

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, MARCH 7, 1934

Number 2633

THE MAN YOU ARE

It isn't the man that you might have been
Had the chance been yours again,
Nor the prize you wanted but didn't win
That weighs in the measure of men.
No futile "if" or poltroon "because"
Can rowel your stock to par.
The world cares naught for what never was—
It judges by what you are.

It isn't the man that you hope to be,
If fortune and fate are kind,
That the chill, keen eyes of the world will see
In weighing your will and mind.
The years ahead are a chartless sea,
And to-morrow's a world away;
It isn't the man that you'd like to be,
But the man that you are to-day.

There's little worth in the phantom praise
Of a time that may never dawn,
And less in a vain regret for days
And deeds long buried and gone.
There's little time on this busy earth
To argue the why and how.
The game is yours if you prove your worth,
And prove it here and now!

TED OLSON.

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.

THE 29TH ANNUAL REPORT OF THE LINCOLN NATIONAL LIFE INSURANCE COMPANY FORT WAYNE, INDIANA

as of December 31, 1933

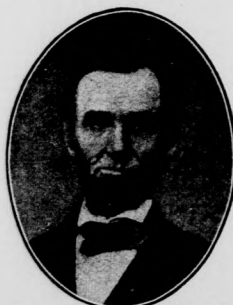
Assets	\$114,046,441.95
Liabilities	107,369,455.18
Net Surplus (to Policy Owners)	\$ 6,676,986.77

FACTS ABOUT THIS COMPANY

1. All cash demands for the year were amply met from income and in addition the Company's cash position was materially improved.
2. This Company now stands among the first twenty life companies in the United States with insurance in force of more than \$887,000,000.
3. The officers devote their full time to the management of the Company's affairs.
4. No outside interests direct the financial policy of the Company.
5. The Company has had the same able management for more than a quarter of a century.
6. Total payments to policy owners and beneficiaries in 1933 were \$16,353,785.00.
7. Total payments to policy owners and beneficiaries since organization have been more than \$98,000,000.00.

A. G. GREEN

General Agent
324 Michigan Trust Building
GRAND RAPIDS



All LNL policyholders receive detailed copies of annual report

The Lincoln National Life Insurance Co.,
Fort, Wayne, Indiana

Please send me copy of your detailed annual report.

Name

Street

City and State

MICHIGAN TRADESMAN

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, MARCH 7, 1934

Number 2633

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Printed by the Tradesman Company, Under
NRA Conditions

OLIVET NINETY YEARS OLD

Founders' Day Address by President Brewer

Ninety years ago Father John Shipherd came into what was relatively a wilderness and founded here an institution of higher learning. For us, his inheritors, this event has a special and personal meaning, but it has also a wider and more important significance. Michigan at that time had been a state in the Union for seven years. But it was still a part of that frontier which moved slowly Westward until it reached the Pacific Ocean and was finally closed officially in 1890. The pioneers who pushed the frontier successively to the West were a mixed lot of people. Some few were vigorous, imaginative folk who saw in the West a wider scope for their energies, the possibilities of a less cramped existence for themselves and their children. Many, perhaps the majority, were people who had failed in the necessary adjustment to the increasing urbanization and industrialization of the East and saw in the West their only possible chance to escape a burden of debt and start even, in conditions, which, while distasteful, seemed a better choice of evils. Besides these, there was a generous admixture of pure adventurers, a type of those pirates who, in Protean guise, are ever with us. All, in one degree or another, possessed physical courage and the kind of psychological optimism which can rationalize defeat and keep its eye on the future, the sort of intellectual obstinacy which clings to a belief in the inevitability of silver linings.

But the greatest of all those who helped to open up our country, those from whom our real strength comes, were the few who came not so much to wrest a living from a virgin continent, as to see that the fires of civilization were kindled in the wilderness;

not so much to struggle with the soil as to struggle with men. These had something greater than physical courage; they had moral courage. They had faith in an ideal, in man's ability through knowledge to conquer not only a physical world but himself as well. That task is not yet finished. It is our inheritance and a present challenge to our moral courage.

These men knew what Thomas Jefferson wrote in a letter, that "If a nation expects to be ignorant and free, in a state of civilization, it expects what never was and never can be." They knew that if the frontier was ever to achieve a state of civilization, men would need more than food and shelter. They knew that they must have the means of spiritual fulfillment, the means to develop their intellectual and emotional capacities, the means, in a word, for education. And so they organized schools and established churches. They knew, too, that perpetuation of the educational process and the advancement of knowledge must be assured. And so they founded colleges. Olivet was one of these. If since then our world has become more complex, our difficulties more involved, the central problems which our founders faced remain the same for us as for them. It is fitting, therefore, that we should here re-dedicate ourselves to their ideal, re-affirm our faith in man's ability with courage and hope to face the world and through knowledge to find solutions to his specific problems as they confront him in experience.

But life is not static. For anything to exist it must be in process. Change is of the essence of our being. Man is changing and the situations with which he has to deal are changing. Process is continuous and the only way in which we can achieve any security for the values we esteem is by a constant adjustment of our methods of action to the needs and conditions of our lives. All our social institutions are but the embodiments of our methods of action and if they are to serve a dynamic society adequately and functionally, they must be kept in constant process of reconstruction. This is particularly true of educational institutions where so much of our future depends on their sensitivity to emerging situations and needs.

It might be expected that in such a social institution as a college, where men should be necessarily concerned with the frontiers of knowledge, this process of continuous adaptation would take place almost automatically. Yet even colleges are not spared the frailties which beset human nature, and they, too, will stagnate and dry up unless the stream of change is kept flowing clearly through them. If we are to be worthy of the trust which has been handed down to us, we must be

constantly on guard to see that this does not happen here in Olivet.

We are living in a time of major and fundamental changes. The increment of our knowledge of the physical world is proceeding at what seems a geometric ratio. The bases of our social and economic life are undergoing radical transformation. Our moral and ethical standards are being subjected to complete reevaluation. To assimilate the changes is alone a strain upon our mental and spiritual resources. To apply our new knowledges and instruments to the future—to such problems as that of leisure in a world in which the exertions of man are decreasingly necessary to production, or to that of the right uses of wealth, once its distribution is equitably achieved,—will require all that we can claim of intellectual and emotional power.

Except in times of financial stress such as the present, when all group beliefs tend to become shaky, we have steadfastly maintained in this country that universal enlightenment is an essential condition of democratic life. Our educational system has been built up on the theory that the democratic ideal is impossible of achievement on a basis of popular ignorance. But we are now beginning to realize that if our civilization is to survive the tests to which it is being put, simple literacy is not going to be enough. And if we have any real desire to build a better world than we have yet known, we shall have somehow to make it possible for all of us in accordance with our varying capacities constantly to extend our knowledge and wisdom to the utmost limits of our capabilities.

While perhaps our greatest educational need at the moment is the extension and improvement of our facilities for adult education, only second in importance is the improvement of college education. The dynamic of change is such in our time that we cannot wait for future generations, but it is those now in college who must next take over the burden under which we of the middle years are struggling so inadequately. Unless they are better able than we to understand and direct the course of events, there are sorry days ahead for our civilization.

Now we have often been told of late years that too many people are going to college. This I do not believe. We might well ask, however, whether the right people are going to the right educational institutions, and whether they are getting all that they should for the time and money spent in the process. In the answer to these questions lies the determination of the value of our whole educational system.

There can be little doubt that our colleges have laid themselves open to the charges of unreality and inefficiency which have been levelled at them. Too often, living belatedly in a world

now gone, what they have been doing and their methods of doing it have been remote from the interests and procedures of the modern world beyond the cloister, and too often, while being well-run businesses, they have been inefficient as educational institutions. Too often, the very machinery of business-like efficiency has obscured their fundamental purposes. And confused about their aims, they have been inevitably confounded in their functions.

Apart from providing for the physical welfare of students, which we now take very much for granted, and setting aside such fortuitous by-products as "contacts," friendships, et cetera, discussion of the aims of education has chiefly centered about such things as passing on the cultural heritage, character building, training for leadership, training for citizenship, and preparation for life. But what do we know of these things? What do we mean by the cultural heritage and how are we to pass it on? What constitutes a desirable character? Desirable for what? And how are characters built? Is there such a thing generically as a leader, and if so what are his attributes and can men be trained to lead? Again, what are the characteristics of the good citizen, can they be consciously cultivated and if so, how? Moreover, how can a process which is a vital part of life be a preparation for life, and if it can be, what kind of a life is it to prepare for?

We have little or no knowledge with which to answer these questions. Until they can be answered, then, what we need perhaps is a more organic concept of education, a more generous view of its aims. Education is not something which is done to people at specific times and in specific places; it is something that happens constantly inside of people. It is a process of growth, a function of life and co-terminus only with it. As concerns the individual, John Dewey has defined it in its most general terms as that process of "continuous reconstruction of experience which adds to the meaning of experience and which increases ability to direct the course of subsequent experience."

That formal phase of education in school and college when we are concentrated, so to speak, on catching up with the intellectual procession, is a part of life and cannot be separated from it. The process of learning is a part of experience and as such is no more a getting ready for something else than any other part of our experience is a preparation for anything but more experience. Our concern, therefore, should be less with passing on our cultural heritage, which smacks of preserving the status quo, and more with the on-going process of building a culture. In a world whose parts grow

increasingly interdependent, we have need, to be sure, of all the resources of the cultural heritage of the whole world. But the value of a knowledge of the past lies in its power to illumine the present and unless it relate intimately and actively to our present "doings and under-goings," it is but a chimaera bombinans in vacuo.

To create a great culture implies the creation of a great society. To do this we shall indeed need good citizens. Good citizens, however, not in the sense of men who can be counted on to fit without friction into the present scheme of things, but in the sense of men who are keenly aware of the possibilities of a dynamic universe and who are alert to assist in that continuous reconstruction of society which is essential if the welfare and enjoyment of human creatures is to increase on this earth. To provide conditions in which such men can grow should be the general aim of our educational system, and the functions of its parts should be so clearly discriminated to this end that individuals can be guided into those channels where their capabilities can best be realized and developed.

Until recently in the realms of higher learning there has existed great confusion in this respect and our institutions have too often tried to be all things to all men. At the root of the matter lie four basic misconceptions: A superficial view of democracy which has led to the consideration of education in terms of groups and averages rather than individuals; a wrong concept of scientific method which has led to the application of objective and quantitative standards where subjective and qualitative values are paramount; a false view of what constitutes intellectual freedom which has led to the fallacies of the elective system; and the mistaken idea that education is a process of teaching rather than one of learning.

Slowly we are recovering from these mistakes. We are coming to realize that the world is composed of unique individuals, with wide variations of capacities, desires and capabilities; that capacities, desires and capabilities; that society is a means, not an end; and that adaptable to the needs of individuals, individuals living in society to be sure and inseparable from it, but none the less, unique individuals, members of a group organization whose fundamental purpose is to promote individual welfare and happiness. Not only are individuals susceptible of different kinds and degrees of development to which different methods are applicable, but our institutions as well are variously suited to perform different functions and these must be carefully distinguished for efficient performance. We are learning, too, that it is no true freedom which puts each student through the same process yet permits him to flounder in a welter of details wherein he is too inexperienced to distinguish values. We are beginning to realize also that we are not taught things, that we only learn them, and that true education is only possible where there is freedom and leisure to learn amongst the materials of learning.

Increasingly our junior colleges and state universities are taking over the functions of higher training schools for the general run of our young people. The professional and graduate schools of these universities go considerably beyond this in many instances, but relatively few attend them, and many of them are by no means what they might be as regards the quality and value of their work. In general, however, most of our young people who are capable of a minimum degree of intellectual development beyond the high school level and who are susceptible of technical and vocational training are by way of being provided for. But those of greater ability, those who are capa-

necessary institutions, many more must come to realize their opportunities and attempt to do something besides duplicate in a less effective way the offerings and procedures of the higher training schools.

In order properly to perform its function of affording an education to the educable rather than a training for the generality of citizens, the college should confine itself to providing an opportunity for study in the "liberal arts and sciences" and in general to the intellectual rather than the technical aspects of these studies. A college should be a "seat of learning" and in it all the elements of its life should contribute to the intellectual develop-

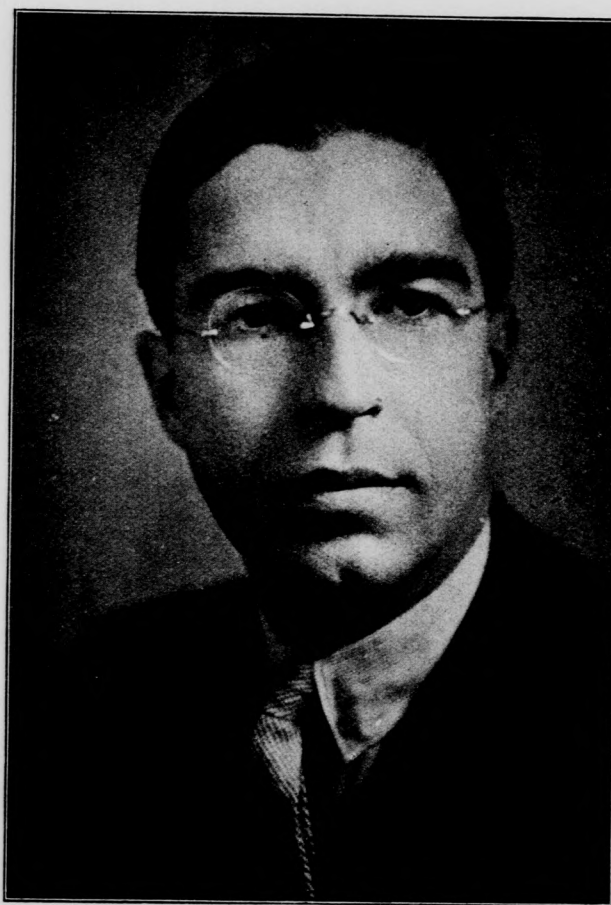
being taught, is of course a form of doing. What is meant, therefore, is that the college should be interested in the release of intelligence, the use of ideas, rather than the memorization of facts: technique should there inform knowledge rather than knowledge play the hand-maiden to skill. Moreover, quality should be the touchstone in all that the college does and nothing should there be attempted which cannot be well done.

It should be the privilege of the college to take all knowledge once more for its province, to try to see knowledge whole and to concentrate on under-graduate, pre-professional, pre-vocational, education. Those men should staff the college whose primary interest is in general ideas and who are sympathetic to the young. In such an institution research, though not excluded, should assume a position of secondary importance. As we move continually into new "climates of opinion," a re-interpretation of our knowledge of the past in the light of the present is constantly needed and this is a worthy and suitable task quite sufficient to engage the greater part of the energies of a small college.

It should be the function of the college to provide for those capable of profiting by it, an opportunity to acquire that body of knowledge which constitutes the minimum furnishings of the civilized mind, the broad basis of "liberal culture" on which more specific knowledges and techniques must rest and from which they derive their significance. The college should make it possible for a student to acquire a unified view of man's knowledge and to discover the bearing of the fields of knowledge upon his own activities; to find out what kind of world, physical, social, economic, and cultural, he lives in and what his own place in it is; to acquire such tools of learning as he has not already come by; to explore and test out his own capacities and desires and on the basis of a knowledge of these to formulate a plan for his life towards which he can consciously direct his efforts; and to acquire finally against this background such special knowledges and skills as will prepare him or start him on the way to a preparation for performing a definite function in society.

This groundwork of civilized knowledge must, however, be organically conceived and its organization must be purposive in the highest degree. Each student's work must be clearly perceived as an organic whole, built upon his needs and adapted to his abilities. This cannot be achieved by any methods which smack of bits and pieces and which tend to obscure the relation of the parts to the whole. Moreover, learning is a process which requires time and leisure for connected reading and meditation and the life of the college must be so organized as to make these things possible. It is inevitable, therefore, that the lock-step of courses, time schedules, hours, points, credits, quizzes, grades, course examinations, all the elaborate machinery by which we conceal ignorance, should be broken up.

We must embark upon a tremendous simplification of all our procedures if we are ever to resolve our present con-



Joseph H. Brewer, Jr.
President Olivet College

ble of real education, as opposed to training, those who have the capacity to become in a sense men with a profession rather than professional men, those from among whom the "cultured leaders of a democracy" might develop, have far to seek a place where they can truly learn, where there are no limits set to the amount they can learn and where no impediments are placed in the way of their learning.

Our colleges of "liberal arts" and especially our smaller colleges are admirably suited to provide the conditions in which such men can grow. Some are already aware of their possibilities and are trying to adapt themselves to perform this function in our educational "system." But if we are to be adequately supplied with such

ment of the individual; every part of its existence, physical, emotional, occupational, recreational, should be directed to this end. This is simply to say that in an educational institution, education should always come first and that the test of its administrative efficiency lies in its ability to promote rather than hinder the growth of the individual in knowledge and wisdom.

But while the college should make as clear a distinction as possible between education and technique, this should in no way imply a denial of the value of performance in any field, for all learning is sterile which does not in some way lead to action. The emphasis in the college, however, should be on learning rather than on doing. But learning itself, as distinguished from

fusion of means with ends. The methods adopted must be sufficiently flexible to permit each student to do work adapted to his individual needs and in close intimacy with a more experienced worker in the same field. He must have the freedom to work by himself, and at his own pace. He should even have, if he wants it, an immunity from teaching. And the system must also free the teacher to become once again a learner, to pursue further studies in his chosen field, to keep up with what others are doing outside, to be more of a man, less of an administrative drudge and a phonograph record. As part of the process of simplification, it is clear that mastery of a field of knowledge should be substituted for the accumulation of credits as an objective and, therefore, those examinations which have definitive significance for the students' progress through the college should be few and of the "comprehensive type" conducted if possible by outside examiners, or at least by a body independent of individual teachers. The organization, too, while individualistic in its functions, should be essentially social in its methods of operation and afford a basis of normal relations for the working life of the community. The fantasies of administrative machinery and the attitude that education is only a preparation for life (plus, of course, the relative poverty of teachers which has made any but a cloistered existence practically impossible for them) have tended artificially to remove colleges from the processes of normal human intercourse. Where, however, the educational process can be conceived of as a co-operative venture in learning in which both old and young are jointly engaged and there are no artificial barriers between teacher and taught, where the activities and procedures of the group, since they spring from social needs, are social in their methods, the sanctions and disciplines of civilized societies will have a chance to operate. In such a group, governed by a single objective, learning, and in which that learning is always related to the present, all its activities, both "curricular" and "extra curricular," and all the materials of life in the whole surrounding community, whatever they may be, will be made use of to further this end. Thus the college may become not just a simulacrum of a civilized community, but a functioning part of the world of our time.

If this is to be achieved it must be made constantly clear that the function of the whole college is learning, that it is its *raison d'être*, that all who are there are there for that purpose. The responsibility for getting an education must be placed squarely upon the student's shoulders. It must be made clear to him that it is nobody's duty in the college to teach anyone else anything; that if he has come there, he has come to learn; that the faculty are themselves busy with learning and are there to help him only in so far as he needs and wants help; that no one but himself will benefit by his presence in the college unless and until he has learnt enough to be of help to other learners. It must also be made clear to him by what is expected of him that the getting of an education is a serious full-

time, man-sized job, worthy of his best efforts. Vacations, too, must be treated as a part of the college year, not as releases from the burden of study, but as opportunities for further work and the use of facilities outside the college for further learning.

If the college is to place this responsibility on the student, it must also make it clear that it considers him capable of taking it. It must assume despite any appearances to the contrary, that its students are now grown-up, men and women of the world who have put away childish things and are capable of conducting their own affairs. Of course the college must inevitably stand to some extent in loco parentis to its students, but it of all institutions, should be an example of enlightened modernity, not blindly and blindly authoritarian in its attitude. We have been guilty in the past of prolonging criminally the adolescence of our children by too much coddling. The world has great need of adult minds with the strength of body to make them effective and it can ill afford to let the young spend more time than necessary in the progress of growing up intellectually and emotionally. We must give our children expectations of manhood to live up to if we want them to grow up. Even the cleverest of us learns little save by the method of trial and error and we must give our children as early as possible what we demand for ourselves, the freedom to make mistakes, the freedom to find themselves. But by living with them in intimacy without hypocrisy, by trusting them with the freedom of taking responsibility for their own actions, and by the civilized considerations of friendship, we can hope perhaps to bring them to the beginning of wisdom.

We might well indeed take as our objective the oft-quoted words of Bishop Lowth and try to make of our colleges places where "the agreeable and improving commerce of gentlemen and scholars in a society where emulation without envy, ambition without jealousy, contention without animosity, incite industry and awaken genius; where a liberal pursuit of knowledge and a genuine freedom of thought are raised, encouraged, and pushed forward by example, by commendation and by authority."

By so doing here in Olivet we shall perhaps in our time be able to justify the hopes which our founders must have entertained of us ninety years ago, pro Christo et Humanitate.

Joseph H. Brewer, Jr.,
President Olivet College.

Items From The Cloverland Of Michigan

Sault Ste. Marie, March 4 — Our weather bureau records show that February, 1934, was the coldest at the Sault and that the snowfall was the heaviest in the history of the weather bureau, but we don't claim any monopoly, as we know that the whole country got a share of winter. Now we are wondering about the condition of the roads when the snow starts to go—always something pleasant to look forward to.

L. H. Davis, president of the Michigan Northern Power Co., residing in New York, will be at the Sault sometime next week to discuss with representatives of the state highway department and the city commission

the matter of the Ashmun street bridge. Mr. Mallard, when in this city, said he could see nothing that would stop the bridge project from going through and that the approval of the Michigan Northern Power Co. on abutment plans was all that was necessary.

Those who hoped this session of Congress would restore 2 cent postage are now beginning to feel they'll be lucky if the rate isn't changed to four cents.

Sir James Dunn and Sir Arthur Balfour, cousin of the late Lord Balfour, both of London, England, will be the principal speakers at the annual banquet at the Sault Ontario Board of Trade to be held at the Windsor Hotel Monday evening. The speakers are both men of prominence in the industrial life of England. A delegation of our Chamber of Commerce will be in attendance.

The poor at St. Ignace are being looked after by the CWA administration. A car of supplies, including flour, butter, smoked meat, and canned beef were distributed Thursday. The distribution will continue each Thursday from the court house. A large number of applicants are already employed on CWA work, usually as common laborers, yet they find that it is impossible to support themselves and their families. A week's income at common labor on the CWA is now \$7.50. Applicants with from five to ten dependents are not unusual.

"Old John" Luberto, age 91 years, died last week after a three year illness. Old John, as he was known by all of the old settlers, was a remarkable old man, born near Naples, March 1, 1843. He came to the United States in 1874. His life had been a series of difficulties which he faced with admirable courage and not a little acumen. John's father died when he was seven. He was apprenticed to men who had worked with his father making barrel staves. When still a young man he became their business competitor continuing his father's enterprise. He married and at the age of 31 he came to the United States, living in New York for a short time. He subsequently went to Brooklyn, where he engaged in business. With his stock on hand, twenty-two cases of spaghetti, he came to the Sault in 1888 determined to build a business which would grow with the town. He opened a little store on Water street, worked on the canal, while his wife kept twelve boarders and roomers. Then came the Sault's big fire. Old John had no insurance. James Rye offered to help him while other places on the street were burning. He loaded his dray with groceries and took them to a new location on Portage avenue where the Soo Wholesale Co. now stands, and returned for a second load. When he came back, the first load had been stolen. Despite his difficulties—and minus his original stock of spaghetti, a food he introduced into the Sault when there were but three Italians in the city—Mr. Luberto started in business again. He worked day and night, often twenty hours a day, as he catered to marine trade. He also sold confectionary and tobacco, which he carried on until he was unable to conduct the business, which is now carried on by his daughter-in-law, Lucile, who also looked after Old John for a number of years until he passed away. He was the most wonderful man the writer has had the pleasure of knowing for the last 34 years, selling him merchandise and knowing him as an honest man and a good business manager. In the winter his business was always poor, with very little money in sight, and he was obliged to go into debt until the spring business opened. During the dull time old John called on his banker for a loan of \$100 to carry him over the winter month, instead of asking the wholesaler to be his banker, as many

do, so that he never missed paying his bills weekly. Many other good qualities made his life well spent.

Doctors get some funny answers, like the one who scolded the patient, saying, "Surely you know better than to look for escaping gas with a lighted match." "Well, Doc," explained the patient, "it said on the box that it was a 'safety match.'"

Walter A. Lippold, 45, manager for the Hewett Grocery Co., at Ishpeming, passed from life Tuesday in the Ishpeming hospital, where on February 6 he underwent an operation.

He was born in Escanaba December 26 1888, and spent most of his life in that city. He worked as book-keeper for the National Grocery Co. and later joined the Hewett Co. He went to Ishpeming two years ago to take charge of the Ishpeming branch.

Mr. Lippold was well known for his musical attainments and in Ishpeming he organized and directed the Bethany Lutheran church choir. He was a deacon in the same church and a member of the Brotherhood. Fraternally he was a member of the Escanaba lodge of the Masonic order and the Shrine and Consistory.

Surviving are his wife and three children, Harland, Louis and Dale, of this city; his parents, Mr. and Mrs. Louis Lippold, of Escanaba; a sister, Mrs. Alma Neutzel, of Milwaukee, and two brothers, Dr. Paul and Alfred Lippold, of Detroit.

Services were conducted Thursday afternoon by the Rev. Theodore Mattson. Burial took place in Escanaba. William G. Tapert.

Making a Fad Sell Pads

Entertainment as well as utilitarian value is lent heat-proof dining table pads by a western department store. To game-loving purchasers the store offers, for a fee, to stamp roulette layouts on the backs.



There's Extra Business "ON THE AIR"

● Carnation's immensely popular radio program, the "Contented Hour," reaches many of your customers, every Monday evening. Tune in yourself—hear the Carnation quartet, concert orchestra, Lullaby Lady, Gene Arnold, and Jean Paul King. They're all working to help you sell more Carnation Milk.

Carnation  **Milk**

"From Contented Cows"  

WORLD'S LARGEST-SELLING BRAND OF EVAPORATED MILK

MOVEMENTS OF MERCHANTS.

Galien—The Galien State Bank has increased its capital stock from \$25,000 to \$50,000.

Lansing—The Bank of Lansing has increased its capital stock from \$100,000 to \$250,000.

Detroit—The Peterson Glass Co. has been organized with a capital stock of \$3,000, all paid in.

Detroit—The West Side Paper Co. has been organized with a capital stock of \$1,000, all paid in.

Pontiac—The Wolverine Brewing Co. has increased its capital stock from \$115,000 to \$300,000.

Lake City—The Lake City State Bank has increased its capital stock from \$25,000 to \$50,000.

Pellston—Earl Bonter has opened a new grocery store and meat market in the Eaton building here.

Detroit—The Stove Sales, Inc., has been organized with a capital stock of \$10,000, of which \$2,500 is paid in.

Detroit—The C. F. Adams Co., 4606 Woodworth avenue, has changed its name to the New Merchandising Co.

Detroit—The Three Brothers Dry Goods Store, Inc., has increased its capital stock from \$4,500 to \$15,000.

Detroit—The Simmons Boiler Co. has been organized with a capital stock of \$60,000, of which \$49,080 is paid in.

Detroit—The Cord Multiple Products, Inc., has been organized with a capital stock of \$5,000 of which \$4,000 is paid in.

Grand Rapids—The Central Michigan Paper Co., 31 Market avenue, has reduced its capital stock from \$300,000 to \$150,000.

Owosso—The Owosso Livestock Sales Co. has been organized with a capital stock of \$15,000, of which \$7,200 is paid in.

Detroit—George W. Clunis, Inc., has been organized to engage in the undertaking business. The capital stock is \$4,000, all paid in.

Detroit—The National Baking Co. has been organized with a capital stock of \$20,000, all paid in. The factory is located at 3028 St. Antoine street.

Lansing—The Portable Gravel, Inc., has been organized to mine and sell gravel. The authorized capital stock is \$25,000, of which \$6,000 is paid in.

Detroit—The Allied Engineering Co. has been organized to design and erect industrial plants. The authorized capital stock is \$50,000, with \$5,000 paid in.

Pullman—The Pullman Co-operative Industries, Inc., has been organized with a capital stock of \$50,000, of which \$4,400 is subscribed and \$1,650 paid in.

Highland Park—The John E. Green Plumbing & Heating Co., Inc., has been organized with an authorized capital stock of \$25,000 of which \$15,000 is paid in.

Chelsea—The Kemp Commercial & Savings Bank has changed its name to the Chelsea State Bank. It has increased its capital stock from \$60,000 to \$110,000.

Petoskey—W. B. Van Every has engaged in the retail grocery business. Mr. Van Every's father was formerly

engaged in general trade at Van for many years.

Detroit—The West Warren Shoe & Leather Co. has been organized to engage in the shoe business at 7115 West Warren avenue. The capital stock is \$4,200, all paid in.

Lincoln Park—Heiney & Percue, Inc., has been organized to engage in the retail drug business at 1684 West Fort street. The capital stock is \$10,000, all paid in.

Lincoln Park—The Supreme Malt & Feed Co., Inc., has been organized to deal in malt and hops and feed for dogs and other animals. The authorized capital stock is \$5,000, of which \$2,000 is paid in.

Lansing—The state board of tax administration recently announced new regulations under which feed to livestock and poultry "for marketing purposes" would be exempted from the 3 per cent. sales tax.

Cedar Springs—Donald Wolbrink, son of Mr. and Mrs. I. M. Wolbrink of this village, who received his master's degree in landscape architecture at Michigan last June, will be given a position at the university as assistant to Prof. H. O. Whittemore, landscape architect.

Lansing—Charles M. Yates has been elected president of the Dudley Paper Co. to fill the vacancy caused by the death of William C. Dudley. Yates was formerly vice-president of the company. Other officers named are O. J. Schuon, vice-president; L. H. Vaughn, secretary, and W. E. McComb, treasurer.

Cadillac—Mrs. C. R. Smith passed away last week at Ann Arbor while undergoing a major operation. Mr. Smith was formerly landlord and owner of the Hotel McKinnon, now known as the Hotel Northern. He has been connected with the Cadillac Board of Trade many years and is well known throughout the state.

Reed City—Gordon P. Miller, son of Mrs. W. H. Clarke, of this place, who has been at Honolulu the past 5 years, has opened offices with a view to representing shoe and clothing manufacturers. He recently resigned his position as assistant professor of political science in the University of Hawaii, from which he was himself graduated.

Big Rapids—Appointment of J. R. Bennett, local business man, as temporary receiver for the M. A. Guest Co. was made last Wednesday by Judge Earl C. Pugsley, sitting in the Newaygo county court at White Cloud. The appointment was made following the presentation of a petition, by the stockholders and officers of the company, for a receiver.

Onkama—Word has been received from W. Ullspurger of Sturgeon Bay, Wis., that he and Mr. Christianson have leased the canning factory here again for the coming season. It is understood that much of the machinery used the past season is to be rebuilt and some new equipment added, and that the entire arrangement inside the factory is to be changed to add to its efficiency. All of last season's pack has been shipped out.

Lansing—A new pumping outfit designed for heavier fluids is being brought out by the Novo Engine Co. and one of the units is now being given a tough try-out in the sewage disposal plant of the city of Grand Rapids. The unit is designed to hoist 100 gallons a minute of heavier fluids and to date has proved all that the company claimed for it. The Grand Rapids sewage disposal plant is one of the most modern in the country and has use for such units to reduce costs and to increase pumping efficiency.

Spring Lake—Mrs. Robena Schwab, wife of George Schwab, Sr., prominent Spring Lake business man for many years, died March 1 at her home after a long illness. Mrs. Schwab's condition became critical about two weeks ago. She was 52 years old, born Dec. 12, 1881, in Ferrysburg and had lived in this section all her life. Mrs. Schwab came to Spring Lake to live 25 years ago. Her maiden name was Robena Hayden and her family were well known early day residents of Ferrysburg. Mrs. Schwab attended the Presbyterian church. The body was removed to the Ringold funeral home where funeral services were held Sunday at 2:30 p. m. by Rev. Adam G. Westmass of the local Presbyterian church. Burial was in Spring Lake.

Lake Odessa—Walter W. Ireland, 39, a commercial traveler from East Lansing, dropped dead in a local hardware store last Tuesday. A physician said death was due to a heart attack. Mr. Ireland represented the Stollberg Hdw. Co. of Toledo, and was in the James S. Scheidt store here. Mr. Scheidt, the proprietor, was in the front of the store waiting on a customer and when he went back to his desk he found Mr. Ireland on the floor. A doctor was called and Mr. Ireland was pronounced dead. Mr. Ireland had been a resident of East Lansing for the past five years, having previously been a resident of Yonkers, N. Y., where he was a member of the Baptist church. A World war veteran, he was stationed at Battle Creek, serving in the personnel and allotment department.

Lansing—Celebration of the 40th anniversary of the founding of the Hull Furniture Co., which occupies the store building at 912-916 East Michigan avenue, calls attention to the fact that three generations of the Hull family are represented in the present personnel of the firm. The founder, Elmer I. Hull, is still the active head of the organization, together with the son, Raymond P. Hull. In addition are the two grandsons of the firm's founder, Raymond M. and Edward I. Hull. The firm was established in St. Johns in 1894. Six years later the founder took into the organization his son, and they continued in business there until October, 1927, when the organization was removed to Lansing. The present building occupied by the store was constructed for their occupancy and has been the only home of the Hull firm in Lansing.

Mason—Funeral services for Albert L. Vandercook, the first man to carry the mail from Mason to Dansville, were

held to-day. Burial was in Maple Grove Cemetery. Mr. Vandercook died Monday. Mr. Vandercook, who was 87 years old, came here when he was a small boy. After carrying the mail he became a drayman and then a grocer. On Christmas Eve, 1868, he was married to the former Avis Jane Smith, who survives him, as do three children and a number of grandchildren. He received his early education in the frame building which was Mason's first schoolhouse and later turned into a storehouse by a furniture dealer. The dealer a few years ago found Mr. Vandercook's first primer, with his name scrawled across the cover, which had been left there for three-quarters of a century. Mr. Vandercook was the oldest member of the Mason Methodist Church, having joined it 70 years ago.

Muskegon—The Investors' Protective committee of the Chamber of Commerce to-day issued a warning against a photo enlarging racket reported in progress again in Greater Muskegon. A Muskegon woman reported she had been promised a framed enlargement the week of Feb. 22 but had not yet heard from the salesman to whom she paid 98 cents for the enlargement and \$1.25 for a frame. The salesman gained an audience by offering the woman her choice of a number of envelopes. In the one she drew was enclosed a card upon which was printed: "Prize Coupon—Value \$30—Must Be Used To-day." She was then told how lucky she was for the rest of the envelopes were empty, and was offered the enlargement for 98 cents, 50 cents to be paid in advance and 48 cents upon delivery of the enlarged and tinted photograph. When the man returned a few days later he brought an untinted proof of the enlargement and proposed to sell the woman a frame for about \$5. Not wishing to pay that much, the woman agreed to give \$1.25 for another frame. The Investors' Protective committee through the Better Business Bureau is investigating a Chicago firm the salesman supposedly represented.

Manufacturing Matters

Detroit—The Manufacturers Jobbing House, Inc., has increased its capital stock from \$5,000 to \$15,000.

Detroit—The Myron Manufacturing Co. has been organized with \$10,000 capital stock, all paid in, to engage in the manufacture of automobiles.

Detroit—Artxe Lubricants Co. has been organized to manufacture and blend lubricants with a capital stock of \$10,000, of which \$5,000 is paid in.

Kingston—The Kingston Butter Co. has been organized to manufacture and sell dairy products. The authorized capital stock is \$2,500, of which \$1,500 is paid in.

Sturgis—Sturgis is assured of a new factory with announcement that Lewis M. Rishel, Holland, had bought the building occupied by the Grobhiser Cabinetmakers Co., furniture manufacturers and would start without delay the manufacture of electrical appliances. Manufacturing operations are expected to start within 90 days.

Essential Features of the Grocery Staples

Sugar — Local jobbers hold cane granulated at 4.90c and beet granulated at 4.70c.

Coffee—With domestic consumption in February reaching the highest figure recorded for the month in fifty-two years, prospects are that the current advancing trend of coffee prices will continue in the near future, although at a slower pace. The upturn in price received a further impetus when the Brazilian Government indicated that its surplus destruction program would be continued unchanged, notwithstanding the fact that only 200,000 bags of coffee were burned in February, as against the previous monthly average of 1,000,000. Interests with strong financial backing are currently reported to be accumulating stocks substantially in excess of their distribution requirements in the coming months. Their incentive is said to be depreciation of the dollar despite the advance of 2c per pound since the beginning of the year.

Canned Fruits—This week marked a resumption in the higher trend of canned foods, when packers of Hawaiian pineapple announced advances of 5 @ 25c on about all sizes and grades left unsold, while at the same time prices on Florida grapefruit were being advanced, withdrawn or quoted only temporarily pending an advance. Hawaiian pineapple is in very good shape, with sellers reporting an active demand all along and particularly so since it became evident recently that higher prices were near at hand. The advances in pineapple and grapefruit make for much stronger sentiment in California fruits and it will not be surprising to see at least some items go up.

Canned Vegetables—The major vegetables are strong and there is a fairly good routine demand, with no evidence of pressure to sell. California tomatoes seem to be firm to somewhat higher, while Maryland goods are unchanged. Canned corn is also somewhat stronger.

Canned Fish—Canned salmon continues very firm at present levels and there is some talk of an advance in Pinks, because stocks are down to some 800,000 cases unsold, the lowest in many years. Fancy salmon is moving along very well and even the medium grades, which in other years proved more or less a drug on the market, have been moving more freely.

Dried Fruit—Dried fruit prices continued to show a firm to higher trend in California. This week was marked by further rises in Santa Clara prunes, while Thompson raisins are expected to go up, in view of the present high sweatbox market. First hands assert that they are paying about \$61 or \$62 a ton, sweatbox, for Thompsons now and that they will have to get higher prices. All seeded types of raisins are in very active demand, with prices inclined to go higher.

There were no particular changes in this market. Jobbers were reporting a good volume of business here. Both the local and interior trades were taking several items quite freely. They have not responded quite so readily to apricots, however, and 'cots continue to be

quoted here at less than Coast prices. Dried figs have not been doing so well either, although there has been a pretty fair call for packaged figs. Easter is expected to lend considerable impetus to fruits, and probably lead to much wider use of raisins because of comparatively high shelled nut prices.

Nuts—Shelled nuts were fairly active this week and price movements were mainly upward. Levant filberts showed a tendency to ease off on the spot, because of the poor demand, as also did Barcelonas. While the supply is light, domestic users have apparently turned to other nuts. Manchurian walnuts, on the other hand, were a trifle higher and French walnuts unchanged. Almonds were steady and quiet. There was a fairly active demand for domestic.

Pickles—Packers and jobbers report no change in pickle quotations. Although supplies are light compared with other years they appear sufficient to meet the needs as they come along. Both dills and sweets are in demand.

Olives—A good demand has put the olive market on a firm basis, with advancing shipment costs necessitating higher prices. Stuffed queens in certain sizes are quite scarce. This is especially true of the mediums. Arrivals are only fair and are rapidly absorbed.

Rice—The market continues considerably stronger in the South and clean rice is moving out here in good steady volume. The statistical position of rice continues to improve and sales are running far ahead of a year ago. Progress is being made with the marketing plan for next year's crop, but first hands see an actual shortage before then, and are predicting higher prices. There has been good buying of rough rice, even above parity prices.

Salt Fish—Supplies of all lines of salt fish are being cleaned up in a good fashion on the local market. Nos. 4 and 5 Norway mackerel are not to be had. No. 4 Irish is also cleaned up. Best quality goods have been purchased. It was expected that the end of the lenten season would find the New York stock practically gone. Heretofore answered a fair demand.

Soup—The Campbell Soup Co. has cut the price of its asparagus, beef, celery soups, and clam chowder, 40c per case. It is stated that this decline is not permanent, but is to remain in effect until further notice.

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.

Asparagus—\$5 per case of 12 2-lb. bunches from California.

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

Bananas—4½c per lb.

Butter—Tubs, 26½c; prints, 26½c; cartons, 27c.

Cabbage—New from Texas, \$2 per crate of 85 lbs.

Carrots—50c per dozen bunches of Calif.; 85c per bushel for home grown.

Cauliflower—\$1.50 per crate for California.

Celery—Florida, 6 and 8 doz. crates, \$3.

Celery Cabbage—75c per doz.

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

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.....\$2.25

Light Red Kidney from farmer.. 4.50

Dark Red Kidney from farmer.. 5.25

Light Cranberry 4.50

Dark Cranberry..... 3.50

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

Fancy, fresh white21c

Candled, fresh19c

Candled, large pullets16c

Checks15c

Storage eggs are exhausted.

Grape Fruit—Texas and Florida are held as follows:

Texas Florida

64\$4.00 \$3.25

70 4.00 3.25

80 4.00 3.50

96 3.75 3.25

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

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

Green Peas—\$3.25 per hamper of 30 lbs. for Calif. grown.

Green Peppers — California, 50@60c per dozen.

Hubbard Squash—2c per lb.

Lemons—The price is as follows:

360 Sunkist.....\$5.50

300 Sunkist..... 6.00

360 Red Ball..... 5.50

300 Red Ball..... 5.50

Limes—25c per dozen.

Lettuce — In good demand on the following basis:

California, 4s and 5s, crate.....\$3.25

Leaf, hot house50

Mushrooms—32c per one lb. carton.

Onions—Home grown, \$1 per bu. for Yellow.

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 3.25

Red Ball, 50c per box less.

Parsley—30c per doz. for hot house.

Pomegranates—60c per dozen for Calif.

Potatoes — \$1.10 per bu.; Idahos, \$2.50 per 100 lb. bag.

Poultry—Wilson & Company pay as follows:

Heavy Fowls..... 13c

Light Fowls10½c

Ducks 8c

Turkeys 14

Geese 7c

Radishes — 25c dozen bunches hot house.

Rhubarb—Hot house, 40c for five lb. carton.

Spinach—80c per bushel for Texas grown.

Strawberries—Florida, 16c per pint.

Sweet Potatoes — Jerseys from Indiana, \$2.25 per bu.

Tangerines — \$2 per bu.

Tomatoes — Repacked Mexican, \$1 for 10 lb. carton.

Turnips—90c per bushel.

Veal Calves — Wilson & Company pay as follows:

Fancy8 @9c

Good 7c

Vegetable Oysters—30c per doz.

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

Gabby Gleanings From Grand Rapids

The Gibbs Oil & Refining Co. has been organized with a capital of \$100,000, of which \$1,000 is paid in, to engage in the manufacture of lubricating oils at 503 Grandville avenue.

A factory on Lane avenue has been purchased by the Applied Arts Corp., which will remove to this factory from its present location on Michigan street and Ionia avenue. R. F. DeBoer, manager, announces that an employment increase of at least 25 per cent. is anticipated, due to the company's expansion. The company makes automobile accessories.

Furniture manufacturers, faced with restrictions on new machinery and working hours, will fight any suggestion that the forty-hour week be reduced in their industry. Contending that they now are unable to take care of any increase beyond normal in consumer buying, producers argue that a further curb on working hours will not increase employment in the industry, but will bring a sharp rise in prices.

Government Blanket Bids Vary

Opening of bids by the Government for 947,000 all-wool styles attracted chief interest in the blanket market in New York Monday. Considerable surprise was expressed at the wide variation in prices, bids ranging from \$6 to more than \$12 for the 3½-pound numbers. Of course, the Government requirements call for better quality and construction than the average all-wool number, which is selling around \$1.35 to \$1.50 per pound, but that some mills should quote almost \$3 a pound was regarded as somewhat surprising. The Government attitude toward the bids will be watched with a great deal of interest.

The large stores have covered their requirements so thoroughly on a number of textile staples that smaller buyers are finding it difficult to obtain desired deliveries on both Spring and Fall goods. Mills which sell to the large organizations are sold up for several months in advance, and by the time the small distributors place orders they find lines withdrawn. While this situation has cropped up in several instances where initial orders are concerned, it is expected to be more acute when repeat business appears. Underwear, bathing suits, wool hose and anklets are some of the items on which deliveries are hard to obtain.

Wooing Women

Ordinarily few women customers call at retail lumber yards. A western dealer induced feminine prospects personally to inspect his stock of lawn furniture, cabinets, etc., by mailing each a single gardening glove, accompanied by a note saying that the mate could be had at the yard.

MUTUAL INSURANCE (Fire and Life)

Needless Destruction of Material Wealth

The annual fire waste represents a huge sum. Why do American people—intelligent and progressive and, in spite of present difficulties, the most prosperous people on earth—permit so vast a quantity of the nation's material wealth to be destroyed needlessly by fire every year?

When America was first settled there was an abundance of timber, easily available. As a result, frame construction became the order of the day. Not only were the buildings constructed of wood, but soon the type of construction included hollow walls which permitted flames to spread rapidly. These buildings were an easy prey to fire. But what of it—there was always more timber to replace them! We were spendthrifts with our supply of wood, until now the time has come when we must think about conserving it.

The plan of building of wood with hollow walls, and many other unsafe methods, has been followed extensively down to the present time. What is needed is a modern building code in every community and rigid adherence to it. Not only should new buildings come under its specifications, but older buildings which are revealed as fire hazards, should be remodeled to conform or else be torn down.

And then there is the attitude toward fire. In America it is considered a misfortune to have a fire. In Europe it is a crime—especially if someone else's property is damaged—and the person on whose property the fire started is sometimes held guilty of crime and usually liable for the damages, until he proves that there is no negligence. The annual per capita fire loss in the United States exceeds \$3.00, whereas the average for three important European countries amounts to but \$0.60.

People do not realize what actually happens when fire destroys property. All they think of is rebuilding with the insurance settlement. What they do not see is that the material is permanently destroyed—that the nation is that much poorer in resources.

Fire waste can be reduced by the action of individual American citizens. Look into the building code of your section and see if it is modern and how well it is enforced. Familiarize yourself with common fire hazards in order to prevent fires in your home and your place of business. Let this be your contribution toward keeping down the needless destruction of material wealth.

Capital Punishment for Arson

Such a heading appearing in American newspapers, if relating to an incident occurring in America would doubtless cause members of arson gangs operating here to board steamers in search of a healthier climate.

Recently a headline appeared in a New York paper: "Van der Lubbe Beheaded for Reichstag Fire." This

item told of the young Dutch stone-mason who was guillotined for his confessed crime of setting fire to the Reichstag building at Berlin on Feb. 27. A special law was passed after the building was fired, in order that this sentence might be carried out.

About the same time another paper carried an item with the heading "Hanged for Arson." This story came from Vienna and told of the hanging of a tramp a few hours after he was found guilty by a court martial of burning a farmer's haystack. The property damage was \$450.

This was the first capital punishment inflicted in Austria since 1918. A plea for clemency was rejected, although recently the death sentence of a man found guilty of murder was commuted to life imprisonment.

In America we are still working for the enactment of model arson laws, in order to thwart the attempts of clever lawyers to find loopholes for their clients, striving to gain the cooperation of prosecuting attorneys, police and fire authorities in order to obtain justice for the incendiaries who commit this crime, and trying to interest the public in curbing arson which does affect its interests so vitally.

Apparently Europe has found a more direct way of getting results.

The Up-to-date Fireman

Firemen who keep up with the times are not mere water squirters. In order that fires may not get even a start, local fire department officials sponsor regular inspections in downtown properties to see that dangerous fire hazards are removed.

A modern fire department has a lot of regular work to do that is not spectacular. Its duties begin long before blazes break out and continue after they are extinguished. For, in the final analysis, firemen of maximum value to their community are human life-savers, thorough enemies of fire, and as eager to prevent it as to fight it.

The fireman's first duty is to rescue people from burning buildings. He practices to carry them down ladders, lowering them by ropes and holding life nets for those who must jump. He is taught to resuscitate those overcome by smoke, fumes, gases, electric shock or water. In every fire company there should be some members trained in hand resuscitation. Use of the oxygen inhalator is taught in cases mentioned above and also in infant cases, pulmonary troubles, carbon-monoxide poisoning, and other physical troubles and diseases, to which firemen are often called by physicians and others.

Many Favorable Factors in Evidence

Business continues to be good even allowing for the fact that a percentage of the improvement could be properly attributed to Government expenditures. The failure of the securities' markets to advance must be attributed to other causes. The apparent conflicting sources at work in the Administration contribute to this condition. It was thought a more conservative policy would be pursued as evidenced in the temporary stabilization of the dollar, orthodox government financing and

the plan to bring the budget in balance.

It now seems the choice as to where to place emphasis on the recovery has not been made. The federal control bills before Congress, namely the stock exchange, communication companies, cotton ginning, etc., create this impression. There are, however, some good features to these bills. Industry in general is worrying as to the extent of Government control which these bills make possible.

It is expected there will be further improvement in March with April showing a slight increase and May business depending upon developments during March and April. The past week saw retail sales down slightly for the country. However the third month

of the year showed no let-up in general business.

Steel and automobile industries look the most promising at the present time in the trade news. To many writers, May seems the real period to be concerned about probably due to let-up at that time, or perhaps earlier, in Government expenditures. There are, however many favorable factors such as further rise in production, stability of foreign exchange, strength of the bond market and the banking situation and a better foreign situation. These are off-set somewhat by labor troubles, unemployment and failure of bank credit to expand into industry.

J. H. Petter.

Hotel business is better but isn't yet blooming.

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WILLIAM N. SENF, Secretary-Treasurer

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion

On the face of things it looks as though the John G. Ingalls Co. of Chicago was a good concern to stay away from. The house solicits orders for mill shipments of dishes. N. L. McCormick of Montrose gave its representative an order but could get no response when the shipment failed to show up. Then he wrote the Realm and received the following reply:

Chicago, Feb. 6—We received a letter from Mr. Stowe yesterday of the Michigan Tradesman. We are, of course, sorry that you were obliged to do this, but we can't blame you in the least, as the delay has been unreasonable. It was just one of those things, however, we couldn't help, as the factory was so filled up with orders that they just couldn't make the shipment.

We had hundreds of orders that were held up somewhat in the same way, but are glad to see now that we have them cleaned up pretty much. Upon receipt of Mr. Stowe's letter we wired the factory and we are enclosing their reply, from which you will note that your shipment is moving forward to-morrow, the 7th.

Hoping to have the privilege of serving you again and we hope that we can do it in a way that will be satisfactory to you.

You know, however, how factories have been due to the many changes in the new deal. John G. Ingalls Co.

The matter dragged along several weeks, when Mr. McCormick wrote the Realm as follows:

Montrose, Feb. 24—Yes, we received the dishes the first of the week. But I have been on the shelf with a cold and neglected to notify you at once, as I should have done. The dishes are not what we ordered. They are a cheap bunch, but we are thankful to get even these, and call it closed with these people. Thank you for your part in it. N. L. McCormick.

That Henry B. Tonnies of Cincinnati, under the name of Landis Medicine Co., advertised as a cure or remedy for high blood pressure "special prescription tablets" which were not a complete cure, is charged by the Federal Trade Commission in a formal complaint just issued.

Tonnies' medicine, the Commission said, is "adapted only for use in cases brought on by temporary causes where temporary relief is desired by lowering the blood pressure temporarily." All of Tonnies' claims, according to the Commission, were either "wholly beyond the therapeutic effects of said medicine" or "greatly exaggerated or wholly inaccurate."

According to the complaint Tonnies advertised that "our prescription discovery will help in over 95 out of every 100 cases."

Tonnies has not yet filed an answer to the Commission's complaint.

Greenville, March 5—We read the Michigan Tradesman every week and find it of much value and very interesting. Have found many useful tips in the department, Realm of Rascality, and am enclosing our file on the Birdsell Loan and Finance Co., which we have investigated in the hope that it may be of use to some of your readers. Please return it when you have finished with it.

Svendsen's Food Market

This is evidently one of the most crooked concerns which was ever brought to the attention of the Realm. The representative of the concern displayed letters of recommendation for the Chicago concern. The Svendsen's Food Market wrote the parties, whose names were signed to the letters, and learned that the letters thus displayed were fraudulent. One correspondent wrote as follows:

We acknowledge with pleasure your letter and questionnaire of the 20th, with reference to the Birdsell Loan & Finance Co., although we seldom answer letters pertaining to credit or collection, but in this case we hate to see anybody get in bad.

Everything was rosy with the party listing the accounts. He painted a beautiful picture as to what they were going to do, but we found out it was a costly picture. They have not turned over a cent. They made collections of which we have proof, but we are out the whole thing, and that isn't all—we lost all our customers besides, bum outfit.

Let us give you a little advice. Do with it whatever you wish. If you are still in business and want to continue in business we would suggest that you take your accounts, go to your man and say here, we would like to make a settlement on this account, what can you pay per month on this: 25c, 50c, \$1, or whatever you can pay, or we will take 50 per cent. in cash or monthly payments if you will come and trade with us on a cash basis. Ninety per cent. of them will do this and you will have a chance to get a little back again on the new business. If they agree you can have them sign a note similar to the one we are enclosing (monthly payment note) and you will find that you will have a good customer, and on the other hand, if an account is impossible and you can get him for a cash customer you are better off if you throw the whole account in the fire and start over. Use your judgment, of course.

We have tried this system and found that it worked out satisfactorily and we are getting our money, slow, of course, but we are having the new business and this is what counts.

Beware of the following collection agencies of which we had dealings with and never received a cent:

World Bonded,
Federal Audit Co.,
Birdsell Co.

The private history of the men connected with the concern is replete with criminal acts, as follows:

This is an Illinois corporation incorporated Dec. 17, 1930, with an authorized capitalization of \$20,000 consisting of 1,200 shares of no par value stock.

The officers are:

President A. E. Birdsell,
Secretary, E. A. Birdsell.

The company moved to Evanston, a suburb of Chicago in the summer of 1933 and previous to that was located in Rock Island, Ill. In 1930 the firm was located in Jacksonville, Ill.

Previous to incorporating A. E. Birdsell operated from Jacksonville under the name of U. S. National Adjusters.

In 1922 Birdsell formed the A. E. Birdsell Co., Inc., operating at 46 Builders Exchange, Buffalo, New York. On Feb. 2, 1923, the Buffalo Express published a news article saying A. E. Birdsell had disappeared leaving liabilities of \$91,000 and no assets. This was a co-operative giving stockholders the right to buy coal and ice at discounts up to 25 per cent.

The victims were mostly people of small means.

The same news article recounts a previous arrest of A. E. Birdsell and a fine levied for disorderly conduct because of a disturbance created by Birdsell while under the influence of liquor in police headquarters in Buffalo. Bail in this case was furnished by Joseph Zeitler.

The same Joseph Zeitler reported on March 13, 1933, that he had a very disastrous business experience as secretary of A. E. Birdsell & Co.

At some time prior to 1923 one Alvin Birdsell was offering stock for sale in Buffalo, N. Y., for an airbrake invention. This company, called the L. R. Steel Enterprises, ended as a failure.

One A. E. Birdsell was also reported as promoting a company to extract nicotine from tobacco in Buffalo, N. Y., prior to 1923.

A. E. Birdsell was employed in 1927 by the United States National Adjustment Co. at 3408 S. Michigan avenue, a collection agency which victimized many business firms who engaged its services.

According to J. Walker Burns of the last named firm, A. E. Birdsell after being released, appeared in Evansville, Indiana, soliciting delinquent accounts under the name of U. S. National Adjusters, using forms and literature of his previous employers, and disappeared before the company could apprehend him.

Solicitors for Birdsell at present carry a sales kit of letterheads purporting to be letters of endorsement, a few of which are genuine, others are from the A. M. A. Detective Bureau, supposed to be a creation of Birdsell's imagination. Another is the Foreman National Detective Agency, Denver, Colorado, a propaganda office circulating literature against civic organization.

Numerous business men complain that solicitors for Birdsell represent that money will be advanced and delinquent accounts will be "financed," that 25 per cent. of moneys collected will be retained by the agency and the balance sent to the business men immediately.

The awakening comes when the contract is analyzed showing that the business firm has practically signed all his right to the accounts over to the agency, and the contract makes criminal prosecution impractical.

On February 14, 1933, records show a new Illinois corporation at the same address called Affiliated Underwriters Loan and Finance Co. with the following incorporators: A. E. Birdsell, M. E. M. Stresser, Harry A. Birdsell

Acme Shellac Products Corporation, Astoria, Long Island, engaged in the manufacture of varnishes, 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.

H. Schneiderman and M. A. Beriman, trading as the Thrifty Products Co. and advertising under the name of J. Betmoll, Mgr., Chicago, selling self-locking gas tank tops, and seeking agents to sell them, will stop making representations deemed to be exaggerated, and misleading. The company advertised a "Self-locking gas tank top" paying "up to \$10 a day."

W. E. Hill, advertising as Dr. W. E. Hill, Spartanburg, S. C., and selling a treatise on hypnotism and hypnotherapy, will discontinue false and misleading assertions in advertising. It had been advertised that "Hypnotherapy, put into practical use by an experienced healer, can do more good and relieve more pain and disabilities in a shorter length of time than can be accomplished by any medical physician."

L. E. and Frank Wilkin, trading as Wilknit Hosiery Co., Greenfield, Ohio, and seeking agents to sell from house to house, agrees to cease publishing false and misleading statements. The company had advertised: "Chance to earn up to \$72 a week and more;" "Get hosiery and ford without cost;" and "No experience needed."

Vendor-advertiser of an oil burner offering an alleged 30 days' free trial and implying that large earnings are to be made by full time workers, agrees to cease false advertising.

Increased Earnings...

Money deposited in tin cans, flour bins, mattresses and other like places isn't safe. Money tucked away in a safe deposit box is safe but has no earning power.

The same funds deposited in a savings account with THE NATIONAL BANK OF GRAND RAPIDS will earn 2½ per cent per year for you and all sums up to \$2,500 are fully insured against depreciation. Savings accounts opened on or before March 10 will draw interest as of March 1.

The NATIONAL BANK of GRAND RAPIDS

GIVE STRENGTH TO TRADE

With the Spring buying season drawing to a close, most consumer goods producers find themselves with a substantial backlog of orders on hand, generally firm prices and a strong statistical position, according to opinions expressed by executives in a variety of industries.

The sold-up condition of many producers is attributed to the concentration of Spring orders in the first two months of this year, instead of being scattered over a period of four or five months as in previous years. From the beginning of October to the end of December most wholesalers and retailers withdrew from the markets entirely and did not start covering their Spring needs until the turn of the year.

This season has been a most unusual one in several respects, it was declared. The high points are:

A sharp upturn in demand, with orders in many instances running as much as 150 per cent. over last year and in a few instances being the largest on record for individual producers; covering of requirements on certain goods for the entire year; the unusual amount of Fall business so early in the year; the withdrawal from sale of many lines of goods; prospects of a shortage of some types of merchandise; the tight delivery situation, and the unusually good showing made by the South.

The reasons behind the spurt in activity are varied. Retail and wholesale stock were low, chain and mail order business jumped sharply and prospects of a reduction in hours threatened to increase prices. Outstanding in the buying activity were the "wise" buyers, representing the chain and catalogue houses, large wholesale establishments and leading department stores.

Leading the procession, just as it did in the early part of last year, was the cotton-textile industry, which came close to equaling its record volume of 1933. As a result of the current demand, prices have returned to their peak levels of last Summer, mills are well sold ahead, some as far as June and July, and spot deliveries of many lines are scarce.

Other sections of the textile industry enjoyed a heavy demand, with the exception of wool goods. Spring underwear is sold up through May, heavyweight lines are being withdrawn, as are bathing suits, and sweaters are moving freely. Hosiery, outside of full-fashioned goods, is also active.

In general staple items in both the apparel and home-furnishings field were covered most liberally. New style developments in women's ready-to-wear had to be assimilated slowly and the question of price lines was a retarding factor.

In home furnishings, furniture provided an exception to the general activity, as the heavy number of cancellations last Fall left producers with large stocks on hand.

Sales and other executives who have been making trips through the country reported that the South and Midwest were the most thriving sections at this time. Government payments on cotton,

hogs and other farm products, rebirth of the automobile and steel industries and revenue from the CWA and PWA helped to swell consumer buying power.

The increased activity was more noticeable in the small towns than in the cities, it was said. One sales executive declared that the larger the town the smaller the order proportionately.

The importance of the CWA was emphasized generally, and regret expressed that there will be any curtailment of its activities. Salesmen reported that they had been visiting towns, neglected for the last two years, and were obtaining fair-sized orders, engendered mainly by CWA checks. The hope was expressed that public works will get under way in sufficiently large volume to offset any curtailment in the CWA activities.

Mill executives were complimentary of the manner in which wholesalers have covered requirements. In some lines, blankets for instance, retailers when they come into the market will have to pay a premium on certain goods.

Dry goods jobbers report that their accounts have not only covered on Spring goods liberally but have also placed substantially initial orders on Fall merchandise.

DRY GOODS CONDITIONS

Retail trade overcame some of the interruptions caused by storm conditions in a wide area during the past week and volume gained. However, the weather still militated against purchases of Spring merchandise. Home furnishings business picked up. From sections unaffected by the recent storms good reports continued to come, although various legislative and other uncertainties had a quieting influence.

Local stores will probably show less than the gain made in sales during January over last year. The present month should bring exceptional increases, however, by reason of the very low level of business during the banking crisis a year ago and the further fact that all the pre-Easter business will be concentrated in March this year.

Reports from the chain stores and mail order houses are uniformly cheerful on February results. Estimates are made that increases will range quite generally from 25 to 35 per cent., the South continuing to furnish the best figures. Substitution of another unemployment relief plan to take the place of the CWA has removed anxieties and promoted liberal purchasing.

Orders received during the week in wholesale merchandise markets were just fair. There were indications that deliveries on certain apparel lines for Easter might become somewhat difficult, owing to the delay on orders occasioned by the weather. Buying for next Fall is in much larger volume than ordinarily, due to the threat of higher prices which would follow further reduction in working hours.

WHERE PROGRAM FAILS

A year ago, on March 8, 1933, the following appeared in this column: "Against the evil of price-cutting, low wages, reduced purchasing power and mounting unemployment, a much

broader program is required. This referred to minimum-wage legislation for women and minors as proposed by Governor Lehman. In essence, such a program is simplicity itself and can be reduced to this sentence: Teach every citizen that his job and what he earns depend upon buying only products which are honestly priced and efficiently and honestly made by labor that gets a fair wage.

"To identify such products an emblem would be adopted. The right to that emblem would be conferred by a board comprising representatives of the public, trade industry and the workers. Over such a board in each industry would be a central board having, in addition, advertising and engineering experts, sociologists and other advisors."

About two and one-half months later, before the Brookings Institute, Bernard Baruch brought forward about the same suggestion and later the government accepted the idea and the Blue Eagle plan was launched. During the week General Johnson declared that the campaign would be renewed and intensified.

In retrospect, it is evident that the Blue Eagle has suffered from failure to make consumers and workers equal partners in the undertaking, from the greed of those who want more than fair prices and from the lack of enforcement of the standards adopted. Primarily, public education is needed and strict measures are required against the big or little fellow who violates the provisions of his agreement.

NEW MEASURES OFFERED

In the midst of the attempt to straighten out the NRA program, another series of measures was launched by the administration during the past week. They included a relief plan to ease the CWA curtailment, a labor bill and a request for power from Congress to regulate duties in the interest of reciprocal tariff treaties. The code conferences started Monday with indications that various important changes may be sought.

Some slackening in business under the circumstances might be expected. However, there is little indication so far of that effect. The weekly index shows another sharp gain, due principally to the marked rise in the electric power series. This might be ascribed to weather conditions, but, on the other hand, automobile operations and steel activity also forged ahead.

Failure of building construction to hold its recent gains could properly be put down to adverse weather, although it is probably true also that various financing agencies seek to protect their present interests rather than promote new activity where they are in a position to do so. Some of the patent evils in this field are certainly deserving of more attention than they are receiving if real headway in the building line is to be made.

The foreign trade report for January showed exports of \$170,000,000 and imports of \$129,000,000. The former dropped 11 per cent. in value from those in December, whereas the seasonal decline is about 4 per cent. Imports advanced somewhat more than the normal increase of 2 per cent.

More than half the export loss was represented by the drop in shipments of unmanufactured tobacco.

MOTOR INDUSTRY PROBLEMS

Because it occupies first place in recovery prospects, the situation in the automobile industry commands particular attention. Production is soaring and sales in large volume are confidently expected once dealers are supplied with adequate stocks.

Two major problems vex the industry. One concerns labor and the other involves material prices. On the first, producers believe they may avoid a strike as the workers make good wages after the long drought, but they are prepared to challenge any call by "outside agitators" which would affect plant efficiency.

Similarly, they are ready to challenge unreasonable prices on automobile materials. At present they are described as "highly dissatisfied" with price boosts under the steel and other codes and the largest company is negotiating for its own mills. Representatives of the industry recall how the Stevenson rubber pool was defeated, how automobile financing and insurance was taken over, and the use of aluminum cut down materially when a tariff duty was obtained on that metal.

As the manufacturers view it, they have held down prices to the old levels despite mounting costs and last year sold 42 per cent. more machines than in 1932 as a result. They look for much larger volume this year, but consider their chances greatly jeopardized on the two counts of labor trouble and material prices. A labor pact seems necessary, along with the restoration of competition in the supply industries.

NRA LOSING GROUND

Beating critics "to the gun," General Johnson in opening the NRA field day at Washington last week presented his own program of needed reforms, laying down twelve points. The discussions brought forth about what was expected, although complaints on price fixing and upon the negligence of consumer and labor interests were more severe than the administration probably looked for.

So far as General Johnson's platform is concerned, there was noted an emphasis upon price stabilization which must be regarded as quite unsound. Such stabilization is a universal business hope, but economically impossible unless there is outright regulation.

His decision to call for further reductions in hours per week and a further increase in hourly wages seems to attack the problem at its main source, except that the pyramiding of higher costs will probably mean prices that consumers will finally refuse to pay. That is, if only the workers getting minimum rates are to benefit.

It appears likely that Senator Wagner's bill for strengthening the National Labor Board will accomplish more than all of the proposals of the NRA administrator together. The loss in consumer purchasing power will become more aggravated as prices mount and only minimum wage rates rise while other rates either remain stationary or are actually lowered.

OUT AROUND

Things Seen and Heard on a Week
End Trip

If there is any one feature more than another I have aimed to cultivate in my relation with the Tradesman it is accuracy of statement in dealing with facts. I fully realize that I am creating contemporaneous history which should be recorded without a flaw. When I do make a mistake—and of course, mistakes will sometimes happen—I am delighted to have the lapse brought to my attention, so it can be corrected at once. Such a correction came to me last week in the shape of the following letter:

Grand Rapids, Mar. 2 — On my return from a short trip East I find your thoughtful note calling my attention to your comment about Lewis T. Peck in the Tradesman of Feb. 14. Your comment on Mr. Peck is extremely interesting. The company with which he is associated for many years has built furniture to a very high standard of quality.

I note that you refer to Mr. Peck as the Nestor of the furniture manufacturers in Grand Rapids and in this I believe you will find that you are incorrect. J. Fred Mueller, still active in the business fifty-seven years. During the time that At. White was alive he from time to time jotted down rambling thoughts about the furniture industry in all parts of the country, and when your article about Mr. Peck came to my attention I recalled some still unused manuscript from At. White's pen dealing with the old timers in Grand Rapids. He specifically referred to Mr. Mueller, and in checking up with J. Fred Mueller, son of F. H. Mueller, I find that the senior Mueller has been in the business for fifty-seven years. J. N. Nind, Jr., Pres., Periodical Publ. Co.

Now that we have discovered the Grand Rapids furniture man who is oldest in point of service and installed him as Nestor of the furniture industry of the Second City, I think it is in order to locate, if possible, the merchants in Michigan who are oldest in point of service to the trade. I shall be glad to hear from readers of the Tradesman who can give me any authentic information along this line, such as —

Oldest general merchant
Oldest grocer
Oldest meat dealer
Oldest hardware merchant
Oldest dry goods dealer
Oldest produce dealer
Oldest druggist
Oldest merchant miller.
Oldest traveling man in above lines
Oldest merchant miller in above lines.

By "oldest" I do not refer to age, but duration of activity in years in the business engaged in.

A Grand Rapids man who has kindly acted as my mentor for the past twenty-five years is Samuel H. Ranck, our city librarian. Last week he dropped in on me to tell me that I should have spelled the name of Dr. Gunsaulus with a "u" instead of an "o." I am very glad to have such a watchful critic as Mr. Ranck, because such service is very helpful to me.

I don't think I have ever paid my respects to Mr. Ranck according to his

deserts, for fear that some other city might be attracted by what I said in praise of one of the best librarians of the age and undertake to induce him to change locations by the offer of increased compensation. Now that he has been with us so long and made so many friends I hardly think any other locality could pry him loose from us, so I now feel no hesitation in saying, without any reservation whatever, that he is, in my opinion, one of the greatest assets Grand Rapids has ever had or ever will have. While he knows more about books than any other man in the city, his knowledge of how to conduct a library so it is conducive to the greatest amount of good to the greatest number of persons is remarkable. No other man could have taken the management of our library when he assumed charge of it and created such a vital working force for the benefit of every member of the community. He does his work without ostentation and accomplishes remarkable results with apparently no other compensation than the applause of his own soul. I hope he is spared to live long and keep well to the end, because we will never see his equal again.

Mrs. Stowe, who has been my faithful and painstaking assistant in the publication of the Tradesman during the past twenty-five years, had the misfortune to fall in a down-town store Feb. 23, sustaining a fracture of the left hip bone. She is under the care of Dr. Holcomb in St. Mary's hospital, where everything possible is being done for her comfort. She will be confined to her bed in a plaster cast which covers her entire body for eight weeks.

I have had little previous experience with broken hips, but when I recall how surgeons handled such fractures before the days of the X-ray and the plaster cast I cannot help feeling that surgical science has made marked progress since the use of bags of sand was the only available resource in breaks of this kind.

I am in receipt of many letters from my patrons enquiring what they shall do in the matter of responding to the assessment made on their stock holdings in the two broken banks in Grand Rapids by the authority of the state banking commissioner. My advice is to sit tight and give the matter no consideration whatever until the legal proceedings which will be aired in the courts to pass on the legality of the assessments are completed. I do not believe that such eminent legal organizations as those headed by David Warner and Mark Norris would undertake defense suits of this character if they did not believe the action of the banking commissioner could be set aside. It will probably require from one to two years to secure the decisions of the Circuit and Supreme Court in these matters.

George Sadowski, Democratic Congressman from Detroit, introduced a bill in the House of Representatives last week which is being sponsored by more than twenty states. The proposed bill is a tax on interstate sales. If this bill is enacted, it will equalize the bur-

den of the sales tax levy in Michigan and other states, so that merchants on or near the border line in Michigan would not be penalized by losing their sales to adjacent states having no sales tax. James E. Mogan, managing director of the Michigan Sales Tax, writes me that this bill, if it becomes a law, would permit the state where an article is consumed or used to levy a tax on the receipts from the sale. For instance, when out-of-town firms bring tangible personal property into Michigan and sell it, they will be liable for the tax, regardless of how and when the order originated.

The Grand Rapids Public Library has a very beautiful collection of English Aquatints by famous artists which they are exhibiting the month of March under the auspices of the American Federation of Arts.

A vegetable canner in one of the Southern states writes me as follows: "I am pleased to see your reference to the canning situation in your Out Around of Feb. 28. It is right in line with my own experience. I have been over to New Orleans attending a meeting of canners, as we are trying to organize and see if we cannot save ourselves from going broke. We sent a representative to Washington to attend the code meetings of canners on Feb. 7 and if you have never heard Mrs. Eleanor M. Herrick I would be glad to send you one of the bulletins from the National Canners, so you can see what she says. Our representatives say that she is more hard-boiled than even William Green and William Green addressed the meeting and he is certainly where he can dictate. It appears that next to the farmers the AFL have the votes and are going to have pretty nearly their say, at least for the present. I cannot say for certain, but that is the way it looks to me, and it seems to me that instead of finding more employment for people they are going to force the use of more machinery and less people, although I am not sure of that fact. However, the more machinery we put in the fewer people we use and there are many who are dependent upon us whom we have tried to take care of for the last four years and after having taken care of them for four years the CWA, paying 40 cents an hour, is taking practically all the loafers. It looks as though we are going to be handicapped in every way. However, I hope to pull through."

Said a retail grocer the other day, in speaking of the success of Matt Heyns, the local grocer: "If a grocer knows how to handle fruits and produce and keeps his volume of sales up he is pretty apt to score a success."

Another merchant who is still in the midst of an active business career, writes me as follows: "I think the communication you printed on your Out Around page Feb. 28 is easily worth \$500 to any good merchant. I was not aware before that we merchants were in a position to keep peddlers and door bell ringers off the premises of ourselves and customers except by the employment of a savage bull dog, but I see now that it is an

easy matter to keep out the intruders who are never welcome. All we have to do is to induce our city or village solons to enact an ordinance similar to the one the merchants of Green River, Wyoming, obtained at the hands of their common council and see to it that it is enforced and sustained by the court of last resort. All we need is a few merchants in each locality who have the guts to put this plan across. I say all hail to the Fremont druggist who happened to catch the reference to the matter in the drug publication he quotes from and equal recognition to the editor of the Michigan Tradesman for broadcasting it to his readers, with appropriate comment. This is about the fiftieth time Mr. Stowe has placed the merchants of Michigan under obligation to him during the twenty-six years I have taken the Tradesman by putting them wise to their opportunities to destroy the worst form of illegitimate competition which confronts them."

It is no wonder the people of this state revolt against payment of the head tax, even if it is for a humanitarian purpose. A head tax is a violation of the fundamentals of just taxation. If it is permitted, it opens the way for other unjust tax laws. Second, the penalty for non-payment violates the spirit of the Federal Constitution, which guarantees liberty, freedom and equal rights to all.

The Constitution provides that taxation be levied upon all in the ratio of ability to pay. If one owns wealth or property worth, say, one thousand dollars, his taxes would be half of those having two thousand dollars. Those having no wealth or property would not pay a direct tax, but will pay taxes levied indirectly in the price of what they must buy, also in the rental paid on a home.

The head tax is highly unjust as it does not take into consideration the ability of one to pay. It taxes the rich but a trifle, but from the poor and unfortunate it demands money that thousands have not got, and in their helplessness they are pronounced criminal and confronted with heavy fine and imprisonment.

In the early colonial days the "blue laws" included one that imprisoned for debt. This law was borrowed from the ancient codes of Europe, but when the Federal Constitution was adopted the new congress promptly abolished this law. In the dark ages a debtor who could not pay became, with his family and personal servants, the property of the creditor. Often they were sold into slavery to satisfy the debt. The frightful distress into which organized greed, organized labor and fool politicians have plunged this country, reminds one of the injustice of ancient times. The penalty prescribed by this unjust head tax should cause us to ponder on which way our civilization is going.

Ellsworth, March 3—I noticed by the daily paper that Mrs. Stowe was injured and hope that it may not prove

(Continued on page 23)

FINANCIAL

Local Interests Take Space to Offset Goodwin

From Chicago, Adolph O. Goodwin, organizer, shoots spectacular literature to newspaper publishers, clergymen, and church women urging them to line up under his ambitious Plan, by which he proposes to boost the sales of "listed" products through the efforts of commission-paid "good-news broadcasters"; and here and there he continues to stir up community tempests.

Right now, a whirlwind swirls in Houston Texas—a whirlwind incidentally, that may symbolize the next phase in the evolution of the Goodwin situation.

Thus far, the Plan has been discussed and attacked in ministerial meetings, from the pulpits, and in the editorial pages of the religious and secular press. Now, in Houston, local business men take a hand—and through the medium of newspaper advertising space.

Co-operatively, six enterprises have launched an advertising campaign, directed at Houston's church women and urging them to investigate before they sign as "broadcasters."

Avoiding mention of the Goodwin Plan by name, but describing it in sufficient detail to disclose its identity, the first advertisement in the Houston campaign quoted excerpts from editorials in the Christian Advocate, italicizing such comments as this:

"It is not difficult to visualize endless complications, complaints, jealousies estrangements and factions in a church whose organizations have been signed up for a scheme so full of the seeds of discord"

The copy asked the Houston church women: "Do you want to be bound by three-year agreements? Do you want to be bound to influence others to favor food products 'listed' in preference to those of your own merchant friends who may be or may become active members of the church?"

"Do you want to commit yourself and your friends to favor national products over locally manufactured goods of equally good quality?"

"Do you want to be restricted as to any other means of raising money for your group?"

"Why have to sign up? Why should not the plan stand on its merit? Why should you not be able to 'take it or leave it' as you like, and as occasion requires when purchasing?"

The second advertisement in the series devoted itself to an analysis of the Goodwin scheme's pertinent points. It quoted from Goodwin's own literature:

"1—Just ask at least ten housewives to save evidences of sale from products listed.

"2—Just collect these evidences of sale once a month, and forward them.

"... and we will collect from the manufacturers ... the 2 per cent. ... and when obtained from the manufacturers, will send you our own check."

What a broadcaster gets, the copy proceeded, is approximately this:

After you have shipped your evidences of sale, "your shipment of labels cans, bottles, caps, lids, boxes, buckets, barrels," and after they have

been received in Chicago and checked by Goodwin and after the figures have been certified to the "several hundred firms hoped to be involved" and after the firms have remitted to Goodwin, "then you are to receive what is left of 2 per cent. of the total purchase price of the articles you have induced your friends to buy."

As a "broadcaster" the copy pointed out, "you must sign a three-year contract" in which you "add your own endorsement unreservedly to the plan in a number of beautiful and sonorous phrases about 'fair and dignified' help to the churches and 'social justice,' etc."

Further you testify over your signature that the plan is "an effective instrument ... to put social principles into actual effect"—this the copy explained "all because you have solemnly contracted in the name of your church group to become salesperson for their selected merchandise and to get at least ten other women to do the same!"

The campaign has not failed to emphasize that the "broadcasters" themselves are to assemble the various kinds of "evidences of sale," pack them and ship them to Chicago—and stand the shipping charges.

The most recent advertisement in the campaign, covering again some of the arguments of the preceding advertisements, quoted the Houston Ministerial Alliance, the United Stewardship Council, the Religious Telescope, the Baptist and Reflector, the Presbyterian Banner, the Churchman, Congregationalist, Christian Leader, Christian Register, Christian Century, Zion's Herald, and the Christian Advocate—all opposing.

"We believe," the copy concluded, "that it will pay you to investigate carefully before committing your group to any such plan."

If further advertisements in the Houston campaign are to cite and quote opponents of the plan, they are not likely to overlook the Congregational and Christian Church, whose 6,000 odd churches enroll more than a million members. At a meeting in Evanston, Ill., 250 Congregational and Christian secretaries, state superintendents, mission board members, and committee men and women voted their protest against church "exploitation" by the Goodwin Plan or by any other plan like it.—Printers' Ink.

Tells All

Current trend toward educating the consumer is forwarded by a northwestern voluntary food chain which buys advertising space to give away trade secrets. Boxed space in the chain's week-end bargain advertising is used for frank discussions of such trade terms and practices as loss leaders, "one to a customer" sales, etc.

Now Sealed Grease

The sealed-container-for-motor-oils idea is extended to chassis lubrication through a new merchandising and dispensing system involving a specially developed grease gun, loaded simply by inserting a sealed tin cartridge containing the desired lubricant.

'Tis better to attain a point by request than by conquest.

WHAT THE DUB THINKS

Some Original Ideas About the New Dollar



The Dehorned Dollar — or is it the Pegged Dollar; the Stabilized Dollar; the Commodity Dollar, or the Rubber Dollar? What is the meaning of all these unfamiliar phrases so suddenly thrust upon us?

As far back as this Dub can remember, about seventy-five years, a dollar was just a dollar—one hundred cents. No one ever thought of controlling it, until after he had placed it in a bank or a building and loan company, to suddenly discover that he didn't control it.

Of course at times you might get a lot more of the same thing for it than you could at another time. Take eggs — you might get ten dozen at one time,

this all arranged in Washington with a mammoth teeter board in the form of a balance. On one end they place the dollars, with the product on the other, and should the dollar show a drop, it is time to call a halt on the chiselers. They will immediately chalk up the value until the pointer stands at zero. The change will be broadcast from Washington at once over the radio and through the press, all of which is quite simple if you follow me.

Strange as it may appear, up to this point no one has given thought as to just how to control this jumping bean at a given index number.

Being of a mechanical turn of mind — and as I might say, but shouldn't, full of brilliant ideas or something—I at once solved that problem and herewith beg leave to submit a complete and most comprehensive sketch, which I hope, in collaboration with Mr. Vandenberg, Mr. Couzens and the brain trust to have adopted for the coming new silver dollar:

The simplicity of it barely needs explanation. With the stem or "peg," as you may call it, completely denuded, we have what is termed "the Poor Man's Dollar" or in the words of the brain trust, "the Pegged Dollar." Each nut is equivalent to five cents. Therefore, on receipt of the new index

number, you at once go to a loan bank (they are all that way now) and secure the number of nuts needed, according to the dollars in your possession, and you are all set for that day. What about the charge? Oh, that all takes the equivalent value of the dollar; any child will understand that.

In the flurry to get this thing over, I find there is still one point I have not yet threshed out. After going to the trouble of explaining all this to one of my farmer friends (trying it on the dog, as they say), he exploded: "Well, how the heck does that get me anywhere, even if I do get two of them there debunked dollars for a bushel of wheat, and I go right across the road and blow it for a keg of nails, which formerly cost me one dollar?" I have been mulling that over ever since, and as near as I can figure it out, it is the story of the wag who was bragging how he had killed a big moose with a horn spread of about six feet in a dense forest where the trees were so thick he could barely crawl through. "How about that there moose getting in there?" asked one of the listeners. He hesitated, but finally said: "Oh, well, that was his lookout."

The Dub.

Coffee and Tea on Wheels

Coffee brewing demonstrations are carried direct to consumers by a Texas coffee roasting company. A trailer truck fitted up with complete coffee making equipment and loudspeaker is used to visit various Texas cities, where consumers are served coffee brewed on the truck. A New York tea packer similarly demonstrates his tea, with talking motion pictures as an added attraction.



and again only two dozen. We always allowed it was the fault of the hens; never thought of hanging it on the dollar. Now, quite recently, a bevy of American Einsteins have developed a new theory; that there are two kinds of dollar. A rich man's dollar, and a poor man's dollar. When the individual purchased our dollar with ten dozen eggs, it was a rich man's dollar, and a poor man's dollar when it cost him only two dozen—as clear as mud, if you get what I mean. Therefore, we are told that the dollar must be chiseled to meet condition. Whaddayah mean—conditions? Why, the lifetime experience of a man trying to make a living and nine times out of ten making a bum guess.

To even matters up it was therefore decided to start all over with the poor man's dollar as a basis, making two dollars out of one, just like selling a man two pieces of cheese instead of one for the same money. Figuratively speaking, we will then have twice as many dollars as formerly. You grasp the idea? Yes, yes indeed.

The poor man can now purchase two of these dehorned dollars, with two dozen eggs. You might infer this would be a hardship on the one eating the eggs, and he would complain that eggs were high, but they are not. It is only that the dollar is cheaper and he will get two for whatever he has to sell, where he formerly got one. Of course if he is just working for someone and has nothing but his labor to sell, and that someone does not choose to double his pay, he will be out of luck.

Now, in case the seller gets bullish and attempts to "hog it," causing too loud a wail from the bears, they have

Proceedings of the Grand Rapids Bankruptcy Court

In the matter of Westend Furniture Co., bankrupt No. 5598. The first meeting of creditors has been called for March 15, at 2 p. m.

In the matter of Doyle Composition Co., bankrupt No. 5595. The first meeting of creditors has been called for March 14, at 10 a. m.

In the matter of Loula E. Beecher, bankrupt No. 5586. The first meeting of creditors has been called for March 13, at 11 a. m.

In the matter of Oranjola Co., Inc., a Michigan corporation, bankrupt No. 5561. The first meeting of creditors has been called for March 15, at 11 a. m.

Feb. 27. On this day the schedules, reference, and adjudication in the matter of Peter Leenhouts, individually and as a co-partner of the firm of Leenhouts & Vosburg, bankrupt No. 5600, were received. The bankrupt is a dealer in sand and gravel in Kalamazoo. The schedules show total assets of \$2,070.00, (of which \$250.00 are claimed exempt), and total liabilities of \$6,882.98, listing the following creditors:

City, County and State taxes,	\$ 96.57
Kalamazoo	
Mrs. Margaret E. Johnson, Schoolcraft	1,000.00
Mutual Life Insurance Co., G. R.	184.86
Northwestern Life Insurance Co., Milwaukee	685.92
W. E. Dunn Co., Holland	1,584.67
Archie Pier, Comstock	81.00
Olmead & Mulhall, Kalamazoo	13.50
Home Savings Bank, Kalamazoo	193.00
John Martyna, Kalamazoo	600.00
Dr. L. J. Crum, Kalamazoo	103.00
J. C. Moerman, Kalamazoo	150.06
National Water Lift Co., Kalamazoo	2.50
Surplus Machinery Co., Kalamazoo	4.06
Kalamazoo Foundry Co.	117.57
M. Waddle, Kalamazoo	23.80
Pioneer Welding Co., Kalamazoo	29.85
Kalamazoo Gazette	47.20
Pearl Leenhouts, Kalamazoo	10.00
E. S. Rankin Insurance Agency, Kalamazoo	55.40
Herbert Bush, Kalamazoo	37.40
Snyder Electric Co., Kalamazoo	1.35
Jackson, Fitzgerald & Dalm, Kalamazoo	5.00
W. E. Dunn Co., Holland	784.14
Home Savings Bank, Kalamazoo	200.53
Harold Leenhouts, Kalamazoo	33.33
Pearl Leenhouts, Kalamazoo	11.12
A. C. Jickling, Comstock	424.00
C. E. Walters Electric Shop, Kalamazoo	198.15
W. W. Lung, Kalamazoo	200.00

In the matter of John J. Rutgers Co., bankrupt No. 5271. The first meeting of creditors has been called for March 16, at 10 a. m. The trustee's final report will be approved at such meeting. There probably will be a dividend for creditors.

In the matter of Martins Drug Store, bankrupt No. 5429. The first meeting of creditors has been called for March 16, at 10 a. m. The trustee's final report will be approved at such meeting. There probably will be a dividend for creditors.

In the matter of Donker Coal Co., bankrupt No. 5487. The first meeting of creditors has been called for March 16, at 10 a. m. There will be no dividend for creditors.

In the matter of Carl E. Erickson & Sons, bankrupt No. 5497. The first meeting of creditors has been called for March 16, at 11 a. m. There will be no dividend for creditors.

In the matter of Edmund P. Halley, bankrupt No. 5323. The first meeting of creditors has been called for March 16, at 2 p. m. There will be no dividend for creditors.

In the matter of Frank Bucher, bankrupt No. 5185. The first meeting of creditors has been called for March 16, at 2 p. m. There probably will not be a dividend for creditors in this estate.

In the matter of Abraham Miller and Louis Sernick, copartners doing business as Miller-Sernick Auto Parts Co., bankrupt No. 5398, final meeting of creditors was held under date of Feb. 27, 1934. Fred G. Timmer, trustee, was present. Trustee's final report and account was approved and allowed. Balance notes, accounts and bills receivable abandoned. Final report and account of Fred G. Timmer, receiver, filed under date of Sept. 18, 1933, was considered, approved and allowed. Order was made for the payment of expenses of administration, preferred claims and a first and final dividend to creditors of 1.3%. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court.

In the matter of Draper Smith, bankrupt No. 5489, final meeting of creditors was held under date of Feb. 26. Bankrupt was represented by I. C. Montague, attorney. Trustee was present in person and represented by Jackson, Fitzgerald & Dalm. Trustee's final report and account was approved and allowed. Certain attorneys' bills approved and allowed. Order was made for the payment of expenses of administration as far as funds on hand would permit. Accounts, bills and notes receivable sold to L. H. Ver-

coe for the sum of \$1.00. No objection to discharge. Final meeting adjourned without date. Files will be returned to U. S. District Court. No dividend to creditors.

Feb. 28. On this day the schedules, reference, and adjudication in the matter of Ellis B. Bresson, bankrupt No. 5602, were received. The bankrupt is a retail baker of Kalamazoo. The schedules show total assets of \$696.00, (of which \$587.00 are claimed exempt), and total liabilities of \$12,866.32, listing the following creditors:

City Treasurer, Kalamazoo	\$ 46.23
J. H. Day Co., Cincinnati	455.00
General Motors Acceptance Co., Kalamazoo	62.00
Kalamazoo Creamery Co., Kalamazoo	4,000.00
Leonard Vander Bos, Kalamazoo	100.00
Kalamazoo Chemical Co.	2.55
P. & Z. Folding Box Mfg. Co., Kalamazoo	2.94
Belding Basket Co., Belding	8.00
J. W. Allen & Co., Chicago	78.50
Armour & Co., Chicago	200.00
M. C. Dreshfield, Kalamazoo	6.75
Bear-Stewart Co., Chicago	35.00
Hout Camp Paint Store, Kalamazoo	7.00
Kalamazoo Tent & Awning Co.	25.00
Paper Product Mfg. Co., Kalamazoo	15.49
Star Paper Co., Kalamazoo	80.15
Swift & Co., Chicago	4.00
Al Mo. Company Corp., Cincinnati	8.00
I. I. Ridlon, G. R.	6.00
Wolverine Spice Co., G. R.	288.17
Smith Harness Shop, Kalamazoo	14.00
John Deal, Kalamazoo	68.00
Union Coal Co., Kalamazoo	63.60
South Side Lumber Co., Kalamazoo	22.49
Lee & Cady Co., Kalamazoo	450.74
Saniwax Paper Co., Kalamazoo	150.00
M. H. Miller, Kalamazoo	100.00
B. M. Barker, Kalamazoo	60.00
Colburn Pharmacy, Kalamazoo	15.00
Consumers Power Co., Kalamazoo	60.00
Mich. Bell Telephone Co., Kalamazoo	16.85
Ashton Bro. Mill, Kalamazoo	6,000.00
John Tiffany, Kalamazoo	unknown
VanDenBurg Brothers, Kalamazoo	35.00
Dr. L. J. Pufahl, Kalamazoo	26.00
R. J. Venner, Kalamazoo	35.00
Nick De Young, Kalamazoo	29.00
Fleckenstein Body Shop, Kalamazoo	29.00
Fred Rhen Garage, Kalamazoo	26.00
Holtzen & Haas, Kalamazoo	45.00
Joe Opt Holt, Kalamazoo	50.00
Wicks Insurance Co., Kalamazoo	unknown
Henry Lanhoff Cereal Mills, Detroit	5.00
Goodyear Service Tire Co., Kalamazoo	18.00
Walter E. Buckingham, Kalamazoo	20.00
Taylor Produce Co., Kalamazoo	74.00
A. T. Fitzgerald Wallpaper & Paint, Kalamazoo	unknown
Consumers Power Co., Kalamazoo	7.87
M. & T. Battery Co., Kalamazoo	15.00

Feb. 28. On this day the schedules, reference, and adjudication in the matter of Harold Otto Edvardson, individually and sometimes doing business as Manistee Battery & Welding Co., bankrupt No. 5603, were received. The bankrupt is located at Manistee. The schedules show total assets of \$310.29, (all of which is claimed exempt), and total liabilities of \$1,588.66, listing the following creditors:

Manistee County Savings Bank	\$ 500.00
Fradford Furniture Store, Manistee	5.72
Consumers Power Co., Manistee	28.42
Cummings Bro., G. R.	20.00
Electric Service Co., G. R.	109.20
Excel Tire Patch Co., Traverse City	11.72
Dr. C. L. Grant, Manistee	48.25
Hill Tire & Accessory Co., Manistee	160.56
Harvey Johnson, Manistee	40.00
Otto Justman, Manistee	92.76
Knudstrup Electric Co., Manistee	3.45
Manistee Auto Parts Co.	49.44
Michigan Bell Telephone Co.	6.25
Michigan Lumber Co., Manistee	9.25
Wm. Miller Hardware Co., Manistee	55.32
Dr. Harlan MacMullen, Manistee	150.00
Northern Auto Parts Co., Traverse City	143.73
Northwestern Electric Co., Traverse City	12.00
Noud Lumber Co., Manistee	18.44
Perry Batteries, Flint	8.30
Ross Dairy Co., Manistee	12.82
Shell Petroleum Corp., St. Louis, Mo.	33.90
Shults Printing Co., Manistee	8.00
Dr. S. Weetnam, Manistee	6.00
Earl Tupes, Muskegon	56.03

Feb. 27. On this day final meeting of creditors in the matter of Benjamin R. Peterson, bankrupt No. 5474, was held. The trustee was present in person. One creditor was present in person. The trustee's final report and account was approved and allowed. The bill of Clare E. Hoffman as attorney for the bankrupt was approved and ordered paid as far as funds on hand would permit. An order was made for the payment of administration expenses as far as possible, there being no funds for dividend to creditors. No objection to bankrupt's discharge. Meeting adjourned without date and files will be returned to U. S. District Court.

March 1. On this day first meeting of creditors in the matter of Richard Fields Coad, bankrupt No. 5579, was held. The bankrupt was present in person and represented by Harry H. Geoghan, attorney.

One creditor was present in person and Harold H. Smedley, attorney, was present on behalf of certain creditors. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, Grand Rapids, Michigan, appointed trustee; bond \$100.00. The meeting adjourned without date.

March 1. On this day the schedules, reference, and adjudication in the matter of Charles Belkin, individually and doing business as Charles Belkin Jewelry Co., bankrupt No. 5605, were received. The bankrupt is located in Grand Rapids, Michigan. The schedules show total assets of \$2,971.03, (of which \$850.00 are claimed exempt), and total liabilities of \$2,288.22, listing the following creditors:

City Treasurer, G. R.	\$ 32.00
Benjamin Allen & Co., Chicago	144.76
Ball Co., Chicago	404.36
A. Cohen & Sons, New York	22.29
Henry Davidson, New York	72.20
General Electric Co., G. R.	68.36
I. Hecht, G. R.	100.00
M. A. Mead Co., Chicago	16.15
Henry Paulson Co., Chicago	15.83
Waterman Pen Co., New York	10.00
J. R. Wood, Brooklyn	13.00
Leon Hirsch, New York	6.00
The Dowd Rodgers Co., New York	36.00
G. R. Savings Bank	720.00
Citizens Industrial Bank, G. R.	146.00
Wm. A. Rogers & Sons, Sherrill	38.31
Cornelius Hoffius, G. R.	25.00
Dr. W. D. Lyman, G. R.	5.00
Board of Education, G. R.	30.00
Dr. Henry J. Vandenberg, G. R.	119.00
A. Slyman, G. R.	95.00
Dr. R. Mauritz, G. R.	15.00
Blodgett Hospital, G. R.	54.95
Furniture City Fuel Co., G. R.	99.01

March 2. On this day first meeting of creditors in the matter of Holland Hitch Co., a Michigan corporation, bankrupt No. 5576, was held. No officers of bankrupt corporation present but Charles H. McBride, attorney, present in its behalf. Certain creditors were present in person and represented by Dilley & Dilley, Arthur Van Duren and Miles & Smith, attorneys, Nelson Miles, who is familiar with the affairs of the bankrupt, was sworn and examined before a reporter. Officers of corporation to appear later for examination if desired. Fred G. Timmer, of Grand Rapids, Michigan, was appointed trustee and his bond fixed at \$1,000.00. Claims were proved and allowed or referred to the trustee for investigation. Meeting adjourned without date.

Spring Goods Lead in Hardware

Hardware manufacturers and distributors turned attention to Spring merchandise this week as the sudden spurt in demand for Winter hardware subsided. The manufacturers, quoting prices 5 to 25 per cent. higher than last Spring's figures on garden tools and equipment, reported an active demand for all types of goods. Jobbers pressed for delivery of wire fencing, tools, lawnmowers and other merchandise ordered from producers late last year. The demand for building hardware is still light, but dealers predict purchases will increase sharply when weather conditions permit a resumption of building and repair work.

There isn't less sickness in hard times. People just quit calling a doctor when they aren't sick.

A novel clip in a new filing folder allows papers to be bound into the folder without pre-punching them, hides but one corner of the paper, permits them to be easily leafed through and removed.

Ask for our Bulletin on the BUILDING INDUSTRY

We believe the facts are especially worth examination at this time. Copies are available without charge on request.

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OLD KENT BANK

2 Downtown Offices
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Safe Deposit Boxes. . .

THE NATIONAL BANK OF GRAND RAPIDS has as modern safe deposit equipment as any bank in the country. We believe everyone should rent a box for the safe keeping of securities, insurance policies and other valuable papers.

Currency deposited in one is undoubtedly safe but has no earning power. A savings account with THE NATIONAL BANK OF GRAND RAPIDS, however, will earn 2½% per year for you and your deposits up to \$2,500 will be fully insured. All deposits made on or before March 10 will receive interest as of March 1.

The NATIONAL BANK of GRAND RAPIDS

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Paul Schmidt, Lansing.
First Vice-President—Theodore J. Bathke, Petoskey.

Second Vice-President—Rudolf Eckert, Flint.

Secretary—Herman Hansen, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; A. A. Boyce, Bay City; Vincent A. Miklas, Manistee; Ward Newman, Pontiac.

What Mark-up in a Country General Store?

From a little settlement far north in Ontario, where the French language overlaps the English, comes an order for my book for the largest local general store, established nearly half a century, together with this enquiry:

"We have trouble with our grocery department with average mark-up of 20 to 21 per cent. Inventory of groceries averages \$4,500 at retail, which seems much too low for our mark-up. Our manager says he can not get more on account of competition, but we feel he must be wrong. I suppose your book will tell us the average mark-downs and shortages we may expect in percentage off our mark-up."

I sent him the book because I felt he would find value in it, clarifying certain problems from angles which must be helpful to him, but I know of no average mark-downs or shortages in groceries. Again, I feel that the enquiries are a bit obscured because written in English by a Frenchman; but I can, I feel sure, set forth certain fundamentals to help things along.

If "mark-up" in this case means margin on sales, I can say now emphatically that nobody can expect to get more than 20 per cent average on groceries, and I can not see either how he could hope for more or how he could possibly think he needed more.

"Mark-up" may in this case be figured on cost and then would be 16½ per cent to 17.36 per cent plus—either quite different from 20 to 21 per cent. But even so, these not only should be sufficient, but in fact must be sufficient for an average on groceries now, especially in such a locality.

This because recent records show full service exclusive grocery stores operating on around 17 per cent, and the tendency is ever downward. It must continue to narrow until it arrives at about 15 per cent to be economically unassailable. But here is the case of a general store in a little country town of less than 5,000. How could any special expense attach to it?

True, it costs more to get goods in there than into other places, but margin is computed after goods are received. True, also, that it is a frigid region and fuel costs are higher than elsewhere—except that perhaps wood is the local fuel and inexpensive. In any case, against that one extra expense we have all the economies possible in a small, compact community. So a margin of anywhere from 16½ to 20 per cent must be ample; or, if not, the insides of that business need a drastic shake-up and re-adjustment on up-to-date lines. For not mere "competition" can be charged with making a wide margin impossible. Truth is, economics will not have it so.

But perhaps, also, he uses the word "average" loosely, meaning that certain lines or items carry 20 per cent, or over, while others fall far below that. Even so, sugar at 8 per cent, butter at 12 to 14 per cent, and eggs on the same range, with package cereals at 12½ to 14 per cent—all those are profitable in any well-managed store today. Therefore, this house needs to get into line, maybe scrapping some practices and ditching some ideas which are holdovers from 1890. It is often a disadvantage to be "old-established."

What range of grocery commodities does this house carry? Fresh produce has become institutional virtually everywhere of late years, but my contact with Canadian business North of the 46th parallel revealed the practice of produce wholesalers' closing down tight in November and keeping absolutely sealed up until March. This in face of temperatures of 40 to 60 degrees "below." And if wholesalers close down, there can be little retail trade in such items during those hibernating months.

But assuming that "times have changed," as they have a way of doing, we still have ample margin room, for even chain stores make around 35 to 36 per cent, sometimes more, on those lines. Chain merchants are not in business for their health elsewhere, so I don't think they would regard the ozone of such regions as an acceptable substitute for profits. Finally, if by any chance there are chain units there, maybe this merchant and others have treated them as pariahs so that none has made money. If that be so, I suggest that they all get together and, if the old timers play fair, the non-profit era in the fresh produce department can be ended over night.

Aside from the produce department, what range of grocery stock is this house apt to carry? I do not know total size of business, but an average stock of stated size, \$4,500 at retail, indicates to me a pretty staple character. I should think that the clientele of this house would be of the home-spun, steady, working, church-going character. That would indicate an assortment of moderate range—wider than was common in small places twenty years ago, but still rather close to the staples.

If this surmise is fairly correct, there should be mighty little of either shrinkage or mark-downs. There certainly will be, if the management is skilful—and if it be not, it should be changed pronto.

All of this gets back to certain fundamentals which abide with us always. One fundamental is that distribution costs get narrower even as we look at them, due to the interplay of men's efforts to find ways, through service, to better their own condition. Regardless of pockets here and there, a blanket margin of 20 per cent, on groceries is "out" already, and fading out everywhere.

One of the most hopeful signs of our times is the influx into our trade of bright young educated men who utilize what they have learned by continued thinking and exploration: men who are not obsessed with the fool notion that

(Continued on page 22)



"I call that OH-KAY, Uneeda. I'm mighty proud of my new Biscuit Department."

"Yes, sir! It's a credit to your store, and it will be a profit-maker for you, too. It will always look as nice as this, and it will sell biscuits, if you'll just remember to give it a few minutes' attention every morning."

"I won't forget, never fear. It's sales and profits I'm after."

National Biscuit Company
449 West 14th St.
New York, N. Y.

THE KEY
TO
GREATER
PROFITS

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

Uneeda



Bakers



A Good "Ad" for Your Store

The Monarch Lion Head Label on your store window or door, and Monarch Finer Foods displayed on your shelves are good ads for your store. They say to the public—

"This store features highest quality at fair prices."

"This store brings you foods that are grown where Nature does her best—sun-ripened, then flavor-sealed to reach the table in most appetizing form."

"This store features foods that have been famous for their quality for more than half the life of the Nation."

There is a world of good will for your store, as well as a good profit when you display—

MONARCH Finer Foods

Each of the 250 Monarch Products offers a way to win a customer. Monarch Foods are sold only to and by more than 50,000 independent grocers. Address Dept. F-3.

Reid, Murdoch & Co.

Drawer RM

Chicago, Ill.

"Quality for 81 Years"



MEAT DEALER

Standardizing Methods of Meat Cookery

"Although meat was used as food for man before the dawn of civilization, it is actually only within the past ten years that any real progress has been made in standardizing methods of meat cookery," said Miss Inez S. Willson, home economics director of the National Live Stock and Meat Board, speaking on the Iowa Farm and Home Week program.

"There has been a virtual revolution in the field of meat cookery. Age-old ideas once thought infallible, have been dethroned. This is not at all strange when we consider that many old practices really were not founded upon fact, but upon guess-work. We thought we were right, but scientific investigation has proved we were wrong."

New revelations in this field have been made possible, according to Miss Willson, because of a cooperative meats investigation project sponsored by the Board and in progress at 31 leading colleges and universities and the U. S. Department of Agriculture. In this work, thousands of roasts are prepared and are tested by expert judges for flavor, tenderness and other characteristics.

As an example of the reversal of ideas, Miss Willson cited the fact that basting of roasts is now regarded as wasteful of both time and energy. The old recipes for roasting solemnly warned the housewife to dip drippings over the meat every ten or fifteen minutes. This practice was supposed to add flavor and keep the meat from drying out. The modern way is to put a roast in the pan, fat-side up, she stated, and this allows for self-basting.

Emphasizing another of the newer phases, Miss Willson said: "The battle of the covered roaster has been fought to a finish—the finish of the cover. You have only one excuse for putting the cover on a roasting pan and that is when roasting veal. Beef, pork and lamb should be cooked in an uncovered pan, always. So if you don't want your roast to come to the table as a pot-roast, leave the cover on the pantry shelf."

The modern housewife has learned new facts about temperatures in meat cookery, according to Miss Willson. Charred shrunken roasts with drippings too badly burned to make good gravy, are no longer popular. The practice of turning on the heat full blast is taboo. The new way is to use low temperatures—around 300 degrees F. And happily there is now available for the housewife, the meat thermometer. Inserted in the roast when it is put into the oven, the thermometer registers the temperature at which the roast is done. Temperatures have been worked out for medium, well-done and rare degrees of doneness.

"A low temperature increases the time of cooking, but does not increase fuel consumption," asserted Miss Willson. "This was forcefully illustrated at the Live Stock and Meat Exhibit at A Century of Progress—an exhibit

studied by at least three million persons.

"Three roasts of beef, cooked to the rare stage, but at different temperatures, were shown. One roast was cooked at a high temperature for three hours. Another was cooked at a lower temperature for five hours. The roast in the oven for five hours, took only two-thirds as much fuel as the roast cooked in the shorter time at a higher temperature.

"But that is not the whole story. The roasts weighed the same when put in the oven—and this is important—the roast cooked at the lower temperature lost 1½ pounds whereas the roast cooked at the higher temperature lost exactly four pounds or nearly a third of its original weight. In other words, a high temperature is not only wasteful of fuel but also wasteful of meat."

"Such new revelations in meat cookery," Miss Willson pointed out, are helping the American housewife to attain better results in the preparation of this important food."

Why a Meat Code?

Should the meat industry be under the Grocery code? My answer is an emphatic "No."

The meat business, although a food industry, is entirely different from the grocery business in its technique, management and skilled handling.

The meat business is different because of its nature: the preparation, merchandising, and distribution of a highly perishable article of food. The training of a meat cutter is entirely different from that of a grocery clerk.

It is a time-honored business, independent of any other; it dates back to the beginnings of mankind. It has become an art, as it is practiced by the up-to-date retail meat dealer. The tasty, fascinating preparation and display of meats in clean, sanitary coolers and refrigerated showcases must be an art if it is to appeal to the consumer.

So the meat merchant has to acquire a thorough knowledge of his craft with regard to dressing, cutting, preparation, handling, and proper ageing of cuts. No grocery merchant can acquire this training. The meat industry stands on its own renown and merit.

To-day, as an industry the meat trade should be considered an important link in the livestock and meat industry; more closely related to the livestock raisers and meat packers, whom the wholesale grocer would not grant the right to deal in groceries.

Yet a meat merchant may be able to manage a grocery store, whereas a grocery man could not manage a meat establishment efficiently.

That the meat business has been encroached upon and its products used as loss-leaders to entice customers by department stores and chains we regret, but it does not entitle money-mad corporations to dominate our industry to suit their plans of selfish interest, and to wipe out the existence of the independent retail meat dealer.

The retail meat dealers are not only entitled to their own code, but they must have such a code to save their rights and ideals in this critical time

of danger from so-called Big Business and Wall Street policies.

It means their charter of a new, fair, square deal.

It means the highest standard of business ethics for the protection of the American housewife.

It means opportunity for all meat merchants, large or small; and to our children and successors a worth-while heritage.

As the meat business is an industry in itself, highly specialized in its scope, calling for trained, skilled operators, so it must have its own code, independent of any other. It must not be under the Grocery code.

Cheating with Oysters

"Dishonest oyster dealers are inflating oysters and making 'old soaks' of them," states City Sealer Joe Grein. He tells us that oysters, when taken from their natural habitat, shrivel, and that these are placed in water by these

dealers, whereupon they "swell with pride and comfort." This enables the dealers to inflate a pint of shriveled oysters and sell them to the unsuspecting public in a quart container. Notice has been given by Grein that all such dealers would be "arrested on sight" for short weight.

Tough going strengthens.



Beech-Nut
GUM & CANDIES
COFFEE · PEANUT BUTTER
CATSUP · BUTTER WAFERS
and other foods
of exceptionally fine flavor
BEECH-NUT PACKING CO., CANADAHARIE, N. Y.

KEEP SUPPLIED WITH

LILY WHITE FLOUR

"The flour the best cooks use"

VALLEY CITY MILLING COMPANY

Portland — Grand Rapids — Kalamazoo — Traverse City



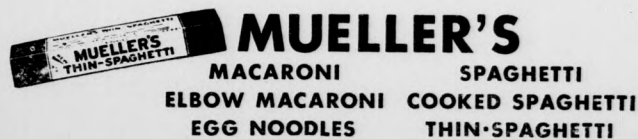
BILL, HERE'S STILL ANOTHER LETTER FROM A HOUSEWIFE WHO RAVES ABOUT MUELLER'S NEWEST PRODUCT—THIN-SPAGHETTI!

GOSH, GINGER, THAT'S ABOUT THE FIFTY THOUSANDTH LETTER YOU'VE RECEIVED ABOUT THIN SPAGHETTI! GUESS WOMEN KNOW WHAT'S GOOD, EH?

BILL and GINGER, popular radio team, are presented by the C. F. Mueller Company every Monday, Wednesday and Friday at 10:15 A. M. over the Columbia Broadcasting System

FM

Mueller's THIN-Spaghetti is quickly gaining in popularity among your customers—along with its famous companions—Mueller's Macaroni, Egg Noodles, Spaghetti and kindred products. Look over your stock now...what Mueller Products do you need?



MUELLER'S
MACARONI SPAGHETTI
ELBOW MACARONI COOKED SPAGHETTI
EGG NOODLES THIN-SPAGHETTI

HARDWARE

Michigan Retail Hardware Association.

President — Henry A. Schantz, Grand Rapids.

Secretary—Harold W. Bervig, Lansing.

Treasurer—William Moore, Detroit.

Field Secretary — L. S. Swinehart, Lansing.

Seasonable Suggestions for the Hardware Dealer

The advent of March brings the spring selling campaign in sight; and this, and a fairly definite upturn of business conditions, should mean increased activity for the retail hardware dealer.

Many merchants have utilized the odd moments of the quiet mid-winter months to outline their plans for handling spring trade. Now is the time to begin carrying out these plans; and, in doing so, to throw your utmost energies into business-getting.

It is the cumulative results of persistent effort that make the difference between business success and business failure or near-failure. The man who makes elaborate plans, plunges in with high enthusiasm and then quits cold because the immediate results fall short of his expectations, isn't going to get very far.

Persistent effort is what counts.

If, however, you haven't planned your spring campaign, do it now. The value of some kind of plan, whatever the task you undertake, cannot be over-estimated.

For the spring trade, the entire store should be brightened and made more attractive. If dirt and dust have collected in the dark winter months, emphasize the return of brighter weather by the thorough clean-up. See that shelves, counters, silent salesmen, the goods themselves, are all clean, bright and attractive. If fresh paint would improve the ceiling and woodwork, don't balk at the slight expense.

The window trims merit special attention. Make them bright and attractive. Also, provide background and detail that suggest the season. Time your seasonable displays somewhat in advance of the actual demand. The average individual does not buy timely goods the first time he sees them on display; so it is well to rush the season and show your spring lines considerably ahead of time.

The great aim of every hardware dealer is, not so much to sell the immediate article, as to convert the casual buyer into a steady customer. Individual sales lead to steady patronage if the individual sale is handled the way it should be. Keep this idea of converting the casual into the steady customer constantly before you.

Personal contact is helpful. The average individual likes to deal with the merchant who recognizes him on all occasions; he is resentful of the merchant who is extremely obsequious behind the counter but gives him a glassy, unrecognizing stare on the street.

One wide-awake merchant has developed personality plus. It is easy for him to meet people; it always has been. So he makes a regular practice of getting into personal touch with new arrivals in town. He welcomes the newcomer to the city; offers his aid or

that of his staff in introducing the newcomer in church, lodge or service club. He invites the newcomer to call at his store for information at any time. And of course, if anything in hardware is wanted, the store is at the newcomer's service. With the result that the minute the newcomer needs anything in hardware, he goes to the one hardware dealer in this strange community whom he knows and who knows him.

Every such newcomer is a prospect to be followed up. Every wide-awake merchant keeps a prospect list, which is revised from time to time; classified prospects, as paint, washing machines, etc.; and general prospects. It is worth while right now to revise these prospect lists, to go over them with your salespeople, to get a line on the individuals and, if you can, either yourself or through some member of your staff, to contact them.

Some time this month, depending on weather conditions, a good display of housecleaning accessories will be timely. To the housewife, spring always means housecleaning. Right now, after several years of severely restricted buying, there is not a home in your community that does not need to replace some household equipment; while no home is ever fully equipped. Feature households this month, and throughout the spring; put on the most effective displays you can devise; and go after the business energetically.

Paints and varnishes for interior decoration and renovation will tie in naturally with housecleaning lines, but can be given a separate display. Spring cleaning will bring to light a great deal of wear and tear; and the depreciation of several too-economical years will sooner or later have to be made up.

The exterior painting season comes a little later; but now is a good time to get your spring paint drive under way, if you have not already done so. Paint selling, especially in times like these, requires a great deal of preliminary paint education. The average paint prospect shrinks from the expense, or is inclined to postpone, or is undecided where to buy his paint. It is up to you to overcome his sales resistance by convincing argument. Your advertising should be planned to induce the paint prospect to come into your store to get prices, estimates and practical suggestions. Once you get him there, a good salesman will do the rest. It is rarely that a paint display or a paint circular actually sells the paint; if a display or a circular brings the prospect where you can do the selling, it has accomplished its purpose.

Builders hardware should be given prominence. Here, again, the drastic economies of recent years have created a situation where replacements and repairs are urgently necessary, and where there is room for considerable new building. Keep your eyes open for architects, contractors, builders and owners. At the same time, make a strong drive on replacements. There isn't a house in your community that hasn't a defective lock, a broken window pane, or some other little defect. In your window display and your advertising drive home the idea of getting rid of the constant annoyance caused by some petty

defect that can be remedied at slight expense. Individual sales may be small; but there is an enormous amount of potential business.

With the advent of spring, fishing tackle can be featured to good advantage. Good window trims can be put on; and the various lines of fishing tackle should be shown prominently inside the store. See that your stock is adequate to meet all reasonable demands.

Preparations should be made now for the trade in later spring lines, such as screen doors and window screens, lawn mowers, garden hose, poultry netting, seeds, tools, etc. In this, as in everything else, it pays to look ahead and plan ahead. Victor Lauriston.

Special

"The Train of Hardware Progress"—a seven-car special train sponsored by a Duluth wholesale hardware company—recently toured Minnesota, North Dakota and Eastern Montana, rolled to a stop in twenty-nine towns. Carrying the market to the merchant, the cars contained displays of the company's various lines of merchandise. Accompanying the train were executives of the company, department managers and manufacturers' representatives, while traveling representatives joined in at various points.

A new one-man, high-pressure vapor spray machine for industrial cleaning, paint stripping, disinfecting, plugs into a current outlet, is ready to operate in two minutes. Available in portable or stationary types, it is said to give faster, cheaper cleaning.

Odd Lots

Tuna is now being canned in aluminum; it is said to improve flavor by preventing corrosion in the can, also to economize in shipping weight. Now it is dated neckties—in one line purchase date is stamped on the lining to assure a full year's wear. Figuring selling prices and profit percentages is made easy by a new cardboard double-disc device which automatically computes these data. American males will take their tea and like it if a co-operative advertising campaign projected by tea-packing industry is successful. Similarly, railroad advertising men are dallying with the idea of a co-operative campaign to paint the joys of riding the "kivered cars."

Pursuing Overdue Dollars

A Denver bank, through its personal loan department, has worked out a co-operative plan for collecting overdue accounts with several large retail stores. Under the plan, the bank refinances such accounts and in some cases, where one individual owes accounts at several stores, combines them into one loan. Loans are repayable in fixed installments, plus interest. Stores guarantee the individual's note, or such part as is represented by its account. The stores thus get their money at once, the individual, it is said, is more prone to meet his obligation and thus preserve his bank credit.

Strawberry packers and other large users are offered a new machine which is said to feed, cap, and wash berries automatically.

This Chart Shows You How 127,355 Property Owners Saved \$3,706,592 Last Year.

INSURANCE COST CHART

	Enter Your Yearly Premium Here	Our Present Yearly Dividend Rate	Estimated Saving if Carried With Federal Mutuals
FIRE ON BUILDING AND CONTENTS		40% hdw. & impl. 35% on garages *30% all others	
TORNADO ON BUILDING —CONTENTS		40%	
FIRE ON HOME —CONTENTS		*30% if you rent 40% if you own	
TORNADO ON HOME —CONTENTS		40%	
AUTOMOBILE		25%	

*In localities with fire protection.

SELECT RISKS

Only select risks are insured for fire and tornado insurance. By placing your fire insurance with the Federal Hardware & Implement Mutuals you do not help pay for losses on hazardous risks. Send in the coupon for complete information on your property.

Federal Hardware & Implement Mutuals,

1614 Union Guardian Bldg.
DETROIT, MICH.

Without obligation, please give me complete information on insurance covering my property.

Name _____

Address _____

City _____

DRY GOODS

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

MERCHANTS UNDER A CODE

Must Post Labor and our Provisions

Every merchant who is working under a code, and who has the Blue Eagle, must, under regulations just issued, display in his store a placard stating the system of wages, hours, etc., under which he is working. This should not be neglected because there is a \$500 fine for not doing it.

The NRA has sent to this paper the following notice regarding this requirement.

Regulations requiring employers operating under approved codes to post the labor provisions of those codes conspicuously in their establishments were issued today by National Recovery Administrator Hugh S. Johnson.

Under the regulations, issued in accordance with a recent Presidential Executive Order, official copies of the hour and wage provisions of the code to which he is subject will be furnished to each employer. These official copies will include detailed directions for the proper filing of complaints of violations of the provisions.

"Such official copies," the regulations prescribe, "with such directions, shall be kept conspicuously posted at all times by such person in each shop, establishment or separate unit of his enterprise to the extent necessary to make them freely accessible to all employees."

Posting of the provisions is designed not only to acquaint employees with their rights under codes, but also to protect employers from complaints made in ignorance of code provisions and to protect faithfully complying employers from chiseling competitors.

The Executive Order, signed by President Roosevelt on February 8th, points out that "Section 10 (a) of the National Industrial Recover Act prescribes a fine not to exceed \$500 or imprisonment not to exceed six months, or both, for the violation of any rule or regulation prescribed under the authority of and pursuant to the provisions of this order."

The regulations provide for registration within thirty days by employers with Code Authorities of the number and locations of their shops, establishments or separate units. Thereafter the Code Authorities will furnish the required number of official copies (prepared by NRA) of labor provisions for posting.

In cases where an employer is permitted by a modification, exemption or exception to pay lower wages or work employees longer hours than prescribed by the code for his industry or trade, certified copies of the modification, exemption or exception will be furnished for posting with the official copies of the code provisions.

The complete text of the regulation, which binds every merchant under the code, is as follows:

1. Every person subject to any code of fair competition shall within thirty days from the date hereof, the effective date of such code, or the date upon which he becomes subject thereto, whichever is latest, unless he has previously so registered, register the full name of his enterprise together with a statement of the number of shops, establishments or separate units thereof and their location, with the Code Authority of the trade or industry of which he is a member. Every such person who may open for business an additional shop, establishment or separate unit after such registration shall, within thirty days after such opening, register the same in like manner.

2. Upon such registration, or as soon thereafter as is possible, each such person will be furnished with official copies of provisions of any code of fair competition to which he is subject relating to hours of labor, rates of pay and other conditions of employment. Such official copies of such provisions will contain directions for filing complaints of violations of such provisions. Such official copies, with such directions, shall be kept conspicuously posted at all times by such person in each shop, establishment or separate unit of his enterprise to the extent necessary to make them freely accessible to all employees.

3. Whenever any modification of or exemption or exception from any code of fair competition permits any such person to pay lower wages or work his employees longer hours or establish conditions of employment less favorable to his employees than those prescribed by the provisions contained in such official copies of code provisions, the Code Authority, on the request of such person, will furnish him with certified copies of such modification, exemption or exception in sufficient number for posting alongside of such official copies of code provisions.

4. No person subject to a code of fair competition shall display or furnish any incorrect copies of such provisions, directions, modifications, exemptions or exceptions.

5. A person subject to more than one code, when official copies have been so furnished, shall so post such copies of such provisions of every code to which he is subject.

6. Nothing in these rules and regulations shall relieve anyone from complying with any provisions of any codes relating to posting, displaying or furnishing copies of codes or of provisions of codes. Hugh S. Johnson, Administrator for Industrial Recovery.

Stationery Lines to Open Early

Manufacturers of stationery started work this week on Fall and holiday lines which they plan to offer the trade a month earlier than usual this year. The new lines are due to be completed by the end of April so that producers can start booking regular holiday orders at that time. Styles being developed by the industry for the Christmas trade feature a wider use of boxed

writing paper than in any previous season for several years. The novelty packages in which stationery is packed in folders and in boxes made in the form of books will be eliminated as far as possible.

Rug Buying Continues Active

Active buying of floor coverings continued throughout last week as buyers covered requirements in advance of the general price increase due Thursday. The mills have decided that shipments on orders on their books on the first of this month will be made at old prices until March 8 when the 5 per cent. advance will be charged. Most of the business this week was placed through mail orders sent in by stores in the West and in New England. The purchases covered a wide selection of goods, including low, medium and better price axminster rugs and high-price domestic Orientals and wiltons.

Glass Activity Continues Gains

Expanding activities are already under way in various glass container plants throughout the country. Prospects for continued improvement in this branch are said to be exceptionally bright. Retailers continue to show great interest in liquor glassware of all types. The demand for safety glass from the automobile producers has improved, the current volume exceeding best previous estimates. The present orders for window glass remain at low ebb, owing to the fact that construction of individual dwellings has been at a standstill.

Dry Goods Jobbers Less Active

While the volume of business placed by wholesalers in the primary dry goods market last week was somewhat below the previous period's total, it was still fairly substantial, jobbers report. Demand was well scattered over all types of merchandise, although for the time being initial Fall requirements on blankets, outing flannels, heavy underwear and sweaters appear to be covered. Sheer cotton dresses, wash goods and towels made up the bulk of the wholesalers' purchases. Orders from retailers are still coming in at a strong rate.

Gas to Sterilize Textile

A method for complete sterilization of textile fabrics, particularly hat linings, through the use of bactericidal gases, has been developed by a com-

pany in New York City. Not only do the gases immediately sterilize fabrics, but keep them immune to germs, as liquid chemical elements retain the gases on the cloth by capillary absorption. The gases are odorless and do not effect the strength or color of the fabric in any manner.

Plated Steel Ware Offered

Aiming at the market held by manufacturers of low-end pewter, a producer of hollow ware this week introduces a complete line of such goods made up in chromium-plated steel to retail at \$1 each. Designed for promotional use in chain and department stores the line includes a sugar and creamer set, sandwich dish, vases, bon bon trays and fruit dishes. A platter, 14 by 17 3/4 inches, is offered to retail at \$2.50. Made of nickel-plated steel the articles carry a high polish chromium finish on one side and a satin finish on the other.

May Make Dresses at \$2.75

The question of whether dress manufacturers in the \$2.87 1/2 group may build a lower-price line to meet wishes of retailers has now been put on a basis of the desire of the individual producer. Conferences on the matter have been held by representatives of the National Dress Manufacturers Association and the Association of Buying Offices. The outcome of the meetings, it was said, definitely puts it up to the manufacturer himself as to whether he will provide a line at \$2.75. Retailers have complained that dresses were not available at that figure.

Fall Sweaters Start to Sell

While many sweater mills have still to complete their Fall ranges, several producers have been selling goods for the last few weeks in large volume. Wholesalers, particularly from the South, have made liberal purchases, and the season has started off promisingly. Prices for the men's standard-weight sport coats, that is, those from 10 1/4 to 10 1/2 pounds, were said to range from \$22 to \$23.50 a dozen, with lower quotations on lighter-weight styles. These compare with opening levels last year of around \$13.50 and are about the same as the ceiling prices reached in early Fall.

A rubber-coated clothes line is on the market—hemp cord with white rubber covering that can be washed with a damp cloth.

DELAY

Delay is expensive. The savings account you mean to open with idle funds does not earn any interest for you until the money is in the bank.

Savings accounts opened with THE NATIONAL BANK OF GRAND RAPIDS on or before March 10 will draw interest as of March 1. All accounts up to \$2,500 are fully insured here at no cost to you.

The NATIONAL BANK of GRAND RAPIDS

HOTEL DEPARTMENT

Almond Orchards Bursting Forth in Snowy Splendor

Los Angeles, March 3—A communication from Mrs. Nora B. Doyle, who has conducted Otsego Tavern, Otsego, for a long time, is brimming with sincere congratulations on a recent event in the domestic life of your correspondent and for which I wish to thank her. Mrs. Doyle conducts a decidedly homey hotel in a thriving little village, and is a member of the Michigan Hotel Association, which she claims was through my solicitation. She also reads the Michigan Tradesman each week, and says "I hear from you every Thursday; the hotel department is the very first thing I read and it has been a great help to me." Who wouldn't be encouraged with such a testimonial as this?

The Blake Hotel Co., Detroit, has taken over the premises and equipment of Hotel Stevenson, in that city, from the Detroit Trust Co. and will henceforth conduct it as Hotel Stevens. Adjustments in rates have been affected which it is believed will restore to the establishment a large share of the patronage it received under the management of Charles H. Stevenson, who for years was at its head. Improvements will be made, and the new management will continue the dining room service, which has been one of the features of the institution in the past.

Fred Doherty, past president of the Michigan Hotel Association, is making extensive changes in his Hotel Doherty, at Clare. The fountain room has been discontinued, the partition separating it from the barber shop has been removed and the whole room will be converted into a beer grill. Many of the guest rooms are being redecorated.

Earl Schill, former resident manager of Hotel Fort Shelby, Detroit, has joined the front office force of the Book-Cadillac as room clerk. He succeeds Lesley Hodgins, who has gone back to the Fort Shelby in the same capacity.

The Calhoun Hotel, Homer, has been purchased and will be conducted by Mrs. Virginia Corey. Mrs. Julia Bright has been conducting this hostelry recently. The Calhoun, originally known as the Green Mountain House, was erected more than a century ago.

Hotel Alexandria, this city, known to every discerning individual who has visited California in recent years, has been definitely closed and its furniture disposed of. It was one of the better grade hotels, of which there were too many, and its stockholders suffered sorely. Doubt is expressed as to its ever being used for hotel purposes again.

The same type of intelligence which may have assured the success of the hotel operator a generation ago, no longer meets the requirements of the situation. Repeal of the eighteenth amendment has not restored the hotel business to the status of twenty years ago. Once upon a time the hotel may have been built up by its bar. To-day, while liquor sales are important, they are but one of a number of items making for the success or failure of the establishment.

In reading of the effects of the blizzards which have been prevailing—according to the newspapers—throughout the East, I am reminded, through contrast, of the result of Nature's efforts being evidenced by a most gorgeous spectacle through the flower regions near Los Angeles. Hundreds of acres of almond orchards are now

bursting forth in all their snowy splendor, much earlier than in the past years, owing to the unbroken sunshine of January. Thousands of motorists from all over Southern California are journeying to the bloom-laden district this week to witness a magnificent display of sweet-scented almond blossoms, rivaling Japan's famous cherry blooms. From recent experience I have discovered that the best place to go to witness this wonderful display is in Gorgonio Pass, where between the peaks of San Gorgonio and San Jacinto lie the deciduous orchards. Here, one after another, comes the procession of almond, apricot, peach, apple and cherry blossoms. On our outward trip to the mountains we traveled by Foothill boulevard, through San Bernardino and Redlands. It is a little too early for orange blossoms or desert blooms, but the almond orchards of Beaumont and Banning have been making a lavish display for the past fortnight. As soon as the almonds complete their presentation then the other three blossoms will take the spot-light in that district. Immediately thereafter, other sections of the Southland will receive the attention of tourists and bloom enthusiasts. Too many visitors to the Beaumont-Banning area make the mistake of not leaving the main highway and visiting some of the interesting territory back of these two cities. We drove north to Oak Glen, returned and headed south to Idlevild. If time permits, it is well worth the effort to drive on down the Pass toward the desert below Banning, and enjoy a different variety of scenery there. Returning to Los Angeles, two lovely alternate routes are available. One is the heavily used Valley boulevard and the other the new Holt-Garvey extension which runs through the W. K. Kellogg famous Arabian horse ranch, just out of Pomona, and recently donated to the state with an endowment fund sufficient to continue its existence. As a matter of fact, the latter is somewhat shorter than Valley boulevard and offers some new country for the explorer. And all this on a motor trip not exceeding 200 miles in its extent.

A Los Angeles jury has just convicted two kidnappers and given them the penalty of hanging, under a new law enacted by the last California legislature. It will come as a genuine surprise to the public if the edict is carried out. There will be the usual review by a wobbly-kneed judiciary, and then to a similarly equipped governor, who has a star record on reprieves and pardons. Recently a public official was tried for embezzlement. There was an embezzlement. There was no dispute as to the legitimacy of the charge, but the trial judge decided that as the funds taken were not of the public variety, no harm was done. No wonder California is a haven for malefactors of all sorts.

One hotel has been sued because a guest picked up a needle with his bare foot, which proves that one operating a hotel must exercise the greatest precautions, not only against the fool who distributes needles in this manner but also the other variety who waddles around in his apartment in his bare feet and makes a collection of this commodity.

Someone of my acquaintance was decrying the use of canned vegetables, the other day, and reverting to the day when grandmother used to practice the dehydrating stunt on green corn and a few other products, to the tune of house flies, roaches and ants. A half century ago I probably consumed my first commercially canned vegetables. They were excellent and as far as my observation goes have been improving ever since. Of course, the cost of the prepared article would be somewhat greater than that taken from the

garden, but so far as quality is concerned the latter could hardly be more

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300 ROOMS — SHOWERS
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\$2.00 up with bath.

CAFETERIA IN CONNECTION

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

Park Place Hotel
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Rates Reasonable—Service Superb
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New Hotel Elliott
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50 Baths 50 Running Water
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FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
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MORTON

announces

400 ROOMS WITH
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Dining Room
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Delicious food served in pleasant surroundings at prices which have made the MORTON popular.

GRAND RAPIDS'
FRIENDLY HOTEL

Philip A. Jordan, Manager



The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

750 rooms — Rates \$2.00 and up with bath.

palatable than the commercially canned article. This is especially true of spinach, which, when served from the garden, is usually accompanied with sand, not essentially a contributing factor to good health.

The back-seat driver may continue to be the butt of the humorist but just now he has the strong arm of the law to back him up. According to a recent decision of the Supreme Court of the United States, the occupant of a rear seat who sustains damages, may collect for same in the event he warns the driver-in-chief of impending danger. In other words, the back-seat driver has all the privileges and none of the responsibilities of the regular driver. He may continue to function, as in the past, without fear of getting a ticket or a bawling out by the traffic cop. The front seat operator can do nothing about the situation unless, of course, the person in the rear seat is his lawful wedded wife, when he still may, if he gets back home, mind you, if he has the requisite amount of nerve, tell her just what he thinks about it.

Medical men say that a fish entree and ice cream should not be served at the same meal. I should hope not. The combination would be almost as bad as garnishing raw oysters with sugar.

There are always visions of all sorts of legislation with the sole intention of bewildering the hotel operator. For instance, I notice in on Eastern state it is proposed to do away with tipping by statutory provisions and to substitute therefore a 10-per cent charge added to all hotel and restaurant charges, which levy is to be divided among such persons as are usually the beneficiaries by the tipping system. Wherever this system has been tried in this country it has proven unsatisfactory, because of the desire of the guests to "play up" to such as serve them by handing out honest-to-goodness gratuities. Even in foreign countries, where tipping has long been considered a fine art, especially in Germany and France, there has not been a great deal to say in its favor. Such a system was introduced during the extreme stress placed on business of all kinds, directly after the war, at a time when serious strikes were threatened. That in these instances it has failed is evidenced by the fact that in many cities in these countries they have gone back to the system of individual tips. Further it was argued that with the advent of the 10 per cent tipping tax on all hotel accounts, the guests were actually paying the wages of employees with whom they had no contact whatsoever.

Mussolini wants to strengthen the finances of Italy and wipe out his personal enemies at the same time. We have quite a number of his countrymen among us whose financial success is unquestioned and whose special line is getting rid of enemies. Why doesn't he arrange for their return and relieve the ranks of the jobless here?

Thousands of individuals annually come out here from the East looking for jobs in California, which are not to be had. They have been told time and again there are no jobs. I have almost shouted this information from the housetops but still they are coming. Within the past week two Michiganders have hunted me up for assistance. One of them came here to sponge on a relative, discovering on arrival that the relative was already in the soup line. Another, arriving with a skinning fund of \$8, knew he could get a job. Just now he asked me to loan him an insignificant sum to procure a night's lodging. All things being equal unemployment conditions would be no worse here than elsewhere, but the pilgrims who come out here know it all, and will not listen to reason. Cali-

fornians are trying to head them off at the state line, and have established camps just inside her domain where one is permitted, temporarily, to work—labor, mind you—for meals and lodging without any other form of compensation, which is working out fairly, but the beneficiaries are not enthusiastic about it. Let me again reiterate: If you are coming to California, provide yourself with round-trip transportation, and do not depend too much on relatives, as you may not look so good to them on arrival.

Frank S. Verbeck.

Business Must Be Freed From Organized Greed

There is an old proverb which says, "there should be no sentiment in business." The author is probably unknown, but what he said has had much to do with greed, which now largely dominates the business world. This proverb infers that the higher and nobler thoughts of life shall be laid aside when it comes to business transactions. This line of reasoning has led others to remark that no one can succeed in business if he is honest, and that success can be attained only by dishonest methods. Sentiment touches the best there is in us—truth, integrity and righteousness—all of which should enter into every business transaction. Business is the foundation of modern prosperity. Business stagnation brings on distress and suffering. Business is so intimately associated with human welfare that it must be kept pure and clean and the sentiment of every business man and woman should be to keep it so.

Business is built upon confidence, honesty and integrity, and these are as necessary in business as in the school or church. All are inter-dependent. You cannot expect honesty to prevail in the school or church unless business practices its teachings. School and church are the organized institutions to prepare youth for citizenship and the business world. Dishonesty is the twin of greed. It has only a contaminating influence upon whatever it touches. It is like the rotten apple in the barrel, and it violates the chief commandment of God's law to govern the relations among men. Business is a vital attribute of human relations. Society could not exist without it. There can be no prosperity and happiness unless the wheels of production and distribution turn at all times.

It is dangerous to permit any individual, organization or group to secure control of any line of business. There is nothing more vital than keeping business as free as the heart, which keeps our blood in circulation. Business is the great arterial system through which passes the necessities of human life: and upon its proper functioning depends the health, happiness and welfare of all. Money is the life blood of business and it must be provided in sufficient quantity so that no part of the body politic will suffer. It is now a year since President Roosevelt pronounced his scathing indictments against the "money changers" and their cohorts, declaring them "enemies of civilization." He fully understood these enemies of the Nation have been tampering with the flow of money and the channels of trade upon

which all depend for their necessities. They have formed great monopolies in food, clothing and other needs of the people as well as restricting the money supply. The President is to be commended for the courageous stand he has taken and for what he has undertaken to accomplish toward monetary reform, if he is on the right track. The vital blow is yet to be struck by him when he unsheathes his sword to destroy private monopoly. Business must be set free from organized greed, for in no other way can distress and unemployment be overcome.

E. B. Stebbins.

Can This Be True?

It seems to be common practice among the leading chains and some of our most highly advertised and reputable manufacturers to have an iron-clad agreement whereby, for the prominent inside and window display of nationally advertised drugs and sundries, the chains themselves receive yearly almost unbelievable checks. It is reported that one chain although failing to show a profit through their stores for the year; showed better than a two million dollar profit, due to the checks from the "co-operative concerns." From time to time the "co-op's" (co-operative advertising) as they are called are changed according to the dictates of the manufacturer, who definitely states the exact number of articles which must be on display both inside and in the windows.

Now, for all this special aid in merchandising, the chains also agree not to "switch" from that item to one of their own. It further seems one or two of these manufacturers are favored over the others, in that there are explicit orders not under any circumstances to sell another like item in its place. However, on all others the bars are more or less let down, possibly because the makers themselves rely upon the "natural integrity of a large chain."

But, let us study the situation. There are innumerable long profit items the clerk has for sale—(duplicates of all national leaders) on which the chain will pay a variance of percentages, depending upon the merchandise or whether they are putting on a special campaign, termed "concentration." This clerk works on a small salary, based on his ability, plus his commission, or so-called "spiff." In other words his total salary depends greatly upon his percentage of "push merchandise sold." Do you think he will have many qualms for a company he has no particular interest in, just because they mail in a yearly check to his company's home office? Your guess was right. He will sell at any time an item whose sale means benefit to himself. Possibly he'll soothe his conscience at the same time in the fact, "well anyhow the company will make more money and profit on that sale." This latter fact is quite true because probably the other product was sold even below cost. However, the kind manufacturer made up for that little discrepancy by his huge yearly "co-op" check.

In this same connection, another means of rebate is termed "for special effort—five per cent. off invoice"—plus

how much more to the home office? The added five per cent. is paid the clerk when the company has no duplicate line.

Even though the chain might try to protect the nationals, it is clear under the existing circumstances it is quite impossible.

Hasn't the lash of the whip fallen back upon the hand, and hasn't one double-crosser been also double-crossed by his "pal." The irony of such a situation is the fact that these same (big?) company's salesmen always tell you that by buying in quantities from them you get the same prices given to the largest chain. Of course you do or nearly do but have you received your "special co-operation check" as yet for the last year? You have probably had entire window displays of one after another nationally known toothpastes, tonics, lotions, cosmetics, etc. Have you been remunerated? I hardly imagine so except in very exceptional cases.

I certainly do not feel that such practices are fair to little independents like myself. Possibly others like myself would care to air their views. I'm disgusted.

L. W. Brown.

Retail Sales Now on Upgrade

Retail volume picked up sharply in New York this week with improved weather conditions. Store executives were confident of a quick resumption of the advancing trend in retail sales noted until the repeated storms seriously cut down volume. Reports to resident offices here indicated that the decline in sales noted by out-of-town stores had also proved temporary, with the South and the Coast showing no let-down from the former ratio of sales gain. Comment was made yesterday that while the effect of the storms will be evident in chain store sales for the last half of February, the forthcoming reports for the month will show sharp gains.

Price Rises Due in Silverware

A general stiffening in prices for sterling and silver-plated ware within the next ten days is regarded as certain by buyers and manufacturers. The high price quoted for bullion is a major factor in the situation, but producers contend that increased labor costs, absorbed by them in the last two months, must be included when new quotations are made. The silver-plated ware manufacturers last month increased prices on low-end and medium price goods from 10 to 20 per cent. They plan now to make similar advances on better merchandise. Prices on sterling are due to rise 10 per cent, or more in all ranges, it was said.

Rise in Curtain Prices Due

Talk of increasing prices on all types of popular-price curtains gained headway in the wholesale market last week as producers began to withdraw many of their best-selling lines. Heavy buying by retailers throughout the South, Midwest and Pacific Coast States has depleted stocks to such an extent that many are unable to handle further business on novelty weaves brought out last month. Demand centers largely on curtains to retail around 75 cents per set.

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.

Why Sell Listerine at a Loss?

Fennville, March 5—I have attached a telegram from the editor of Drug Topics and a copy of my reply thereto for your perusal and publication if you care to do so.

I know you have never carried any advertising paid for by Listerine, so you may want to use this and let the Michigan druggists know what I think of their methods. Duncan Weaver, Pres. Mich. State Pharmacist Ass'n.

The telegram above referred to is as follows:

March 2—In the next six months I predict we are going to see more manufacturers adopt a price stabilization policy than at any time in the last twenty years. In 1934 predatory price cutters are headed for a bump. To encourage manufacturers to give them this bump by stabilizing prices on their products, it is important that we extend a welcome hand to those manufacturers who adopt a stabilization policy. This welcome hand will encourage other manufacturers to adopt a similar policy which will improve conditions for all drug stores. In the last eight issues of Drug Topics on the page opposite the editorial page a group of prominent independent retailers, including leading executives in our National and state associations, have been commending the Lambert Co. for its efforts in stabilizing the price on Listerine products. Such commendation is valuable at this time. In our effort to force a similar action by other manufacturers and speed up such action in line with the encouraging comments made by National and state leaders, will you please send me your statement and photograph. Statement to be your personal comment on the value of the Listerine stabilization campaign to the retail druggist in this country for use in Drug Topics. I shall appreciate your assistance and prompt reply forwarded via air mail.

Jerry McQuade,
 Editor Drug Topics.

Fennville, March 3—I have your telegram and will reply to it at once. First, you have my permission to print this letter in Drug Topics. Of course, I know and realize that you have advertising space to sell, and want to sell all you can, so probably the letter will not be printed.

My action in this matter is based on the actions of the Lambert Pharmacal Co. for the last twenty years that I remember. We have never seen them give us as retailers a profit of more than 25 per cent. in the days that 33 1/3 was customary, and from that it has gone to a profit of four cents on a twenty-five cent bottle of

Listerine when other manufacturers were giving us practically nine cents.

So why should I endorse such a plan as this, which has cost us millions of dollars in profits in the years that we have fought Lambert's battle for them over our counters?

The worst thing any manufacturer could have done they did last year when they lowered their wholesale cost to 51 cents or over and placed full page advertising over the name of one of the chains in Michigan, forcing us to sell their item at 59 cents, or at a direct loss on every bottle, figuring the national survey on the cost of conducting a retail drug store.

No, I cannot and will not commend any such manufacturer for his action or tactics until he has proved to me that he is ready to build instead of wreck, as he has done for the last twenty years that I know of. It will take more than a few weeks for me to fall into line and tell my fellow druggists that he is all right.

Please do not tell me that there is now new personnel in the organization, for that will not repay the millions of lost profits to us that we have been robbed of in the past years.

Duncan Weaver.

Will Pharmacy Be Endangered By Rackets?

The world at large associates the word rackets with crime or the underworld, but in pharmacy the meaning of the word "Racket" merely signifies or implies actions amongst the pharmacists which only go to the extent of out-thinking one another by means other than those ethical to the profession. Some of these so-called rackets are very simply and easily conducted, without in any way, form or manner being observed by the outside public.

In the past years no druggist or pharmacist would think of attempting any of these rackets, mainly because of the esteem they held for their profession, and secondly because they were more or less timid of the rigid rules and regulations set forth by their respective boards, or even the law itself. Today those conditions are past memories, and we find that even pharmacists become bold and brazen as time advances.

One of the least harmful rackets, will first be discussed, and then followed by one, which to my thinking seems to be an evil, which in time will be as destructive as any crime that is conceivable. The first racket which I have reference to, is that of "Samples." The pharmacist knows that all physicians are detailed by men who represent all the leading drug houses of the country, and it is this "Detail Man" that the pharmacist uses as his weapon. The pharmacist who chooses this petty scheme has as his job the part of going from place to place, to all the physicians he knows, and actually asking, or going so far as buying these samples at a small price, then in turn he will go to his fellow pharmacist, and sell these samples at a fair profit. Such a

racket not only degrades his profession, which he is not pursuing, but causes the exposure of the same element that exists in the medical profession as well. With a careful manipulation of these samples by the drug houses such as labeling in a way that they can't be dispensed, or even limiting the amount of samples to a minimum. If such steps and precautions were taken, I am sure that this one racket would be eliminated.

The racket which is the most undesired and more devastating to the public, is that of private formulas or preparations dispensed by the pharmacist. These are written by a physician in terms of symbols or letters, so that the patient can only go to the place indicated by the physician, to get the medicine. This is not only termed as a racket between the physician and pharmacist, but also may be looked upon as unfair competition to those pharmacists who believe in conducting a legitimate business. The manner in which this formula "racket" is carried on is simple yet puzzling and mysterious to the person who holds the prescription. The prescription usually is expressed by certain letters or by symbols, which of course can only be translated by the physician's friend (pharmacist, of course). This method of prescribing was first brought about in hospital clinics only, but since has been imitated by the physician and pharmacist. It causes much confusion amongst the patients, and reaches a point where there is a great deal of distrust shown by the patient.

The above "racket" clearly shows that these existing conditions must be handled in a proper manner, in order that the traditions of pharmacy may be upheld, and it is a certain thing, that if the proper authorities would take care of these so-called "petty rack-

ets," it would make pharmacy a cleaner and better profession to practice in.

Purer Foods and Drugs

There appears to be no major disagreement on the proposition that the Pure Food and Drugs Act should be strengthened for more adequate consumer protection. The only question is how drastically the present law should be changed.

The administration proposed a complete revision of the law last spring. Immediately protests arose, not alone from manufacturers of foods and drugs but also sales and advertising agencies.

The drug trade proposed its substitute for the Tugwell bill after heated hearings. And then Senator Copeland, himself a doctor, drew a compromise bill which, he says, retains all the consumer protection sought in the original bill but abandons the more drastic features of that measure.

We believe that this is the time to strengthen the Pure Food and Drugs law. We likewise believe that the Tugwell bill contained several doubtful provisions. The objectives of that bill—to assure that consumers will get foods and drugs honestly manufactured, honestly labelled and honestly presented for sale—can be attained by less drastic means.

All legislation is a matter of compromise, and a revision of the pure Food and Drugs law is liable to be the result of agreement between vigorously contending forces.

The honest and intelligent majority of manufacturers of foods, medicines and cosmetics should realize that revision of the law to provide adequate protection of consumers is as important to them as anyone else. The dishonest manufacturer and advertiser, unless curbed, will ruin the reputation of the industry as a whole and destroy the market of the honest majority.

SPRING SPECIALTIES

Marbles Rubber Balls Jacks
 Base Balls Golf Supplies Tennis Supplies
 Playground Balls Shelf Papers
 Seed Disinfectants Insecticides
 Bathing Supplies Goggles
 Soda Fountain Supplies Waxed Papers
 Picnic Supplies Paint Brushes
 White Wash Heads Kalsomine Brushes
 Turpentine Varnishes Enamels
 Brushing Lacquer Etc., Etc.

Sundries Now on Display in Our Sample Room. Come look them over.

Hazeltine & Perkins Drug Co.
 Grand Rapids
 Michigan

WHOLESALE DRUG PRICE CURRENT

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

ACID			FLOWER			NAPHTHALINE			NUTMEG			QUASSIA CHIPS		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Balls, lb.	09 @	18	Pound	@	40	Pound	@	25
Boric, Powd., or Xtal., lb.	08 1/2 @	20	Chamomile			Flake, lb.	09 @	18	Powdered, lb.	@	50	Powd., lb.	@	30
Carbolic, Xtal., lb.	36 @	42	German, lb.	35 @	45									
Citric, lb.	35 @	45	Roman, lb.	@ 1 00										
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron											
Nitric, lb.	09 @	15	American, lb.	50 @	55									
Oxalic, lb.	15 @	25	Spanish, ozs.	@ 1 35										
Sulphuric, lb.	03 1/2 @	10												
Tartaric, lb.	35 @	46												
ALCOHOL			FORMALDEHYDE, BULK			NUX VOMICA			QUASSIA CHIPS					
Denatured, No. 5, gal.	44 @	55	Pound	09 @	20	Pound	@	25	Pound	@	25	Pound	@	30
Grain, gal.	4 00 @	5 00	Powder, lb.	05 @	10	Powdered, lb.	15 @	25	Powd., lb.	@	35	Powd., lb.	@	40
Wood, gal.	50 @	60												
ALUM-POTASH, USP			GELATIN			OIL ESSENTIAL			QUININE					
Lump, lb.	05 @	13	Pound	55 @	65	Almond			5 oz. cans, ozs.	@	77			
Powd. or Gra., lb.	05 1/4 @	13				Bit., true, ozs.	@	50						
AMMONIA			GLUE			Bit., art., ozs.	@	30						
Concentrated, lb.	06 @	18	Brok., Bro., lb.	20 @	30	Sweet, true, lb.	1 40 @	2 00						
4-F, lb.	05 1/2 @	13	Gro'd, Dark, lb.	16 @	22	Sweet, art., lbs.	75 @	1 20						
3-F, lb.	05 1/2 @	13	Whl. Flake, lb.	27 1/2 @	35	Amber, crude, lb.	71 @	1 40						
Carbonate, lb.	20 @	25	White G'd., lb.	25 @	35	Amber, rect., lb.	1 30 @	2 00						
Muriate, Lp., lb.	18 @	30	White AXX light, lb.	@ 40		Anise, lb.	1 00 @	1 60						
Muriate, Gra., lb.	08 @	18	Ribbon	42 1/2 @	50	Bay, lb.	4 00 @	4 25						
Muriate, Po., lb.	20 @	30				Bergamot, lb.	3 00 @	3 60						
ARSENIC			GLYCERINE			Cajeput, lb.	1 50 @	2 00						
Pound	07 @	20	Pound	15 1/2 @	35	Caraway S'd, lb.	2 80 @	3 40						
BALSAMS			GUM			Cassia, USP, lb.	2 10 @	2 60						
Copaiba, lb.	60 @	1 40	Aloe, Barbadoes,	@	60	Cedar Leaf, lb.	1 70 @	2 20						
Fir, Cana., lb.	2 00 @	2 40	so called, lb. gourds	@	45	Citronella, lb.	1 05 @	1 40						
Fir, Oreg., lb.	50 @	1 00	Powd., lb.	35 @	45	Cloves, lb.	1 75 @	2 25						
Peru, lb.	2 00 @	2 50	Aloe, Socotrine, lb.	@	75	Croton, lbs.	4 00 @	4 60						
Tolu, lb.	1 50 @	1 80	Powd., lb.	@	80	Cubeb, lb.	4 25 @	4 80						
BARKS			Arabic, first, lb.	@	40	Erigeron, lb.	2 70 @	3 35						
Cassia			Arabic, sec., lb.	@	30	Eucalytus, lb.	85 @	1 20						
Ordinary, lb.	@	30	Arabic, sorts, lb.	15 @	25	Fennel	2 25 @	2 60						
Ordinary, Po., lb.	25 @	35	Arabic, Gran., lb.	@	35	Hemlock, Pu., lb.	1 70 @	2 20						
Saigon, lb.	@	40	Arabic, P'd, lb.	25 @	35	Hemlock Com., lb.	1 00 @	1 25						
Saigon, Po., lb.	50 @	60	Asafoetida, lb.	47 @	50	Juniper Ber., lb.	3 00 @	3 20						
Elm, lb.	40 @	50	Asafoetida, Po., lb.	75 @	82	Junip'r W'd, lb.	1 50 @	1 75						
Elm, Powd., lb.	38 @	45	Gualac, lb.	@	70	Lav. Flow., lb.	3 50 @	4 00						
Elm, G'd, lb.	38 @	45	Gualac, powd.	@	75	Lav. Gard., lb.	1 25 @	1 50						
Sassafras (P'd lb. 45)	@	35	Kino, lb.	@	90	Lemon, lb.	1 75 @	2 25						
Soaptree, cut, lb.	20 @	30	Kino, powd., lb.	@ 1 00		Mustard, true, ozs.	@	1 50						
Soaptree, Po., lb.	35 @	40	Myrrh, lb.	@	60	Mustard, art., ozs.	@	35						
BERRIES			Myrrh, Pow., lb.	@	75	Orange, Sw., lb.	3 00 @	3 25						
Cubeb, lb.	@	65	Shellac, Orange, lb.	22 1/2 @	30	Origanum, art., lb.	1 00 @	1 20						
Cubeb, Po., lb.	@	75	Ground, lb.	22 1/2 @	30	Pennyroyal, lb.	2 75 @	3 20						
Juniper, lb.	10 @	20	Shellac, white (bone dr'd) lb.	35 @	45	Peppermint, lb.	4 25 @	4 80						
BLUE VITRIOL			Tragacanth			Rose, dr.	@	2 50						
Pound	06 @	15	No. 1, bbls.	1 50 @	1 75	Rose, Geran., ozs.	50 @	95						
BORAX			No. 2, lbs.	1 35 @	1 50	Rosemary Flowers, lb.	1 00 @	1 50						
P'd or Xtal, lb.	06 @	13	Pow., lb.	1 25 @	1 50	Sandalwood								
BRIMSTONE						E. I., lb.	8 00 @	8 60						
Pound	04 @	10				W. I., lb.	4 50 @	4 75						
CAMPHOR						Sassafras								
Pound	80 @	1 00				True, lb.	1 90 @	2 40						
CANTHARIDES						Syn., lb.	85 @	1 40						
Russian, Powd.	@ 4 50					Spearmint, lb.	2 50 @	3 00						
Chinese, Powd.	@ 2 00					Tansy, lb.	3 50 @	4 00						
CHALK						Thyme, Red, lb.	1 50 @	2 00						
Crayons						Thyme, Whl., lb.	1 75 @	2 40						
White, dozen	@ 3 60					Wintergreen								
Dustless, dozen	@ 6 00					Leaf, true, lb.	5 75 @	6 20						
French Powder, Coml., lb.	03 1/2 @	10				Birch, lb.	4 00 @	4 60						
Precipitated, lb.	12 @	15				Syn.	75 @	1 20						
Prepared, lb.	14 @	16				Wormseed, lb.	3 50 @	4 00						
White, lump, lb.	03 @	10				Wormwood, lb.	4 50 @	5 00						
CAPSICUM														
Pods, lb.	60 @	70												
Powder, lb.	62 @	75												
CLOVES														
Whole, lb.	30 @	40												
Powdered, lb.	35 @	45												
COCAINE														
Ounce	12 68 @	14 85												
COPPERAS														
Xtal, lb.	03 1/4 @	10												
Powdered, lb.	04 @	15												
CREAM TARTAR														
Pound	23 @	36												
CUTTLEBONE														
Pound	40 @	50												
DEXTRINE														
Yellow Corn, lb.	06 1/2 @	15												
White Corn, lb.	07 @	15												
EXTRACT														
Witch Hazel, Yellow Lab.,	1 10 @	1 70												
gal.	50 @	60												
Licorice, P'd, lb.	50 @	60												
FLOWER														
Arnica, lb.	50 @	55												
Chamomile														
German, lb.	35 @	45												
Roman, lb.	@ 1 00													
Saffron														
American, lb.	50 @	55												
Spanish, ozs.	@ 1 35													
FORMALDEHYDE, BULK														
Pound	09 @	20												
FULLER'S EARTH														
Powder, lb.	05 @	10												
GELATIN														
Pound	55 @	65												
GLUE														
Brok., Bro., lb.	20 @	30												
Gro'd, Dark, lb.	16 @	22												
Whl. Flake, lb.	27 1/2 @	35												
White G'd., lb.	25 @	35												
White AXX light, lb.	@ 40													
Ribbon	42 1/2 @	50												
GLYCERINE														
Pound	15 1/2 @	35												
GUM														
Aloe, Barbadoes,	@	60												
so called, lb. gourds	@	45												
Powd., lb.	35 @	45												
Aloe, Socotrine, lb.	@	75												
Powd., lb.	@	80												
Arabic, first, lb.	@	40												
Arabic, sec., lb.	@	30												
Arabic, sorts, lb.	15 @	25												
Arabic, Gran., lb.	@	35												
Arabic, P'd, lb.	25 @	35												
Asafoetida, lb.	47 @	50												
Asafoetida, Po., lb.	75 @	82												
Gualac, lb.	@	70												</

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

Holland Herring
Deviled Ham
Wyandotte Cleaner

DECLINED

Orange Label Syrup
Lux Flakes
Lux Toilet Soap

AMMONIA

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

APPLE BUTTER

Table Belle, 12-31 oz., doz.	1 55
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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	3 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
Linco Wash, 32 oz. 12s	2 00

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
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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 55
Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	55
Rice Krispies, 6 oz.	2 40
Rice Krispies, 1 oz.	1 10
All Bran, 16 oz.	2 30
All Bran, 10 oz.	2 75
All Bran, 1/2 oz.	1 10
Kaffe Hag, 6 1-lb. cans	2 57
Whole Wheat Fla., 24s	2 40
Whole Wheat Bis., 24s	2 65
Wheat Krispies, 24s	2 40
Post Brands	
Grapenut Flakes, 24s	2 10
Grape-Nuts, 24s	3 90
Grape-Nuts, 50s	1 50
Instant Postum, No. 8	4 50
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
Stove	
Shaker	1 80
No. 60	2 00
Peerless	2 60
Shoe	
No. 4-0	2 25
No. 2-0	3 00

BUTTER COLOR

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

CANDLES

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

CANNED FRUITS

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

Pears

Pride of Mich. No. 2 1/2	2 25
Black Raspberries	
No. 2	2 60
Pride of Mich. No. 2	1 60
Red Raspberries	
No. 2	2 25
No. 1	1 25
Marcellus, No. 2	1 70
Strawberries	
No. 2	3 00
8 oz.	80
Marcellus, No. 2	1 45

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed No. 1	2 75
Clams, Minced, No. 1/2	2 40
Pinnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 3/4	2 25
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 85
Salmon, Pink, Alaska	1 50
Sardines, Im. 1/4, ea. 6@13 1/2	
Sardines, Cal.	1 00
Tuna, 1/2 Van Camps, doz.	1 15
Tuna, 1/4s, Van Camps, doz.	1 15
Tuna, 1s, Van Camps, doz.	3 45
Tuna, 1/2s, Chicken Sea, doz.	1 60

CANNED MEAT

Bacon, med., Beechnut	1 71
Bacon, lge., Beechnut	2 43
Beef, lge., Beechnut	3 61
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	1 35
Deviled Ham, 1/2s	2 20
Potted Meat, 1/4 Libby	43
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	65
Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/2	90
Vienna Sausage, Qua.	90

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 20
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 40
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 25

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, 10 oz.	Doz. 1 23
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	16 1/2
Wisconsin Twin	16
New York June	24
Sap Sago	48
Brick	18
Michigan Flats	15 1/2
Michigan Daisies	16
Wisconsin Longhorn	17
Imported Leyden	28
1 lb. Limberger	20
Imported Swiss	56
Kraft, Pimento Loaf	24
Kraft, American Loaf	22
Kraft, Brick Loaf	22
Kraft, Swiss Loaf	27
Kraft, Old End, Loaf	31
Kraft, Pimento, 1/2 lb.	1 60
Kraft, American, 1/2 lb.	1 30
Kraft, Brick, 1/2 lb.	1 30
Kraft, Limbur., 1/2 lb.	1 30

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

CHEWING GUM

Adams Black Jack	6t
Adams Dentyne	65
Beaman's Pepsin	65
Beechnut Pappermint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Wrigley's P-K	65
Teaberry	65

CHOCOLATE

Baker, Prem., 6 lb. 1/2	2 30
Baker, Pre., 6 lb. 3 oz. 2	40
German Sweet, 6 lb. 1/4s	1 70
Little Dot Sweet	
6 lb. 1/2s	2 30

CIGARS

Hemt. Champions	38 50
Webster Plaza	75 00
Webster Golden Wed.	75 00
Websterettes	37 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
Budwiser	20 00
Isabella	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 90

COFFEE ROASTED

Lee & Cady	
1 lb. Package	
Arrow Brand	23
Boston Breakfast	24
Breakfast Cup	23
Competition	17 1/2
J. V.	21
Majestic	30
Morton House	32
Nedrow	27
Quaker, in cartons	23
Quaker, in glass jars	27 1/2

McLaughlin's Kept-Fresh



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

Currants Imperial, 12s, pitted 1 90 Imperial, 12s, regular 1 60 Imperial, 12s, 2 lb. 1 60 Imperial, 12s, 1 lb. 1 60 Figs Calif., 24-33, case 1 70 Peaches Evap. Choice 13½ Peel Lemon, Dromdary, 4 oz., doz. 1 10 Orange, Dromdary, 4 oz., dozen 1 10 Citron, Dromdary, 4 oz., dozen 1 10 Raisins Seeded, bulk 6½ Thompson's S'dless blk. 6½ Quaker s'dless blk. 7½ 15 oz. 7½ Quaker Seeded, 15 oz. 7½ California Prunes 90@100, 25 lb. boxes @07 80@ 90, 25 lb. boxes @07½ 70@ 80, 25 lb. boxes @08 60@ 70, 25 lb. boxes @08½ 50@ 60, 25 lb. boxes @09½ 40@ 50, 25 lb. boxes @09½ 30@ 40, 25 lb. boxes @11 20@ 30, 25 lb. boxes @13 18@ 24, 25 lb. boxes @15½ Hominy Pearl, 100 lb. sacks 3 50 Bulk Goods Elb. Macaroni, 20 lb. bx. 1 25 Egg Noodle, 10 lb. box 1 25 Pearl Barley 0000 7 00 Barley Grits 5 00 Chester 4 50 Lentils Chili 10 Tapioca Pearl, 100 lb. sacks 7½ Minute, 8 oz., 3 doz. 4 05 Dromedary Instant 3 50 Jiffy Punch 3 doz. Carton 2 25 Assorted flavors. EVAPORATED MILK Quaker, Tall, 10½ oz. 2 85 Quaker, Baby, 4 doz. 1 43 Quaker, Gallon, ½ doz. 2 85 Carnation, Tall, 4 doz. 2 95 Carnation, Baby, 4 dz. 1 43 Oatman's D'dee, Tall 2 95 Oatman's D'dee, Baby 1 43 Pet, Tall 2 95 Pet, Baby, 4 dozen 1 45 Borden's, Tall, 4 doz. 2 95 Borden's, Baby, 4 doz. 1 43 FRUIT CANS Presto Mason F. O. B. Grand Rapids Half pint. 7 15 One pint. 7 40 One quart. 8 65 Half gallon. 11 55 FRUIT CAN RUBBERS Presto Red Lip, 2 gro. carton 78 Presto White Lip, 2 gro. carton 83 GELATINE Jell-o, 3 doz. 1 80 Minute, 3 doz. 4 05 Plymouth, White 1 55 Jelsert, 3 doz. 1 40 HONEY Lake Shore 1 lb. doz. 1 99 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 JELLY GLASSES ½ Pint Tall, per doz. 35 JUNKET GOODS Junket Powder 1 20 Junket Tablets 1 35 Junket Food Colors. 1 60 MARGARINE Wilson & Co.'s Brands Oleo Nut 10 MATCHES Diamond, No. 5, 144 6 50 Searchlight, 144 box 6 50 Crescent, 144 5 90 Diamond, No. 0 5 10 Safety Matches Red Top, 5 gross case 5 40 Signal Light, 5 gro. cs 40 MUELLER'S PRODUCTS Macaroni, 9 oz. 2 10 Spaghetti, 9 oz. 2 10 Elbow Macaroni, 9 oz. 2 10 Egg Noodles, 6 oz. 2 10 Egg Vermicelli, 6 oz. 2 10 Egg Alphabets, 6 oz. 2 10 Cooked Spaghetti, 24c, 17 oz. 2 20 NUTS Whole Almonds, Peerless 15½ Brazil, large 14½ Fancy Mixed 15 Filberts, Naples 20 Peanuts, Vir. Roasted 7 Peanuts, Jumbo 8½ Pecans, 3, star 25 Pecans, Jumbo 40 Pecans, Mammoth 50 Walnuts, Cal. 14@20 Hickory 07 Shelled Almonds 39 Peanuts, Spanish, 125 lb. bags 7½ Filberts 32 Pecans, salted 45 Walnut, California 48 MINCE MEAT None Such, 4 doz. 6 20 Quaker, 3 doz. case 2 65 Yo Ho, Kegs, wet, lb. 16½ OLIVES 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 PARIS GREEN ½s 34 1s 32 2s and 5s 30 PICKLES Medium Sour 5 gallon, 400 count 4 75 Sweet Small 5 gallon, 500 7 25 Banner, 6 oz., doz. 90 Banner, quarts, doz. 2 10 Paw Paw, quarts, doz. 2 80 Dill Pickles Gal., 40 to Tin, doz. 8 15 32 oz. Glass Thrown 1 45 Dill Pickles, Bulk 5 Gal., 200 3 65 16 Gal., 650 11 25 45 Gal., 1300 30 00 PIPES Cob, 3 doz. In bx. 1 00@1 20 PLAYING CARDS Battle Axe, per doz. 2 65 Bicycle, per doz. 4 70 Torpedo, per doz. 2 50 POP CORN Sure Pop, 25 lb. bags 1 25 Yellow, 25 lb. bags 1 25 FRESH MEATS Beef Top Steers & Heif. 11 Good Steers & Heif. 09 Med. Steers & Heif. 08 Com. Steers & Heif. 07 Holland Herring Mixed, kegs 80 Mixed, kegs 82 Milkers, kegs 92 Lake Herring ½ bbl., 100 lbs. 1 50 Mackerel Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 White Fish Med, Fancy, 100 lb. 13 00 Milkers, bbls. 18 50 K K K K Norway 19 50 8 lb. pails 1 40 Cut Lunch 1 50 Boned, 10 lb. boxes 16 SHOE BLACKENING 2 in 1, Paste, doz. 1 30 E. Z. Combination, dz. 1 30 Dri-Foot, doz. 2 00 Bixbys, doz. 1 30 Shinola, doz. 90 STOVE POLISH Blackne, per doz. 1 30 Black Silk Liquid, doz. 1 30 Black Silk Paste, doz. 1 25 Enameline Paste, doz. 1 30 Enameline Liquid, doz. 1 30 E. Z. Liquid, per doz. 1 30 Radium, per doz. 1 30 Rising Sun, per doz. 1 30 654 Stove Enamel, dz. 2 80 Vulcanol, No. 10, doz. 1 30 Stovoil, per doz. 3 00 SALT F. O. B. Grand Rapids Colonial, 24, 2 lb. 95 Colonial, 36-1½ 1 20 Colonial, Iodized, 24-2. 1 35 Med. No. 1, bbls. 2 90 Med. No. 1, 100 lb. bk. 1 00 Farmer Spec., 70 lb. 1 00 Packers Meat, 50 lb. 85 Cream Rock for ice, cream, 100 lb., each 85 Butter Salt, 280 lb. bbl. 4 00 Block, 50 lb. 40 Baker Salt, 280 lb. bbl 3 80 6, 10 lb., per bale 93 20, 3 lb., per bale 1 00 0 lb. bags, table 45 Sausages Bologna 10 Liver 13 Frankfort 12 Pork 15 Tongue, Jellied 21 Head
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SHOE MARKET

Michigan Retail Shoe Dealers Association.
 President—Clyde Taylor, Detroit
 First Vice-President—M. A. Mittleman, Detroit.
 Vice-President—Arthur Allen, Grand Rapids.
 Vice-President—Edward Dittman, Mount Pleasant.
 Vice-President—K. Masters, Alpena.
 Vice-President—Max Harriman, Lansing.
 Vice-President—Fred Nedwick, Saginaw.
 Vice-President—Richard Schmidt, Hillsdale.
 Vice-President—Edward Stocker, Detroit.
 Vice-President—B. C. Olsee, Grand Rapids.
 Sec'y and Treas.—Joseph Burton, Lansing.
 Field Sec'y—O. R. Jenkins, Portland.
 Yearly dues \$1 per person.

Put Fashion on a Firm Foundation

Here's an example of the waste developed by style piracy and we will quote names just to substantiate the authenticity of the story. Delman produced an open-toe sandal with braided leather thongs. He sold it to Saks Fifth avenue as an \$18.50 seller. The first shipment was sent to the famous Fifth avenue store. Naturally the style was shopped early and a sample was bought by another manufacturer. He, because it was the commercial custom to follow a good thing, made and shipped to another store a number of dozens, to be sold for \$14.50. The process of shopping continued and another manufacture made the shoes to sell for \$10.50. To make a long story short, the same type of shoe was offered eventually at \$1.25 net and would you believe it, the original maker's name was even attached to the ultimate product. The final maker had evidently hit the bottom for that type of shoe for he was quoted as saying: "This fashion cannot be made for less." You might at this point say: "Well, it's the custom of the trade and what of it."

"Let's show you how wasteful the process was. The first store canceled a reorder immediately on hearing that it was priced for less elsewhere. The second store canceled an order even while some of the shoes were in the making, because it was offered for less elsewhere. And so on down the line—the orders like a house of cards collapsed. Only the final rock-bottom operator stood to win.

The originator for his fashion child suffered a loss of \$200 on patterns and dies. The creator would have been better off if he had never originated the shoe for he was "in red" for his effort. The same red ink ran down the entire line of operation with the exception of the final stage, where the possibility of a hundred thousand pair season on a good number is not unusual. It was the old commercial habit of copy, copy, copy.

But now comes the possibility of correction. Collectively industry may be better off if under the codes or under national legislation there is a possibility of protection of design. Here's how it would work out.

The originator would get the benefit of his pattern for one year. The style trend would stimulate other men to invent and create and in each division, all the way down, shoes would be designed and protected for a period of a year. The man on the bottom might, in this case, be able to get superb de-

signing art at a low per pattern cost, for he spreads his mass sale over a hundred thousand pair production. Art would be encouraged and every store all along the line would have an assurance that the shoes it possessed were salable on first order and possibly reorder. The very safety of the style would encourage the merchant to sell and service that shoes at a price that would return to the store a profit, permitting him to pay his bills to his sources of supply.

Art is almost limitless and the creation of the artist's brain is worth paying for. The trend of style is larger than any single pattern and true beauty in footwear might be enhanced by more creative brains rather than less. Style piracy has limited the opportunity of the trade, rather than increased its effectiveness.

Congressman Theodore A. Peyser of the 17th District of New York wants to develop practical legislation and proposed an amendment to the Patent Act. He says:

"Design piracy is an unfair method of competition. Design piracy shall be defined in each industry by a special committee of the trade association in that industry. The committee shall direct the establishment of a Bureau for the Registration of Design and the interpretation to the trade of its definition of 'design piracy.'

"The definitions of the word 'design' and the word 'timeliness,' shall be considered to mean interpretations arrived at by the committee in each industry.

"It shall be unfair competition to make use of any design registered with the Design Registration Bureau of the Association except with the written consent of the person making the registration: provided, however, that no distributor shall be deemed guilty of unfair competition or unfair trade practice unless, after the committee shall have determined that the alleged infringing design does in fact infringe such registered design and after such distributor shall have knowledge of such determination, such distributor shall knowingly copy, or buy from any source, such design which shall have been determined by the committee to constitute an infringement of such registered design."

Design protection is now possible in a number of codes. The outcome is worth watching.—Boot and Shoe Recorder.

Shoe Prices Strengthen

A slightly stronger tendency in prices in the last two weeks has encouraged retailers to place more orders for shoes manufacturers report. Current demand is probably at the highest rate since the start of the year, barring the weeks in which trade shows were held and in which a good deal of buying was concentrated. Mills have stepped up production somewhat earlier than usual because of the approach of Easter, but are keeping a careful check on stocks, which are still fairly substantial.

A dentist is the only man in the world who can tell a woman when to open and shut her mouth and get away with it.

What Mark-up in a Country General Store?

(Continued from page 12)

any education can be "finished"; or, to put it another way, if and when a man's education is finished, he also is finished.

The true end and aim of education is not to instill a lot of miscellaneous facts into anyone's mind. It is to develop in that mind the faculty to think independently. Here, then, is a quotation from one of my younger correspondents—boys whose letters keep me from getting old:

"When I was studying economics, I paid much attention to the formation and operation of the ancient guild system. Last summer I did some research work along this line and ran across some intensely interesting books that are out of print and unavailable to many. This because I discerned in the theory of NRA a close approach to the old guild system, particularly because if there is to be a redistribution of wealth, the theory fundamentally at the bottom of the entire act, I believe we must eliminate many capitalistic notions of our legal system, based on the Roman code, and go back to some of the collective ideas of the ancient guild system.

"It is remarkable how, when we go forward, we circle backward, and very often dip deeply into the past to produce what has the appearance of being new."

That is real thought. It reminds us of Einstein, who says that if we should start straight into the sky, astraddle of a bombshell in a few million years we should be back where we started.

It also shows why I find Solomon's Proverbs such excellent current business literature; and why it is safe to cleave firmly to time-tried grocery merchandising facts—with an eye ever peeled for timely modifications thereof.

Paul Findlay.

Mr. Bailey Takes a Long Chance

Boyne City, March 3—It seems to me I first heard that quotation, "Short credits (or accounts as you put it) make long friends," about fifty years ago. And if it is true I should have lots of friends, for I am short most of the time on all of my accounts and I am making a sort of a game out of it now by letting my accounts go to the "dead line," just to see how many different kinds of "jobs" I can get in a friendly way before they get too serious. In a way I am looking out for your interest in not paying my subscription strictly in advance, for you see if I should happen to cash in several months before my subscription expired, just think of the expense you would be to in order to provide asbestos wrappers to forward the Tradesman to my new address. Anyway that is where everybody says business has gone to for the last three or four years and, of course, I want to be where business is.

But I will take a chance on sending you \$3 now and outliving it. I don't know why I keep taking the Tradesman unless it is because I know that, without exception, it is the best trade paper in the United States, and because I know you are the undefeated champion of the business man, and you have saved many dollars to many a business man who had sense enough to listen to your advice and take it.

W. W. Bailey.

Some people use that kind of language and some must hire a plumber to thaw frozen pipes in the bathroom.

depression proof



OUR FINANCIAL CONDITION

IS EVEN STRONGER THAN

BEFORE THE DEPRESSION

— WE HAVE MAINTAINED

OUR DIVIDEND RATE OF

NOT LESS THAN 25%

**MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY**

LANSING MUTUAL BUILDING

GRAND RAPIDS . . .

DETROIT . . .

OUT AROUND

(Continued from page 9)

serious; also that she may recover soon.

I want to let you know of a compliment paid us by Mr. Levinsohn of Saginaw, to whom we sold a small amount of odds and ends in dry goods and shoes. He told us we had the cleanest stock of any store he had inspected for years and that in the average store he could take 50 per cent. off the shelves as dead stuff and also said he could not understand how the condition of our stock was possible in our location.

We attribute a part of this to the fact that we are not afraid to close out stock at a loss if it does not move in the regular way and also to the fact that we get so much good advice from the Tradesman.

We are enclosing our latest advertisement or handbill and must say it certainly worked. Both men demonstrating said they had not had such a crowd anywhere in their experience.

Without boasting, we can say that our store is the most talked of independent store in this section. Thinking you might be interested to know this, thought we would write to you about it.

Klooster & Co.,

John Bos.

Since the reference to Mr. Mueller was printed on page 9 of this week's issue, I am in receipt of the following brief account of his career in Grand Rapids from the gentleman named:



J. Fred Mueller

"I came here in August, 1876, entered the employ of the Berkey & Gay Furniture Co. in the factory. Left them early in the fall of 1877. Along in March, I entered the employ of the Phoenix Furniture Co. at the time O. L. Howard was manager of that company. Was with that company until about 1889 or 1890. In the meantime I had bought a little stock in the Phoenix Co., which I later sold to David Kendall, a designer, when I left the company. I then entered the employ of the Grand Rapids Parlor Furniture Co. Harry Long was the President. This company failed in 1891 and then I started in business for myself as the Mueller & Slack Co. When Mr. Slack retired, Frederick Mueller, Jr., bought his interest and then the name was changed to the Mueller Furniture Co. It has been going ever since under the same management at the corner of Monroe and Trowbridge."

E. A. Stowe.



Lines of Interest to Grand Rapids Council.

Grand Rapids Council held its annual meeting Saturday afternoon beginning at 1 o'clock sharp. As is usual, many old timers made their annual appearance at the meeting.

Three new members were inducted into the order by initiation and one by transfer.

During the regular order of business new officers were selected for the ensuing year.

Gilbert Ohlman was honored by being elected Senior Counselor. He has served efficiently for four years in the various line offices and is now chief officer of the Council. His duties will be many, but he is a big man for a big job. Charles Ghysels was promoted from Conductor to the office of Junior Counselor. He will aid and assist in the government of the Council and in the absence of the Senior Counselor will preside. Gerald J. Wagner, who served the past year as Senior Counselor, was elected to the office of Past Senior Counselor. Jerry, as he is familiarly known, was a hard working and efficient officer. The Council has profited much from his regime. H. R. Bradfield, the efficient secretary-treasurer, was selected to succeed himself. His duties under the present conditions are arduous, but he is sufficient unto the task assigned him. Frank F. Holman was selected to advance from Page to Conductor. Frank is developing into a proficient officer and when the proper time arrives will make a splendid presiding officer. Paul Schmidt was promoted from Sentinel to the inner guard position of Page. Paul is young in years and in the official line-up, but promises to make good with further seasoning in the work. The post of Sentinel is an important step in the official line-up because he who is selected for that position will eventually be selected as the presiding officer of the council. A careful survey of the roster by the nominating committee brought to light a high type of young manhood in the person of Tom Fisleigh. His name was placed upon the ballot and won the honor by a comfortable margin. Ray Shinn, who has served as Chaplain for the past year, was selected to succeed himself. He had no competition. New members were also selected for the Executive committee. Oscar Levy was selected for a term of two years to succeed himself. He now becomes the senior member of the committee. Earl Warren was selected as a new member for a term of two years and Lou Kuehne was selected for a term of one year. Warren and Kuehne were elected to fill two vacancies caused by the retirement of Martin Vermaire, who served for six years, and B. C. Saxton who served a short term to fill a vacancy.

Delegates to the Grand Council convention were also elected. Those who

will represent the interests of the Council at the annual session will be as follows: Gilbert Ohlman, Gerald J. Wagner, Martin Vermaire, R. E. Groom and L. V. Pilkington.

The meeting recessed at 5 o'clock to reconvene Saturday evening, March 31, at 8 o'clock. The meeting of March 31 will be devoted entirely to the initiation of candidates. This meeting is in conformity to a request of the Grand Counselor. It is for the purpose of securing the greatest possible number of new members before the close of the fiscal year which will be at midnight, March 31. Indications are that there will be a large class to induct into the order.

Following the close of the meeting everyone hustled home to get his ears cleaned for the annual ball and home-coming party, which proved to be one of the finest parties that the Council has promoted in several years.

The program opened at 8:45 by publicly installing the newly elected officers of the Council. This part of the program was in charge of Past Counselor B. C. Saxton. Following the installation, Past Counselors' jewels were presented to Martin Vermaire, who retired from the Executive committee and B. C. Saxton who served faithfully and efficiently for six years in the various line offices. This presentation was made by Past Grand Counselor Pilkington. Immediately following, Senior Counselor Ohlman declared the exercise concluded and Tony Smits orchestra swung into action for dancing.

The hall was beautifully decorated with palms and inflated balloons were festooned about the hall. The balloons were partly filled with confetti and inflated with hydrogen gas. Someone discovered that by touching a lighted match to the balloons they exploded like a miniature bomb. The room was soon filled with flying confetti and the booming of exploding balloons. This was a surprise handed out by Mrs. Gilbert Ohlman, who had charge of this part of the committee work. The ladies of the committee worked most of the afternoon in stringing balloons and preparing the luncheon.

About two hundred enjoyed the fine music rendered by the orchestra and six tables of bridge were played in the small lodge room on the third floor of the Moose Temple. Reta Jane Rademacher, a very talented singer and dancer, gave some numbers which were loudly applauded by the crowd.

At 11 o'clock luncheon was announced and the party assembled on the third floor for as dainty a lay-out as one could wish for. The luncheon was in charge of Mrs. Charles Ghysels and the ladies of the committee. The menu consisted of specially prepared sandwiches, cake, ice cream and coffee.

The party continued until 1 a. m. and everyone declared it was a wonderful jubilee. Fine music, a fine floor for dancing and a spirit of gaiety combined to make it a memorable gathering.

The committee in charge of the affair consisted of Mr. and Mrs. Charles Ghysels, chairmen; Mr. and Mrs. Gil-

bert Ohlman; Mr. and Mrs. Gerald J. Wagner; Mr. and Mrs. Frank F. Holman; Mr. and Mrs. L. L. Lozier; Mr. and Mrs. R. E. Groom and Mr. and Mrs. L. V. Pilkington.

Pretty Girl: "It must have taken a lot of courage to rescue me as you did."

Fireman: "Yeh, I had to knock down three other guys who wanted to do it."

There should be a rushing business for the hat cleaners after the election. So many hats are in the political ring that some are bound to get stepped on and become spattered with mud. However, one doesn't have to be in politics to get a dirty hat. Attend a dance and just think you have hung a clean hat safely away from harm. You usually find it has been knocked down and kicked around by some careless gink who probably doesn't hang his up when he is home.

On a night club dance floor it is sometimes difficult to distinguish whose is the under-dog.

We understand Frank Holman is now rated a philanthropist. That is a two dollar word, but it takes such words to describe the redness of Frank's face when he discovered a parking tag tied to his car. We have not learned whether he intends the donation for charity or for the political jack-pot.

Counselor Wm. H. Zylstra has been chosen as chairman of the board of governors of the Michigan Soldiers Home. Counselor Zylstra is a Spanish war veteran and has been prominently identified with various military organizations for many years. He is one of the few who retained his seat on the board under the new Democratic regime.

Aviators are about the only ones doing any banking nowadays.

The membership of the Council and friends were shocked to learn of the death of Dee W. Carpenter of 1313 Underwood, which occurred Friday morning at 7:30. Dee had been im-

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proving after an illness of nine weeks and was apparently on the way to recovery when he suddenly passed on.

Dee was popular among his fellow salesmen and fraternal brothers.

He traveled for the Standard Oil Co. for several years, covering Northern Michigan territory. He became identified with the Semet-Solvay Co. several years ago and was in their employ when taken ill.

He leaves a widow, one brother and a mother to mourn his passing.

He was a member of the United Commercial Travelers, Elks, Doric lodge F. & A. M., DeWitt Clinton Consistory and Saladin Temple of the Shrine. His funeral was held Monday at 2 o'clock from the Masonic Temple. Doric lodge had charge of the services. He died at the age of 44 years.

Notgniklip.

Demand Retailers' Rights in Manufacturers' Codes

A policy of blanket opposition to the inclusion in manufacturers' codes of certain provisions deemed by the group as against the interests of retailers has been expressed by one retail association. In a brief to NRA, the group, comprising dry goods merchants, called for the elimination of provisions which seek to:

1. Eliminate quantity and volume discounts.
2. Fix retail prices.
3. Eliminate advertising allowances.
4. Eliminate demonstrators and allowances for demonstrators.
5. Change the present shipping arrangements in the various industries.
6. Determine the various prices quoted to various classes of retailers by manufacturers that are not based on either the size of the order or the cost to the manufacturer of selling his various accounts.
7. Unduly restrict the justifiable return of merchandise to manufacturers.
8. Prohibit the placing of merchandise of certain classes on consignment.
9. Fix terms of so-called "cash" discounts.

Misuse of Electricity

There can be no safer source of light, heat and energy than electricity, when properly used. When misused, however, there is another story to tell. It is the giant unleashed, and bent on destruction. That there are so many electrical fires is the result of substandard installations, fixtures and appliances, and carelessness in the use of current and appliances. Electrical manufacturers themselves are engaged in a program of safety through higher standards for equipment, fixture and appliances. That their work is bringing results is testified to by the large reduction in losses from 1931 to 1932, amounting to \$1,784,032, although the lower consumption of electricity probably influenced this also.

A recently developed automatic mechanical train stop consists essentially of a signal post arm which, if a train overrides a "stop" signal, depresses a tripper atop the locomotive, applying air brakes. It is said to be simple, rugged, low in cost and upkeep.

DETROIT DOINGS

Late Business News From Michigan's Metropolis

W. W. Parks, who for fifteen years has conducted a hardware store at 3444 Bagley avenue, Detroit, has opened a second store at 6239 Vernor avenue, W.

N. W. Engelhardt was appointed new manager of the children's department on the second floor of R. H. Fyfe & Co. He succeeds E. J. Eden, who has resigned. Engelhardt was with the men's department for the past ten years, and before that with a shoe store in Hillsdale.

Annual election of officers by the Detroit Retail Shoe Dealers Association has been scheduled for March 13 at the Fort Shelby Hotel. The meeting will be preceded by a banquet, and will be the biggest local shoe event of the year, according to present officers. A number of very prominent speakers, both within and without the industry, are being scheduled for the evening. A nominating committee was appointed this week to present the names of the Association's new officers. The committee includes: Stephen Jay, of Fyfe's, chairman; Adolph Goetz, of Russek's; and Walter Parker, of Grand River Shoe Store.

Willard P. Emery, former vice-president and general manager of Crowley, Milner & Co., and his wife Edna, were killed Friday when a truck demolished their automobile at Williamstown, Ohio, near Findley. The accident occurred on U. S. Highway 31 at an intersection where the mechanical traffic signal failed to work. According to witnesses the truck struck Emery's car and continued without stopping. The driver of the truck, Ford Wingate, of Fort Wayne, Ind., was arrested in the next county and returned to Findlay for questioning.

Mr. Emery was president of the Wayne Management Corp., a securities firm which he founded here several months ago after he resigned as manager of the Eastern Division of Sears, Roebuck & Co. in New York. He retired from Crowley, Milner & Co. in November, 1927, after 16 years of service in which he rose from merchandise manager to majority stockholder. The son of John Emery, a pioneer department store owner of the Middle West, Mr. Emery was born at Topeka, Kan., Nov. 30, 1881. When the family moved to St. Joseph, Mo., he received his first training in merchandising as a cash boy. He was graduated from the Riverview Military Academy at Poughkeepsie, N. Y., and returned to Des Moines, Ia., where his father was a partner in the Harris-Emery Co. Later he went to Kansas City, where he worked for his uncle, W. E. Emery, a partner in the firm of Emery, Bird & Thayer. On his own account, in 1903, he entered into partnership with his brother, Jacob S., in Danville. Four years later, seeking wider activities, he became merchandise manager of the Jones Dry Goods Co. in Kansas City. The next year he accepted the general managership of the F. R. Culbertson Co. at Spokane, Wash. He came to Detroit as merchandise manager for Crowley, Milner & Co. in 1911 and a year later was promoted to general manager.

Home Furnishings Still Pushed

Adverse weather conditions have led retailers to extend the usual period of promotional emphasis upon home furnishings. Results are reported as good and make up in part for the loss in volume due to the setback which the recent storms have given the featuring of ready-to-wear. Just a month now remains before Easter and retail executives plan to push both ready-to-wear and accessories as quickly as weather conditions will permit. In the wholesale markets, shipments on old orders are going forward promptly, but new business reflects to some extent the effect of weather conditions upon consumer interest in Spring merchandise.

Spontaneous Combustion

People smile at these words? Yet fires from this cause occur every day in homes, farms, warehouses and factories—usually in places least expected. Mystery fires? There would be no "mystery" about them if people would avoid the conditions that breed spontaneous combustion. Most of these fires could be prevented if workmen and housekeepers would not leave oily or paint-soaked rags in corners or closets and if farmers would exclude all moisture from hay and grain storage bins, and refrain from storing any such materials that are not fully cured and dried out. There was an encouraging decline in losses from this cause from 1931 to 1932, totaling \$1,150,689.

Heavy Underwear Withdrawn

The majority of the leading underwear mills selling to the wholesale trade have withdrawn their heavy-weight cotton ribbed lines from sale. Several of them are sold up entirely until Sept. 1, in addition to which there are other reasons why they desire to stop quoting prices. Possibility of a reduction in hours, the bullish position of cotton because of the Bankhead Bill, a definite increase in sales, and inability to obtain yarn quotations for September are also controlling factors in the withdrawal of lines.

Work Shirt Prices Moved Up

With some plants sold up as far ahead as August, price increases on work shirts, ranging from 12½ to 50 cents per dozen, are asked by several producers this week. In a few cases the previous quotations could be obtained by some buyers, but in general sellers held to the new levels. The buying of work shirts has been so heavy that in some instances large distributing organizations have covered their requirements for the entire year. Fear of a shorter work week and rising prices impelled the large covering movement.

Matches—Smoking

The fact that the smallest hazard causes the largest losses is unfortunately true. At least, the careless use of these hazards results in great losses. The remedy appears simple enough: prohibiting smoking in unsafe places, providing ashtrays where needed and cautioning adults as well as educating children to be careful in the use of matches. Unfortunately the "human element" enters into these losses to a large degree. People forget—or in an

unguarded moment become careless—accidents happen, and fires result. There is some satisfaction, however, in the fact that the losses from this cause declined \$4,285,991 from 1931 to 1932.

Annual Average Ration of Cheese is 4½ Pounds

The average American consumes slightly less than 4½ pounds of cheese a year. This estimate is on the basis of consumption during 1932, when 484,000,000 pounds of cheese were produced in the United States.

This production, reports the Department of Agriculture, was just about the same as in 1929. Consumption last year of both domestic and foreign cheeses was slightly under that of 1932. The decline in imports of cheese, says the Department, has been particularly noticeable since the dollar has depreciated in foreign exchange.

Exposure

This cause, which includes conflagrations, is the largest of all known causes. It is the result of fire started outside the property itself, but nevertheless the losses can be reduced by fire-resistive buildings which are sufficiently slow-burning to give the firemen a chance to control the fire. In recent years the steady decline in losses from this cause was encouraging, and can doubtless be attributed to better laws controlling construction and to more efficient fire departments. From 1931 to 1932 the reduction amounted to \$4,345,399.

Petroleum and its Products

Under certain conditions, petroleum is a very hazardous material and some of its by-products are even more dangerous. With the tremendous growth of the oil business and the universal use of gasoline, great fire losses are not surprising, but the waste of this product by fire seems to have exceeded all bounds. Care must be exercised to cut down the losses even more than in 1932, when depression conditions were largely accountable for the decline of \$1,312,393 from 1931.

Lightning

Here is one cause of fire that cannot be prevented. Damage from the lightning charge, however, can be prevented by controlling it, and guiding its devastating force harmlessly to the ground. Engineers have worked out a system of scientific control, using lightning rods, that virtually eliminates all possibility of damage from lightning. Lightning losses during 1932 were \$1,928,178 less than in 1931, but they can be reduced even more when people protect their buildings with this safeguard.

Sales Aid for Brushes

A brush manufacturing company is spurring paintbrush sales by providing, at slight additional cost, metal covers which are said to keep the brushes pliable and ready for re-use without the necessity of thoroughly cleaning them. The cover consists of an inner sheath and an outer cup which forms an airtight seal with the brush.

Faith in the dollar has been re-established.



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Sue used to "miss out" on many of those last-minute parties because friends couldn't reach her easily. But now that she has a telephone, she enjoys more good times than ever before.

The telephone in Sue's home serves the rest of the family, too. Mother uses it for shopping and for "running" errands. It helped Sue's brother get work by enabling his prospective employer to call when a job opened. Dad uses it to keep in touch with business associates and customers "after hours".

And they all have the comforting assurance that, in case of fire, sickness or other emergency, aid can be summoned instantly by telephone.



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