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c ----- 3 50 Grandma, 24 large ----- 3 50 Snowboy, 12 large ----- 1 80 Gold Dust, 12 lai ----- 1 80 La France Laun, 4 dz. 3 65 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s ----- 3 90 Rinso, 24s ----- 4 80 Rinso, 40s ----- 2 95 Spotless Cleanser, 48, 20 oz. ----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapolio, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s ----- 2 10 Wyandot. Cleaner, 24s 1 85	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	
Jiffy Punch 3 doz. Carton ----- 2 25 Assorted flavors.	PICKLES Sweet Small 5 gallon, 500 ----- 7 25 Banner, 6 oz., doz.----- 90 Banner, quarts, doz.--- 2 10 Paw Paw, quarts, doz. 2 80	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	MAPLE AND CANE Kanuck, per gal. ----- 1 10 Kanuck, 5 gal. can. --- 4 75	YEAST CAKE Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.--- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz. 1 35	
EVAPORATED MILK Quaker, Tall, 10 1/2 oz.--- 2 85 Quaker, Baby, 4 doz.--- 1 43 Quaker, Gallon, 1/2 dz.--- 2 85 Carnation, Tall, 4 doz. 2 95 Carnation, Baby, 4 dz. 1 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	PICKLES Dill Pickles Gal., 40 to Tin, doz.--- 8 15 32 oz. Glass Thrown... 1 45	Beef ree Run'g, 32, 26 oz.--- 2 40 Five case lots ----- 2 30 Iodized, 32, 26 oz.--- 2 40 Five case lots ----- 2 30	IMIT. MAPLE FLAVOR Orange, No. 1 1/2, 2 dz. 2 82 Orange, No. 3, 20 cans 4 25	YEAST-COMPRESSED Fleischmann, per doz.--- 30 Red Star, per doz.----- 20	
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	PICKLES Sweet Small 5 gallon, 500 ----- 7 25 Banner, 6 oz., doz.----- 90 Banner, quarts, doz.--- 2 10 Paw Paw, quarts, doz. 2 80	Sal Soda Granulated, 60 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages ----- 1 15	COOKING OIL Mazola Pints, 2 doz. ----- 3 95 Quarts, 1 doz. ----- 3 45 Half Gallons, 1 doz.--- 6 00	WRAPPING PAPER Fibre, Manila, white... 05 No. 1 Fibre ----- 06 1/2 Butchers D F ----- 06 1/2 Kraft ----- 06 Kraft Stripe ----- 09 1/2	
FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton ----- 78 Presto White Lip, 2 gro. carton ----- 83	PICKLES Dill Pickles Gal., 40 to Tin, doz.--- 8 15 32 oz. Glass Thrown... 1 45	Sal Soda Granulated, 60 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages ----- 1 15	TABLE SAUCES Lee & Perrin, large... 5 75 Lee & Perrin, small... 3 35 Pepper ----- 1 60 Royal Mint ----- 2 40 Tobasco, small ----- 3 75 Sho You, 9 oz., doz.--- 2 00 A-1, large ----- 4 75 A-1, small ----- 2 85 Caper, 2 oz. ----- 3 30	YEAST Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.--- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz. 1 35	
GELATINE Jell-o, 3 doz.----- 1 80 Minute, 3 doz.----- 4 05 Plymouth, White ----- 1 55 Jelsert, 3 doz.----- 1 40	PICKLES Dill Pickles Gal., 40 to Tin, doz.--- 8 15 32 oz. Glass Thrown... 1 45	Sal Soda Granulated, 60 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages ----- 1 15	TABLE SAUCES Lee & Perrin, large... 5 75 Lee & Perrin, small... 3 35 Pepper ----- 1 60 Royal Mint ----- 2 40 Tobasco, small ----- 3 75 Sho You, 9 oz., doz.--- 2 00 A-1, large ----- 4 75 A-1, small ----- 2 85 Caper, 2 oz. ----- 3 30	YEAST Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.--- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz. 1 35	
HONEY Lake Shore 1 lb. doz.--- 1 90	PIPES Cob, 3 doz. in bx. 1 00@1 20	Sal Soda Granulated, 60 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages ----- 1 15	TABLE SAUCES Lee & Perrin, large... 5 75 Lee & Perrin, small... 3 35 Pepper ----- 1 60 Royal Mint ----- 2 40 Tobasco, small ----- 3 75 Sho You, 9 oz., doz.--- 2 00 A-1, large ----- 4 75 A-1, small ----- 2 85 Caper, 2 oz. ----- 3 30	YEAST Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.--- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz. 1 35	
JELLY AND PRESERVES Pure, 30 lb. pails ----- 2 60 Imitation, 30 lb. pails 1 60 Pure Pres., 16 oz., dz.--- 1 80 12 oz. Apple Jelly, dz.--- 95 13 oz. Mint Jelly, dz.--- 1 60 7 oz. Cranberry Jelly, dz 90	PLAYING CARDS Battle Axe, per doz.--- 2 65 Bicycle, per doz.----- 4 70 Torpedo, per doz.----- 2 50	Sal Soda Granulated, 60 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages ----- 1 15	TABLE SAUCES Lee & Perrin, large... 5 75 Lee & Perrin, small... 3 35 Pepper ----- 1 60 Royal Mint ----- 2 40 Tobasco, small ----- 3 75 Sho You, 9 oz., doz.--- 2 00 A-1, large ----- 4 75 A-1, small ----- 2 85 Caper, 2 oz. ----- 3 30	YEAST Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.--- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz. 1 35	
JELLY GLASSES 1/2 Pint Tall, per doz.--- 35	POP CORN Sure Pop, 25 lb. bags 1 25 Yellow, 25 lb. bags... 1 25	Sal Soda Granulated, 60 lbs. cs. 1 35 Granulated, 18-2 1/2 lb. packages ----- 1 15	TABLE SAUCES Lee & Perrin, large... 5 75 Lee & Perrin, small... 3 35 Pepper ----- 1 60 Royal Mint ----- 2 40 Tobasco, small ----- 3 75 Sho You, 9 oz., doz.--- 2 00 A-1, large ----- 4 75 A-1, small ----- 2 85 Caper, 2 oz. ----- 3 30	YEAST Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.--- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz. 1 35	



SHOE MARKET

Michigan Retail Shoe Dealers Association.

President—Clyde Taylor, Detroit.

First Vice-President—M. A. Mittelman, 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.

Big Responsibility Which Lies Ahead Ahead of Mr. Mittelman

They had just elected him president of the National Shoe Retailers Association, to succeed "Tony" Geuting of Philadelphia, whose practical wisdom, good judgment and long experience had guided the Association through several difficult years. Out of all the retail shoe men of the country, the N. S. R. A. directors had picked Mittelman, and picked him at a time when the new responsibilities of trade associations, under the New Deal and the NRA, demand leadership of the highest caliber. Why? Who is this man Mittelman, and what has he done to qualify him for the big job that lies ahead of him?

We've been hearing about Mittelman more and more frequently in the past three years, since he played the leading part in planning the N. S. R. A. convention in Detroit in 1931. He is one of the younger leaders in the Association, and has come to the front rapidly in recent years. Times of stress invariably develop new leaders, and Mittelman's leadership is a natural and logical consequence of the trying period through which business has been passing. He's been right on the firing line through it all, for he hails from Detroit, and Detroit has been one of the storm centers of the depression. 'Twas there the bank holiday business really started. News of it was flashed across the country last February, and it seemed to gather momentum like a snowball rolling downhill until it culminated in the financial crisis of March 4—remember?

When the Governor of Michigan proclaimed the bank holiday we wired Mittelman to know what it was all about—that is, what it meant, not to the bankers or the financiers, but to the average merchant, trying to sell shoes in a community where all the banks were closed by proclamation of the Governor. His reply demonstrated his keen insight into the situation. He was right on the firing line and he knew all the answers.

We were aware of the keen interest this man had taken in association matters, in organization, ever since the Detroit convention, and of the part he had played in organizing Michigan shoe merchants to meet the requirements of NRA. Beyond that, we didn't know a great deal about Mittelman, the man. That was natural enough, for he's a modest chap, who doesn't talk about himself a lot. Just goes ahead and does things, figuring, apparently, that if a man does his part results will take care

of themselves and applause isn't particularly important.

So when we heard the directors had elected him we wanted to know more about Mittelman, the man, and the only way to find out seemed to be to go and ask him. We found him around midnight of a hectic convention day in his room at the Statler. Conventions are exciting affairs, but this one, apparently, hadn't excited Mittelman, despite the fact that he suddenly found himself playing the leading role in its tense and swiftly moving drama. He was calm, cool and courteous, yet keenly conscious of the magnitude of his job, and of all that it implies in the way of work, responsibility and self sacrifice.

M. A. Mittelman has been in the shoe business approximately twenty-eight years, he told us. Because of his Detroit connections we naturally think of him as of the Middle West, but he belongs to the East by birthright and early training. Born and reared in Pennsylvania, he started out with A. Weitzenkorn & Sons of Wilkes-Barre, whose store is right on the same street with that of Martin Murray, for years treasurer of the N. S. R. A. From there he went to Hartford, Conn., where he was in the employ of Wise, Smith & Co. for five years, then to V. W. Snyder Co. of Newark and from there to J. N. Adam & Co., of Buffalo, where he bought and merchandised the shoes.

Mittelman's next move was to Chicago, where he was made buyer and manager for the I. Miller store. This step, in a way proved a turning point in his career, for it led to his taking the I. Miller franchise for Detroit, where, along with Adolph Goetz, the present firm of Goetz-Mittelman was formed. This firm owns and conducts stores in Detroit, Buffalo, Rochester and Cleveland. The original Detroit unit was a department in Russek's ready-to-wear establishment, but later another store was opened in the Fisher building, uptown, so that now the firm of Goetz-Mittelman conducts five stores. A year ago Aug. 1 the entire business of Russek's, in Detroit, was taken over and of this establishment Mr. Mittelman is now president and general manager.

Election to the chairmanship of the Convention Committee in charge of the Detroit convention of 1931 marked Mr. Mittelman's first active participation in association affairs. At that convention he was elected to the board of directors and for the past two years he has been first vice-president. Five years ago he organized the Detroit shoe merchants into a very active association of which he has been president for the past four years. With the active assistance of Clyde Taylor and other leading shoe men he has recently been engaged in organizing the shoe men in the entire State of Michigan.

Mr. Mittelman is known throughout the trade as "M. A. Mittelman," and his close friends call him "Mit." As we said before, he's a modest chap. To make the record complete, however, his full name is Maurice A. Mittelman. And the E in his name comes ahead of the L. He becomes the president of the N. S. R. A. at a critical time in the Association's history, but judging

from the comments on his election, both at the convention in St. Louis and throughout the trade, he seems to be the right man for the job.—Boot and Shoe Recorder.

Cream Sold in Screw-top Metal Tubes

Cream in individual tubular-shaped containers holding a sufficient quantity for one cup of beverage and selling at a low price has recently been placed on sale in Germany, according to a report from Consul John G. Erhart, Hamburg, made public by the Department of Commerce.

The container is made of aluminum foil with a round, flat base which permits the container to stand upright and is sealed somewhat in the manner of toothpaste tubes. It is claimed that the contents will remain in prime condition for a minimum of three months. The tubes hold up to 70 grams, the quantity being varied according to the prevailing price of milk and cream.

Metal Consumers Active

A rising scale of production in the battery, paint, cable and other industries for this Spring is indicated by the activity of buyers in the non-ferrous metals markets this week. Demand for lead and zinc for delivery over the coming four months is good, with suppliers reluctant to make commitments beyond a 60-day period at present prices. Mine interests are fearful that impending changes in working schedules under NRA will force an increase in their production costs.

The best kind of trait: Kindness.

Grocers Ask Price Rule Action

Prompt action by the Code Authority and Administrator Johnson in fixing and announcing the specific allowances to be made by wholesale and retail grocers for wages of store labor was urged in a brief sent to Washington yesterday by the National American Wholesale Grocers Association. Under both the jobbers' and retailers' codes, the loss-limitation provisions leave the amount of the required markup to cover store labor costs up to the Code Authority governing the two branches of the industry. Until the Code Authority makes its decision and General Johnson approves the recommendation, the brief points out, both wholesalers and retailers must remain uncertain on the charges.

Automobile Glass Call Heavy

Plate-glass shipments during January, due almost wholly to the demand from the automobile industry for both plain and safety glass, were materially ahead of the initial month of 1933. This demand from the automobile industry continues and there are indications of further gains. The urgency in the demand for liquor glassware, which reached a high point in December, has been tapering off. In several instances, however, the backlog of orders is sufficient to maintain production at capacity schedules until some time in March. The demand for window glass has been scattered.

Is it really a good idea or only one that has become a pet idea through long association?

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 . . .



Lines of Interest To Grand Rapids Council

While we are hopping on to things in general, we might just as well hop on to the American Press for some of its general debilities.

We all enjoy sitting down to the breakfast table with the morning paper spread all over the table in front of us, much to mother's disgust, and scanning the front page scare heads. We also get a kick out of spreading the evening sheet all over the floor, digesting the news of the day, while digesting our evening meal.

As we continue this daily routine we give no thought to the fact that much is placed before our eyes which should be withheld from print until the proper time for its release.

We eagerly read the news of a sensational kidnaping or the crime of murder. We note that famous sleuths are being engaged to ferret out the perpetrators of these crimes and that certain important clues are in evidence. Is it not a fact that the underworld has access to the same news that we have?

We are not advocating that our legislators enact a "Press Gag" law, because much information that is important to the Nation might be withheld through the powers that be, but we would like to see the American Press adopt a measure whereby the movements of justice to make a capture be kept from the sheets until such time as the officers of law and order make their capture or fail to function. It seems there is small excuse to publicly advertise every move made to right crime, so that the underworld may make counter moves to thwart the efforts of justice.

There are a great many smart minds behind the perpetrators of crime and if given a tip are smart enough to take advantage of the news and conduct themselves accordingly. We believe if the press would gag important information as to the movements of justice that many a criminal would be captured who is now laughing up his sleeve at his fairly reliable source of valuable information—the press.

The little bean seems to be coming into its own. During the World war and for a few years afterward we heard much of said beans. It cut quite a figure at \$14 per bushel but since those hectic days it has just been an ordinary little bean to most of us.

The bean would not be so prominent now were it not for a word that has been coined recently using the bean as stem word—Beano.

It has our Chief of Police revolving his head on his shoulders like an owl trying to obey orders as to the legality of Beano. Our prosecuting attorney says it is a naughty, bad game, is illegal and must be stamped out. Our city mangler says "tut tut" to the Chief—"don't make monkeys out of the city's lords until they can vote 5 to 2 on somethin' or other." The State Police has been promised by the Prosecutor

and the chief says they are too busy resting to fool with a little Beano.

So there you are—to be or not to be—that is the question that we will be interested in following through the various routes of settlement.

We had this question propounded to us the other day. It is too deep for us so are going to pass it along.

A traveling salesman registered in a small hotel and said to the hotel keeper, "I am going to stay here a week. Please put this \$100.00 bill in your safe."

A half hour later the Chef said to the hotel keeper that unless he pays him \$100.00 for back salary, he is going to quit. The hotel keeper having no money, took the salesman's \$100.00 and gave it to the Chef. The Chef owed \$100.00 to the butcher, so he paid with this \$100.00 bill.

The butcher owed \$100.00 to his doctor and gave him this \$100.00 bill.

The doctor owed \$100.00 to his dentist and he gave him this \$100.00 bill.

The dentist owed \$100.00 to the hardware man and he gave him the \$100.00 bill.

The hardware man owed his barber \$100.00 that he borrowed and he gave him this \$100.00 bill.

The barber was staying in this hotel and owed \$100.00 for rent, so he gave the hotel keeper the \$100.00. The hotel keeper returned same to the safe.

Each one received a receipted bill in full, the traveling man said, "I am checking out and want my \$100.00 bill," and the hotel man returned him the same \$100.00 bill.

Everybody was satisfied and every bill was paid. Did anybody lose or did anybody gain?

The only catch we can see to the whole thing is that everybody seemed willing to pay their honest debts.

The Ladies Auxiliary gave a potluck luncheon and bridge party at the home of Mrs. T. F. Westfeldt, 1260 Flora court, Tuesday, Feb. 6. There were six tables of bridge. Mrs. R. E. Groom, Mrs. Darcy Wilcox and Mrs. Nick Loucks were awarded the prizes.

W. E. Lypps, Council leader of the teamwork group, held a meeting of his various groups at the Mertens hotel Saturday afternoon. This meeting was in conformance with orders from Columbus headquarters. From the reports of the various groups, many new members will be added to the council roster in the near future.

Counselor W. H. Fisher, of Lapeer, who was reported on the injured list is on the gain. He slipped on an icy walk and suffered a cut on the back of his head and a sprained neck.

Milton Smith, who was injured several weeks ago in an automobile wreck, is slowly improving. He suffered broken bones in his hand and the fracture of several ribs.

E. J. Steeby, 1807 Horton avenue, who was severely injured thirteen months ago, is now able to walk a few blocks with the aid of a cane. He believes he will soon be able to discard the wooden aid and once more get back on the job.

Mrs. Harry E. Nash was called to Lake Odessa Sunday night on account of the death of her father, Bion M. Estep. Mr. Estep was a pioneer resident of that vicinity, having lived

there the entire span of his life, 76 years. The council extends its sympathy to Mrs. Nash in the loss of her father.

George E. Bryant, 528 Bridge street, has accepted a position as a traveling salesman. He has been conducting a roofing and insulating material business, but the new code rules were not favorable to his lines. He has secured some very well known lines and reports that the prospects for a good business are in sight. Mr. Bryant was formerly a member of No. 131 and the members will be glad to learn that Secretary Bradfield and Past Counselor Saxon have induced him to sign on the dotted line and reinstate his membership.

The committee in charge of the annual ball and home coming party reports wonderful progress in the sale of tickets. It appears that there is going to be an exceptionally large crowd attending the thirty-second annual party.

Even some men of standing seem to do a heap of sitting.

We are not much for reverting back to 'ye olden times' but a few days of last week made us long for the long, woolen scarfs, mittens and undies that we used to own. A new England bed warmer is a high priced antique and as scarce as hen's teeth, but it might well have proved its worth had we possessed one. We are sure that the severity of the weather caused many a man to break his New Year's resolution and straight-way start to polish up on his cuss words when he tried to start the family car. Some did start and some just would not get to go to work so the various owners appeared on the job in various moods. Hey Ma! Gotta dime? I gotta take a d— bus, car won't start. The only thing that was missing to make a real old fashioned winter of it was the absence of the old wooden pump. Let's be thankful that the winter was a short one.

Get those old bones limbered up because March 3 is near at hand and everyone should be in shape to take advantage of the fine music which will be rendered at the thirty-second annual ball and home coming party of Grand Rapids council. Tell your friends that they can come so that they will get all set for the big party of the year.

Notgniklip.

"What are ethics, pop?" asked the eager young offspring.

"Well, Benny, I'll tell you. Suppose a customer comes into my shop and buys a necktie that costs a dollar. He gives me a two-dollar bill and walks out without the change.

"Now, here's where the ethics come in. Should I keep the extra dollar myself or tell my partner about it?"

From observation, it appears that many patrons of the New York cash and carry liquor stores have cash for the stuff, but can't carry it.

Affirming will do all it is reputed to be able to do if we keep affirming that a thing will be until it is.

Reduced circumstances are just a circumstance in life if taken in that spirit.

OUT AROUND

(Continued from page 9)

rated by reference into the statute, and the other failing to answer to such standard. Such discrimination is reasonable, and violates no constitutional immunity guaranteed to the plaintiff. The petition for a temporary injunction will be denied."

Sebewaing, Feb. 9.—We are in receipt of check for \$7.28 from the Internal Revenue department covering over assessment of oleo tax in 1930, plus interest. We want to take this opportunity to again thank you for calling our attention to the ruling of the Revenue department which made this refund possible. John Rummel & Co.

I think there must still be a thousand merchants in Michigan who are entitled to a check for \$7.28, but because they are not subscribers to the Tradesman they will probably never learn that they are depriving themselves of the refund. To obtain it application must be made before June 30. Blank can be obtained from the Tradesman.

Bad news comes to us from Ontario. It is to the effect that Dr. Locke, the wonder doctor, is afflicted with Bright's disease and is giving but one treatment per day to any patient and no treatments evenings. This information will be received with regret by those who have been treated by this wonderful practitioner.

E. A. Stowe.

What a man will sacrifice to win is quite as important as what he will do to win.

Phone 89574
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SPECIAL SALE EXPERTS
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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.

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LOUIS LEVINSOHN
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Saginaw, Michigan

INCREASE YOUR BUSINESS using "Speedy Printer." Prints cards, circulars, Complete outfit \$12.50. Write Peaks Dupliator Co., Lesterville, South Dakota. 626

For Sale—Men's clothing and furnishings business in one of Michigan's best small cities. \$6,000 stock modern building and fixtures. Living apartments above. Address No. 627, c/o Michigan Tradesman. 627

Out of Honey?—Carroll's white honey, five-pound pails, \$4.80 a dozen. Carroll's amber honey, five-pound pails, \$4 a dozen: f.o.b. Prices good until July 1. Carroll Apiaries, Central Lake, Mich. 628

For Sale—Established modern creamery, fully equipped, ready for operation. In excellent location. Address James B. Jepson, Receiver, Saranac, Mich. 629

For Sale—Hardware stock and fixtures, clean proposition, in small town. No encumbrances. I. D. Fleisher, individual owner, Athens, Mich. 630

DETROIT DOINGS

Late Business News From Michigan's Metropolis

"Retail grocers in Detroit are asked to get ready for the big week of Feb. 19 to 24. This is going to be Michigan Made Beet Sugar Week," states Dr. J. Arthur Brock, Educational Secretary of the Farmers & Manufacturers Beet Sugar Association.

"It is planned to make this week stand out in the mind of every Detroit housewife. If the Detroit housewives can be made to clearly understand that their prosperity and the prosperity of the farmers of this State are one and the same thing, then they will be more alive to the necessity and fairness of buying Michigan Made Beet Sugar.

"A very careful foundation has been laid to make this Michigan Made Beet Sugar Week a great success. The educational staff of the Farmers & Manufacturers Beet Sugar Association have been working hard for weeks delivering lectures to Detroit high school audiences, cooking schools, church organizations, and fraternal organizations; in fact, no avenue has been left untouched to reach the Detroit housewife, both directly and through her husband or family.

"A very large advertising program has been carried on in Detroit, leading up to this climax. But during the week of Feb. 19 to 24, the advertising will be greatly increased, radio will be employed, special window displays used, and the leading downtown merchants, whether they sell Beet Sugar or not, will have window displays and will give every possible support to this important movement in their own advertising.

Prominent state and city officials will publicly pronounce this Beet Sugar Week over the radio. Incidentally, the radio will be employed for a number of different purposes. Prominent citizens will endorse this Beet Sugar Week. Educational talkers will tell Detroit housewives to use Michigan made beet sugar. Domestic science experts will tell the world that beet sugar is the best sugar in the world. The news reporters over the major radio stations will cover this subject. The Board of Commerce is co-operating in every possible way. Special window streamers will be supplied every retail grocer and, in short, every Detroit housewife will get this beet sugar message from every possible source and channel.

"This movement is of great importance to the state of Michigan," continues Dr. Brock. "These farmers have to live the same as you do—they have to pay taxes—they have children to educate and they like to go to a movie once in a while. Now it stands to reason they cannot do these things unless Detroit housewives buy their product.

"The sugar beet industry is of vital importance to Michigan and whatever is of vital importance to Michigan is of vital importance to Detroit retail grocers. This is not just another 'ballyhoo' back of some shampoo or some trick puzzle. We are endeavoring to promote one of the fundamentals of the State of Michigan—its sugar beet crop. These farmers need and buy all the necessities of life—the very

things you or your friends make or sell. If you give them a living by buying their product, they have a chance to buy these necessities. If not, you just make it that much tougher for these wage earners.

"So I do want to impress every retail grocer in Michigan with the importance of his best co-operation, during Michigan Made Beet Sugar Week. Remember the date—February 19 to 24. And may I ask that you be on your toes to give every possible co-operation you can in the form of window displays and co-operation in your advertising or handbills. Put Michigan made beet sugar on your counter. It comes in a wide variety of sizes, 5, 10, 25 and 100 pound sacks. Place display cards on the sacks. Fix up an attractive display. Feature this item. If you haven't advertising material on hand, all you have to do is phone C. W. Kelly, Madison 4000, Detroit and he will see that you are supplied.

Frederick A. Fuller, retired hardware salesman, died Saturday at his home, 276 E. Philadelphia avenue, after an illness of six months. He was born in Jackson sixty-eight years ago and came to Detroit in 1882 to enter the employ of the Delamater Hardware company, then located on Griswold street. Later he went to work for the Standart Brothers Hardware company, with whom he remained until a year ago. For both of these concerns he traveled much of the time through Michigan, Ohio and Indiana.

Sunday, Feb. 18, marks the opening of one of the biggest drives to put Detroit in the front row of womens apparel centers in the history of the city. On that day the Women's Apparel Club of Michigan opens a four day market and exhibition of women's and children's wear and allied lines, including modern store fixtures. Nearly 200 manufacturers' lines will be displayed on two floors, the thirteenth and fourteenth. On Tuesday three prominent men identified with the Detroit Board of Commerce and the retail trade will speak at the Statler where the exposition will be held, on Tuesday, from two and four o'clock. Harvey Campbell will speak on "The future prospects of business." Charles E. Boyd, secretary of the Detroit Code Authority, will deliver a talk on "Retailing under the N.R.A." Sidney A. Styer will speak on "Combatting the shoplifting evil." Mr. Styer who is president of the Women's Apparel Club of Michigan, is enthusiastic over business prospects and especially over the promised success of the coming market and exposition. The number of exhibitors exceeds all previous markets with one exception, he said.

The Michigan Wholesale Apparel Association, composed of local firms is also staging a "Women's Wear Market Week" from Sunday Feb. 18 to Feb. 24. The sponsors of this event are Jacobson & Edelson, L & H Simon Co., Arden Hats, Crown Hat Manufacturing Co., and the S. & F. Garment Co. Announcements of the market week have been sent out by the group, and by the individual firms who have

made unusual stock preparations for the Spring apparel showings.

Dan F. Niemeyer, Michigan representative for the Kaynee Co., of Cleveland, has followed up initial announcements of the joint meeting at the Statler Hotel, Feb. 25 of the Michigan Apparel Club and the Michigan Retail Clothiers Association when both will hold their annual conventions. This affair will continue for three days.

The Lee Garment Co., wholesale dealer in women's and misses blouses and skirts, has opened for business at 206 Grand River avenue.

Proceedings of the Grand Rapids Bankruptcy Court

(Continued from page 17)

Nelson Paint & Wallpaper Co., Manistee	4.53	W. H. Hutchinson & Son, Inc., Chicago	410.00
Olson Lbr. Co., Manistee	6.18	Robt. A. Haag, New York	16.00
Postal Telegraph Co., Reed City	2.25	Hazeltine & Perkins Drug Co., G. R.	90.58
Red Cross Pharmacy, Manistee	1.50	I. E. Hampton, Clare	5.65
Ross Dairy Co., Manistee	.84	Harvey Auto Co., Manistee	12.46
The J. H. Shults Co., Manistee	48.88	Hill Motor Sales Co., Manistee	1,508.32
West Va. Coal & Coke Corp., Cincinnati	80.48	Henes & Keller, Menominee	439.39
Ernest Zobel Co., Inc., Brooklyn	149.10	Hotel Chippewa, Manistee	18.42
Consumers Power Co., Manistee	100.00	International Time Recording Co., G. R.	3.50
Mich. Bell Telephone Co., Manistee	20.00	Iroquois Detroit Corp., Detroit	734.70
Geo. C. Ackers, Manistee	322.45	A. D. Joslin Mfg. Co., Manistee	48.00
Chas. L. Peth, Manistee	400.00	Johnson & Goudie, Manistee	114.03
Burroughs Adding Machine Co., G. R.	185.31	Kroeschell Engineering Co., Chicago	1,148.17
Geo. J. Meyer Co., Milwaukee	280.00	Chas. Koss & Bros. Co., Milwaukee	527.56
Crown Cork & Seal Co., Baltimore	1,100.00	A. H. Lyman Co., Manistee	19.40
Bishop & Babcock Co., Inc., Cleveland	3,250.00	Lakeshore Corp., Muskegon	34.00
Cokal Pulverzone Corp., Chicago	2,050.00	Lloyd & Smith, Manistee	1,197.20
Schlange Mfg. Co., Chicago	395.00	Liquid Carbonic Corp., Chicago	635.73
Karl Kiefer Machine Co., Cincinnati	1,200.00	Miller Bros., Manistee	133.73
Economic Machinery Co., Worcester, Mass.	2,103.00	Midland Glue Co., Detroit	59.86
S. F. Bowser & Co., Fort Wayne	2,038.50	Michigan Lbr. Co., Manistee	48.40
Frank F. Pasch Corp., Milwaukee	1,250.00	Manthei Bros., Manistee	5.00
Johnston Bros., Boiler Co., Ferrysburg	535.00	Tom Morris Agt., Manistee	123.71
National Bond & Investment Co., Flint	135.00	Merchants Publishing Co., Kalamazoo	48.41
National Discount Corp., G. R.	661.80	Manistee Paper Box Co., Manistee	58.00
National Discount Corp., G. R.	495.20	Manistee Board of Commerce, Manistee	75.00
A. Kahn & Co., Manistee	100.00	Manistee News-Advocate, Manistee	76.20
Manistee Iron Works, Manistee	461.45	Morton Salt Co., Manistee	6.66
International Time Recording Co.	200.00	Meyer & Wahr, Manistee	50.08
John P. Anderson, Manistee	53.18	Millers Hdw. Co., Manistee	70.50
American Corrugating Co., G. R.	221.36	Manistee Auto Parts Co., Manistee	41.87
American Antiformin Co., Brooklyn	115.50	Manistee Taxi Co., Manistee	10.00
American Tap Bush Co., Detroit	75.00	Manistee Salt Works, Manistee	200.00
American Printing Co., Manistee	378.76	Mackin Tire & Battery Co., Manistee	58.81
Anderson Construction Co., Manistee	3,030.00	Manistee Iron Works Co., Manistee	800.30
Bond Mfg. Co., Wilmington	1,082.34	Metal Glass Products Co., Belding	27.00
Brisbois Bros., Bay City	84.37	Maxwell Bros., Chicago	4,397.45
Benner Chemical Co., Chicago	7.80	M&NE RR Co., Manistee	982.94
Beattie Bros. Motor Sales, Clarkston	27.49	Michigan Bell Telephone Co., Manistee	1,051.48
Bundy's Brief Service, Traverse City	1.54	F. G. Nalpinski, Manistee	67.14
R. C. Bradford, Manistee	6.96	Noud Lbr. Co., Manistee	300.06
Bradley Miller Co., Bay City	599.70	Northwestern Brewers' Supply Co., Milwaukee	292.08
John Barth & Sohn, New York	1,207.50	National Adhesive Corp., New York	65.38
Bishop & Babcock, Inc., Cleveland	185.71	The Nelson Paint & Wallpaper Co., Manistee	23.05
Brockway Glass Co., Brockway	4,689.35	Olson Lbr. Co., Manistee	463.47
Bus. & Prof. Mens Nat'l Assoc., Manistee	6.00	Olson Tire & Auto Co., Manistee	7.95
Barnes & Barnes, Manistee	97.52	John Pritzlaff Hdw. Co., Milwaukee	37.50
Burroughs Adding Machine Co., G. R.	9.37	Pure Carbonic Inc., Detroit	159.00
City of Manistee	227.35	The Pioneer Mfg. Co., Cleveland	29.25
The Commercial Paste Co., Columbus	91.20	Petoskey News-Printing Co., Petoskey	9.45
City Coal Co., Manistee	39.22	Postal Telegraph Co., Reed City	1.78
Campco Oil Co., Manistee	10.65	Frank F. Pasch Corp., Milwaukee	613.29
Central Malt Products Co., Detroit	806.36	Pressed Steel Corp., Milwaukee	1,837.62
City of Manistee, Manistee	66.30	Quimby-Kain Paper Co., G. R.	84.56
Crown Cork & Seal Co., Baltimore	696.46	Ruggles & Rademaker, Manistee	6.86
Consumers Power Co., Manistee	947.87	C. L. Ryleri Coal Co., Lexington	40.10
City Drug Store, Manistee	2.00	Regalia Mfg. Co., Rock Island	563.00
Carroll-Graham Glass Co., Chicago	7,676.68	Reichel-Korfman Co., Milwaukee	3,568.14
Carnell & McFarlane, Mt. Pleasant	160.90	Ross Dairy Co., Manistee	115.84
Decatur Miller Co., Inc., Decatur	3,208.26	F. Raniville Co., G. R.	31.00
Dearborn Chemical Co., Chicago	63.10	Rahr Malting Co., Manitowoc	6,018.95
L. J. Drew Agt., Sinclair Refining Co., Manistee	98.87	Strd. Brush & Broom Mfg. Co., Chicago	5.20
Dickens Motor Freight, Kalamazoo	27.74	J. Sorrenschain Co., New York	1,244.81
S. E. Dun Co., Detroit	1,883.14	S. S. Steiner, Inc., New York	1,596.61
Duro-Test Corp., New York	14.76	Steve's Soal Yard, Manistee	3.30
Durbin Studio, Manistee	8.75	T. D. Smith, Inc., Scottville	26.16
Detroit News, Detroit	17.64	Shell Petroleum Corp., Detroit	50.34
Dan C. Brown, Onokama	87.00	Standard Oil Co., G. R.	96.04
H. D. Edwards Co., Detroit	8.46	J. H. Shults Co., Manistee	170.18
Otto Eick, Inc., St. Louis	117.00	Russell D. Snodgrass, G. R.	248.11
Economy Printing Co., Manistee	16.20	Stolper Steel Products Co., Milwaukee	525.00
Edward Ermold Co., New York	2.56	Towner Hdw. Co., Muskegon	4.29
Forester Label Works, Milwaukee	315.36	Tiddens Bros. Plumbing Co., G. R.	14.71
Fyr Fyter Co., Dayton	72.00	W. Toepfer & Sons Co., Milwaukee	485.00
F. W. Field, Manistee	565.21	Thorsen's Oil Co., Manistee	87.12
G. R. Belting Co., G. R.	9.08	Traver Corp., Chicago	150.00
G. Trunk Ry., Detroit	7.25	West Va. Coal & Coke Corp., Cincinnati	52.20
The Garlock Packing Co., Palmyra	19.36	Wallerstein Co., Inc., New York	12.50
Gunderson Supply Co., Manistee	47.01	John D. H. Wallace, Manistee	47.50
P. B. Gast Co., G. R.	63.53	Western Union Telegraph Co., Manistee	121.71
H. C. Goettsche & Co., Chicago	51.25	C. F. Wirick, Battle Creek	250.00
Gulf Refining Co., Toledo	10.00	Jas. M. Wilson Agency, Kalamazoo	295.00
General Box Co., Detroit	761.53	John Zaiger, Manistee	unknown
G. R. Lbr. Co., G. R.	100.01	Olejniczak Place, Manistee	unknown
Art E. Boulet, G. R.	12.39	Fred Yankee, Filer City	unknown
Walter Gradolf, Cincinnati	800.00	Herman Yankee, Filer City	260.00
		Kuehl's Cafe, Manistee	unknown
		Boston Cafe, Manistee	unknown
		Frank Pasch, Milwaukee	500.00

A. & P. Victim of Fraud

Louis Gruber, Great A. & P. buyer at Chicago headquarters, was indicted by grand jury for fraud on company. Dummy company called Monarch Specialties Co. was organized through which fraud operations were carried on. Assistant State's Attorney Crowley says several hundred thousand dollars is involved.

We believe in individualism: but when the members of a profession prove that they are unable to protect the public from sharks operating under the protection of the 'ethics' so-called, it is time for somebody to regulate the profession.

We Can Help You Balance Your Budget.

Purchasing wisely is an important secret in the art of budget-balancing. Economical buying—intelligent, thrifty buying is often the factor that determines whether a merchant will make a profit or suffer a loss in his operations. A survey of the merchants in your own community will probably illustrate the truth of the statement that one of the outstanding characteristics of a successful retailer is his care in getting the most for his money. And such care can well be practiced in purchasing things other than merchandise. In purchasing insurance protection, one can profit definitely by buying wisely. Mutual insurance offers discriminating property owners greater value for their money—time-tested protection at a lower net cost.

Scores of Michigan merchants, purchasing their insurance protection through the mutual insurance companies which advertise in the Tradesman, have learned that mutual insurance is thrifty insurance. The savings they have enjoyed on their insurance costs have helped them to balance their budgets — have resulted in greater profits because of lowered operating costs. If you are not familiar with the advantages of mutual insurance protection as offered by the insurance companies above described, you owe it to yourself to get the facts. It will pay you well to be thrifty when you buy your insurance protection.

REVIEW AND REVISE...

- To make a will is laudable. But to make a will—place it in a safe deposit box and forget about it—oblivious of changes that have occurred in your own financial position or that of your dependents—is wrong.
- It is plain negligence not to review your will periodically. The many changes that have occurred in the past five years may make it not only advisable but absolutely necessary for the safety and happiness of your beneficiaries—that the provisions of your will be altered.
- Review and revise your will today. The GRAND RAPIDS TRUST COMPANY will be glad to consult with you and your attorney on this all important matter.

THE GRAND RAPIDS TRUST COMPANY
