

# MICHIGAN TRADESMAN

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EST. 1883

Fifty-first Year

GRAND RAPIDS, WEDNESDAY, APRIL 25, 1934

Number 2640

## THE RIGHT KIND OF GIRL

The right kind of girl doesn't smoke just because  
She thinks she looks "smart" with a "smoke" in her jaws,  
The right kind of girl doesn't dress like a jade  
Because "that's the way that the dresses are made,"  
The right kind of girl has a mind of her own;  
If a thing isn't nice then she leaves it alone.  
The world where she lives is in sort of a whirl,  
But it can't change the ways of the right kind of girl.

The wrong kind of girl has a wonderful time.  
She talks about sex and she reads about crime,  
The wrong kind of girl gives the fellows a thrill,  
And enjoys it herself, or she thinks that she will.  
The wrong kind of girl makes the universe stare  
With the things she will do and the clothes she will wear.  
She might wed a banker, she might win an earl,  
For the sign says "For Sale" on the wrong kind of girl.

The right kind of girl hasn't any such beaux;  
They're workers and doers, the fellows she knows.  
The right kind of girl has some fellows who call,  
But it's they that she likes, not their money at all.  
The right kind of girl sees some fellow depart  
With the wrong kind of girl and it troubles her heart.  
But a man wants a wife who's as pure as a pearl;  
When he weds one at last it's the right kind of girl.

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Fifty-first Year

GRAND RAPIDS, WEDNESDAY, APRIL 25, 1934

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## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

Printed by the Tradesman Company, Under  
NRA Conditions

### Greatest Mistake Made By President Roosevelt

Considerable confusion exists among distributors as well as among garment manufacturers regarding the status of prison labor in the needle industry. It would seem like a reasonable suggestion for the Cotton Garment Code Authority to prepare for publication a complete statement on this subject, brought up to date. Some of the manufacturers believe that a statement of this kind ought to include a record of such prison contracts as the Code Authority has reviewed and approved, together with the details regarding them.

Cotton garment manufacturers insist that this matter of prison contracts is to-day a public matter, that everything connected with it should be entirely in the open, and that there should be nothing in this connection which the Code Authority or any other body having such information should keep secret.

Just to give a few of the ideas which one hears while traveling through the South:

Rumors are plentiful as to what firms have renewed or gone back to their prison contracts. This has led to talk of heavy overproduction as likely, for it is argued that these prison contractors had been preparing to quit that division and were fortifying themselves with independent factories. Today, according to this character of reasoning, the prospect is for the prison plants to be kept busy, and for additional production to come from the new, independent units. To what extent all of this is or is not true, should be clarified, and the only way to do this, it is insisted, is with detail and actual data, rather than generality.

Some feel that, in the arrival at the agreement with the prison wardens as to the basis for operation of penitentiary factories, and for the considerations to bind the prison contractor, there should have been more consultation with the industry generally, that this was too big and too important a proposition to be settled by a handful of men without endeavoring to obtain a consensus of the views of other important manufacturers who are qualified to comment on such a matter. Several say that, if they had been permitted to offer suggestions, they would have urged that, in addition to the basis of cost to govern the prison factory, there should also be a stipulation for the contractor to sign, that he would pledge himself to respect and live up to the State laws on branding or prohibition of prison goods in the shipment of this product. This provision, it is stated, would have been to guard against assorting prison manufactures with those of independent output, and making delivery of the combination without trace of any prison origin.

Many manufacturers, speaking freely on the subject, call the recognition of the prison factories under the NRA as one of the gravest mistakes of President Roosevelt in the recovery program. These garment producers take the position that regardless of the compact, it will never be possible to satisfy the industry that everything is being carefully followed out according to Hoyle. A subject brought up repeatedly is that of the Houses of Good Shepherd which do garment manufacturing.

There are a number of other manufacturers who say they are satisfied with the prison compact and the cost basis as it has been outlined in these columns. If the prison contractors can undersell by only about 25 cents a dozen, it will not be so bad, this element of thought suggests. Cutting down the margin to this extent is a matter of great significance to the entire industry, they insist — and makes it entirely different from when convict-made garments were being offered at \$1 a dozen and more under competing articles from free labor.

It is also a fact that a number of jobbers still believe that the prison garment production will be a thing of the past soon, based on the original intent of the code, and also based on the proposed agreement to be entered into among the leaders in this field whereby they were to retire from

that division entirely. One important jobber remarked that he has been practically out of the work shirt business for some time. "We absolutely will not handle prison-made garments," said an executive of this house, "and have therefore found ourselves unable to compete. If prison goods are taken off the market, it would give us a chance to go back into the distribution of work shirts."

### Would Bar Drug Law Change

The very broad powers proposed to be conferred upon the President by the tariff bill will not be permitted to contemplate changes affecting the food and drug laws, under amendments that will be presented in the Senate, it is made known.

Senator Copeland, who is sponsoring the pure food and drugs legislation initiated by Secretary of Agriculture Tugwell, has indicated that a demand will be made that nothing in the tariff bill, if enacted, shall be construed to grant any authority, to effect by means of foreign trade agreements or otherwise, the operation of the provisions of existing or prospective laws for the regulation of the importation or exportation of commerce in any drugs, foods or other articles in the interest of public health.

In the past modification of the pure food laws has been sought on behalf of several countries, France in particular and indications were given to the latter on several occasions that something might be done along this line as a condition to the adoption of a commercial treaty. One thing desired is that foreign exporters be given the right to enter our courts in cases of seizures of merchandise because of misbranding or other complaint, on a parity with American manufacturers.

### NRA Price Policy Undefined

The long awaited clarification of NRA price policies will not be forthcoming, it is reliably reported. The Cabinet committee appointed to study this question has reported that it is as yet too early to reach definite conclusions on this vital subject, and that an experimental attitude should be preserved for the time being.

This conclusion will be welcomed by many business men who feared that the Administration would yield to pressure in favor of unrestricted price competition, and thus destroy the modest degree of industrial co-operation thus far developed under the code system. It will serve, it is ex-

pected, to restrain business men and code authorities from abusing the specific powers over prices temporarily granted them in their codes.

The Cabinet committee report is taken as an indication that the Administration still considers uncertainty as such as an effective weapon to control of recovery trends. However, instead of using it to raise prices, it is now being applied to curb the upward movement of prices for manufactured products.

### Will Defend Gold Standard

Definite indications were forthcoming at the Treasury Saturday that the export of gold would be permitted whenever the dollar drops to its lower gold point.

This indicates that the Administration means to defend the new parity of the dollar. It also strengthens the belief in some quarters that further inflationary measures are opposed by the President.

French franc on Saturday jumped above the new gold export point momentarily to 6.70c. Word from Washington that gold shipments would be permitted caused a reaction to 6.69c, which is approximately the new lower gold point.

Many conservative observers believe that, with the grain markets stabilized around the current levels and higher cash payments out of processing taxes for wheat farmers, the latest inflation agitation and scare will quickly pass and the dollar will recover.

### Reducing "Hot Oil" Production

The production of "hot oil" in East Texas, which has been an unsettled factor in the oil situation for several years past, seems at last to be coming under the control of the Texas Railroad Commission, private reports to oil companies here indicate.

Recent estimates had placed the daily average output of illegal crude oil at between 85,000 to 105,000 barrels. Under the influence of the newly instituted stricter control measures, this figure is said to have dropped to a bare 8,000 barrels per day.

Oil distributors are greatly encouraged by these results. There are indications that a rise in crude oil quotations may be seriously considered before long if production continues to be held down close to official quotas. However, a clearing up of the gasoline markets in leading consuming centers would have to precede any definite action on crude oil prices, it is maintained.





### Lines of Interest To Grand Rapids Council

On April 30 a special election will be held for the people to approve or reject an expenditure by the state of nearly \$38,000,000 to relieve unemployment by the construction of hospitals to properly house and care for mentally afflicted persons in the State; to construct and equip armories for the Military Department of Michigan; and the construction of highway grade crossings and separations; and the construction and improvement of highways and bridges, etc. The spirit of the intention is commendable, but is the tax payer at this time in a position to assume such a burden which will be added to the almost unbearable burden of taxes he is now carrying? As we see it, those who will benefit from employment to be furnished by the expenditure of this tremendous amount of money are not tax payers. Let us analyze some of the proposed items of expenditures. At Kalamazoo an outlay of \$35,000 for a 100 car garage for employes is proposed. We are wondering if an adjacent parking lot for such cars would not be more in keeping with the present financial condition of the state. At other institutions it is proposed to spend another \$25,000 for garage space. It is estimated that \$160,000 will be spent on a Michigan cavalry unit in Detroit. Looks rather far fetched that such a sum should be spent on a cavalry troop when it will probably never serve any purpose in a conflict of any consequence. The state expects to spend \$60,000 on a cavalry unit at Alma. \$220,000 would do a lot more good if spent toward motorizing a unit of the military. Horses are beautiful on parade but parade days should be postponed for a time and everyone attempt to rehabilitate his losses and his friends' losses in industrial life. A sum of \$75,000 is mentioned for motor cycle units. Better give the boys roller skates. They will serve as useful in a major conflict but perhaps not so useful on state gala occasions. \$190,000 is asked for to apply to naval reserve units. Is it not possible for Annapolis to furnish sufficient brains to train the land lubber should conditions demand a flock of sailors? Remember, all the dry land sailors during the last war? An item of \$85,000 for fish hatcheries has been submitted. It is all right to provide for the sportsmen when everyone is paying his own way but why not hold up temporarily on spending money for non-liquidating projects? The care of our mentally deficient, or blind, or deaf, and our war veterans who need medical care and attention is definitely up to us and anything spent in their behalf is money spent in a good and just cause, but the money the state is asking for to spend on unnecessary things should be denied until such time that the people of the Commonwealth are paying their way.

Don't stop thinking, but stop and think.

The road hog represents a very common type of chiseler. He is guilty of selfishness that is often disastrous to himself and others. The road hog is a potential killer who either crashes into other motorists or crowds them off the road in their effort to avoid a collision. There is plenty of room on our highways to-day for every motorist and every car, if drivers will only play fair. The road hog usually knows the rules of the game as well as anybody, but because of selfish indifference or thoughtlessness he ignores the rights of others. It is no tribute to him that he so often escapes injury. His safety depends a great deal on the ability of others to get out of his way. Until such time as we succeed in putting the road hog in jail—where he belongs—the only thing to do is to give him a wide berth. He is so used to hogging the road that it requires a hard jolt to get him away from the idea that the highway was constructed especially for his use. Drive carefully and consider the life, limb and property of the other fellow.

Time is the sole asset of every salesman. Waste of money is repairable. Waste of time is irreparable.

The blind may now be able to see through a dead person's eyes. Sounds like a bad night but it has been done. A woman in Moscow can see to-day because of a dead man. For eleven years she was blind in both eyes, then she went to Odessa, where an operation was performed. The cornea of the eye is the transparent part of the coat of the eyeball which covers the iris and pupil and admits light into the interior. The corneas from both eyes of a corpse were grafted onto her own eyes. Columbia University is the only place in the United States where this operation has been performed successfully; the process is one which has been discovered during the last two or three years.

Look at your customer's side of the picture as well as your own when attempting a sale.

Smoking opium in some parts of China is rather an expensive and laborious pastime by the time the law gets through with the smoker. In Canton the police, determined to stamp out the evil, unroof the houses of those they catch smoking the drug in their own homes.

In the old days when we were traveling by train we often wondered why they had built the railroads so crooked. It has been brought to light that the roads were built that way so they might be run by fewer conductors. The frequent turns in the roads gave the conductor an opportunity to look back over the cars and see whether the passengers behaved themselves.

"You say you served in France?" said the restaurant manager, as he sampled the new cook's first soup.

"Yes, sir. Officer's cook for two years and wounded twice."

"You're lucky, man. It's a wonder they didn't kill you."

If more of us had had eyes like a man in Minot, Maine, the last few

years perhaps our store of spendable coin would have looked large enough to induce us to part with some of it. The man from Minot when not wearing glasses can see the pores of his skin and holes in newspapers. He is especially good at phonograph records—can pick out the anvil in "Anvil Chorus" and can tell one dance orchestra from another by the smoothness of the curves in the round groove. He says a record groove looks like the path made by dragging a finger through soft mud.

Many of the council members held a rhum tournament at the Phoenix Hotel in Edmore last week. It is understood that Al Cooley, the genial host, acted as referee. However busy the boys may be in earning bread and butter—they are never too busy to congregate at some hotel where there is a home-like atmosphere and indulge in the old pastime. Since the passing of trains as a means of transportation for the boys, rhum has been somewhat neglected, but when old timers get together it isn't long until draw, swear and discard is the prevailing pastime of the gathering.

Mrs. Selby Miller expects to open a sandwich shop at 2215 Plainfield on or about May 1. The place is being newly decorated and will be known as the Fairmount Tavern. The Millers will be glad to welcome their old friends and council members when the Tavern opens.

Frank Holman, Michigan representative for the Atlantic Sales Corporation, reports that Michigan territory stood third in sales in the United States for the first quarter. Doesn't look so bad for Michigan even though she has had a reputation of being well down in the business column. Here is another good report. Selby Miller, Michigan representative for the J. D. Adams Company, manufacturers of road machinery of Indianapolis, placed second in the sales organization which consists of over one hundred men. Added proof that we are up and comin'.

Some Republican members of our Council may expect to be converted to the Democratic standard in the near future, as one of our members is chairman of the Democratic county committee. John Bailey has long been an ardent worker for that party. We are not leaning very strongly toward either the elephant or the donkey, but we have begun to wonder which is the more economical to keep, the pachyderm or the jackass.

H. J. Percy, Supreme Treasurer of the United Commercial Travelers, was a Grand Rapids visitor Saturday. He had luncheon with the boys at the Elk's cafeteria Saturday noon. He is visiting the major councils of the state and will return to Columbus by the way of Wisconsin and Chicago.

Notgniklip.

An old timer is one who can remember the time when scraps from the table were chicken feed instead of salad.

It is only natural to look sheepish after being fleeced.

### Items From The Cloverland Of Michigan

Sault Ste. Marie, April 23 — Last Saturday the Sault received more unsolicited Nation-wide mention, due to a visit by the widely-hunted John Dillinger and his pal, the notorious John Hamilton. The Sault does not feel that she was in any way honored by the brazen couple who visited Mr. Hamilton's sister, Mrs. Tena S. Steve, at her home at Oak Bluff, Algonquin. Hamilton was born in the Sault. He received his early education at the McKinley school, at Algonquin, and later attended the Sault high school. He is a brother of Foye Hamilton, Sault youth, who is serving a prison sentence at Marquette branch prison for breaking and entering a Sault pool room. Hamilton started by pulling a "fast" one on Sault officers. He was sentenced on a liquor charge when a still was found in his possession. He was arraigned and a cash bond of \$100 was set. He asked permission to draw the money from the bank. After drawing the money out of the bank, he calmly left the city and no trace was found of him until after he was lodged in the Michigan City prison. Five department of justice officers were here on Saturday and tried to pick up the trail of the outlaws. Mrs. Steve and her son, Charles Campbell, were held over night at the sheriff's office. Federal charges of harboring a fugitive from justice were considered possible. The boy was released in the morning and disappeared before he could be questioned. A Ford V-8, bearing one Tennessee license plate No. 127,032, was confiscated late Friday in a barn at the Steve premises. The car, which bore some of the party here Tuesday night, was painted blue and has a broken right front window glass, believed either from a bullet or from a machine gun barrel. The two held at the county jail admitted to the officers that Dillinger and Hamilton made a visit to the Steve home. Charles Campbell said that Dillinger had an injured leg and walked decidedly limp. Hamilton had an injured shoulder and had difficulty in using one arm. Both were heavily armed with rifles and machine guns and wore steel vests. Five department of justice officers came here by airplane and immediately had a conference with our sheriff, Willard Welch. If they fled South they would have to cross the straits on the ferry and it is believed that they could not cross without detection. Officers were inclined to believe that they did not cross into Canada for the same reason and also that road conditions across the border are uncertain at this time of the year. If they intend to seek refuge in a large city, they might have driven Westward from the Sault, then cut South toward Milwaukee or Chicago, as roads in that direction are largely paved. Here's hoping that it won't be long now.

The partnership of Fowler & Smith, joint proprietors of Canteen stores at 215 and 518 Ashmun street, has been dissolved. Ray H. Fowler will continue in business in the original Canteen at 215 Ashmun street, while L. J. Smith will continue in business at the new Canteen at 518 Ashmun street. The two stores have been operating independently of each other, each proprietor operating one store. Both stores have been enjoying a nice trade with two of the best locations in the business center.

A young lady, when asked if she played golf, replied: "Oh dear, no. I don't even know how to hold the caddie."

V. L. Lipsett has opened a horse sale barn at Pickford. The horses were brought in last Friday. Hundreds of farmers from the vicinity of Pickford have visited the salesroom since the opening.

It was announced last week that conditions were favorable for the reopening of the Cadillac-Soo lumber



plant. A meeting of the stockholders will be held May 5 at Saginaw. Clyde A. Saunders, manager of the company, said the matter of resumption of operations here will be one of the important matters of discussion at the meeting. He said lumber on hand in the yards has been reduced from 31,000,000 feet to 8,000,000 feet and so far as supply is concerned, conditions are favorable for resuming operations, practically at a standstill for three years.

Mrs. Roe has opened a new bakery opposite the carbide plant on Portage avenue, which will be known as the Home bakery. She will specialize in home bread and pastry. Mrs. Roe has had several years at the baking business and needs no introduction to the trade as she is an expert at the the business.

The employees of Swift & Co. gave a farewell party last week for Fred Bryant, who has been the manager for the company office here. Mr. Bryant left for Milwaukee last Saturday, where he will be manager of the branch office. The group also welcomes Henry Goodearle, who is the new manager of the local office. Mr. Goodearle comes to the Sault from Oshkosh, Wis. Twelve gathered for the dinner party which was given at the Rio Vista.

Motto of the old-fashioned practitioner: "I treat what you've got." Motto of the new modern specialist: "You've got what I treat."

Ned Fenlon, the well known soft drink dispenser for the past thirty years at Hessel, has decided to sell out or close business about May 1, as he is not in the best of health and is getting along in years where it is not necessary to be on the job continually, as he has been. Ned, as he is known by his many friends, is one of the popular fellows. He always meets you with a smile and has something good to offer. He is well posted on world affairs, and up to the minute events which he gets over his radio. The tourist as well as the many traveling salesmen will miss him, but wish him every comfort in his declining years.

Alvin Hossack, president of the Chamber of Commerce at Cedarville, attended the commercial meeting at St. Ignace last week. Mr. Hossack was one of the main boosters for the new scenic highway now being built at the Les Cheneaux Islands. The work is being pushed to conclusion. Two crews are at present working on the tourist highway. It is expected work will be finished about Sept. 1. The Bacco Construction Co. has the contract and is running the most powerful digger in commission. This will mean much increased tourist business for the Cedarville and Hessel merchants, as well as the numerous tourist hotels. The Les Cheneaux Islands are considered among the finest summer resorts in Michigan and are increasing in popularity each year.

Considerable new construction and repairs have been made at the West Nebish ferry docks. On the mainland side the docks have been widened twelve feet and a sixty foot extension built of piling and stone to form a breakwater. A new loading ramp has been constructed to give a quicker and safer dispatch in loading cars. The same work was also done on the Island side of the river. It is expected that the ice will be out some time next week, when operation will start.

William G. Tapert.

#### Noble Taxpayer

Taxes to right of them,  
Taxes to left of them,  
Taxes in front of them—  
What could be gayer.  
Theirs not to wonder why,  
Theirs not to say "Too high,"  
Theirs but to pay and sigh.

If jazz is dying, it is certainly flinging a wicked last note.

#### May Exempt Sugar From Floor Tax

An amendment to the sugar bill passed through the House, exempting retail floor stocks from the processing tax provision, may be extended by a further amendment offered before the Senate Finance Committee by Senator Vandenberg of Michigan to include floor stocks in all hands.

To become effective the amendment must be acted upon favorably by the Senate and then returned to the House for a vote. Whether it will pass there is some doubt, for its passage would mean loss of considerable revenue to the Government. Western beet interests have almost enough stock on hand—over 1,000,000 tons—to supply their first year's quota requirements and other factors in the industry doubtlessly would take the opportunity to build up reserves. They would have sufficient time, for the processing provision in the bill does not take effect until thirty days after the President signs it. The tax will amount to about  $\frac{1}{2}$ ¢ a pound.

If legislation is completed as amended the sugar industry will be getting a concession not granted to other industries whose products were made basic commodities. Floor taxes were put on corn sugar, wheat flour and others.

The provision now exempting floor stocks of the retail trade from the processing tax is covered in Section 16 (a) (1) of the Agricultural Adjustment Act, which states:

"Such tax upon articles imported prior to, but in customs custody or

control, on the effective date, shall be paid prior to release therefrom. In the case of sugar, the tax on floor stocks, except the retail stocks of persons engaged in retail trade, shall be paid for the month in which the stocks are sold, or used in the manufacture of other articles, under rules and regulations prescribed by the Commissioner of Internal Revenue with the approval of the Secretary of the Treasury."

#### Executors Liable in Loss to Estate

Trenton, April 23—An executor is liable for losses due to his failure to sell speculative stocks when prudence dictated they be sold, it was held today by Vice Chancellor John H. Backes in an opinion holding the Westfield Trust Co. and Edwin S. Cross, co-executors, responsible for a shrinkage of \$31,000 in less than four years in the estate of William N. Cross.

Mr. Cross died Jan. 10, 1929. At that time the market value of stocks owned by him was \$46,000. A month later the stocks were appraised at \$40,000. The securities increased to a value of \$71,000 in the next several months, but declined to \$33,000 in the crash that Fall. The value soared to \$62,000 in April, 1930, but by June, 1932, had slumped to \$3,000. The stocks now are said to be worth \$9,000.

The guardian of infant beneficiaries appealed to the Chancery Court from the approval by the Union County Orphans Court of the executors' accounting. The will provided no securities should be sold without consent of Edwin S. Cross. The Vice Chancellor ruled that the trust company should have appealed to the court when good business judgment dictated the stocks should have been sold. The company answered that Cross would not agree to sell as it was his ambition to increase the estate to \$100,000.

Referring to the bank, Vice Chancellor Backes said:

"It was no doubt appointed co-executor because of its reputed qualifications. Its duty was plain to bring the matter into court for instruction. The court had the power to order a sale, notwithstanding the provision of the will that the brother consent, and would have exercised it upon showing of abuse of the discretion."

The executors, the court said, "with their eyes on the ticker instead of the trust, played the entire estate against Wall Street in a willful and stupid determination to risk what was then safe in the weird pursuit of an elusive \$100,000 prize."

#### Score Japanese Pencil Quota

Domestic manufacturers of wood-covered lead pencils are indignant at word that a quota arrangement, worked out by the State Department with Japan, permits that country to ship 125,000 gross of pencils to this market annually. The agreement requires Japan to limit her pencil exports to the United States to 45,000 gross in any quarter and to 25,000 in any one month. Pencil manufacturers contend the quota is entirely too high since Japan's exports of pencils to this country, prior to last year, averaged less than 6,000 gross annually. Last year the imports jumped to 160,000 gross and the demand for curtailment followed from domestic producers.

#### Passed It On

"Nowadays one cannot trust anybody—the grocer gave me a bad coin this morning."

"Let me see it."

"I cannot—I paid the milkman with it."

#### PETITION TO THE PRESIDENT

The Tradesman is circulating a letter among the retail merchants of Michigan, addressed to the President. Copies can be obtained in any quantity desired by addressing this office. No charge. The letter is as follows:

#### PETITION

HON. FRANKLIN D. ROOSEVELT, PRESIDENT UNITED STATES,  
WASHINGTON, D. C.

We, the undersigned, merchants and business firms in the State of Michigan do first commend your prompt and aggressive action to relieve National human distress, for starting the wheels of business and giving further relief to the unemployed. We further commend your efforts toward monetary reform and your declarations for the enforcement of the Federal laws against monopolies.

Mr. President, we have long suffered from competition of monopoly, as well as a shortage of money. Our places of business are local as well as our homes, many of us having long been identified with the growth and progress of our community. These unlawful invaders have no interest in the local community, but to get its money, which they immediately transfer to the great financial centers.

We believe, Mr. President, the smaller business men have certain inalienable rights which, in justice, should be respected. We believe the first duty of Government is to guard and protect the welfare of its people, giving to those of small means the opportunity to enter business and to enjoy the right to happiness and success. To this end I petition you and pray that you may be safely sustained in your warfare for the Nation, against the greatest enemy to human progress

Name

Business

Location

Return to Michigan Tradesman, Grand Rapids, Michigan



## MOVEMENTS OF MERCHANTS.

Detroit—The Commonwealth Tool Co. has changed its name to the La-Wal Tool Co.

Grosse Point—The Leach Drug Co. has been organized with \$1,500 capital stock, all paid in.

Reading—The State Bank of Reading has increased its capital stock from \$25,000 to \$45,000.

Flint—The Central Wholesale Co. has increased its capital stock from \$25,000 to \$50,000.

Pompeii—The Pompeii State Bank has increased its capital stock from \$20,000 to \$60,000.

Detroit—The Uni-Flo Grille Corporation has changed its name to the Uni-Flo Corporation.

Detroit—The Apartment Furnishings, Inc., has increased its capital from \$4,000 to \$30,000.

Baldwin—The Lake County State Bank has increased its capital stock from \$20,000 to \$33,000.

Blissfield—The Jipson-Carter State Bank has increased its capital stock from \$50,000 to \$350,000.

Coldwater—The Branch County Savings Bank has increased its capital stock from \$50,000 to \$100,000.

Manistique—The State Savings Bank of Manistique has increased its capital from \$25,000 to \$75,000.

Holly—The Van Deusen Ice & Fuel Co., Inc., has been organized with a capital stock of \$1,500, all paid in.

Detroit—The A. A. Lumber & Wrecking Co. has been organized with a capital stock of \$1,000, all paid in.

Detroit—The Diversified Products Co. has been organized with a capital stock of \$10,000, of which \$2,500 is paid in.

Kalamazoo—The Brookside Dairy, Inc., has been organized with a capital stock of \$5,000, of which \$2,500 is paid in.

Hamtramck—The C. & K. Brewing Co. has been organized with a capital stock of \$300,000, of which \$1,000 is paid in.

Plymouth—The Universal Power Sprayer Co., Inc., has been organized with a capital stock of \$25,000, with \$10,000 paid in.

Wyandotte—The Wyandotte Ice Cream Co. has been organized with a capital stock of \$175,000 of which \$1,000 is paid in.

Hudson—The Hudson Produce, Inc., has been incorporated to handle farm produce and meats, with a capital stock of \$4,000, all paid in.

Detroit—The Lang Industries, Inc., has been organized to deal in leather goods and belting, with a capital stock of \$50,000, of which \$1,000 is paid in.

Battle Creek—R. Cummins & Co., Inc., has been organized with a capital stock of \$1,250,000, of which \$284,243 is paid in. It will distill and rectify liquor.

Plymouth—Penhale-Hubbard, Inc., has been organized to do millwork and conduct a lumber yard, with a capital stock of \$10,000, of which \$6,000 is paid in.

Brutus—Tom Culp has abandoned his shoe and harness repair shop and has sold his equipment to his brother, Isaac Culp, who will take over the work in the future.

Marine City—The Reid Products Co. has been organized to fabricate and sell rubber and deal in hardware and woodenware. The capital stock is \$1,500, with \$1,000 paid in.

Lowell—M. D. Hoyt, who was formerly connected with the Lowell Lumber Co., has engaged in the hardware business. He recently purchased his stock from the Michigan Hardware Co.

Lansing—The Adams Co., wholesale jobbers of popcorn, corn poppers, and fountain supplies, has leased space in the Reutter building, 319 East Grand River avenue, and will locate its business in this city.

Freesoil—Under management of J. E. Bennett, Freesoil Cheese factory will reopen in a day or two after a lapse of four months. C. J. Sanders will be cheesemaker. Mr. Sanders operated the factory for two years and makes an excellent quality of cheese.

Big Rapids—A new branch of the Kalamazoo Store Co. has been opened in Big Rapids. The store is managed by Chester Bender, a Mecosta county resident for more than thirty years, who has installed and sold Kalamazoo stove products for the past two years.

Petoskey—The Petoskey Upholstery & Window Shade Co., a new company organized by Harry Maart, Grand Rapids, and Herbert Fox of Petoskey, has located in the Hoffer building. This company will design and build to order all kinds of upholstered merchandise, as well as re-build and upholster old furniture.

Colon—Charles Niendorf discovered he had been in business longer than any other drug store proprietor in St. Joseph county, when he attended a county meeting of druggists held in Three Rivers. Mr. Niendorf opened a drug store forty-seven years ago. A. Jackman, of Sturgis, and R. B. Campbell, of Three Rivers, had been in business 25 years, the next highest number.

Big Rapids—Sale of his bakery and retail store to Ovatt Bakeries, of Midland, is announced by Theodore Martz Pastry shop. The new owners plan to continue the establishment as a separate wholesale and retail plant and to make Big Rapids headquarters for their wholesale distribution in this district. Stanford Ovatt, who will move his family here and become manager of the plant, states that Big Rapids has been selected as a distributing center after an extensive survey revealed the many possibilities offered by this city.

Muskegon—Work has started on the installation of a new front in part of the former Leahy store in the Montgomery block on Western avenue at Second street soon to be occupied by Lou R. Maxon, Inc., of Detroit. The Maxon Co. will install a unique front and store in which to display a complete line of General Electric refrigerators and other smaller electrical appliances. The interior of the store will be lined with pressed cork, not alone for sound purposes but also from a decorative standpoint. The store is to be ready for occupancy about May 10.

The worst losses: Faith and hope.

## Manufacturing Matters

Detroit—The L. & W. Tool & Die Co. has been organized to manufacture tools and fixtures, with \$3,000 capital stock, all paid in.

Flint—The Advance Engineering & Sales Co. has been organized to engage in the manufacture of electrical supplies. The authorized capital stock is \$5,000, of which \$1,050 is paid in.

Buchanan—D. S. Larson & Co. have filed organization papers, with a capital stock of \$20,000, of which \$8,000 is paid in. The corporation will manufacture forgings and deal in metals.

## Business Conditions at Battle Creek

I had not reached Battle Creek yet when I first learned of the Independent Merchants Food Council, a re-organization of the grocers, bakers and meat dealers of the city. I first contacted C. B. Wakefield, a wide awake young merchant of Galesburg, who is a director of the Council. A little later I contacted W. B. Mason, James M. Stanley and Mr. Brown, of the firm of Brown & Johnson, all being high grade food merchants on West Michigan avenue, Battle Creek. They are the active officers of this new organization and from each I received an invitation to attend their regular Council meeting Thursday evening, April 19. There was present at the meeting about one-half of the home food merchants of the city. The "staff of life" was a leading topic of disson and the price of a loaf to be supplied upon Welfare orders. The County Relief Commission has so far favored the home food merchants with the welfare trade, but the big chains have been busy and, as a result, there will be no further discrimination. Through a meeting of the County Relief Commission and a committee of food merchants, including chain managers, a list of foods has been prepared with a maximum price, above which none can go, but there is no minimum price, so this gives the chains the chance they want. A committee was appointed to visit Kalamazoo, Lansing and Jackson and learn just how welfare relief is distributed there. There is such a large percentage of the people yet upon welfare, that the volume of trade is a real "bone of contention" which converts business into a sort of warfare, instead of a "live and let live" condition. One merchant said that ninety per cent. of the people within five blocks of his store were receiving aid. Several of the members present showed a fighting spirit in defense of home institutions. It is a downright shame to allow these gigantic National monopolies to prey upon the home merchants and fight for every penny of trade.

Made my first call on a State Liquor Store, Saturday evening, as a matter of curiosity. Quite a crowd was being served, many of them women. My impression is that more women will acquire the liquor habit than ever before. I am not a bit proud of the fact of being a partner in the liquor business. My views on liquor at some hotels is

not for publication, as I would not be longer a welcome guest.

Having been told of the splendid qualities of the Rev. Carleton Brooks Miller by various merchants, I attended his Sunday morning services at the First Congregational church. There I found a minister of unusual ability, who is serving a large congregation. The sermons of the pastor are broadcast each Sunday and enjoyed by a wide audience. Recently this minister attended a meeting of the local food council of merchants and there expressed himself in sympathy with them in their efforts to live in ruinous competition with the greedy National chain stores, which are sapping the life of the city. If the pulpit and press of this city would loyally espouse the slogan of "home trade for home merchants and business men," the chains would soon leave and prosperity for the community would quickly return. What is needed is fearless leadership in both the press and pulpit, and it would not be long until this and other cities could enjoy the success and happiness of former days.

Merchants here complain they get little recognition from the local newspapers, which seem to have transferred their interests to the big chain stores and their fat orders for space. If local newspapers would refuse National chain store advertising and turn in and help restore home trade to home merchants, these would give more advertising than they now receive. This city, as well as all others, cannot expect their community to prosper so long as the big chains get most of the money and transfer it to New York. These stores come for the profits they can make and this withdrawal of wealth keeps the home city poor. I am urging Battle Creek merchants to pull together in one strong organization, and to resent the unjust position of their home newspapers by going after the managers for supporting these greedy corporations which are bleeding the city of wealth that should remain here. They should take the lead in putting on an active campaign of education to show the people what they do when they patronize these greedy corporations. The press and pulpit should join with them in this campaign for home loyalty, and as their patronage is withdrawn, and given home business, prosperity will return. The "need of the hour" is leadership with a fighting spirit, that will arouse every home business man to action. I believe there are home business men here, who can supply this leadership and I hope they will volunteer their services in an awakening appeal to their fellows to get into action. When this needed leader appears, there will be plenty to co-operate with him. It is an honor to fight in a just cause. E. B. Stebbins.

We pray: "Forgive us our debts, as we forgive our debtors." Now is a good time to do it, thus having our prayer answered.

The machine age promised leisure, not jobs. It certainly made good.

The devil always urges us to ask for a moratorium.



## Essential Features of the Grocery Staples

**Sugar**—Local jobbers hold cane granulated at 4.89c and beet granulated at 4.67c.

**Canned Fruits**—The present lull in trading of canned fruit is now being looked upon as a natural reaction to the busy months which have gone by. Wholesalers and retailers are fairly well stocked with goods, and now comes the test of the consumer's capacity to absorb them at present prices. General business conditions continue to improve, according to the latest surveys, and when pay rolls and employment are gaining throughout the country, it is idle to think that the foods business is liable to flop. The first of the necessities, the food industry, should be quick to respond to brighter economic conditions. Brokers feel that the present dullness is nothing more than a phase in the transition through which the country is going. The outlook on futures is more complicated. Futures trading is always stimulated by prospects of an advancing market, but this year prices in some items opened high and later eased. This has created a wariness among buyers which has tended to restrict commitments and the market in such cases got off on the wrong foot. But all mistakes allowed for, if good times are gradually returning, as all appearances indicate, errors in judgment of this character will grow less important as purchasing power expands. Nothing succeeds like consumption.

**Canned Vegetables**—The major vegetables remain about unchanged and futures were still rather inactive. On the whole, this has been one of the quietest weeks in several months, as far as new orders are concerned. But the reaction is pointed to by many in the trade as the natural result of the good volume of business done since the first of the year. The wholesale and retail trades being fairly well stocked with spot goods, the present interlude will give consumers a chance to reduce stocks already here. A better picture of the future is held when some uncertainties are cleared up. When the codes are finally adopted and something more is known of future production, more activity is looked for. There has been a certain resistance to some future prices as being too high, but nevertheless there have been some good-sized bookings in a few items like peas.

**Canned Fish**—Alaska red salmon is higher for shipment. The market is now well established at \$1.75, Coast, which is an advance of 10c on independent brands. First hands have reported that approximately 327,000 cases were sold during the first three months of this year, and that the United Kingdom had been a substantial buyer. Now the outlook appears to be for higher prices on pink salmon and it is probable that the pink market will go up 5c soon, if certain business now pending is closed.

**Dried Fruits**—The dried fruit market has been picking up a little steam this week. Reports of a firmer trend in Thompson raisins on the Coast resulted in more inquiries here. Apricots, also, were being taken in better

volume, although there is still some resistance to top grade Blenheims. The replacement market on apricots is, of course, definitely higher, and in view of the short crop indicated in California there is small chance of a recession. The movement of Santa Clara prunes has been a little better also, here. Jobbers report an improved business from interior points, with orders well diversified and prices as at present adjusted, well calculated to keeping the various sizes moving out in orderly fashion. Spot stocks of fruits are being moved into consumption, with no pressure to sell. The situation makes for a routine market, but one in which trade confidence is being built up. The time when buyers had to consider the prospect of depreciating inventories when they bought goods is now far behind, and thus inventories on hand has been encouraged. Things on the Coast are moving along in a satisfactory way. Prunes for shipment are a little firmer, and will continue so while indications of another short crop continue. The seedless raisin market has also shown improvement.

**Nuts**—The nut market went through another featureless week last week. Prices on the whole continued to hold up very well, but the replacement market is considerably higher on imported shelled goods, and importers are reluctant to make commitments under such a circumstance. There has been a slight improvement in shelled walnuts because of the warmer weather and the increased demand from the ice cream trade. Brazils continue relatively active and Cashews are doing better than several other varieties.

**Olives**—A tight situation continues to prevail on the olive market. Spanish shippers stick to their firm ideas, basing them on the general shortage of supplies. Spot quotations are steady. A little more business is passing here. Certain sizes remain very scarce.

**Olive Oil**—The olive oil market was steady this week, but reached a peak, and prices are being well maintained at prevailing levels. Foreign shippers are paying little attention to counter bids, it was said, and there has been some necessary business done for importation to this country. The spot market is fairly active, with the trade taking oil in good volume under the better established labels.

**Rice**—The rice market has moved along in a fairly steady way this week. The trading lacks features but is characterized by a regular prosaic movement of clean rice, which makes for impressive reading at the end of every month. Trading is confined to small lots, but repeat orders are coming in frequently enough to insure a reasonable consumption, and inventories are not piling up on distributors' hands. Export markets are quiet at the moment.

**Vinegar**—A good demand exists for cider vinegar, the advancing prices having brought wholesale grocers into the market. Cider stays nominal, with remaining stocks very light in first hands.

Crime is the cause of neglect. The penalty is the greatest we pay. Education is the only remedy.

## Review of the Produce Market

Alligator Pears—19c each.  
Apples—Northern Spy, \$2 for No. 1; \$2.25 for extra fancy; Delicious, \$1.75 per bu. for No. 1 red.

Asparagus—\$3.75 @ \$4.25 per case of 12 2-lb. bunches from California.

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

Bananas—5c per lb.

Brockles—15c per bunch.

Butter—Tubs, 23½c; cartons, 24c.

Cabbage—New from Texas, \$1.90 per crate of 85 lbs.

Carrots—50c per dozen bunches of Calif. or \$2.50 per case; 75c per bushel for home grown.

Cauliflower—\$2.25 per crate for California.

Celery—Florida, 6 and 8 doz. crates, \$2.60.

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

Cucumbers—No. 1 Florida, \$1 and \$1.25 per dozen, according to size.

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

C. H. P. from farmer.....\$1.95

Light Red Kidney from farmer.. 3.75

Dark Red Kidney from farmer.. 4.75

Light Cranberry..... 4.50

Dark Cranberry..... 3.50

Eggs—Jobbers pay 9c per lb. for all clean receipts. They sell as follows:

Fancy, fresh white.....18c

Candled, fresh.....17c

Candled, large pullets.....15c

Checks.....14c

Garlic—12c per lb.

Grape Fruit—Florida grape fruit is held at the following prices:

64.....\$3.75

70..... 3.75

80..... 3.75

96..... 3.75

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

Green Onions—Shalots, 30c per dozen from Indiana.

Green Peas—\$2.25 per hamper for California grown.

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

Lemons—The price is as follows:

360 Sunkist.....\$5.00

300 Sunkist..... 5.00

360 Red Ball..... 4.75

300 Red Ball..... 4.75

Limes—20c per dozen.

Lettuce—In good demand on the following basis:

California, 4s and 5s, crate.....\$4.75

Leaf, hothouse......75

Mushrooms—30c per one lb. carton.

Onions—Home grown, 85c per bu. for Yellow; Texas Bermudas, \$1.65 per for Yellow; Texas Bermudas, \$1.65 for Yellow, and \$2 for White.

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

126.....\$3.00

176..... 3.50

200..... 3.75

216..... 3.75

216..... 4.00

288..... 4.00

324..... 4.00

Red Ball, 50c per box less.

Florida oranges will be marketed in bags this season instead of boxes. They are now in the market in 76, 126 and 150 sizes and sell at \$1.50 for 45 lbs.

Parsley—30c per doz. for hot house.

Potatoes—80c per bu.; Idahos \$2 per 100 lb. bag; new from Florida, \$6 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy Fowls..... 14c

Light Fowls..... 12c

Ducks..... 8c

Turkeys..... 14c

Geese..... 7c

Radishes—40c per bunches hot house.

Rhubarb—\$2 per bu. of 30 lbs. from Ind.

Spinach—90c per bushel for Texas grown.

Strawberries—24 pint cases from La., \$3.

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

Tomatoes—Repacked Mexican, \$1.40 for 10 lb. carton.

Turnips—75c per bushel.

Veal Calves—Wilson & Company pay as follows:

Fancy.....7 @ 8c

Good..... 6c

Vegetable Oysters—30c per doz.

Wax Beans—\$4 per hamper for Louisiana grown.

## Twenty-nine New Readers of the Tradesman

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

J. F. Edgett, Augusta

H. C. Kewley, Battle Creek

Wm. F. Engel, Kalamazoo

W. R. Vester, Battle Creek

Lipscomb & Son, Battle Creek

James M. Stanley, Battle Creek

Chris F. Walz, Battle Creek

A. F. Herrington, Battle Creek

E. H. Irving, Battle Creek

A. Charmeda, Battle Creek

Ray Richardson, Battle Creek

Harold W. Buck, Portland.

Samuel D. Rosenbaum, Muskegon Heights.

Peter Bytwerk, Muskegon

Benjamin Masselink, Kalamazoo

C. C. Walters, Galesburg

Annie C. Murray, Battle Creek

Max Robinson, Battle Creek

Albert M. Olmstead, Battle Creek

John D. Benson, Battle Creek

F. W. Shirley, Battle Creek

Mr. I. O. Clark, Battle Creek

Taylor & Taylor, Battle Creek

Edson H. Watrous, Battle Creek

Henry J. Close, Battle Creek

Benjamin F. Woodcox, Battle Creek

E. W. Wilson, Battle Creek

P. L. Meehan, Battle Creek

Owen Ennals, Grand Rapids

## Speculate on Food Code Delay

Reports that dissatisfaction with the brokerage clause of the master Grocery Code is responsible for current delays in getting the document approved in Washington, persist, despite statements to the contrary from those closely connected with promoting the code. The brokerage provisions were changed recently to comply with the wishes of food brokers and specify that commissions be paid only to those who represent the seller. Criticism of the paragraph has arisen in some grocery chain circles where part brokerage allowances have figures to a considerable extent in group-buying arrangements.



## MUTUAL INSURANCE

### (Fire and Life)

#### Some of the Worst Filling Station Hazards

Filling stations of the usual type, with tanks underground, pumps of approved types, and with concrete and other fire resistive material predominating in their construction present, on the whole, relatively little fire hazard. The presence, of course, of gasoline and other inflammable liquids and substances, make certain precautions necessary if fire losses are to be avoided in filling stations and nearby locations.

It is my opinion that the community fire hazard is not increased to any great extent by the presence of modern filling stations under competent management.

Certain practices, however, should be guarded against if fires are to be prevented. There are some filling stations that should be considered distinct fire manaces—where improper construction and location of equipment, accumulations of combustible rubbish, and generally careless personnel make for conditions veritably inviting fire. Such conditions, however, are the exception rather than the rule, and should be remedied by proper enforcement of municipal fire safety regulations.

The used oil drained from crank cases also presents a problem. It contains more or less gasoline, depending on weather condition and individual operation of automobiles. Crank case drainings should never be used for oil burner fuel, because of the gasoline content, which increases its volatility. One method of disposing of this problem is to have the drainings collected from all gasoline filling stations daily by some central agency that can handle it safely and put it to some useful purpose. This is far better than leaving it with the filling station operators, who are likely to use it in home made oil burners, or pour it into sewers.

The distribution of gasoline to filling stations and for the general use of the community includes its transportation through city streets in tank trucks. This involves an element of hazard in case of collision or other accidents to the tank trucks. When gasoline escapes into streets and ignites, serious consequences may result. Proper construction of tank trucks, as recommended by the National Fire Protection Association, has done much to reduce this hazard, but cannot eliminate it entirely. It is hardly possible to eliminate the use of trucks on city streets. The gasoline which they furnish is a public necessity, and the trucks are probably the safest practicable means of transportation developed.

Men handling gasoline and other inflammable liquids day after day tend to become careless, and in consequence neglect necessary fire prevention cautions. This is probably the principal cause of fires that occur in gasoline stations. Men are sometimes encountered who say that gasoline cannot be

ignited by a lighted cigarette, and they even offer to prove their contention by experiment as justification for their smoking while handling gasoline. It is true that under average conditions, gasoline will probably not be ignited by a burning cigarette—ignition takes place only when brightly glowing tobacco comes in contact with gasoline-vapor-and-air mixture of certain proportions. A thousand cigarettes may be smoked by a man handling a gasoline hose at a filling station without meeting conditions favorable to fire, but the thousand-and-first may cost him his life. "No smoking" rules can not be too strictly enforced where gasoline and other inflammable liquids are handled.

Most fires in filling stations are caused by: careless handling of flammable liquids, smoking, filling tanks with automobile motors running or lights burning, lighted matches, burning lanterns, cleaning station floors with gasoline, and static electricity. Most of these causes may be eliminated by enforcing the following rules: no smoking; no inflammable liquids in open containers; automobile motors and lights off while filling tanks; no storage of gasoline or naphtha inside stations; barrels of such liquids as alcohol, turpentine and kerosene to be located outside of station buildings or equipped with non-splashing pumps; no faucet discharges inside of buildings; no improper wiring, or switches likely to spark, permitted.

Fire chiefs should be on the watch for new filling station installations and should make certain that they comply with local ordinances, and that plans are approved by the proper officials. It is much easier to get safe installations at the beginning than to make changes later on, and infinitely better to do so than to fight dangerous fires in them.

Chief J. A. Fsher,

Fire Department, Annapolis, Md.

#### Fire Prevention Clean-up Campaign for Civic Improvement

The annual community Clean-Up Campaign is a very important part in the program of all progressive towns and cities. It has proven its value not only in developing better conditions in fire prevention and protection, safety, sanitation and health, but also in uniting all classes in a movement for civic improvement. It creates an atmosphere of optimism and encouragement. Plan your campaign now for better—

1. Health and Sanitation. Rubbish accumulations are a menace to the health of any city. Unsupervised vacant lots are breeding places of disease germs. Unsanitary streets, alleys and buildings cause and aggravate an epidemic of disaster.

2. Fire Prevention. A large part of the 1933 fire loss of approximately \$325,000,000 was caused by careless housekeeping and lack of proper orderliness and thought for fire safety. This annual loss is one of the great handicaps to economic recovery.

3. Safety. Public interest in all problems of safety is intensified by a thorough Clean-Up Campaign. Clean

streets, allies and vacant lots reduce the possibility of accidents.

5. City Beautification. Every citizen should have a wholesome pride in his home city, its streets, playgrounds, parks and buildings. Homes and surroundings freshly painted, with well-kept lawns and gardens, increase property values and intensify community interest. Cleanliness creates cheer, courage and confidence.

6. Unemployment. An army of unemployed is awaiting every call for help. Let's create work through the Clean-Up Campaign and while we are assisting those who are out of work, we will produce more wholesome surroundings.

All houses and yards should be inspected, renovated, cleaned, painted (where necessary), and gardened (where possible). In some communities the municipal government supplies shrubs and flowers, and has these cultivated under a city inspection system. Schools, hospitals, churches, and public buildings require a general cleaning both internally and externally. Stores, manufacturing and railroad properties are made more wholesome, and a greater degree of efficiency is reported as one of the general results. Vacant lots, formerly disease breeders, become gardens and playgrounds. Tenement sections are made homelike, healthful, and habitable, and the general atmosphere of the city is one of safety. Sectional division of the city to facilitate a careful inspection of all homes by the Boy and Girl Scouts and school children, using home inspection blanks as recommended. "Cleanliness is next to Godliness" has been the subject of many sermons, while lessons on general safety with its application to public health and fire safety are taught in schools.

The time chosen for the campaign should be as early in the spring as possible and shall be determined by each individual municipal committee.

The Fire Prevention Clean-Up Campaign this year is of particular importance, as it can be combined with general welfare work, and be of particular benefit to the unemployed. There are few houses that do not have an accumulation of material which can be of value to someone, but which now constitutes a possible menace to the home or place of business. Further, there

has been no time when work is so needed and can be accomplished, both in improving the home and in bettering the condition of those in want, by an expenditure of a few dollars. A week should get this work started, but its value should be in the inception of a program extending throughout the year.

There is work to do and men to do it—Start Now!

#### The Part Moral Hazard Plays in Fire Insurance

Moral hazard deals with the inner quality or kind of man who owns, occupies, or uses property. The problem is to determine future acts of human beings, and the only lead we have to them is to look back over his past and to inform ourselves of his situation in the present, and from this information draw deductions as to what his future acts may be.

The extent of poor moral hazard might almost be measured by the effect of modern developments. The toll of it makes us stand aghast and wonder where it will land us in the end.

Here is where we strike the great element of constant change—in the aspect of moral hazard. This continual changing is the problem on which the underwriters must have facilities to enable them to know and be able to judge the effect that changes in business have on the profits, the interests, the intents, and plans of the people who come to them with their property to be covered for fire insurance.

The one resource left open for bettering insurance conditions is that of better loss ratios, and that is a matter in which each company may, to some degree, control its situation. Selection of risks is one of the fundamental necessities of company management. The effectiveness with which this principle is exercised will determine to a very large degree the loss ratios of individual companies.

Rates, whether high or low, will not do the selecting. To some extent they take care of the hazards arising from building construction, exposure of location and of occupancy, but of the ability, intent, or purpose of the assured they tell nothing. They do not tell what interest the owner or occupant of the property has in maintaining it against fire or the probability of fire.

**OUR FIRE INSURANCE  
POLICIES ARE CONCURRENT**  
with any standard stock policies that  
you are buying

**No interruption in dividend payments  
to policy holders since organization**

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

**WILLIAM N. SENF, Secretary-Treasurer**



These rates make no allowance for the kind of individual as they do for the kind of property.

The point in the inspection report is that the information comes from some one who is acquainted with the assured. In effect it has the quality of giving the underwriter the benefit of a personal acquaintance with everybody applying for insurance, regardless of where he may be located or what position he may occupy in the social or economic scale of the country.

A prominent adjuster of very wide experience told me recently there was an element of moral hazard in thirty to forty per cent. of the losses adjusted through his bureau.

Inspection is a young man's job. It takes diligence, aggressiveness, and enthusiasm to make a good inspector. These are qualities of youth. It also takes discretion and good judgment, and the ability to draw correct conclusions.

#### Campaign to Reduce Fire Losses

The fire department in Boston is carrying out a very thorough campaign to reduce the fire losses there. The drive, as laid out by Fire Commissioner E. F. McLaughlin, should produce profitable results in Boston. No doubt others among our fire official readers will find an outline of the plan helpful in their own municipalities.

Commissioner McLaughlin's campaign is laid out along three broad lines: First, to increase the fire fighting efficiency of the department; second, to eliminate hazards by inspections; and third, to educate the public in fire prevention and win its cooperation by "selling the department."

To increase fire fighting efficiency, all of the officers and men have attended or are attending sessions of the fire college for study and drilling. Drills and evolutions have been standardized. Probationers, who are to be added to the department, attend daily sessions at a drill school, to give them a thorough grounding in fire fighting practice.

In addition, the number of men working under the fire prevention bureau on inspections has been almost doubled. The inspectors are instructed in common hazards, proper methods of inspection work, and so on, at classes held every Saturday morning.

The third step in the program is being carried on by newspaper and radio publicity. Articles and addresses by fire department officers are being prepared which will arouse the citizens of Boston to a complete fire prevention consciousness.

Encouraging results are expected from the Boston campaign. It has been proven a number of times that fire prevention activities pay dividends in decreased fire losses. The program outlined above is one of great merit. It covers all the principles of modern fire department administration—make your men efficient, make thorough inspections regularly, and make the public conscious of your efforts in its behalf.

Such a program is not possible only in large cities. It can be carried out, on a smaller scale, perhaps, in every

fire department, paid or volunteer. A great deal of thought and work is entailed, but the results will amply repay all efforts.

#### Why is it That Iron Does Not Burn Away in the Fire

When anything burns, the substance of it has combined with the oxygen of the air to form compounds called oxides. When these oxides are in a gaseous form they float away in the air and the thing wastes; at other times they are in the form of solids which crumble very readily. Fire is responsible for these changes in this manner. Most things only combine with oxygen when they are warm and fire raises them to the necessary temperature.

But, iron does waste with fire, although slowly. It is possible to burn iron but the temperature must be extremely high. At lower temperatures iron wastes by rusting.

#### To Regulate Retail Grocer Work Hours

The National Recovery Administration has approved the petition of the Boise City, Idaho, food and grocery distributors' code authority, asking to limit hours of food store operation there a maximum of sixty-three hours per week.

Announcement of the approval is hailed by the trade generally as a distinct step toward better business conditions in the industry. It has developed that the petition was submitted to the Administration as a test to determine the treatment such petitions would receive. The belief is now that the numerous similar applications pending will be cleared with minimum trouble.

The approved document lists sixty-three hours per week as the maximum operating week, exempting establishments which were operating on a smaller schedule prior to June 1, 1933. These stores may continue to operate on such hours, but shall not reduce them.

The sixty-three hours so established shall be continuous, but every establishment shall have the right to select the day and hours when it shall operate.

Any delicatessen store whose principal business is serving, preparing and sealing foods ready for immediate consumption may operate longer hours than those prescribed by such local agreement.

More than 75 per cent. of the establishments within Boise have signified their approval of such hours.

While no confirmation is as yet forthcoming from that body, it is believed that the National Code Authority submitted the Boise petition to General Johnson "just to see what would happen to it." And while approval was ultimately looked for, the quick action given the proposal came as an unexpected, but nevertheless pleasant, shock to the industry.

The uniform hour agreement provision has long been regarded by members of the retail grocery trade as one of the most essential factors of the code. Needless long operating hours followed close upon the advent of the

super-market type of grocery store into the trade field, resulting in open rivalry among industry members regarding their hours.

The exemption clause in the Boise provision is made for the benefit of the small group of marginal merchants who employ little or no help and are dependent on excessively long hours for the maintenance of their establishments. Because this group offers a minimum of competition, it was decided to allow them to remain at a longer hour schedule, provided such hours had been in effect prior to June 1 last year and were not reduced.

The petition cannot set a definite closing hour, because peak trade hours vary in certain sections of Boise City. It does, however, permit reasonable restriction of the total number of operating hours by majority agreement in order to prevent senseless and uneconomic attempts to divert trade by remaining open after a reasonable period.

#### Adjusting Farm Mortgage Debts

Supplementing the greater activity recently displayed by the Farm Credit Administration in relieving farm mortgage distress, an increasing number of mortgage adjustments are now being effected by private agreement between creditors and farm mortgage debtors.

This is largely due to the efforts of county debt advisory councils. Because of their intimate knowledge of local affairs and of

the character of the debtors, these county organizations have found it possible in the great majority of cases to work out solutions satisfactory to both sides. Agreements often involve concessions both as to interest, principal and rates of amortization.

Although many difficult situations remain to be cleared up, substantial progress has been made in recent months in ameliorating the farm debt problem. Further progress along this line is expected. A material recession in farm prices, however, would undo much of what has been accomplished by cutting down the farmers' income further, it is pointed out.

#### CITY of GRAND RAPIDS General Schools

These obligations are attractive investments for income as well as appreciation.

#### J. H. Petter & Co.

Grand Rapids  
Phone 94-417

Muskegon  
Phone 23-496

## STORE FIXTURES FOR SALE

Having retired from business, we offer for sale at our store building in Gwinn the following:

One Cary Safe Co. safe, with double doors. Same is five feet high, thirty-eight inches wide and twenty-nine inches deep, outside measurement. This safe cost us \$420 and is as good as new.

One Burroughs Adding Machine, has had little use, and is in perfect condition. It is connected with a stand. Cost \$240.

One Oliver typewriter.

One large roll-top desk, with drawers on both sides.

One swivel chair.

We offer these articles at very attractive prices for cash. As we are now out of business we cannot entertain any exchanges or trades. Inspection solicited.

**RICHARD QUAYLE,**  
Gwinn, Mich.



## CONFLICT ON BRANDS

Evidences of a sharp conflict in the retail field between national and private or store brands of merchandise are multiplying. At the moment there is a confusing swirl of merchandising trends, with sales of nationally branded goods showing a gain on the one hand and NRA code stipulations and alleged price-fixing provisions tending to stimulate retailers toward a marked increase in the use of their own private brands on the other.

Data being unearthed in reports and surveys in both the wholesale and retail field leave no doubt that the customer is now tending to buy more by brand preference rather than the "no-particular-choice" method. A survey being currently made in Worcester, Mass., by a leading statistical company, for example, is revealing that consumers are "much more brand-conscious" than was the case as recently as last Fall when a similar survey was made in Hartford, Conn.

To determine what is happening on the score of branded lines in the department store field a survey is now being made by the New York University School of Retailing. Dr. J. W. Wingate, who is supervising the work, said yesterday that questionnaires have been sent to 250 of the larger department stores throughout the country to determine their experience with, and the promotional plans and percentages on, branded goods.

Underlying the favor reported to be shown by consumers to nationally branded goods are several major factors, it was pointed out here during the week. One is that because of heavy advertising the average consumer is well acquainted with the name of the product and asks for it by name.

The consumer also knows that the quality of the product is standardized. In addition, it was held that, while comparative figures are lacking, the prices of most nationally branded items of merchandise have not risen as much as lower and unbranded goods, just as most branded goods did not go down in price during the period from 1930 to the Spring of 1933.

Thus, it was held, the nationally branded item is in a favorable position both as regards quality and price under the present changing distributive conditions.

Entering the situation, however, are other factors. Department store executives, for example, concede the consumer drift toward branded lines, but they feel that recent NRA developments, notably alleged price fixing and some of the stop-loss provisions, will prove major marketing considerations as far as the brands they will feature are concerned. Private or individual store brands will be pushed in a big way in the department store field.

For example, it was held that stores will feature their own brands of cosmetics and toilet goods as a result of the drug stop-loss provision setting up the wholesale price per dozen basis. Such retailers, it was said, will thus be able to compete with branded lines on terms free from the restrictions which the manufacturer might impose under this provision.

In a number of instances, it was said, the store will handle both the national brand and its own brand. In other instances, a strong trend toward manufacturing its own merchandise by the store or group of stores was foreseen. In a number of cases, as in hosiery, for example, the sale of a private group brand has already attained large proportions.

Another angle of the question involved in the question of merchandise quality and branded lines is the trend toward setting up of grades on consumer goods. This effort has been under the sponsorship of the Consumers Advisory Board of the NRA and the effect of its program, when announced, is expected to be among the major developments in retail merchandising in recent years.

## DECISION FOR NRA

Another decision upholding the NRA was handed down during the week, to the confusion of those who have cast serious doubts upon the legality of various phases of the act. Federal Judge Francis G. Caffey, of the United States District Court at New York sustained the right of the Millinery Code Authority to issue NRA labels and also upheld the power of the Authority to enforce compliance with the code. An injunction was sought by the William F. Chiniquy Co., of Chicago.

An attempt to argue that the Recovery Act was unconstitutional was dismissed by Judge Caffey as having already been ruled upon in the recent suit involving the Cleaners and Dyers' Code. His decision was announced at once from the bench. He said, in part:

"These regulations were prescribed by the President. They are pursuant to statutory authority. They are within the principles prescribed by Congress in laying down the rules for action by the President in erecting these code authorities.

"It seems to me that a label would be worthless if every man might prescribe his own label. Whether that be true or not, it is not unreasonable to include in the regulations a limitation upon anybody using the label except one who has been ascertained by the proper authorities through examination to have lived up to the regulations of the code."

This decision furnishes powerful support for the Code Administration program now under way. Labels can be withheld if there are code violations and the latter may be discovered through actual investigations. Without the label, when an industry has a code, stores are pledged not to buy.

## BREATHING SPELL OFFERED

The "swing to the right" at Washington, which was noted here previously, received wider comment last week. In order to stop the drive of the silver advocates President Roosevelt sought permissive instead of mandatory legislation on the grounds that remonetization of the metal could be done only through international compact. Modification of the Stock Exchange Bill was made and similar softening of the Securities Act is apparently favored.

A breathing spell now appears to be in store for business. Drastic legisla-

tive proposals are fading out and NRA regulation is being passed over as quickly as possible to industry itself. This latter development may be ascribed to winding up of code mobilization and the start of code administration, which Federal officials have all along insisted would be industry's task, but which critics have contended would fall into the hands of a super-bureaucracy.

Aside from these outside developments the slump in wheat and other farm products was of more particular concern to business. Earlier data on price movements showed only an easing tendency, but the declines of the week will probably mean rather sharp losses in the commodity indices. This price recession comes at a rather critical time for Spring trade, particularly in view of the added factor of CWA curtailment.

A renewed upturn in industry after its recent setback is recorded by the Times business index which for the latest week shows all but one series higher. Employment statistics released in the week were highly encouraging.

## BRITAIN NO EXAMPLE

Proponents of the theory that all the recovery measures of the last year have been a hindrance rather than an aid to recovery quick seized upon the budget surplus and small reduction in taxes announced last week by Great Britain as an excellent example of how it pays to let "natural forces" dispel a depression.

How this argument can be advanced seriously passes understanding. England has the strongest banking system in the world, in contrast to our loss of half our units since 1929. Her labor is thoroughly unionized, a move which our large industrialists are bitterly fighting. She has had the "dole" to take care of her unemployed. Under her "Company" Act, which guards stockholders, one of her leading and titled magnates went to prison. Her taxes have far exceeded ours. She went off gold a year and a half before we did.

To complete this rather sketchy comparison of England's utilization of "natural forces" with our recovery measures, it must be added that the budget surplus takes no account of her debt to us. This country might likewise ease its tax burden by repudiating all Liberty bonds.

Business men who are intrigued by the idea of giving up our recovery program might stop for a moment and figure out just how much business they would be doing right now if emergency government expenditures were cut off, and they might recall at the same time what the "bottomless" competition was like a little over a year ago.

## DRY GOODS CONDITIONS

Retail trade was again spotty during the week, although results were somewhat better than in the former period. Inauguration of post-Easter clearances served to increase volume on ready-to-wear and accessories. Home furnishings demand was less active. On the other hand, gardening equipment sales jumped.

The decline in department store sales after Easter was less than estimated. The Federal Reserve Banks report placed the total for the metropolitan area at 6.4 per cent. under a year ago for the first half of the month exclusive of liquor sales. With the latter included, the drop was only 3.9 per cent.

From other sections of the country varying reports are obtained. As a whole the stores seem to be divided into half that are enjoying gains over last year and half that are suffering losses. Chain store increases of last month have been reduced materially.

Some lag from the spectacular progress made before Easter in distribution was to be expected. Weather conditions have undoubtedly emphasized it in many parts of the country. Legislative moves at Washington and the serious slump in wheat have also exerted a braking effect. Nevertheless, retailers are confident that with the disappearance of these factors a distinct upward surge will again set in.

Wholesale merchandise markets were quite active in the week, particularly on Summer goods. Preparations for Cotton Week figured prominently in the operations of retailers.

## RETAIL PRICES FIXED

Retail stores received their initiation into resale price maintenance last week when they were required to sell books at the publishers' list prices for a period of six months after publication. Large stores which have consistently sold books below list, and even conducted spectacular price wars upon them, immediately confirmed to the ruling.

Fear has been expressed in many retail quarters, however, that this may prove a precedent through which other articles will also be controlled in price by producers. The result would be unreasonable prices to the public, retailers argue, because store operating costs vary, and yet all would be required to take the same margin.

This anxiety seems well grounded in part, but it fails to take into account that publishers themselves may tire of the new plan when they find they are losing sales. Obviously, they are not going to sell as many books at \$2.50 as they have at \$1.76. It is quite possible that the small store which holds to the list price may not sell so many books, either, when the word-of-mouth advertising furnished by customers who have bought at \$1.76 dwindles.

There is the possibility, therefore, that the new book ruling may prove more of an experiment than a precedent and one that will reduce the agitation for resale price maintenance.

Learn to like people, not as relatives or friends or schoolmates or business associates, but just as "folks." This is one of the secrets of happiness and of success as well. Learn to like people. As a rule they deserve it, for while there are base exceptions, and while nobody is perfect, in the average man and woman there is more gold than dross. Those whose hearts are full of hate and contempt for their fellows are doomed to be the most miserable of mortals.



## OUT AROUND

Things Seen and Heard on a Week  
End Trip

There never was a time when I worked harder to keep my readers posted on what is being done in Washington, especially along the lines of the NRA, than now. I realize that any time I make a misstep, by failing to chronicle the new rulings or amendments to previous rulings which are being handed out almost daily, I am rendering my readers liable to prosecution and expense. This I shall undertake to avoid, so far as possible. I hope every subscriber fully realizes the perilous times we are passing through and prepares himself to meet the issue by reading every article having any bearing on the present unfortunate condition.

I sometimes wish I could publish the Tradesman as a daily during this time of stress and uncertainty, so that my readers could keep up to date on every new move made by the Federal Administration, but weekly visits are the best I can do under the circumstances. Of course papers published semi-monthly or monthly are a joke in the present emergency.

I hope no reader who is working under any of the mercantile codes made the mistake of discontinuing the Tradesman under this period of uncertainty.

Preston Bradley has long been held in high regard in Grand Rapids as a public speaker, but his talk at the Keith theater April 17 certainly placed him on the top rung in the estimation of our people. When he comes back to us again next year, it is planned to have him speak in the civic auditorium, where 5,000 people can hear him.

Instead of preaching a regular sermon Sunday, Dr. Bradley discussed the organization, aims, objects and accomplishments of the Isaac Walton League, which was organized at the Chicago Club twelve years ago by fifty-four charter members, of which he was one. Dr. Bradley has served the organization as President during the past three years, and was re-elected for a fourth term at the annual meeting held in Chicago last week. The League now has branches in nearly every city of any size in the country. The membership it has succeeded in attracting has done much to further the cause of conservation of natural resources.

A regular reader of the Tradesman recently sent me an enquiry concerning the status of the chain store law, which I submitted to the Secretary of State for reply, which is as follows:

Lansing, April 20—Your letter of April 3 in regard to the status of the chain store law has been received.

This law became effective July 17, 1933, and provided that licenses would expire every year on March 31. Twenty-eight companies joined in a suit to test the validity of the law and the Wayne County Circuit Court handed down an opinion that the law was

constitutional and valid. This decision was appealed by the twenty-eight companies and is now pending in the Supreme Court. The twenty-eight companies involved operate 2,933 stores and the license fee due the state from them amounts to \$649,410.00. The court required these companies to put up cash, securities or bonds to cover the amount of license fees owed by them to the state. In addition to the companies involved in this suit there were 1,195 other companies operating 3,663 stores who paid license fees amounting to \$86,622.50. The total amount collected, including the amount in litigation, is \$736,032.50. We are now compiling a list of companies who should have paid the last year's tax, but have not yet done so and will turn such list over to the Attorney General's office for collection. The total amount of the unpaid tax does not exceed \$7500. New licenses are required for the year commencing April 1, 1934, and up to and including April

Perkins and his wife (born Mary D. McIntyre) occupied their then new home, which was on the Southwest corner of Pearl and Ionia streets. At that time this location was known as "up on Prospect Hill at the North end of Greenwich street." And in that house the late well-known citizen, Gaius W. Perkins, was born. For the sake of historical accuracy it may be stated that this babe was born the year preceding the removal of the Indian Chief, Wau-ka-zoo, and his village from Black Lake (Holland) to the Grand Traverse region. The historical fact seems incredible to those who knew Gaius W. Perkins well, because of its seeming inconsistency with the physical appearance and all 'round athletic qualities of the gentleman in question. And yet all the old-timers knew,

borhood in the city. Here a majority of the boys of those days congregated each evening after supper—6 o'clock dinners were unknown in those days—with strict injunctions to "be home at 8 o'clock" from their games of "pull-away," "guard the sheep," "chalk the corner," "Honko," and so on. And here, on Saturdays, they again assembled to play "chase," "marbles," "follow the leader," and all the rest. Here, too, was the culminating spot of the coasters in wintertime. And in all the games of whatsoever nature, "Gay" Perkins was a leader.

Not that his childhood was a continuous playspell, for his father was considerable of a disciplinarian and the boy had his daily tasks which, come what would, he was obliged to perform; but, whether at his studies, his work or his play, he was a leader, entering into each one of them with all the earnestness and energy at his command. For several seasons he was the champion marble player and had innumerable cigar boxes filled with winnings. At the same time he was recognized as the best pupil in arithmetic, either "Practical" or "Mental", in his grade.

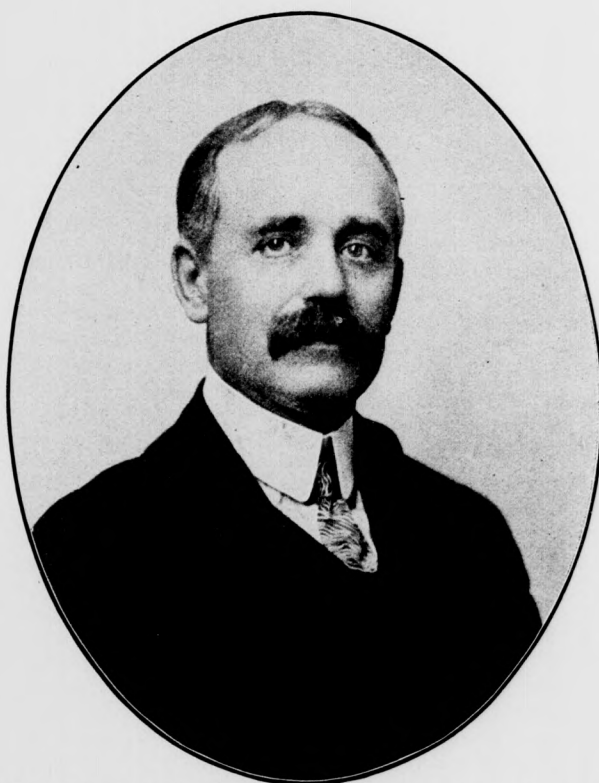
About that time, also, two notables, named Heenan and Sayres, were quite in the public eye and their most successful disciple at the old Union School-on-the-Hill was Gaius W. Perkins. And, by way of contrast, he was the most enthusiastic and devoted geologist in embryo then at school. A circus visited Grand Rapids and the piece de resistance of the entertainment was an athlete who while riding a horse, leaped through a "hoop of daggers." Within a fortnight thereafter "Gay" Perkins could do the trick handily, using a spring-board in the absence of a horse.

Naturally such a boy was popular, but Gaius was doubly so because of his absolute lack of conceit. He was utterly unassuming, as he was to the day of his death. Kindly, good-natured and absolutely reliable, he was, if not the best-liked boy in town, as sincerely admired and as thoroughly trusted as any of his fellows. He had no successful rival in this respect.

His progress at school was rapid, steady and convincing, so that long before he was graduated from the high school he was very frequently called upon to help out various of the assistant teachers in school who now and then found themselves baffled by lesson problems, to say nothing of his being regularly called upon, when in class, as a sort of last resort, to work out a problem which had proved too much for his classmates.

No boy ever passed through more typical and enthusiastic boyhood than Gaius W. Perkins; but, coupled with it, and as its foil, so to speak, was a systematic, sincere development of the man: so that, when he left the high school, he was exceptionally well-equipped for taking up responsibilities

(Continued on page 23)



The Late Gaius W. Perkins, Founder of the American Seating Co.

13, 656 have complied. Notices are being sent to all those companies who have not renewed their licenses that it will be necessary for them to do so right away or they will be prosecuted. They may pay the fees under protest if they desire.

I trust that this gives you the desired information.

Hugh E. Lillie,  
Chief Enforcement Officer.

After a lingering illness of several years Gaius W. Perkins passed away at the home of his son G. W. Perkins, Jr., early Monday morning. The funeral was held at 149 North Prospect street Tuesday afternoon. It was conducted by Rev. H. Ralph Higgins, rector of St. Mark's Church. Interment was in Fulton street cemetery.

When the city of Grand Rapids had about 2,000 resident the late Samuel F.

and have known ever since he was a mere lad, that, if he ever submitted to what might be classed a habit it was the habit of agility and physical strength.

Mr. Perkins was until recently about the youngest elderly man in Grand Rapids, both in looks and action—a living demonstration of the value of right living. During his childhood the old stage barns, which stood where the Ashton building now rears its architectural proportions, Witheys lumber yard, at the Southwest corner of Fountain and Ionia streets, W. R. Cady's livery stable, at the opposite corner, and the little white church building of the First Methodist congregation, at the corner of Fountain and Division streets, were the dominating features of the most popular playground neigh-

## FINANCIAL

### Government Enters Era of Error Confession

The era of confession of error has begun. If it is followed by a courageous reversal and a facing of facts it is by all odds the most heartening thing that could be said about the whole national situation as affected by government action.

It is conceded by the Administration that the gold purchase policy was a mistake, or at least that it did not succeed in raising the price level as was claimed by its sponsors. But it did afford America a breathing spell while the revaluation process was under way.

It now is conceded by the NRA that many of the things tried in the last six months have worked out badly and that future policy is not to be rigid—the good will be retained, the bad will be eliminated.

It now is conceded that the air mail cancellation was an unfortunate mistake. Ways and means of rectifying the error are being sought. Private air lines will soon be carrying the mails again.

It now is conceded that an intermediate credit system for business is essential. A bill to make five year loans to industry is now favored by the President. It is the beginning of a new credit machinery designed to make working capital available to business large and small.

It now is conceded that the Securities Act has some grave complications in it. But the sponsors of the act are grudgingly making changes and it does not look as if they are sufficiently convinced of the damage the law has done to warrant much revision as yet.

It now is conceded that the first drafts of the stock exchange regulation bill would not merely have regulated the Wall street brokers but would have imposed hardships on businesses whose securities have been listed. The bill has been rewritten three times and is still a menace to orderly recovery. Perhaps this measure will become law before the errors will be clearly demonstrated. The confessional on this may not be at hand but it will be necessary in due time.

It now is conceded that "doing something for silver" raised too many hopes. The President has had to put his foot down and discourage inflation via silver. His argument is that international agreement is necessary.

It now is conceded that the original Wagner bill was a mistake in that it was one-sided. The New York Senator himself concedes that changes will be needed. Instead of a measure designed just to regulate the behavior of employers it is veering toward a measure that will make labor behave too. If it develops a court of industrial relations it will be a magnificent achievement.

It now is conceded that the whole Administration policy was not a "planned" affair but "trial and error."

All this is most refreshing. It reveals that the President with characteristic frankness and open-mindedness knows

a mistake when he sees one. His economic doctrines, or rather those theories which he temporarily accepted because of the disinterestedness of their source, are by no means abandoned. For social reform lurks importantly in the background. Facts, however, have a strange way of forcing consideration for themselves. To the extent that facts have conquered theory, the New Dealers may be said to be paying more attention to normal processes.

As yet the cry that the durable industries, which have 5,000,000 men out of work, present the key to the recovery problem, falls on deaf ears. Mr. Roosevelt has been holding to the idea that the country is over-built, that extra plant is not necessary. What he has not discovered is that heavy industries are improving and that what is needed is a replacement of obsolete equipment and this requires a better flow of capital.

Perhaps the intermediate credit system will help in that direction. But modification of the securities act would be most helpful of all. And next most helpful would be the opening up of export markets. The automobile industry already is experiencing a splendid increase in motor car exports. Other industries would be aided, too, if we could improve our trade relations.

Best of all nowadays, the Administration concedes that economic nationalism was an emergency measure and that in its place will come an enlightened nationalism. This means international trade—the real need of American business so that wage pay rolls may increase as they always have as the volume of transactions has been enlarged.

The outlook is encouraging because everybody from the President down now seems to be aware at last that there are at least two sides to the question of how to direct the economic fortunes of the country and that whether business is old-fashioned, provincial, or what-not, nevertheless we as a nation cannot be transformed over night and that a government must work with the tools it has and not with some imaginary beings who do not exist either in the business world or in the field of practical politics.

David Lawrence.

### Spectacular Career of F. T. Hulswit Recalled

An echo of the career of the late Frank T. Hulswit, who made and lost two fortunes as a public utility operator, will be heard May 3 when securities held by the American Commonwealth Power Corporation are to be sold at a receiver's sale in Wilmington, Del. Mr. Hulswit died in Bellevue Hospital April 3, 1933, after a fall from a hotel window. He was chairman of American Commonwealths at the time.

Mr. Hulswit formerly controlled the Brooklyn Borough Gas Company. A downturn in the stock markets forced him to relinquish important utility holdings in 1926, but in 1927 he organized the American Commonwealth Power Corporation. This went into receivership in December, 1931.

Among the items to be put on sale May 3 will be a \$54,048 open account indebtedness of Mr. Hulswit with all the right, title and interest of the receivers in the claim based upon the indebtedness filed with the executors of his estate.

Many of the securities to be sold were issued by utilities in which Mr. Hulswit was active early in his career. Among them are 4,530 shares of Class B common stock of the United Light & Power Company. It was an abrupt drop in United Light stocks in 1926 which forced Mr. Hulswit's holdings of these securities into the hands of Otis & Co. of Cleveland.

Another block to be placed on sale comprises twenty shares of American States Securities. Mr. Hulswit marketed the stock of this company by offering rights to purchase it to the holders of United Light & Power Company stock. After a controversy as to the management methods of this company, Mr. Hulswit canceled his holdings in the company, once offered at \$3,710,000, and resigned the presidency. Subsequently he was re-elected to the board.

Another parcel to be placed on sale comprises \$270,000 face value of notes of the Southwestern Gas Co.—N. Y. Times.

### In Favor of Some Sort of Inflation

Business in general is progressing fairly well in spite of political interference, although it still seems as if the Government's spending has accounted for the majority of the improvement. Many economists look for a business decline to start very soon, which may run into the latter part of the Summer, but there seems to be no fear of any drastic break in business. In general, the outlook continues favorable with possibilities of a decided upturn in business in the fall months.

The criticism of the New Deal policies had something definite to lean on last week, in view of the decline in grain prices. Wheat has dropped 12c in the nine days to April 19, where it was only 9c above the level of a year ago before the dollar had been devalued or the AAA had restricted acreage. This development, along with growing opposition to certain phases of the NRA indicating its operations may be on a much smaller scale, has caused Congress to show the tendency to take things in hand and bring about direct inflation either through silver or some other method. Even though the Administration has definitely indicated that such a development will not be favored, the threat is of sufficient importance that European foreign exchange operators have sold the dollar short or some capital had left the country so that either further devaluation of the dollar or shipment of gold is in prospect. Gold shipments are deflationary so that further devaluation of the dollar would be the next likely step.

It appears that any inflationary proposals would be likely to be vetoed, although the majority of Congress is probably in favor of some sort of inflation.

J. H. Petter.

When faith and confidence are knocked down, it is a long wait until they can get up.

## IN THE REALM OF RASCALITY

### Questionable Schemes Which Are Under Suspicion

Formal complaints charging corporations, partnerships and persons engaged in commerce with violations of the law over which the Commission has jurisdiction, were made public in twelve cases during March. These cases are listed as follows:

Vasco Products, Inc., Brentwood, New Jersey, and others, engaged in the sale of "Lea's Hair Tonic," represents that the product restores gray hair to its natural color.

National Silver Co., New York City, engaged in the sale of cutlery and table ware.

Odora Co., New York City, engaged in the manufacture of cardboard chests represented to be moth-proof, dust-proof, and damp-proof.

L. Heller and Son, Inc., New York City, and others, engaged in the importation and sale of imitation pearls, some of which are sold under the trade name "La Tausca."

Ray-X Water Corporation, Toledo, engaged in the sale of distilled water designated "Ray-X Water."

Nuss Research Laboratory, Elkland, Pennsylvania, engaged in the sale of medicinal preparations designated "Master Harmones."

Radumac Mineral Co., Los Angeles, engaged in the manufacture of a preparation designated "Radumac."

Norwood Pharmaceutical Co., Inc., Chicago, engaged in compounding a preparation designated "Dr. Tripp's Tonic Preparation."

Landis Medicine Co., Cincinnati, engaged in the sale of a preparation designated "Landis Special Prescription."

Home Drug Co., Minneapolis, engaged in the sale of medicines, including a preparation designated "Prescription 69."

Kaunagraph Co., New York City, and others, engaged in the manufacture of marking devices consisting of transfers, stamps, trade marks, and seals.

Schwartz & Co., Inc., Philadelphia, engaged in the sale of wrapping paper, twine, and corrugated and fiber boxes.

After a formal complaint has been tried, the Commission considers all the facts in the case and decides whether to order the respondent to cease and desist from the practices charged or dismiss the complaint. Orders to cease and desist were made public in five cases in March. They are listed as follows:

Standard Historical Society, Inc., Cincinnati, and others, engaged in the sale of a publication designated "Standard History of the World," directed to discontinue representing, by the use of the word "Society" in trade name or in any other manner, that respondent is a co-operative society, to discontinue representing an editorial staff is maintained to edit the loose leaf extension, and to discontinue misrepresenting the contributors, the price, the terms and conditions of sale, and the work contributed by any authors or revisers.

Northern Fruit and Produce Co., Chicago, and others, engaged in the sale of seed potatoes, directed to dis-



continue misrepresenting the grade or quality of the products sold and to discontinue representing by the use of tags, or in any other manner, that the potatoes have been properly inspected and certified.

Tuttle's Tite-On Cement Co., Chicago, directed to discontinue the use of the words "Porcelain" or "Porcelain Enamel" either alone or in conjunction with the letters "C. S.," in connection with the manufacture and sale of a thin, cement-like product sold for use as a paint or lacquer, the effect simulating that produced by porcelain enamel.

Lindsay Light Co., Chicago, directed to discontinue entering into and enforcing agreements tending to restrain trade in connection with the sale of thorium nitrate, used in the manufacture of gas mantles.

McGowan & Hall, Minneapolis, engaged in purchasing and re-conditioning worn-out defective Champion and A. C. spark plugs, directed to discontinue the sale of these reconditioned products unless they are so represented and marked.

Discontinuance of more than 300 misrepresentations of his product as charged by the Federal Trade Commission, is pledged by Joseph E. Meyer, Hammond, Ind., dealer in medicinal herbs, roots and compounds, in a 79-page stipulation between Meyer and the Commission. Misrepresentations range in variety from the allegation that "cineuefoil tea" is an effective remedy for for summer complaint to the assertion that cancer may be cured by taking "wild violet." Meyer is said to offer treatments for "practically every ailment to which the human race is subject." Meyer does business as Indiana Botanic Gardens, publishing "The Herbalist Almanac" and "The Herb Doctor and Medicine Man."

Charging fraudulent practices in the manufacture and sale of paint, the Federal Trade Commission to-day announced issuance of an amended and supplemental complaint against Cadillac Paint Manufacturing Co., Detroit, amplifying charges made in the original complaint served last September.

Seeking to convey the idea that it offered at very low prices high quality paints obtained at bankrupt and distress sales, the company, according to the complaint, advertised its own products as being those of bankrupt and unclaimed stock sales; permitted distributors to use its trade names indiscriminately on labels attached to paints of unknown origin, and printed on certain labels fictitious company names instead of its own.

These price representations, which included advertising and alleged three-dollar paint for 95 cents, were "false and fictitious," according to the complaint, the Cadillac products never having been worth or sold for "such fancy top prices, denoting highest quality and excellent for paint."

Permitting various "Dollar," "Factory," and "Army" paint stores which buy paint at bankrupt or distress auction sales, to use unknown labels containing Cadillac company trade names, caused the company to lose control over "whatever integrity, if any, such

trade names might otherwise have had or should have had," according to the Commission's complaint.

Labels were furnished these stores "with full knowledge and in reckless disregard of the fact that the labels would be affixed indiscriminately to any and every character of paint of unknown origin, quantity and content obtained at bankrupt or distress auction sales, and elsewhere."

Printing names other than its own on labels had the effect of misleading ultimate purchasers into believing such names were those of companies having an actual business existence and standing behind their products, certifying as to quality and quantity, according to the complaint.

Among other misrepresentations charged was use of the designation, "White Lead Ground in Linseed Oil," applied to a product containing less than one per cent of white lead, and of the expression "Durable—Economic Linseed Oil House Paint," applied to a product the vehicle of which contained, according to the complaint, 85 per cent of water and an oil which was not pure linseed.

Included as a respondent in the case is H. A. Lessen, individually and as secretary-treasurer and general manager of the company.

#### Proceedings of the Grand Rapids Bankruptcy Court.

In the matter of Harold C. Van Hise, bankrupt No. 5651. The first meeting of creditors has been called for May 4, at 2 P. M.

In the matter of John Hinga, bankrupt No. 5664. The first meeting of creditors has been called for May 4, at 11 A. M.

In the matter of Benjamin E. Murphy, bankrupt No. 5476, final meeting of creditors was held under date of Feb. 9. Fred G. Timmer, trustee, present. One account bidder present in person. Trustee's final report and account approved and allowed. Balance bills, accounts and notes receivable sold to Lincoln R. Vercoe, of Grand Rapids for the sum of \$5.00. Right, title, and interest of the estate in bankruptcy in and to Brentwood Park properties of Pensacola, Florida, subject to any and all mortgages, taxes, liens and encumbrances, was sold to Lincoln R. Vercoe for the sum of \$1.00. One claim proved and allowed. Order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to the one claim on file of 1/2 of 1 per cent. No objection to discharge. Final meeting adjourned without date. Files will be returned to Clerk of U. S. District Court.

In the matter of Charles H. Weisner, individually and doing business as Service Plumbing & Heating Company, bankrupt No. 5645, first meeting of creditors was held April 18, 1934. Bankrupt was present and represented by Arthur F. Shaw, attorney. No creditors were present or represented. Claims were filed only. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, Grand Rapids, Michigan, appointed trustee; bond \$100. Meeting adjourned without date.

First meeting of creditors in the matter of Anthony E. Vander Hull, bankrupt No. 5643, was held April 17. The bankrupt was present and represented by Clare J. Hall, attorney. One creditor present in person. Mason, Alexander, McCaslin & Cholette, attorneys, were present on behalf of one creditor. Claims were filed only. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, Grand Rapids, trustee; bond \$100. The meeting adjourned without date.

First meeting of creditors in the matter of Anthony E. Vander Hull and Herman Helmers, copartners doing business as Hull Construction Company, bankrupt No. 5642, was also held April 17. Anthony E. Vander Hull, one of the copartners, was present and represented by Clare J. Hall, attorney. Mason, Alexander, McCaslin & Cholette, attorneys, were present on behalf of a creditor. Anthony E. Vander Hull was sworn and examined without a reporter on behalf of bankrupt. Claims filed only. Fred G. Timmer, Grand Rapids, trustee; bond \$100. Meeting adjourned without date.

April 19. On this day the schedules,

reference, and adjudication in the matter of Edith H. Fletcher, bankrupt No. 5672, were received. The bankrupt is located in Kalamazoo. The schedules show total assets of \$543.49, (of which \$394.00 are claimed), and total liabilities of \$6,915.95, listing the following creditors:

Lincoln Alliance Bank & Trust Co., Rochester, N. Y. \$2,975.95  
Union Trust Co., Rochester, N. Y. 4,800.00  
Dr. Benjamin Nibbelink, Kalamazoo 40.00

April 20. On this day the adjudication and reference in the matter of The Compound & Pyrono Door Company, a Michigan Corporation, bankrupt No. 5667, were received. The bankrupt is located at St. Joseph, Michigan. This is an involuntary case, and the schedules have been ordered filed. Upon receipt of same the assets and liabilities will be made known.

Excesses to-day exact to-morrow.

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

## OLD KENT BANK

2 Downtown Offices  
12 Community Offices

## GOLD

### Arizona Mining Development Company

Capital Stock Offering  
Price \$1.00 Per Share

A complete prospectus containing all authorized information regarding this Capital Stock issue may be obtained on application by phone, letter or personal call to this office.

Offered for Sale to Michigan Residents Only.

### M. L. PARDEE & COMPANY

Incorporated  
Grand Rapids Trust Building  
Phone 97141

Please send Prospectus

Name \_\_\_\_\_

Address \_\_\_\_\_

## OUR OWN BREWERY

● Sentiment as well as cold cash considerations should influence your attitude toward the reestablishment of the Grand Rapids Brewing Company. EXPORT Beer—an established local favorite—will again be available. This area will again have its own brewery, one of the finest and most modern in the entire state, employing local workers, managed by local men, with long and

successful brewing experience. Local investors will have an opportunity to share in local brewing profits. An essential industry will give impetus to the circulation of local dollars—aid in the restoration of prosperity to this community. Shares in the capital stock of the reincorporated Grand Rapids Brewing Company (consolidated with Furniture City Brewing Company) are now being offered for local participation.

A LIMITED NUMBER OF SHARES AT  
\$1.00 PER SHARE NOW BEING OFFERED

Phone 93029, write or call for particulars

### THE GRAND RAPIDS BREWING COMPANY (A MICHIGAN CORPORATION)

Sales Office: Waters-Klingman Building, Grand Rapids, Michigan

ALL SHARES SUBJECT TO PRIOR SALE AND  
ALLOTMENT. FOR SALE IN MICHIGAN ONLY

### Kitchenware Orders Slump

A drop in the demand for kitchenwares is reported this week by selling agents and manufacturers. Interest in the goods has lagged both in chain and independent stores despite rumors of higher prices on many of the metal kitchenwares within the coming few weeks. The lull in buying was unexpected, sellers said, but is due to a corresponding drop in consumer buying. Stores, they added, are becoming hesitant about advance buying and are holding present commitments to immediate replacement needs.

### A. E. KUSTERER & CO.

The Oldest Investment Banking House in Western Michigan.

560 Michigan Trust Bldg.  
Phone 9-7231

### Ask for our Bulletin on the PETROLEUM INDUSTRY

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

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## 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.

### Are Conventions for Business or "Entertainment"?

As time draws near for another National convention, it were well to take thought as to what kind of gathering will assemble in Chicago; whether it will run true to traditional form whereof the motto might suitably be: "If business interferes with pleasure, ditch the business." For except for the chosen serious-minded few officers, diligent secretaries and a bare corporal's guard of delegates, that was the aspect of the convention in Atlantic City last June.

Such conditions are familiar to all convention attenders, whether of state or National grocer bodies. Hitherto the trade has muddled through toward district improvement, despite such handicaps; but as we now look forward to Chicago—and, come to think, to all other coming conventions—it were well to recall the words of General Hugh Johnson, uttered last June:

"Never in economic history have labor, industry, Government and consumers' representatives sat together in the presence of the public." But with the eyes of the world literally centered on commerce as never before, "the officers of the Association did not have the courage to sidetrack speeches, throw them out entirely, to make the way clear" for the real business of the convention.

Deplorable that such an opportunity was muffed, for that gathering of representatives of the individual grocer could have taken on dignity and manifested outstanding effectiveness if the officers had swept aside the entire set program. How wonderful, had they bulletined the first assembly thus:

"Delegates: Since our program was formulated, the industrial recovery act has become law. This is so momentous that it is deemed advisable to set aside all previous plans that we may concentrate exclusively as our primary work on the formulation of our trade code for immediate submission to the President."

Good examples were on every hand. Wholesale grocers, chains and volunteers got busy immediately on arrival, beginning at the very start—Sunday, June 25—to "work like beavers perfecting their codes," as a correspondent of mine reported. Not a delegate was lured to the boardwalk until the real task was out of the way.

But even that fiasco will benefit the trade if it results in the elimination of addresses of welcome and responses—deadly-dull, futile, time-consuming to the limit—of which when anyone has heard one he has heard all. As for set speeches: it is possible for those to be worthy for there is plenty of material always at hand; but the officers should know in advance precisely

what talkers are going to talk about, and how long, and be sure that what they have to say is useful. Most could be scrapped with little loss to make way for what never has sufficient time at any convention: full, frank, but also well guided and controlled discussion of live business problems.

That here is no over-statement may be seen by contrast in the two-day convention of chain grocers in San Francisco last July 7 and 8.

Here were gathered merchants in their own right, many delegated to represent their neighbors, and by officials of the larger organizations. They came together from all the Western states, each at his own expense, all eager to get back to their work as soon as the business could be finished up.

In just one respect did the gathering remind me of usual grocers' assemblies. That was in the way each chose the farthest back seat available, so the chairman had to call them forward when he dropped the gavel. The only usual ceremony thereafter was that each man rose, stated his name, address and connections; and then the meeting went forward strictly to business.

They worked so diligently that when, come Friday night, they struck an unexpected snag, every man stayed on the job until the small hours of Saturday morning.

What was that snag? Well, it showed how the small man is just as small when he is a little chain merchant as when he runs a one-man show in a corner grocery store. For business was promptly disposed of, item by item, with pleasing speed, until it came to the question of store hours. The big men promptly indicated how glad they would be if hours could be curtailed to civilized length, with Sundays and holidays eliminated; but not so the small men.

So the jury disagreed and stood locked during the night until these stubborn objectors could be persuaded that folks would buy groceries in a reasonable stretch of hours as well as at all hours. But does not this savor of just what happens in other small-shop gatherings?

These men reconvened promptly at breakfast on Saturday, ironed out all final kinks, adjourned at 1 o'clock with their code on the wire for Washington.

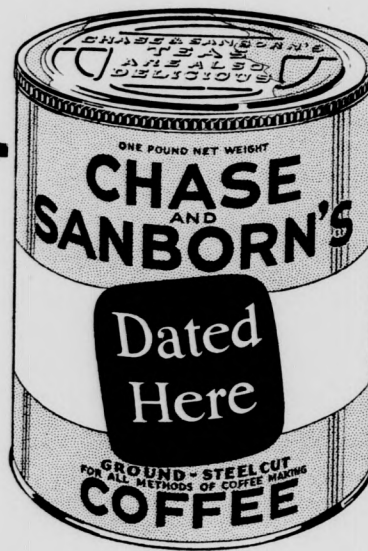
Observe, now, that there were no "addresses," no banquet, no ballyhoo. Each man ate "at will" and at his own cost; and the entire convention was over within thirty hours. Those men were back on their jobs, mostly by Monday morning—all except delegates from Arkansas and Oklahoma perhaps.

Would it not be a welcome change if a similar report could be made of the coming National convention in Chicago? It seems to me suitable to speak thus frankly in the family circle, regardless of how unpopular it is apt to be, that our National gatherings may rise higher in the future than they have hitherto risen, freely admitting that much progress already has been made.

I hope that this may be genuinely helpful to businesslike officials—to men who would always prefer to de-

(Continued on page 22)

## Your Customers want this FRESH COFFEE



FOOD articles in women's magazines and women's pages in newspapers are pointing out the ill effects of stale coffee. It's irritating to the nerves, upsets digestion, causes headaches. People are taking the advice to use only Fresh coffee. That's why they are insisting on Dated Coffee—the brand that is absolutely fresh always.

A large number of your customers are among these people. Are you catering to their demand? It means more sales and better profits to you to get behind Dated Coffee. Start now to give it your usual good merchandising.

## CHASE & SANBORN'S dated COFFEE

A Product of

STANDARD BRANDS INCORPORATED



## MEAT DEALER

### Educational Programme of the Meat Board

The phase of the National Live Stock and Meat Board's educational meat program, which is concerned directly with the subject of retail merchandising, set a new high record of accomplishment during the first three months of 1934, according to a report just issued by the Board. Demonstrations of modern cutting methods for beef, pork and lamb; helpful information on cost and selling prices, displays and cutting tests; and lectures emphasizing the food value of meat and its proper use as the center of the diet, are some of the high lights of this program which is attracting such favorable attention.

In the three months' period 241 meetings were held in fifty cities of nineteen states and these were attended by 115,439 persons. The enthusiasm with which the program was received is a striking indication of the interest of all groups in the subject of meat, in the opinion of the Board.

Retail meat dealers state that the practicability of the ideas presented is evidenced by the response of their customers to the modern cuts. Homemakers—50,000 of whom witnessed the demonstrations in this period—state that the information assists them greatly in their meat buying, and makes possible a wider variety of appetizing meat dishes.

In high schools and colleges from New York to Alabama, where in many cases entire assembly periods were given over to demonstrations, teachers are high in praise of this method of stimulating interest in meat studies in the classroom. Chefs and stewards assert that the modern meat cuts provide a wider range of meat dishes in hotel and restaurant menus. Nurses, dietitians, and home economic teachers have expressed unusual interest in the program, especially in the facts as to the food value of meat.

During the three months, short courses for retail meat dealers were held at Iowa State College, the University of Minnesota and Oklahoma A. & M. College. Leading men of the trade in these states assembled for instruction and discussions revolving about the merchandising of meat and in each case voted unanimous approval of the short course idea. Plans are under way for similar courses next year, upon the request of the dealers.

A few of the high lights of the three months' period, are as follows:

Unusual interest in the programs over a wide area was demonstrated on many occasions. Retailers drove in from 75 or more miles to attend the meeting at Huntsville, Ala. At Grand Island, Nebr., they came in from 90 miles. At Aurora, Ill., retailers drove in from thirteen other cities and towns. Approximately 100 dealers drove to the Salina, Kans., meeting from distances of 100 miles or more.

At Nashville, Tenn., where fourteen meetings were held, retail meat dealers stated that they were still "cashing in," on the Board's demonstrations held three years ago.

Demonstrations were given at Birmingham, Ala., before 3,200 students in the largest colored high school in the world.

Meat merchandising demonstrations were a feature of the Pickaway County, Ohio, cattle feeders' annual tour and the annual meeting of the Arkansas Valley Live Stock Association at Las Animas, Colo.

At Augusta, Ga., the manager of a large group of food stores brought all his meat cutters to the platform to inspect and study the newly made meat cuts.

Five hundred leading business and professional men of Omaha, Neb., witnessed a demonstration showing the latest revelations in new cuts of beef, pork and lamb.

The fact that meat is an excellent source of protein, iron, phosphorus and other essential food elements was brought home, in a convincing way, to all groups reached.

States in which the program was presented, included New Jersey, Pennsylvania, Virginia, West Virginia, New York, Ohio, Illinois, Wisconsin, Iowa, Kansas, Nebraska, Minnesota, Kentucky, Oklahoma, Mississippi, Alabama, Tennessee, Georgia and Colorado.

The expressions of appreciation from audiences throughout this area and the calls for similar lectures and demonstrations in the future indicate a well-developed meat consciousness, and an increasing appreciation of the importance of meat as the center of the daily menu, the Board points out.

### Gets Sunday Orders Ahead of Big Rivals

I stepped into Willima F. Manke's market in Morgan Park on a Wednesday. While there only twenty minutes, Mr. Manke sold four turkeys for the coming Sunday dinner to customers who called regarding their orders for the day.

I remarked about his ability in tying up his trade ahead of his newspaper-advertising competitors. He replied by asking me to walk around to the telephone desk and count the orders booked for Sunday.

There were twenty-four. The retail price was 32c per pound, about 6c per pound higher than chain store prices.

Mr. Manke advised me these turkeys had not yet arrived, and that he always had from 75 to 100 meat and poultry orders by Friday night, which were weighed and priced for delivery on Saturday morning.

This is very remarkable for a one-man store and gives a retailer a 52 time turnover on 500 to 600 pounds of merchandise that has been in stock from 24 to 72 hours. No high pressure selling; just the compensation that comes in building confidence in your merchandise, plus what the smiles and personality reveal to the buyer in the voice over the telephone.

Try placing a looking glass by your phone where you can examine the expression on your face as you talk to your customers. The same expression is revealed in your voice, and is just as visible to your listener at the receiving end as though you were face to face.

R. W. Farr.

### Hash is an Old Dish of Royalty

In the days before forks were known, hash was the dish most often served for kings and queens, and indeed, a well-prepared hash is not to be despised.

Corned beef hash is perhaps the most popular of its kind. Here is the way Inez S. Willson, home economist, prepares the very best corned beef hash that one could wish.

Wash the corned beef and freshen it for several hours. Then place it in a heavy kettle, and pour hot water over it. Cook it over a very slow fire until it is done, but not cooked so much that it is ragged.

In the meantime boil or bake potatoes in their skins. Let them cool, then remove the skins and dice them as for creamed potatoes; that is, dice them very fine.

Cut, but do not grind, the beef until it is about the same size as the potato dice to be used with it. Carefully combine the beef and potatoes in the proportion of about one part of corned beef to one of potatoes. Season to taste with onion juice, paprika, or minced green pepper; and for 2 cups of beef and potatoes, add ¼ cup cream.

Melt about 2 tablespoons butter in a frying-pan, put the hash in, and cook slowly until it is thoroughly heated. Then turn it out on a serving platter and garnish it with parsley and bright red radishes.

### Opposition to Marketing Agreements

There is increasing resistance in industry to marketing agreements proposed by the AAA to secure higher prices for farm products by quasi-voluntary agreements with processors.

Many of the industries involved would be ready to grant some increases over the prices stipulated last year, which were much higher than market quotations at the time. The AAA, however, is not satisfied with moderate increases, it is said, but proposes prices that in various instances represent another 30 to 40 per cent. rise.

As a result the AAA is currently facing a situation where only a part of the processors concerned have signed agreements, while others refuse to do so. This leaves many marketing situations in a state of suspense, pending decision by the AAA as to whether to use coercion to modify its price demands, or to abandon marketing agreements altogether in lines where especially active resistance is encountered.

### Union Labor Losing Out

After having relied for the past year largely on Government support to win recognition, labor now appears to be asserting its independence not only of employer domination, but of Government help as well.

Evidence of this trend toward independence is seen in the fact that unions not identified with the American federation of labor are in many instances adding new members faster than A. F. of L.

locals. Another indication is that certain company unions have actively participated in recent strikes, and have gained substantial concessions in a number of cases.

Since the A. F. of L. leadership is identified in the minds of many union members with a policy of waiting upon the Government, many are wondering whether it can adapt itself to this change in time to retain the domineering and disreputable attitude it has so long undertaken to occupy in the American labor movement.

### Paper Industry Prospects

Demand for paper and paper products of all descriptions has been increasing consistently in recent months. Current prospects are that this trend will continue as the recovery movement broadens, executives in the industry believe.

Although cost of production has been rising sharply under the NRA, increased consumption and higher prices for paper products have more than offset this, as far as leading companies are concerned.

Newsprint business, on the other hand, is not regarded as satisfactory. While consumption in this line has increased to some extent, existing mill capacity is said to be still largely in excess of current consumption. It is held possible, however, that some of the mills with a high operating cost ratio may be forced to shut down if newsprint prices are not raised above their present level, which has remained unchanged since April, 1933.

### Rough and Tough

If the rumor is true that General Hugh Johnson is about to retire as head of the NRA, it may be a good move for the NRA.

Johnson is a smart man and a rough and tough fighter. He has about as much courtesy and tact as you would expect of a "cannoneer with hairy ears." In one of his speeches he declared that independent grocers were impossible in the face of chain store competition. And some of his other declarations are much more picturesque than true.

If any good is to come out of the codes, it will have to come through co-operation and common sense, not through the tactics of a regular army drillmaster.—Merchants Journal.

To win fame, forget it.



## Beech-Nut

## GUM & CANDIES

COFFEE · PEANUT BUTTER  
CATSUP · BUTTER WAFERS  
and other foods  
of exceptionally fine flavor

BEECH-NUT PACKING CO., CANAJOHARIE, N. Y.



## 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.

### Just Among Ourselves in the Hardware Trade

New hardware stores are being established. From many parts of the country wholesalers report sales of complete opening stocks. If these new stores are intelligently located and are being opened by men whose experiences and/or financial abilities promise reasonable development, such news is most encouraging. It suggests further and tangible evidence that general business recovery is in motion. However, poorly located, inadequately financed new stores are not an expansion but a blight on our business. Wholesalers have, in the past, facilitated the opening of new stores without investigation beyond the prospect's ability to pay for the first order. Often even a partial payment on it was permitted as part of the jobbed's competitive strategy, if in a location where the jobber was without an outlet. All this, despite any consideration for the need of the new store in its proposed location and little attention to the prospect's fitness for the job of being a merchant, have contributed heavily to hardware distribution costs. A store of short life means merchandise on the auction block with prices "shot" so that well rated efficient stores nearby must suffer margin losses. Often, an unfortunate and unprofitable low price precedent is established on a great many lines through such retail failures. The real tragedy is in the knowledge that many stores should never have been started. Even the wholesaler who enjoyed the opening order suffers proportionately when the store goes under. If the lessons of the past are factors in future thinking we will have fewer but better located new stores.

Intrepid insurance salesmen working for a Syracuse, N.Y., agency are successfully working on an "All night" program. This includes starting at 2 a.m. and working until 7 a.m., concentrating solicitations among those who work at night who would not be available for daytime interviews. Among the clients secured by this latest contribution to commerce are found: garage workers, lunch room and lunch wagon employees, watchmen, transportation employees and the night crews of hotels, clubs, etc. It is my fondest hope that the idea spreads and becomes popular with the nine or ten insurance men who call on me constantly despite my air tight rejections of their proposals. To readers similarly honored by constant and numerous insurance salesmen this Syracuse plan is offered as an idea to pass on. It may help you save some of your time for your own business. I plan to hand a clipping of this item (as long as they last) to all such solicitors calling at my office.

The insurance business gives even the youngest novice a strange confi-

dence, a great persistency and often unlimited "gall." Only a few call on a cold canvass basis. Practically all, falsely gain entrance by announcing that they are sent to see you by Bill Smith or Ed Jones. Once inside your office the attack begins. If you turn out to be a readily admitted poor prospect it appear customary to switch the tactics. You are asked to furnish names of your best friends and relatives. They, in turn, are honored by the same approach. It goes on and on. I am keeping a record of "friends" who send insurance men to see me and shall use this list as a hand-out" to provide me with an escape from insurance men. Perhaps this will discourage these "friends" from the practice for I now have more insurance than I can afford to carry.

More than 30 years ago, David Williams Co., forerunner of the present publishers of Hardware Age published a book called "The American Hardware Store." It was edited by my distinguished predecessor, R. R. Williams, and enjoyed a wide distribution. Although many of the display and arrangement methods suggested in this book have been drastically revised for more modern requirements, there is considerable basic common retailing sense to be found within the pages of this book. I have on my desk two requests for copies of this book, for which \$5 apiece will be paid. If any reader has a copy of the book in good condition and is willing to dispose of it, I shall be happy to hear from him. Do not send the book without writing me first, as only two copies are wanted at the \$5 price.

The basic retail code permits retailers to select one of three work hour groups for operation under the code. A letter from H. P. Sheets, N.R.H.A. managing director, indicates that, as expected, the 48-hour (Group C) basis is the most popular among hardware dealers. Though not a complete nation-wide study the figures to date are as follows: 90.6 per cent. on a 48-hour employee basis; .1 per cent. on a 44-hour employee basis and 1.3 per cent. on a 40-hour employee basis.

Ecuador has long had a government monopoly on the production of matches. To protect this industry, automatic cigar lighters have been banned, until recently, in this South American country. However, this country will soon learn that it takes more than legalization of these lighters to make them work.—Charles J. Heale in Hardware Age.

However numerous may be the systems of education adopted in different countries, and in distant ages of the world, the object proposed to be attained has everywhere been ostensibly the same, viz., by care and training, to render the body and mind of man apt instruments for fulfilling the design of his existence, the acquisition of happiness, social and domestic.—John Locke.

The planets have their orbits. Orbits are also prepared for man, but often he turns the switch.

### Where's the Hole in This?

Ever since the present era of price-cutting set in, this paper has been endeavoring in every way it could to impress on its readers the fact that ruin and disorganization lay in that direction, and that they were welding an iron collar around their necks that would be very hard to get rid of.

The answer always given in such cases is, "What are we to do? We have to keep up with the procession. We have to compete. If we don't meet competitor's prices we don't compete, and if we don't compete we don't sell goods. And if we don't sell goods we don't stay in business." Well, that has a certain plausibility. There doesn't seem to be any hole in it. But evidently there is one. I don't know whether you men read the "Saturday Evening Post" as regularly as I do, but in the last issue there was something which apparently finds the hole in the price-cutter's argument, and appears to show that it isn't so necessary as many people think to meet every price a competitor throws at you. The article I refer to was written by a well known business writer and was entitled "They've Kept Out of the Red." It was based on interviews with a number of business houses in all lines which had made money in spite of the depression. One of them was a retail druggist, who thus relates an experience which fits a grocer equally well:

"When the depression got well started all the drug stores began to outdo one another on cutting prices. There is a branch of one of the big drug chains just across the street. They kept their clerks so busy trimming windows with goods marked below cost that they hardly had time to wait on customers.

"I kept up with the procession until a couple of years ago, and all the time I was getting nearer and nearer red ink. Then one day I went out to buy a suit of clothes. There were two or three stores right in my block that had their windows full of clothes at bargain prices, but I went right past them and up the street to an old concern that seldom featured bargains in its advertising, but talked a lot about quality. I bought my suit of clothes there, and as I walked back to my own place I got to thinking.

"I asked myself why I went to that store instead of to some store that advertised bargains all the time. I figured it was because I am not a man personally who is price-conscious. I have always believed it was more economical in the long run to pay a good price for something good and have it last a long time, than to pay a cheap price and have it wear out quickly. Then I got to thinking about different acquaintances in the city who weren't price-conscious. There were a lot of them. The next thing that popped into my head was, "These men who aren't price-conscious—men who never hunt bargains—are all pretty prosperous. They are the leading men of the city. But the way I'm running my store, I'm not doing a thing to get their trade. I'm just a cut-price merchant, that's all."

"I decided to change my policy. I ran a series of advertisements in the

newspapers, saying that in the future I would feature quality merchandise only. I stated I believed that sort of merchandise was more economical in the long run. Then I changed the style of my window displays. I made my windows less like a racket store.

"Apparently there were a good many people in my city who weren't price-conscious, because my trade picked up from the first month. My customers are more leisurely in their shopping. They don't buy an item and rush out with it the way they used to, as though they were ashamed to be in the store. The policy has worked so well in my main store that I am going to put it into effect in my two branch stores."

Well, there it is. It's perfectly logical. There is no reason whatever to doubt that there are people left who aren't completely hypnotized by a price, and that if salesmanship is used they will buy at a price that gives the dealer a profit.—Modern Merchant.

### Resale Price Agreement In New Form Tried Out

A new form of sales agreement under which only retailers who agree to sell at the prices stipulated by the wholesale distributor will obtain deliveries of mechanical refrigerators and radios is being tried out in the Eastern territory by a leading house. The move is being watched closely by manufacturers of branded goods in other lines who are considering drawing up similar contracts if the experiment is successful.

The agreement with retailers, it was pointed out, is based upon the national and state recovery acts and upon the recent court decisions upholding provisions of these acts.

### Glass Lines React Seasonally

Demand for glass and glass products during the month has receded somewhat from the levels attained in the preceding month. In the majority of lines, total orders for the month will display signs of the lighter volume which is customary at this season of the year. The reaction in the retail market is having its effect upon factory schedules. There has been a sufficient number of small orders in most instances to maintain fair levels of operations, and there are plants that are still turning ware out on double shifts. Conditions in the glass container field are on rather a stable basis.

### Advance Lathe Prices 10 Per Cent

A price advance averaging 10 per cent. will go into effect at the end of this week on practically all types of lathes. The increase is the second since March, when milling machines were raised 10 per cent. The call for machine tools improved slightly this week, compared with last, but is still below the average for last month. Spread of labor troubles in the West and New England have had a depressing effect upon the market. According to machine tool makers, the situation has not improved recently and trade will continue spotty for some time.

A dog, looks to a flea, like a Government office does to a politician—a place for a living.

The "soak the rich" policy is all wet.



## DRY GOODS

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

### Fall Curtain Prices Uncertain

Speculation regarding price trends in Fall curtains is current in the market this week as manufacturers of popular-price goods complete sample lines for the new season. Fearing new wage and hour regulations, producers are having a difficult time figuring quotations. The industry at present is divided as to whether prices should be advanced or left at current levels. One of the largest mills announces that it is accepting orders up to the end of July at prevailing prices and expects to continue shipping at the same prices throughout the early Fall. Others, more cautious, insist that commitments beyond May be subject to prices prevailing at time of shipment.

### Shirt and Tie Sets Promoted

Finding the demand for solid color shirts dropping steadily, most manufacturers within the last two weeks decided to turn to the production of fancy shirts with matching tie. At the beginning of the month the trade was somewhat skeptical about the continued popularity of these types, but orders in the last fortnight have been so heavy that a good season is assured. While some shirt manufacturers are producing ties, others have contracted for them with neckwear manufacturers. Deep-toned checks, plaids and stripes, mostly in broadcloth, are favored, with \$1.55 range about the most popular.

### Millinery Campaign Begins Well

Retail millinery buyers thronged manufacturers' sales rooms in New York last week and reports throughout the industry indicated that the Summer season campaign has begun well. Whether or not trade reaches the \$40,000,000 goal in increased sales set by the Code Authority, the indications are that the Summer volume will be extremely heavy. Buyers are expected to be operating here for the next ten days, which would allow sufficient time for delivery prior to the start of the retail season on May 8. The belief is general that the better-grade hat will sell well.

### Dry Goods Jobbers Curb Orders

With the exception of a few orders for wash fabrics, dry goods wholesalers again placed very little business in the primary markets last week. Major developments are lacking to influence the market in either direction, with the result that jobbers have no price incentive to purchase goods. Sales to their retail accounts continued to hold up well, particularly for cotton styles, as stores are preparing to promote cotton week. Other types of merchandise, however, were not in demand.

### Ask Delay on Chinaware Marking

A plea that special consideration in marking regulations be given to German producers of china and earthenware has been made to the Customs Bureau by leading importers of chinaware. In a letter to the Bureau of Customs

the importers asked that an extension of six months be allowed before German manufacturers of dinner sets and kitchen crockery are compelled to mark their goods "Made in Germany." The ruling on which the extension is sought goes into effect May 8. Importers point out that Bavarian manufacturers have large stocks of merchandise already made up for the American market and marked with the name "Bavaria" baked into the goods.

### Lowest Hose Price Is \$5.25

Hosiery buyers, anxious to pick up full-fashioned styles at \$5 for the 4-thread, 42-gauge styles this week, found that the best price available was \$5.25 and that mills were holding steadily to this quotation. Little business, however, was placed at this figure, as buyers, whose competitors stocked up on goods at the \$5 figure were desirous of duplicating that price. This pressure of buyers was a source of anxiety to mills, which felt that in a dull market some producers might weaken again and grant the 25-cent concession to buyers on promise of a sizable order.

### To Launch Blouse Campaign

"Give Blouse for Mother's Day," will be the keynote of a selling and promotional campaign to be sponsored by the National Association of Blouse Manufacturers. During the next week a series of meetings will be held with representative retailers, in order to carry out joint plans. The blouse trade during the Spring has enjoyed the best season in a decade, due largely to the popularity of suits. The campaign will further lengthen the blouse season and will include the distribution of dealer helps and publicity material. Mother's Day occurs on May 13.

### Men's Sport Furnishings Active

Manufacturers of men's Summer and sport furnishings received a heavy volume of business this week on various types of accessories, bringing the volume for this season to date about 40 per cent. ahead of last year. Washable slacks and trousers, pastel colored hosiery, sleeveless sweaters, wash neckwear and other furnishings were bought freely. Producers commented on the fact that stores are giving more intensive promotion to these goods this season and are offering more complete stocks. They figure that volume will be the best in about three years.

### Swim Suit Mills Re-opening

With nearly a dozen Philadelphia bathing suit mills reported as starting up production this week, the labor troubles which have kept about forty-five units shut down for several weeks may be ended shortly. Mills, however, have been operating only a day shift, so that apparently the danger of strikers' attacks has not been entirely eliminated. The delivery situation has become tighter in other markets, with most producers unable to promise deliveries on new orders before June 15.

### Japanese Glasses Worry Trade

Growing concern over Japanese competition in bar and table glassware is evinced by manufacturers. The appearance in the American market of

glasses from Japan is comparatively recent and domestic producers hope to get Washington to curb the low-price competition before it gets a foothold, as it has in other lines of consumer goods. The manufacturers contend that although present samples of Japanese goods are inferior to home products the defects are chiefly in the finishing of the glass and will be eliminated when the makers become better acquainted with requirements of the American market.

### Seek Early School Shipments

Some concern is being shown by retailers and the leading buying offices here as to whether children's wear manufacturers will be able to make prompt deliveries of Fall lines in time for retail promotions in August just prior to school openings. Buying offices are contacting their accounts to see when they would like early deliveries and when they will need peak stocks. Following this a committee of the Association of Buying Offices will meet with manufacturers, probably late this week. The problem arises out of NRA restrictions upon output hours in the production of children's wear.

### Fall Leathers Sampled Freely

Tanners report that the exhibit of Fall leathers held here during the past week was the most successful they ever sponsored. In addition to a larger attendance than at the Spring show, more sample orders were placed by shoe manufacturers. While the cheaper grades attracted most interest, the better leathers received a larger proportion of the orders than they have for some time. Shoe producers express optimism over the outlook, and tanners are confident that the Fall season will be the most active in several years.

### Appliance Sales Are Spotty

Manufacturers of electrical household appliances are unable to account for a drop in the normal volume of purchasing of small electrical goods.

The decline in buying set in shortly after the first of this month and continues despite the efforts of both retailers and jobbers to increase sales. The current condition is contrary to the usual post-Easter trend. Heavier appliances, such as washing machines, vacuum cleaners and mechanical refrigerators, continue to sell freely and comparisons with last year's volume shows current sales 10 to more than 75 per cent. ahead of the corresponding period in 1933.

### Black Comes To Fore In Shirts

Shirt manufacturers here are beginning to wonder whether or not a secret organization, similar to some of the European groups, which identify themselves by a colored shirt, has been formed in this country. While the growing demand for deep-toned shirts was expected, producers did not think they would receive so many orders for solid black broadcloths as are now developing. The majority of the calls are coming from the Middle and Far West, particularly from the college towns. These shirts will be worn with white and pastel Summer suits and will be topped off with yellow and white neckwear.

### To Buy Children's Hose Earlier

Remembering their inability last year to obtain goods in time for school openings, children's hosiery buyers are expected to place orders earlier this season, according to selling agents who have opened their Fall lines. Half-socks, the five-eighth and three-quarter length stockings and boys' golf hose are included in the new ranges. Prices at the present time are more or less tentative, as mills are awaiting buyers' reactions to the offerings. The popular retail ranges will again be 20, 25 and 35 cents, with 50 cents for the better goods.

Government is a child of the people. Like an extravagant son, it is always sending home for more money.

## Wholesale Linoleum, Carpets and Rugs

Distributors of

ARMSTRONG'S LINOLEUM

**YEAKEY-SCRIPPS, Inc.**

160 LOUIS STREET

GRAND RAPIDS, MICH.

**Insure your property against Fire and Wind-storm damage with a good MUTUAL Company and save on your premiums.**

**THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY**

affiliated with

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



## HOTEL DEPARTMENT

### Calling on Ancient Friends in Wolverine State

Sturgis, April 24—Two veterans of Michigan hotel operation, with whom I have not been in touch for a long time, are John Lewis, formerly owner of Hotel Marquette, Marquette, and Judge William Peck, proprietor of Hotel Franklin, Montague. The former has been suffering from paralysis of the lower limbs for several years past and is confined at St. Luke's Hospital in his own home town, but his mentality is unimpaired and his old patrons among the commercial men get a thrill out of visiting him when in the Lake Superior section. I have enjoyed the acquaintance of this wonderful man for upwards of forty years; in fact, I think, ever since he took over the operation of the Marquette, which was destroyed by fire several years ago and long before I became a member of the hotel fraternity. The traveling men used to say that he was "a hotel man, right," and I cordially agreed with them. Remember those broiled white fish he used to serve daily in his hotel, fresh from the icy waters of Lake Superior? If I succeed in getting up North this trip, my Mecca will be that establishment which is now the home of John Lewis, and I hope all my hotel friends will follow suit when they have an opportunity. His two daughters, who conducted the hotel prior to its destruction, are looking after him, consequently his life is not one of gloom.

William (Bill) Peck, conducted the Franklin establishment at Montague, for many years. During that period when I was at Pentwater, he used to make frequent pilgrimages to the Verbeck Tavern to break a lance with in the mystic game of cribbage; I used to return these visits promptly. My memory is a trifle short as to the results of the games, but we remained friends, even after he "admitted" he was the better player. Now "Bill" is back in the Franklin, and before I leave for the Golden West, I am going back to pay him a visit, if he is not too elusive, if only for the purpose of conveying the news that I have never lost one of the so-called mystic games since last seeing him. Mr. Peck is again behind the desk at his hotel and I know all his old friends will be glad to see him.

I started to say last week that about the first person I met in Grand Rapids was mine host "Ted" Beecher, of the Crathmore Hotel, and on that occasion said something complimentary about his methods of operation and the type of accommodations and the food he is dispensing. Last Friday he and his estimable wife motored me down to Sturgis at a rate of speed which I would not care to speak about in a traffic court, but, on the whole, very satisfactory to me—and restful. On this trip he took occasion to impart information to the effect that he is severing his connection with the Crathmore this coming Saturday, due to a change in ownership, with the ramifications of which I am not familiar, but "Ted" does not appear to be worrying the least over the situation, as his hotel connections heretofore have been of such a satisfactory character he will have little trouble in establishing a satisfactory set-up without delay. As to the future plans of the Crathmore owners I know very little, except that it is reported future operations will be confined to the outside or older part of the building, while the newer portion will be in disuse for the present, at least.

My visit to Grand Rapids has given me a wonderful opportunity of meeting

up with a lot of my traveling friends who used to give me their unqualified support during my hotel career. For instance, last Sunday week, I was the guest of Mr. and Mrs. Richard (Dick and Ruth) Warner, Jr., whom I have known for a quarter of a century, they being staunch guests of mine every summer at Pentwater and later on, at Glen Lake. "Dick," as every dealer and user of salt in Michigan has known, for a lot of years, has represented the Colonial Salt Co., which particular product he has uniformly claimed to be of the wormless variety and succeeded in convincing a lot of people that his statements were more or less reliable. I certainly had a wonderful visit with these kind friends, and wheedled out of them an invitation to play a return engagement, which is about at hand. They have a beautiful

in the clothing trade in Grand Rapids, but is now enjoying the fruits of his past labors and laughing at Old Man Depression. I like him much.

Tuesday of last week, Harry Ackerman, superintendent of agencies of the Preferred Automobile Insurance Co., Grand Rapids, took me in tow for a trip over to Saginaw and Bay City. Stopped briefly at Greenville, where I had the satisfaction of meeting George H. Phelps, present manager of Hotel Hardy (formerly the Phelps), and a descendant of the former owner, whose name it bore for many years. He confessed he was a new man on the job, but hopes to have a good "batting average, and I am pretty sure he will, as he looks likely to me. In just three and a half hours, this gas-destroying friend of mine landed me at Hotel



Henry M. Hollister

home, know everybody, and are never lonesome.

George P. Dowling, he of the Michigan Trust Company, is the same old "Perry" I used to know and, I might say, victimize, twenty-five years ago, and he still speaks to me. We had a great time reminiscing and we promised ourselves a regular visit upon my return to Grand Rapids, which might, possibly, include a reunion with Henry Nelson, manager of Hotel Chipewa, Manistee, a mutual friend, at whose caravansary we used to fraternize and play "rummy" a dozen years ago. Time rests lightly on Perry's shoulders and it surely made me happy to visit with him.

Ran into "Joe" Major, on Monroe avenue, and we immediately "repaired" to an adjacency and "had it out." He sold the LaValla Rosa cigars for many years, afterwards establishing himself

Bancroft, Saginaw, where I had a brief visit with Henry M. Hollister, its effective manager, whom I will speak of later, and proceeded on my way to Bay City, registering in at Hotel Kimbark, "lorded" over by that most far-sighted and thoughtful individual, H. F. Heldenbrand, chief buccaneer of the Hildy Clan, who run hotels at Bay City, Alma and Pontiac, and does not care who knows it, and there has never been anything in their conduct they ever seemed to want to conceal. The Kimbark is one of those "home-grown" products which the Hildys have ever specialized on and found it was most satisfactory. Cleanliness and comfort are their leaders and they certainly prove the merits of their offerings to the traveling public. H. F. and your humble servant spent several hours enumerating the many seemingly small effects which seem to make a hit with the public, from the pin cushion on the dresser to the daily news-

paper shoved under the guest's door every morning, without money or without price. An attractive lobby, after a sensible greeting by the "big chief," is the first thing you discover on entering. It is attractively furnished and a profusion of fresh-cut flowers are ever in evidence. Newspapers, magazines and pictures are there to rest and entertain you, and the rooms are the last word in attractiveness and sensible furnishings. I have heretofore made so many visits with Hildy and his charming better nine-tenths, that my vocabulary is unequal to the emergency, but I second the motion on every offering he has made. He claims to have been somewhat exercised over the declination of the Tradesman editor to accompany him on a trip to Florida a while back, in his "model T," but I convinced him the grey matter dispenser had a "hunch" that he never intended to go anyhow. The Kimbark seems to be doing a fair business, as does Hotel Republic, in the same city, which is now and has been for many years, operated by W. G. (Bill) Schindehette, who used to be one of my "bowlers" in the good old days when we were trying to convince the elusive hotel keeper that a membership in the Michigan Hotel Association would return thousand-fold benefits. "Bill" is still going strong with his Republic, notwithstanding the alleged depression. Recently he has established a de luxe beer parlor and this, also, gives evidence of prosperity.

Now I get back to my old friend, the dispenser of Bancroft Hotel corned-beef hash, famous in story and song. It has been my good fortune to have met up with a lot of landlords in my day, from the time I first started missionary work on the road, to the present, and I think I know my oats. At least I have been credited with such knowledge. Henry M. Hollister meets my ideal perfectly. I remember when he came to us years ago, fresh from Fred Harvey service, and he has never slept a wink since, but is always doing the things Fred Harvey "tried" to do. He has never failed in a single requirement, has made a wonderful success of his stewardship, and to-day is one of the most successful operators in Michigan. He reports a most satisfactory business the year round, which demonstrates that the traveling public knows what it wants and gets it here.

My insurance friend, still a good sport, stuck right by me and we dropped in on Earl Green, who conducts the Capitol Hotel, at Flint, and found him busy as two bees, and then some. Flint, fortunately, is right in the teeth of the busiest period she has ever known, and Earl is right there with his little sickle for the sole purpose of garnering the sheaves. The Capitol is a delight. Unobtrusive, in a manner, it turns out an attractive brand of hospitality, and Mr. Green enjoys the acquaintance of the greater portion of travelers who visit Flint. For many years he operated Hotel Crystal there, since demolished, enjoyed experience in other fields, but he is again in his element, among friends.

At Flint, C. H. (Chet) Bliss, has succeeded our old friend, Thos. Riley, now in California, in handling the affairs of Hotel Dresden. I failed to meet up with him, but wish him well.

We made a night stop at Hotel Waldron, Pontiac, which is managed by Howard Heldenbrand, son of "H. F. H.," and one of the most intelligent of and popular operators in the state, in that he is the broadcaster of more sensible ideas which are applicable to hotel operation than anyone I ever knew, but who finds time to do his duty to his guests to their entire satisfaction, and follow literary channels of partic-



ular interest to the craft, his works on hotel operation being accepted authorities. The Waldron is always acceptable to discriminating travelers for the reason that its manager is ever on the alert to supply little surprises to his guests, based upon the foundation of comfortable and unusual features, and is certainly enjoying a satisfactory patronage. It pleased me greatly.

From Pontiac my friend Ackerman brought me back to Grand Rapids, where I discovered my good friend Dan J. Gerow, who operates Hotel Elliott, there attending a Democratic jamboree at the Pantlind, and he immediately insisted that my next port of entry should be Sturgis, and here I am, having just left his comfortable dining room with a feeling of comfort, after having absorbed lots from the accompanying menu:

Crab Meat a la Victoria  
Mulligatawny Soup  
Celery  
Radishes  
Golden Glow Salad, Whipped Cream  
Sherbet  
Roast Prime Ribs of Beef au jus  
Fried Chicken, Home Made Noodles  
Braised Ox-Tail, a la Jardenier  
Boiled Sugar Cured Ham, Sultana Sauce  
Breaded Fresh Lake Trout, Tartar Sauce  
Pecan Gems  
Wheat Bread  
Mashed and Steamed Potatoes  
Fresh Spinach, Fresh String Beans  
Whipped Cream and Home Made  
Mince Pie  
Strawberry Shortcake  
Rainbow Cheese and Wafers  
Beverages  
Frank S. Verbeck.

#### Meeting of Michigan Retail Dry Goods Association

We wish we might say that a representative of every store in our membership was present at our convention held in Lansing the other day. Even when times are good we cannot always say that. We can say that a larger number of our stores were represented than we expected. Some we fully expected to come sent messages of regret. Others whom we did not expect surprised us by coming. At the Thursday evening banquet we were obliged to set an extra table to accommodate about twenty persons more than we had planned for. The weather was fine,—the best two days for convention purposes that we could have selected thus far this spring. You can see that good luck is on our side.

#### Wednesday Evening

The experiment in having former Presidents, Officers and Directors at our first evening dinner put on the program by giving short talks on the subject "Best Business Idea Developed During the Past Year" was the best "first" program that we ever presented.

The short talks were given by W. H. Mehlhose, of Wyandotte, J. W. Milliken, of Traverse City, F. F. Ingram, of Jackson, Thomas Pitkethly, of Flint, Martin S. Smith, of Battle Creek, Paul L. Proud, of Ann Arbor, W. J. Hickmott, of Mendon, C. R. Sperry, of Port Huron, F. E. Mills, of Lansing, L. G. Cook, of Jackson, and Glenn R. Jackson, of Flint.

We had plenty of people in the dining room to fill all of the places provided. There were also present at the meeting representatives of the Advance Pattern Co., the Butterick Co., and the Colonial Woolen Mills. These gentlemen represented some of the advertisers in our program.

At the beginning of the session John Brisbin, a talented young man of Lansing, made a brief address on the subject of the People's University, a

school of adult education in Lansing composed of about 3,000 students. The main thought presented by Mr. Brisbin was that public offices should be filled by persons selected under a civil service plan. He indicated that this was only one of the number of problems taken up by members of the class. He distributed among our members questionnaires asking their opinion. Before leaving this part of the program will say that Mr. Milliken in his merchandise talk forcibly commended the idea presented by Mr. Brisbin. We suggest that any of our members residing in cities where the People's University for Adult Education is conducted communicate with this office and we will get in touch with Mr. Brisbin and his co-workers.

#### The Round Table

It is impossible to give in very clear detail the ideas presented by all of the different men whose names are mentioned above. Mr. Mehlhose told the story of a quilt contest successfully conducted by his store, the A. Loeffler Co. of Wyandotte, offering a prize for the best quilt and one for the oldest quilt. He will be very glad to answer any questions regarding the value of the quilt contest to the store, the interest aroused and the direct and indirect benefit received by bringing quilt contestants into the store.

At Milliken's store instructions in knitting were given. This tends to bring different classes of people in the store and was a direct benefit to trade. Jim is a student of merchandising methods. He secured service charts through the National Association and the University of Pittsburgh and by studying the latest methods endeavored to bring his store to perfection so far as store service is concerned. When you go North during the Summer months, put Milliken's store on the list of calls which you will make.

The idea presented by Fred Ingram was the watching of the number of transactions rather than the dollar value of sales in each department. This tends to keep the departments in the store from unfavorable comparisons and helps to meet the competition of chain and dollar stores. The average transaction and the number of transactions has increased very materially during recent months.

Following Ingram's remarks Pitkethly stated that the average transaction in his store has increased from \$1 to \$1.63 the past year.

Mart Smith's store keeps track by departments of how many customers, how much is sold and the average sale. Cards are hung up for customers and departments to observe. Mr. Smith says that his best idea during the past year has been smiles. Stores, large and small, lack smiles and good cheer and personal contact between the proprietor and the sales people. This is where the independent store has the advantage of the chain store. (Drop in to the Sterling-Smith store sometime and see how happy they all are when Mart comes around). Incidentally, he will tell you some worth while stories to help you forget your troubles.

Paul Proud, of Ann Arbor, said: "Watch mark-up." He gave some figures showing how it has increased dur-

ing the past year and since the NRA went into effect. In his store they have a buyers' room in the basement and determine retail sales price at the time of buying. "Buy goods to sell at desired price and give desired mark-up." "Do not worry about competition of chain stores."

Hickmott's talk was roundly applauded. He has been in business fifty-three years. Never absent more than one or two days on account of illness. Related some interesting incidents of his early life in Genesee County, buying at Smith-Bridgman's store the material for his first suit of clothes. Mr. Hickmott has been succeeded by his son, Arthur.

Sperry mentioned two or three best ideas during the past year. "Find out best selling item in each department by recording sales for two or three weeks and not tie up stock in slow-selling items." "Reduce old merchandise by inventory of age merchandise every month." "Had a frequent inspection of the store by a committee to improve the display, general appearance, cleanliness, signs, etc."

Mr. Mills gave an interesting talk. Did not confine himself directly to the best idea of the year. He suggested that we do not advance prices too fast.

Lee Cook, of Jackson, gave a reminiscent talk on his former connection with the Association. All of Cook's former friends were delighted to have him among us. Mr. Cook told his friends of the different lines of occupation since he sold out his business a few years ago.

The program closed with some general comments by Glenn Jackson. "Don't pay for merchandise for next month more than was sold last month." "Merchants should be merchandisers, not gamblers." "There is a big lot of work for the proprietor to do that should not be left for hired assistants."

The noon, afternoon and evening sessions were full of interest every minute. At first we felt disappointed that, due to the illness of Mrs. Moore, Senator Andrew L. Moore was unable to be in attendance. But Joe Grant presided, introduced himself as the first speaker and proceeded to make

(Continued on page 24)

#### Warm Friend Tavern Holland, Mich.

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

JAMES HOEKSEMA, Manager

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

#### PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.00 and up.

Cafeteria -:- Sandwich Shop

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

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

#### The MORTON 400 ROOMS EACH WITH BATH \$1.50 up

Grand Rapids' Friendly Hotel  
Phil Jordan, Manager

#### THE ROWE GRAND RAPIDS

The Most Popular Hotel  
in Western Michigan

#### 300 ROOMS — SHOWERS SERVIDOR

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

#### CODY HOTEL GRAND RAPIDS

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

CAFETERIA IN CONNECTION

ALL GOOD ROADS LEAD TO  
IONIA AND

#### THE REED INN

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

#### Park Place Hotel Traverse City

Rates Reasonable—Service Superb  
—Location Admirable.  
GEO. ANDERSON, Mgr.  
ALBERT J. ROKOS, Ass't Mgr.

#### New Hotel Elliott STURGIS, MICH.

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

#### Occidental Hotel

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

#### Columbia Hotel KALAMAZOO

Good Place To Tie To



## DRUGS

**Michigan Board of Pharmacy**  
 President—Earl Durham, Corunna.  
 Vice-President—M. N. Henry, Lowell.  
 Other members of the Board—Norman Weess, Ewart; Frank T. Gillespie, St. Joseph; Victor C. Plaskowski, Detroit.  
 Director—E. J. Parr, Lansing.  
 Examination Sessions—Three sessions are held each year, one in Detroit, one in the Upper Peninsula and one at Ferris Institute, Big Rapids.

### Michigan State Pharmaceutical Association.

Officers elected at the Jackson Convention of the M. S. P. A.  
 President—Duncan Weaver, Fennville.  
 First Vice-President—Paul Gibson, Ann Arbor.  
 Second Vice-President—J. E. Mahar, Pontiac.  
 Treasurer—Wm. H. Johnson, Kalamazoo.  
 Secretary—R. A. Turrel, Crosswell.  
 Executive Committee—A. A. Sprague, Ithaca; Leo J. LaCroix, Detroit; J. M. Ciechanowsky, Detroit; M. N. Henry, Lowell; Benj. Peck, Kalamazoo; J. E. Mahar, Pontiac.

### President Weaver Pretty Busy These Days

Duncan Weaver, President of the Michigan State Pharmaceutical Association, has had three dates with drug clubs in the last ten days. One of the three at Three Rivers, where an organization was started for the druggists of St. Joseph county. These officers were elected there: President, Cecil Hudson, Three Rivers; Secretary-treasurer, Grover Watkins, of Sturgis. Twelve new members were paid up in the M.S.P.A. at this meeting, so the organization was helped into the state association. Last Wednesday Mr. Weaver was in Paw Paw for a meeting of the fourth congressional district group of retail druggists, and Wilson Hutchins addressed the same group in the evening, as did Mr. Scovy, of the Nyal Co., of Detroit.

Monday night Mr. Weaver was in Muskegon for a meeting of the retail druggists of Muskegon county. He worked in that city ten years ago for Earl Fritz, and it probably seemed like a trip back home for him to get there again for a druggists' meeting.

The year is nearly passed since he was elected as President of the M.S.P.A. and he has done his best for the good of the organization. He has missed two meetings on the Eastern side of the state and none that have been held in the remainder of the state. He has appeared in Battle Creek, Kalamazoo, Hastings, Grand Rapids, South Haven, Niles, St. Joseph, Benton Harbor and the last three cities of Muskegon, Three Rivers and Paw Paw. He has done his best in this work and naturally believes that the rank and file of the drug trade have been pleased.

The annual convention will be held at Pontiac June 26, 27 and 28. This year the convention will present some of the best men in the drug field, as well as the Michigan group who have a standing outside of the state. Clare F. Allan, of Wyandotte, is chairman of the program committee, and the tentative program looks good: John Dargavel, Secretary of the N.A.R.D.; Wheeler Sammons, of the Drug Institute of America; Ernest J. Parr, Director of Drugs and Drug Stores, from Lansing; George E. Kelly, President of Lee & Cady; Ralph

Hayes and Harris Frazier, of Bauer & Black, and many others.

Another feature that Chairman Allan has added will be a treatise of Pharmacy in Michigan, prepared by Hon. O. L. Smith, formerly United States Attorney, of Detroit, and for six years Assistant Attorney General of this state. Mr. Smith has had much work with the pharmacy law in Michigan and the officers are confident this will be of great interest to the druggists of Michigan.

Pontiac is busy placing the work for this convention and the keys of the city will be given to the M.S.P.A. during these three days. A trip to the Bloomfield Hills and the Cranbrook Foundation has been planned for the ladies.

### What Funny Things We See in the Drug Store

The subject of incompatibility is a serious one, especially so when it treats of physicians' prescribing.

A good percentage of doctors, about seventy-five per cent., write prescriptions in a perfect manner. Many a medical student is taught and has the facts pounded into his ears regarding incompatibility in prescribing. But alas, without avail, for only a short time after this same student has acquired his title of M.D., he begins to prescribe promiscuously, without any thought or knowledge as to how the ingredients he prescribes will or will not properly combine.

That depends, of course, whether he has been fortunate enough to have had the opportunity to have acquired a practice and the confidence that goes with it. And while talking about that, why don't all doctors now-a-days use the metric system? The United States Government has adopted it long ago. Don't you know, it is a noteworthy fact that a doctor who has a knowledge of both Latin and the metric system writes the most perfect prescriptions?

Not only are his Latin endings correct but it seems to follow that his English endings are likewise grammatically correct. For example, a physician well versed in Latin will write a simple prescription like this:  
 Hydrargyri Praecipitati Rubri... 0.02  
 Unguenti Petrolati Albi... 16.00  
 Misce Fiat Unguent Et Siena:  
 Apply as Eye Ointment

Dr. Prudent.

Another doctor who knows his English but not his Latin, will write:  
 Potassium Bromide 2 Drachms  
 Simple Elixir Enough to make 3 Fluid ounces. Mix & Label:  
 Teaspoonful 3 times a day.

Dr. Doncherno.

A doctor who rides around in his Mercedes and who does not know his English nor his Latin as an M.D. ought to know, will scribble off his prescriptions this way, fully satisfied that he has made no mistake in using "Vehicle" nor "Quantum Sardis" or any "Scientific Hyfolootin Extra Frill Stuff" (as he expresses it) and he'll write:

P. J. Ginger.....½ oz.  
 Bicarb. Soda.....¾ oz.  
 Potash Acetate.....½ oz.  
 Salt Rochelle.....2 oz.

M

S: Give Heaping teaspoonful in glass of water 3 x a day.

Dr. Doubtful.

Oil Wormwood.....1 oz.

Vinegar.....1 pt.

M. S: Rub in as directed.

Dr. Doubtful.

Now, Mr. Druggist, let any member of County Medical Society find fault with those prescriptions. Am I right? Sure! You're right, Doctor.

And here's the doctor who has practiced in one city for 29 years, has the title of M.D., and to repeat his own oft-repeated assertions, "Never lost a case of typhoid fever, scarlet fever, pneumonia, diabetes, bright's disease, gall stones, lumbago, tuberculosis, any and all female diseases, and don't (?) join the County Medical Society 'cause' they're a lot of — phools." This doctor's hobby prescription being:

Oil of Tansy

Oil of Rue

Oil of Pennyroyal of each one drachm

Fl'd Ext Smut Rye Four Drachms

Fl'd Ext Cotton Root Bark

Enough to make two ounces, mix and take teaspoonful as directed.

Dr. Smotherson.

And here's the doctor visiting his patients three miles away from his country office. When this doctor is "to hum" at his office, his accustomed antiquated traits prevail not only from force of habit, but from the fact that he never buys any drugs or medicines. He hands out to his patients only samples left at his office by agents or samples that reach him through the mails... compelled to prescribe for a patient in a neighboring town, he writes out the following:

Formula

Balsam Apple Compound Pulv.

Goat's Rue Powder

Powdered Mushrooms

Powdered Arrow Root  
 Magnolia Bark Powdered  
 Pulv. Tulip Tree Bark  
 Take one hand full of each,  
 Mix with one quart Strap Molasses  
 and then take teaspoonful  
 3 times a day.

Dr. Eclectic Ebenezer.

Here's an exact copy of a prescription from a veterinary surgeon:

Pulv. Stramonium Leaves...2 ozs.

Pulv. Ext. Bellad Leaves...4 ozs.

Pulv. Salt petre.....2 zs.

Strych Sulphate.....2 ozs.

Mix and divide into 4 powders

S: One powder every 3 hours.

P. S. Mr. Druggist: I'm just a bit balky about the contents of the formula. I got it in Glasgow but am not positive if the quantities are right... Put it up as you think best.

Dr. Doch & Duriss.

Here's a prescription from an M.D. who is in doubt as to his own proclivities as a prescription writer in Latin:

Stry. Sul. Gram ¼

Mag. Ox. 3i

KA. Nit. 3i

Ti. R. TO Min V

Ti. Ara. R. 3ss

Ti. Acon. Min VI

Syr Aur. ET

Mis. R. & So. q.s. AD 3ii

Mix

S: 3i T. i. D. Teasp. 3 times a day

P. R. R.

Dr Query.

And here's an illustration of incompatibility galore, not an ancient one by any means, but written July 26, 1926. Here's the copy:

Atropia Sulph Gr.½

Aloin Gr. VIII

Ol. Ment. Pip. GTTV

Ol. Tigllii Mix xii

Ext. Bellad Fol. Gr. VI

Sod. Mitrit Gr. XVI

Amyl Nitrit Min. V

Quinin Sulphat 3i

(Continued on page 23)

## 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.

<b>ACID</b>			<b>FLOWER</b>			<b>MORPHINE</b>			<b>POTASSIUM</b>		
Acetic, No. 8, lb.	06 @	10	Arnica, lb.	50 @	55	Ounces	-----	@11 80	Acetate, lb.	60 @	96
Boric, Powd., or Xtal., lb.	08 1/2 @	20	Chamomile			1/2 ss	-----	@13 96	Bicarbonate, lb.	30 @	35
Carbolic, Xtal., lb.	36 @	43	German, lb.	45 @	55	<b>MUSTARD</b>			Bichromate, lb.	15 @	25
Citric, lb.	35 @	45	Roman, lb.	@ 1 40		Bulk, Powd.	-----		Bromide, lb.	66 @	98
Muriatic, Com'l., lb.	03 1/2 @	10	Saffron			Select, lb.	-----	45 @ 50	Carbonate, lb.	30 @	35
Nitric, lb.	09 @	15	American, lb.	50 @	55	No. 1, lb.	-----	25 @ 35	Chlorate		
Oxalic, lb.	15 @	25	Spanish, ozs.	@ 1 35		<b>NAPHTHALINE</b>			Xtal., lb.	17 @	23
Sulphuric, lb.	03 1/2 @	10	<b>FORMALDEHYDE, BULK</b>			Balls, lb.	-----	09 @ 18	Powd., lb.	17 @	23
Tartaric, lb.	35 @	46	Pound	09 @	20	Flake, lb.	-----	09 @ 18	Gran., lb.	21 @	28
<b>ALCOHOL</b>			<b>FULLER'S EARTH</b>			<b>NUTMEG</b>			Iodide, lb.	2 71 @	2 90
Denatured, No. 5, gal.	44 @	55	Powder, lb.	05 @	10	Pound	-----	@ 40	Permanganate, lb.	22 1/2 @	35
Grain, gal.	4 00 @	5 00	<b>GELATIN</b>			Powdered, lb.	-----	@ 50	Prussiate		
Wood, gal.	50 @	60	Pound	55 @	65	<b>NUX VOMICA</b>			Red, lb.	80 @	90
<b>ALUM-POTASH, USP</b>			<b>GLUE</b>			Pound	-----	@ 25	Yellow, lb.	50 @	60
Lump, lb.	04 @	13	Brok., Bro., lb.	20 @	30	<b>OIL ESSENTIAL</b>			<b>QUASSIA CHIPS</b>		
Powd. or Gra., lb.	04 1/2 @	13	Gr'd, Dark, lb.	16 @	22	Almond	-----	@ 50	Pound	25 @	30
<b>AMMONIA</b>			Whi. Flake, lb.	27 1/2 @	35	Bit., true, ozs.	-----	@ 30	Powd., lb.	35 @	40
Concentrated, lb.	06 @	18	White G'd, lb.	25 @	35	Bit., art., ozs.	-----	@ 2 00	<b>QUININE</b>		
4-F, lb.	05 1/2 @	13	White AXX light, lb.	42 1/2 @	50	Sweet, true, lbs.	1 40 @	2 00	5 oz. cans, ozs.	@	77
3-F, lb.	05 1/2 @	13	Ribbon			Sweet, art., lbs.	75 @	1 20	<b>ROSIN</b>		
Carbonate, lb.	20 @	25	<b>GLYCERINE</b>			Amber, crude, lb.	71 @	1 40	Pound	04 @	15
Muriate, Lp., lb.	18 @	30	Pound	16 1/4 @	45	Amber, rect., lb.	1 30 @	2 00	<b>ROOT</b>		
Muriate, Gra., lb.	07 1/4 @	18	<b>GUM</b>			Anise, lb.	1 00 @	1 60	Aconite, Powd., lb.	35 @	90
Muriate, Po., lb.	22 @	35	Aloes, Barbadoes,			Bay, lb.	4 00 @	4 25	Alkanet, lb.	@	40
<b>ARSENIC</b>			so called, lb. gourds	@	60	Bergamot, lb.	3 25 @	3 75	Alkanet, Powd., lb.	@	50
Pound	07 @	20	Powd., lb.	35 @	45	Cajeput, lb.	1 50 @	2 00	Belladonna, Powd., lb.	@	75
<b>BALSAMS</b>			Aloes, Socotrine, lb.	@	75	Caraway S'd, lb.	2 80 @	3 40	Blood, Powd., lb.	35 @	45
Copaiba, lb.	60 @	1 40	Powd., lb.	@	80	Cassia, USP, lb.	2 10 @	2 60	Burdock, Powd., lb.	@	60
Fir, Cana., lb.	2 00 @	2 40	Arabic, first, lb.	@	40	Cedar Leaf, lb.	1 70 @	2 20	Calamus, Bleached, Split and		
Fir, Oreg., lb.	50 @	1 00	Arabic, sec., lb.	@	30	Citronella, lb.	1 00 @	1 25	Peel, lb.	@	65
Peru, lb.	3 00 @	3 60	Arabic, sorts, lb.	15 @	25	Cloves, lb.	1 75 @	2 25	Calamus, Ordinary, lb.	@	25
Tolu, lb.	1 50 @	1 80	Arabic, Gran., lb.	@	35	Croton, lbs.	4 00 @	4 60	Calamus, Powd., lb.	@	50
<b>BARKS</b>			Arabic, P'd, lb.	25 @	35	Cubeb, lb.	4 25 @	4 80	Elecampa, lb.	25 @	30
Cassia			Asafoetida, lb.	47 @	50	Erigeron, lb.	2 70 @	3 35	Gentian, Powd., lb.	27 1/2 @	40
Ordinary, lb.	@	30	Asafoetida, Po., lb.	75 @	82	Eucalytus, lb.	85 @	1 20	Ginger, African, Powd., lb.	15 @	25
Ordinary, Po., lb.	25 @	35	Guaiac, lb.	@	70	Fennel	2 25 @	2 60	Ginger, Jamaica, Lined, lb.	30 @	40
Saigon, lb.	@	40	Kino, lb.	@	90	Hemlock, Pu., lb.	1 70 @	2 20	Ginger, Jamaica, Powd., lb.	25 @	35
Saigon, Po., lb.	50 @	60	Kino, powd., lb.	@	1 00	Hemlock Com., lb.	1 00 @	1 25	Goldenseal, Powd., lb.	1 75 @	2 00
Elm, lb.	40 @	50	Myrrh, lb.	@	60	Juniper Ber., lb.	3 00 @	3 20	Hellebore, White, Powd., lb.	20 @	30
Elm, Powd., lb.	38 @	45	Myrrh, Pow., lb.	@	75	Junip'r W'd, lb.	1 50 @	1 75	Indian Turnip, Powd., lb.	@	50
Elm, G'd, lb.	38 @	45	Shellac, Orange, lb.	22 1/2 @	30	Lav. Flow., lb.	4 50 @	5 00	Ipecac, Powd., lb.	3 00 @	3 60
Sassafras (P'd lb. 50)	@	45	Ground, lb.	22 1/2 @	30	Lav. Gard, lb.	1 25 @	1 50	Licorice, lb.	30 @	35
Soapstree, cut, lb.	20 @	30	Shellac, white (bone dr'd) lb.	35 @	45	Lemon, lb.	2 00 @	2 40	Licorice, Powd., lb.	15 @	25
Soapstree, Po., lb.	35 @	40	Tragacanth			Mustard, true, ozs.	@	1 25	Mandrake, Powd., lb.	@	35
<b>BERRIES</b>			No. 1, bbls.	1 50 @	1 75	Mustard, art., ozs.	@	30	Marshmallow, Cut, lb.	@	50
Cubeb, lb.	@	65	No. 2, lbs.	1 35 @	1 50	Orange, Sw., lb.	3 00 @	3 25	Marshmallow, Powd., lb.	@	60
Cubeb, Po., lb.	@	75	Pow., lb.	1 25 @	1 50	Origanum, art., lb.	1 00 @	1 20	Orris, lb.	@	35
Juniper, lb.	10 @	20	<b>HONEY</b>			Pennyroyal, lb.	2 75 @	3 20	Orris, Powd., lb.	40 @	45
<b>BLUE VITRIOL</b>			Pound	25 @	40	Peppermint, lb.	4 25 @	4 80	Orris, Fingers, lb.	@	1 75
Pound	06 @	15	<b>HOPS</b>			Rose, dr.	@	2 50	Pink, Powd., lb.	1 50 @	2 25
<b>BORAX</b>			1/2 ss Loose, Pressed, lb.	@	1 00	Rose, Geran., ozs.	@	1 00	Poke, Powd., lb.	@	30
P'd or Xtal, lb.	06 @	13	<b>HYDROGEN PEROXIDE</b>			Rosemary Flowers, lb.	1 00 @	1 50	Rhubarb, lb.	@	80
Pound	06 @	15	Pound, gross	27 00 @	29 00	Sandalwood			Rhubarb, Powd., lb.	@	60
<b>BRIMSTONE</b>			1/2 lb., gross	17 00 @	18 00	E. I., lb.	8 00 @	8 60	Sarsaparilla (Honduras, cut)	1 30 @	1 40
Pound	04 @	10	1/4 lb., gross	11 00 @	11 50	W. I., lb.	4 50 @	4 75	Sarsaparilla, Med., Cut, lb.	@	50
<b>CAMPHOR</b>			<b>INDIGO</b>			Sassafras			Squills, Powd., lb.	42 @	80
Pound	80 @	1 00	Madras, lb.	2 00 @	2 25	True, lb.	1 90 @	2 40	Tumeric, Powd., lb.	15 @	25
<b>CANTHARIDES</b>			<b>INSECT POWDER</b>			Syn., lb.	85 @	1 40	Valerian, Powd., lb.	@	50
Russian, Powd.	@ 4 50		Pure, lb.	31 @	41	Spearmint, lb.	2 50 @	3 00	<b>SAL</b>		
Chinese, Powd.	@ 2 00		<b>LEAD ACETATE</b>			Tansy, lb.	3 50 @	4 00	Epsom, lb.	03 1/4 @	10
<b>CHALK</b>			Xtal, lb.	17 @	25	Thyme, Red, lb.	1 50 @	2 00	Glaubers		
Crayons			Powd. and Gran.	25 @	35	Thyme, Whi., lb.	1 75 @	2 40	Lump, lb.	03 @	10
White, dozen	@ 3 60		<b>LICORICE</b>			Wintergreen			Gran., lb.	03 1/2 @	10
Dustless, dozen	@ 6 00		Extracts, sticks, per box	1 50 @	2 00	Leaf, true, lb.	5 60 @	6 00	Nitre		
French Powder, Coml., lb.	03 1/4 @	10	Lozenges, lb.	40 @	50	Birch, lb.	4 00 @	4 60	Xtal. or Powd.	10 @	16
Precipitated, lb.	12 @	15	Wafers, (24s) box	@	1 50	Syn.	75 @	1 20	Gran., lb.	09 @	16
Prepared, lb.	14 @	16	<b>LEAVES</b>			Wormseed, lb.	3 50 @	4 00	Rochelle, lb.	17 @	30
White, lump, lb.	03 @	10	Buchu, lb., short	@	60	Wormwood, lb.	4 50 @	5 00	Soda, lb.	02 1/2 @	08
<b>CAPSICUM</b>			Buchu, lb., long	@	70	<b>OILS HEAVY</b>			<b>SEED</b>		
Pods, lb.	60 @	70	Buchu, P'd, lb.	@	30	Castor, gal.	1 45 @	1 60	Anise, lb.	40 @	45
Powder, lb.	62 @	75	Sage, bulk, lb.	25 @	30	Cocanut, lb.	22 1/2 @	35	Canary, Recleaned, lb.	10 @	15
<b>CLOVES</b>			Sage, loose pressed, 1/4 ss, lb.	@	40	Cod Liver, Norwegian, gal.	1 20 @	1 50	Cardamon, Bleached, lb.	@ 1 75	
Whole, lb.	30 @	40	Sage, ounces	@	85	Cot. Seed, gal.	85 @	1 00	Caraway, Dutch, lb.	25 @	30
Powdered, lb.	35 @	45	Sage, P'd and Grd.	@	35	Lard, ex., gal.	1 55 @	1 65	Celery, lb.	70 @	75
<b>COCAINE</b>			Senna			Lard, No. 1, gal.	1 25 @	1 40	Colchicum, Powd., lb.	@ 2 00	
Ounce	12 68 @	14 85	Alexandria, lb.	35 @	40	Linseed, raw, gal.	77 @	02	Coriander, lb.	15 @	25
<b>COPPERAS</b>			Tinneveilla, lb.	25 @	40	Linseed, boil., gal.	80 @	95	Fennel, lb.	30 @	40
Xtal, lb.	03 1/4 @	10	Powd., lb.	25 @	35	Neatsfoot, extra, gal.	80 @	1 00	Flax, Whole, lb.	07 @	15
Powdered, lb.	04 @	15	Uva Ursi, lb.	@	31	Olive			Flax, Ground, lb.	07 @	15
<b>CREAM TARTAR</b>			Uva Ursi, P'd, lb.	@	45	Malaga, gal.	2 50 @	3 00	Hemp, Recleaned, lb.	03 @	15
Pound	23 @	36	<b>LIME</b>			Pure, gal.	3 00 @	5 00	Lobelia, Powd., lb.	@	85
<b>CUTTLEBONE</b>			Chloride, med., dz.	@	85	Sperm, gal.	1 25 @	1 50	Mustard, Black, lb.	15 @	25
Pound	40 @	50	Chloride, large, dz.	@	1 45	Tanner, gal.	75 @	90	Mustard, White, lb.	15 @	25
<b>DEXTRINE</b>			<b>LYCOPodium</b>			Tar, gal.	50 @	65	Poppy, Blue, lb.	20 @	25
Yellow Corn, lb.	06 1/2 @	15	Pound	45 @	60	Whale, gal.	@	2 00	Quince, lb.	1 00 @	1 25
White Corn, lb.	07 @	15	<b>MAGNESIA</b>			<b>OPIUM</b>			Rape, lb.	10 @	15
<b>EXTRACT</b>			Carb., 1/2 ss, lb.	@	30	Gum, ozs., \$1.40; lb.	17 50 @	20 00	Sabadilla, Powd., lb.	58 @	75
Witch Hazel, Yellow Lab., gal.	1 10 @	1 70	Carb., 1/4 ss, lb.	@	32	Powder, ozs., \$1.40; lb.	17 50 @	20 00	Sunflower, lb.	11 @	20
Licorice, P'd, lb.	50 @	60	Carb., Powd., lb.	15 @	25	Gran., ozs., \$1.40; lb.	17 50 @	20 00	Worm, Levant, lb.	@ 4 50	
<b>MENTHOL</b>			Oxide, Hea., lb.	@	75	<b>PARAFFINE</b>			Worm, Levant, Powd.	@ 4 75	
Pound	4 54 @	4 88	Oxide, light, lb.	@	75	Pound	06 1/2 @	15	<b>SOAP</b>		
<b>MERCURY</b>			<b>PITCH BURGUNDY</b>			<b>PEPPER</b>			Castile, Conti, White		
Pound	1 50 @	1 75	Pound	20 @	25	Black, grd., lb.	25 @	35	Box	@ 15 75	
<b>PETROLATUM</b>			<b>PETROLATUM</b>			Red, grd., lb.	45 @	55	Bar	@ 1 60	
Amber, Plain, lb.	12 @	17	Amber, Carb., lb.	14 @	19	White, grd., lb.	40 @	45	Powd.	50 @	55
Amber, Carb., lb.	17 @	22	Cream Whi., lb.	20 @	25	<b>SODA</b>			<b>SYRUP</b>		
Lily White, lb.	22 @	27	Snow White, lb.	22 @	27	<b>PLASTER PARIS DENTAL</b>			Rock Candy, Gals.	70 @	85
<b>POTASSA</b>			<b>POTASSA</b>			Barrels	@ 5 75		<b>TAR</b>		
Caustic, st'ks, lb.	55 @	88	<b>POTASSA</b>			Less, lb.	03 1/2 @	08	1/2 Pints, dozen	@ 1 00	
Liquor, lb.	@	40	<b>POTASSA</b>			<b>TURPENTINE</b>			Pints, dozen	@ 1 50	
<b>QUASSIA CHIPS</b>			<b>QUASSIA CHIPS</b>			Gallons	69 @	84	Quarts, dozen	@ 2 75	

# GUIDE TO MARKET CHANGES

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

## ADVANCED

Sugar

## DECLINED

### AMMONIA

Parsons 32 oz.	3 35
Parsons, 10 oz.	2 70
Parsons, 6 oz.	1 80
Little Bo Peep, med.	1 85
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



Bran Flakes, No. 624	1 90
Bran Flakes, No. 650	85
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 lb.	1 15
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	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 90
Post Toasties, 24s	2 90
Post Bran, PBF 24s	3 15
Post Bran, PBF 36s	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
Winner, 5 sewed	5 75
Top Notch	4 50

### BRUSHES

Scrub	
Progress, dozen	90
Stove	
Shaker, dozen	90
Shoe	
Topcen, dozen	90

### BUTTER COLOR

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

### 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.	8 25
White H'd P. Beans	3 50
Split Peas, yell., 60 lb.	3 90
Split Peas, gr'n, 60 lb.	6 10
Scotch Peas, 100 lb.	7 40

### 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

### CANNED FRUITS

Apples	
Hart No. 10	4 25
Sweet Peas, No. 10	4 25
Apple Sauce	
Hart, No. 2	1 10
Hart, No. 10	5 25
Apricots	
Baker Solid Pack, No. 10	7 25
Premio, No. 10	6 75
Quaker, No. 10	8 00
Gibraltar, No. 10	7 40
Gibraltar, No. 2 1/2	1 90
Superior, No. 2 1/2	2 20
Supreme, No. 2 1/2	2 40
Supreme, No. 2	1 80
Quaker, No. 2	1 70
Quaker, No. 2 1/2	2 25

Pineapple Juice	
Doles, Diamond Head, No. 2	1 60
Doles, Honey Dew, No. 10	7 00

Pineapple, Crushed	
Imperial, No. 10	7 25
Honey Dew, No. 2 1/2	2 45
Honey Dew, No. 2	1 85
Quaker, No. 2 1/2	2 35
Quaker, No. 2	1 80
Quaker, No. 1	1 10

Pineapple, Sliced	
Honey Dew, sliced, No. 10	9 00
Honey Dew, tid bits, No. 10	8 75
Honey Dew, No. 2 1/2	2 50
Honey Dew, No. 2	2 00
Honey Dew, No. 1	1 17 1/2
Ukelele Broken, No. 10	7 90
Ukelele Broken, 2 1/2	2 25
Ukelele Broken, No. 2	1 80
Curfew Tid Bits, No. 1	1 80
Quaker, Tid Bits, No. 10	8 25

Blackberries	
Supreme, No. 2	1 65
Premio, No. 10	6 20

Blue Berries	
Eagle, No. 10	8 75

Cherries	
Hart, No. 10	6 25
Hart, No. 2 in syrup	3 00
Marcellus, No. 2 in syrup	2 10

Supreme, No. 2 in syrup	2 25
Hart Special, No. 2	1 35

### Cherries—Royal Ann

Supreme, No. 2 1/2	2 75
Supreme, No. 2	2 10
Gibraltar, No. 10	8 25
Gibraltar, No. 2 1/2	2 50

### Figs

Beckwith Breakfast, No. 10	12 00
Carpenter Preserved, 5 oz. glass	1 35
Supreme Kodota, No. 1	1 80

### Fruit Salad

Supreme, No. 10	12 00
Quaker, No. 10	11 00
Supreme, No. 2 1/2	3 15
Supreme, No. 2	2 35
Supreme, No. 1	1 80
Quaker, No. 2 1/2	3 15

### Goosberries

Primo, No. 10	5 25
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### Grape Fruit

Florida Gold, No. 5	4 75
Florida Gold, No. 2	1 37 1/2
Quaker, 8 oz.	90
Quaker, 2 1/2	1 37 1/2

### Grape Fruit Juice

Florida Gold, No. 1	90
Quaker, No. 1	90
Quaker, No. 5	4 50

### Loganberries

Premio, No. 10	6 75
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### Peaches

Forest, solid pack, No. 10	5 85
Gibraltar, halves, No. 10	6 65
Supreme, sliced, No. 10	7 50
Supreme, halves, No. 10	7 75
Nile, sliced, No. 10	5 65
Premio, halves, No. 10	5 65
Quaker, sliced or halves, No. 10	7 00
Gibraltar, No. 2 1/2	1 90
Supreme, sliced No. 2 1/2	2 15
Supreme, halves, No. 2 1/2	2 25
Quaker, sliced or halves, No. 2 1/2	2 00
Quaker sliced or halves, No. 2	1 60

### Pears

Premio, No. 10 water	5 75
Quaker, No. 10	8 25
Quaker, Bartlett, No. 2 1/2	2 30
Quaker, Bartlett, No. 2	1 80

### Pineapple Juice

Doles, Diamond Head, No. 2	1 60
Doles, Honey Dew, No. 10	7 00

### Pineapple, Crushed

Imperial, No. 10	7 25
Honey Dew, No. 2 1/2	2 45
Honey Dew, No. 2	1 85
Quaker, No. 2 1/2	2 35
Quaker, No. 2	1 80
Quaker, No. 1	1 10

### Pineapple, Sliced

Honey Dew, sliced, No. 10	9 00
Honey Dew, tid bits, No. 10	8 75
Honey Dew, No. 2 1/2	2 50
Honey Dew, No. 2	2 00
Honey Dew, No. 1	1 17 1/2
Ukelele Broken, No. 10	7 90
Ukelele Broken, 2 1/2	2 25
Ukelele Broken, No. 2	1 80
Curfew Tid Bits, No. 1	1 80
Quaker, Tid Bits, No. 10	8 25

Quaker, No. 10	8 25
Quaker, No. 2 1/2	2 35
Quaker, No. 2	1 90
Quaker, No. 1	1 10

### Plums

Ulilit, No. 10, 30% syrup	6 50
Supreme Egg, No. 2 1/2	2 30
Supreme Egg, No. 2	1 70
Primo, No. 2, 40% syrup	1 00

### Prepared Prunes

Supreme, No. 2 1/2	2 35
Supreme, No. 2 1/2, Italian	2 00

### Raspberries, Black

Premio, No. 10	8 50
Pride Mich., No. 2	1 60
Hart, 8-ounce	80

### Raspberries, Red

Premio, No. 10	8 75
Daggett, No. 2	2 20

### Strawberries

Hunt, Superior, No. 2	2 35
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### CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed No. 1	2 75
Clams, Mince, No. 1/2	2 40
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 35
Lobster, No. 1/4	2 25
Shrimp, 1, wet	1 45
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	1 00
Tuna, 1/2 Van Camps, doz.	1 75
Tuna, 1/4s, Van Camps, doz.	1 15
Tuna, 1s, Van Camps, doz.	3 45
Tuna, 1/2s, Chicken Sea, doz.	1 80

### 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., Sli.	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, 1/2 Libby	43
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	65
Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/4	90

### 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., Sli.	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, 1/2 Libby	43
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Beef, 2 1/2 oz., Qua., Sli.	1 30
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Beefsteak & Onions, s	2 70
Chili Con Car., 1s	1 05
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Potted Meat, 1/2 Libby	43
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Beef, No. 1, Corned	1 95
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Beef, 2 1/2 oz., Qua., Sli.	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
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Potted Meat, 1/2 Libby	43
Potted Meat, 1/2 Libby	75
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Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/4	90

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Bacon, med., Beechnut	1 71
Bacon, lge., Beechnut	2 43
Beef, lge., Beechnut	3 61
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Beef, No. 1, Corned	1 95
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Beef, 2 1/2 oz., Qua., Sli.	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, 1/2 Libby	43
Potted Meat, 1/2 Libby	75
Potted Meat, 1/2 Qua.	65
Potted Ham, Gen. 1/4	1 35
Vienna Saus. No. 1/4	90



<b>Currents</b> Packages, 11 oz.----- 14 <b>Dates</b> Imperial, 12s, pitted. 1 90 Imperial, 12s, regular. 1 60 Imperial, 12s, 2 lb.----- Imperial, 12s, 1 lb.----- <b>Figs</b> Calif., 24-83, case.----- 1 70 <b>Peaches</b> Evap. Choice.----- 13 1/2 <b>Peel</b> Lemon, Dromedary, 4 oz., doz.----- 1 10 Orange, Dromedary, 4 oz., dozen.----- 1 10 Citron, Dromedary, 4 oz., dozen.----- 1 10 <b>Raisins</b> Seeded, bulk.----- 6 1/2 Thompson's S'dless blk. 6 1/2 Quaker s'dless blk. 15 oz.----- 7 1/2 Quaker Seeded, 15 oz.----- 7 1/2 <b>California Prunes</b> 90@100, 25 lb. boxes.----- 07 80@ 90, 25 lb. boxes.----- 07 1/2 70@ 80, 25 lb. boxes.----- 08 1/2 60@ 70, 25 lb. boxes.----- 08 3/4 50@ 60, 25 lb. boxes.----- 09 1/2 40@ 50, 25 lb. boxes.----- 10 1/2 30@ 40, 25 lb. boxes.----- 11 1/2 20@ 30, 25 lb. boxes.----- 12 1/2 18@ 24, 25 lb. boxes.----- 15 1/2 <b>Hominy</b> Pearl, 100 lb. sacks.----- 3 50 <b>Bulk Goods</b> Elb. Macaroni, 20 lb. bx. 1 25 Egg Noodle, 10 lb. box 1 25 <b>Pearl Barley</b> 0000.----- 7 00 Barley Grits.----- 5 00 Chester.----- 4 50 <b>Lentils</b> Chili.----- 10 <b>Tapoca</b> Pearl, 100 lb. sacks.----- 7 1/2 Minute, 8 oz., 3 doz.----- 4 05 Dromedary Instant.----- 3 50 <b>Jiffy Punch</b> 3 doz. Carton.----- 2 25 Assorted flavors.----- <b>EVAPORATED MILK</b> Quaker, Tall, 10 1/2 oz.----- 2 85 Quaker, Baby, 4 doz.----- 1 43 Quaker, Gallon, 1/2 dz.----- 2 85 Carnation, Tall, 4 doz.----- 2 95 Carnation, Baby, 4 dz.----- 1 48 Oatman's D'dee, Tall.----- 2 95 Oatman's D'dee, Baby.----- 1 48 Pet, Tall.----- 2 95 Pet, Baby, 4 dozen.----- 1 45 Borden's, Tall, 4 doz.----- 2 95 Borden's, Baby, 4 doz.----- 1 48 <b>FRUIT CANS</b> Ball Mason F. O. B. Grand Rapids One pint.----- 8 00 One quart.----- 9 30 Half gallon.----- 12 40 Mason Can Tops, gro.----- 2 55 <b>FRUIT CAN RUBBERS</b> Presto Red Lip, 2 gro. carton.----- 78 Presto White Lip, 2 gro. carton.----- 83 <b>GELATINE</b> Jell-o, 3 doz.----- 1 80 Minute, 3 doz.----- 4 05 Knox's, 1 dozen.----- 2 25 Jelsert, 3 doz.----- 1 40 <b>HONEY</b> Lake Shore 1 lb. doz.----- 1 90 <b>JELLY AND PRESERVES</b> 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 <b>JELLY GLASSES</b> 1/2 Pint Tall, per doz.----- 35		<b>JUNKET GOODS</b> Junket Powder.----- 1 20 Junket Tablets.----- 1 35 <b>MARGARINE</b> Wilson & Co.'s Brands Oleo Nut.----- 08 <b>MATCHES</b> Diamond, No. 5, 144.----- 6 25 Searchlight, 144 box.----- 6 25 Crescent, 144.----- 5 65 Diamond, No. 0.----- 5 00 <b>Safety Matches</b> Red Top, 5 gross case.----- 5 25 Signal Light, 5 gro. cs.----- 5 25 Standard, 5 gro. cs.----- 3 75 <b>MUELLER'S PRODUCTS</b> 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 <b>NUTS</b> Whole Almonds, Peerless.----- 15 1/2 Brazil, large.----- 14 1/2 Fancy Mixed.----- 15 Filberts, Naples.----- 20 Peanuts, Vir. Roasted.----- 7 Peanuts, Jumbo.----- 8 1/2 Pecans, 3, star.----- 25 Pecans, Jumbo.----- 40 Pecans, Mammoth.----- 50 Walnuts, Cal.----- 14@20 Hickory.----- 07 Shelled Almonds.----- 39 Peanuts, Spanish, 125 lb. bags.----- 7 1/2 Filberts.----- 32 Pecans, salted.----- 45 Walnut, California.----- 48 <b>Salted Peanuts</b> Fancy, No. 1.----- 09 1/2 12-1 lb. Cellophane case.----- 1 25 <b>MINCE MEAT</b> None Such, 4 doz.----- 6 20 Quaker, 3 doz. case.----- 2 65 Yo Ho, Kegs, wet, lb.----- 16 1/2 <b>OLIVES</b> 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, Stuff, doz.----- 2 25 10 oz. Jar, Stuff, doz.----- 2 65 1 Gal. Jugs, Stuff, dz.----- 1 80 <b>PARIS GREEN</b> 1/2s.----- 34 1s.----- 32 2s and 5s.----- 30 <b>PICKLES</b> Sweet Small L and C, 7 oz., doz.----- 92 1/2 Paw Paw, quarts, doz.----- 2 80 Dill Pickles Gal., 40 to Tin, doz.----- 8 20 32 oz. Glass Thrown.----- 1 50 <b>PIPES</b> Cob, 3 doz. in bx. 1 00@1 20 <b>PLAYING CARDS</b> Blue Ribbon, per doz.----- 4 50 Bicycle, per doz.----- 4 70 Torpedo, per doz.----- 2 50 <b>POP CORN</b> Sure Pop, 25 lb. bags.----- 1 25 Yellow, 25 lb. bags.----- 1 25 <b>COD FISH</b> Mother Ann, 1 lb. pure.----- 25		<b>FRESH MEATS</b> <b>Beef</b> Top Steers & Heif.----- 11 Good Steers & Heif.----- 10 Med. Steers & Heif.----- 08 Com. Steers & Heif.----- 07 <b>Veal</b> Top.----- 11 Good.----- 10 Medium.----- 08 <b>Lamb</b> Spring Lamb.----- 18 Good.----- 16 Medium.----- 14 Poor.----- 07 <b>Mutton</b> Good.----- 07 Medium.----- 05 Poor.----- <b>Pork</b> Loins.----- 14 Butts.----- 13 Shoulders.----- 10 Spareribs.----- 09 Neck Bones.----- 03 Trimmings.----- 08 <b>PROVISIONS</b> <b>Barreled Pork</b> Clear Back.----- 16 00@18 00 Short Cut, Clear.----- 12 00 <b>Dry Salt Meats</b> D S Belles.----- 20-25 10 <b>Lard</b> Pure in tierces.----- 07 1/2 60 lb. tubs.----- advance 1/4 50 lb. tubs.----- advance 1/4 20 lb. pails.----- advance 1/4 10 lb. pails.----- advance 1/4 5 lb. pails.----- advance 1/4 3 lb. pails.----- advance 1/4 Compound, tierces.----- 07 1/2 Compound, tubs.----- 08 <b>Sausages</b> Bologna.----- 11 Liver.----- 15 Frankfurt.----- 13 Pork.----- 15 Tongue, Jellied.----- 32 Headcheese.----- 13 <b>Smoked Meats</b> Hams, Cert., 14-16 lb.----- 16 Hams, Cert., Skinned.----- 16 Ham, dried beef.----- 22 Knuckles.----- 22 California Hams.----- 10 Picnic Boiled Hams.----- 16 Boiled Hams.----- 23 Minced Hams.----- 12 Bacon 4/6 Cert.----- 17 <b>Beef</b> Boneless, rump.----- 19 00 <b>Liver</b> Beef.----- 10 Calf.----- 35 Pork.----- 07 1/2 <b>RICE</b> Fancy Blue Rose.----- 5 00 Fancy Head.----- 6 10 <b>RUSKS</b> Postma Biscuit Co. 18 rolls, per case.----- 2 10 12 rolls, per case.----- 1 39 18 cartons, per case.----- 2 35 12 cartons, per case.----- 1 57 <b>SALERATUS</b> Arm and Hammer 24s.----- 1 50 <b>SAL SODA</b> Granulated, 60 lbs. cs.----- 1 35 Granulated, 18-2 1/2 lb. packages.----- 1 15		<b>HERRING</b> <b>Holland Herring</b> Mixed, kegs.----- 82 Milkers, kegs.----- 92 <b>Lake Herring</b> 1/2 bbl., 100 lbs.----- <b>Mackerel</b> Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50 <b>White Fish</b> 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 <b>SHOE BLACKENING</b> 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 <b>STOVE POLISH</b> 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 <b>SALT</b> F. O. B. Grand Rapids Colonial, 24, 2 lb.----- 95 Colonial, 36-1 1/2.----- 1 20 Colonial, Iodized, 24-2.----- 1 35 Med. No. 1, bbls.----- 2 90 Med. No. 1, 100 lb. bk.----- 1 00 Farmer Spec., 70 lb.----- 1 00 Packers Meat, 50 lb.----- 65 Cream Rock for Ice, cream, 100 lb., each.----- 85 Butter Salt, 280 lb. bbl.----- 4 00 Block, 50 lb.----- 40 Baker Salt, 280 lb. bbl.----- 3 80 6, 10 lb., per bale.----- 93 20, 3 lb., per bale.----- 1 00 9 lb. bags, table.----- 45 <b>STARCH</b> Corn Kingsford, 24/1.----- 2 10 Powd., bags, per 100.----- 3 95 Argo, 24, 1 lb. pkgs.----- 1 58 Cream, 24-1.----- 2 25 <b>Gloss</b> Argo, 24, 1 lb. pkgs.----- 1 46 Argo, 12, 3 lb. pkgs.----- 2 26 Argo, 8, 5 lb. pkgs.----- 2 46 Silver Gloss, 48, 1s.----- 11 1/2 Elastic, 16 pkgs.----- 1 38 Tiger, 50 lbs.----- 2 82 <b>SYRUP</b> Corn Blue Karo, No. 1 1/2.----- 2 40 Blue Karo, No. 5, 1 dz.----- 3 30 Blue Karo, No. 10.----- 3 14 Red Karo, No. 1 1/2.----- 2 62 Red Karo, No. 5, 1 dz.----- 3 59 Red Karo, No. 10.----- 3 46 <b>Imit. Maple Flavor</b> Orange, No. 1 1/2, 2 dz.----- 2 87 Orange, No. 3, 20 cans.----- 4 34 <b>Maple and Cane</b> Kanuck, per gal.----- 1 10 Kanuck, 5 gal. can.----- 4 75 <b>BORAX</b> Twenty Mule Team 24, 1 lb. packages.----- 3 35 48, 10 oz. packages.----- 4 40 96, 1/2 lb. packages.----- 4 00 <b>WASHING POWDERS</b> Bon Ami Pd., 18s, box.----- 1 90 Bon Ami Cake, 18s.----- 1 65 Brillo.----- 85 Big 4 Soap Chips 8/5.----- 2 30 Chipso, large.----- 3 45 Climaline, 4 doz.----- 3 60 Grandma, 100, 5c.----- 3 50 Grandma, 24 large.----- 3 50 Snowboy, 12 large.----- 1 80 Gold Dust, 12 lb.----- 1 80 La France Laun 4 dz.----- 3 65 Lux Flakes, 50 small.----- 4 80 Lux Flakes, 20 large.----- 4 55 Old Dutch Clean., 4 dz.----- 3 40 Octagon, 96s.----- 3 90 Rinso, 24s.----- 4 80 Rinso, 40s.----- 2 95 Spotless Cleanser, 48, 20 oz.----- 3 85 Sani Flush, 1 doz.----- 2 25 Sapolio, 3 doz.----- 3 15 Speedee, 3 doz.----- 7 20 Sunbrite, 50s.----- 2 10 Wyandot, Cleaner, 24s.----- 1 60		<b>SOAP</b> Am. Family, 100 box.----- 5 05 F. B., 60c.----- 2 25 Fels Naptha, 100 box.----- 4 65 Flake White, 10 box.----- 2 75 Jap Rose, 100 box.----- 7 40 Fairy, 100 box.----- 3 25 Palm Olive, 144 box.----- 6 20 Lava, 50 box.----- 2 25 Camay, 72 box.----- 3 05 P & G Nap Soap, 100@2 75 Sweetheart, 100 box.----- 5 70 Grandpa Tar, 50 sm.----- 2 10 Williams Barber Bar, 9s.----- 50 Williams Mug, per doz.----- 48 Lux Toilet, 50.----- 3 05 <b>TEA</b> Japan Medium.----- 18 Choice.----- 21@28 Fancy.----- 30@32 No. 1 Nibbs.----- 31 <b>Gunpowder</b> Choice.----- 32 Fancy.----- 40 <b>Ceylon</b> Pekoe, medium.----- 50 <b>English Breakfast</b> Congou, medium.----- 28 Congou, choice.----- 35@36 Congou, fancy.----- 42@43 <b>Oolong</b> Medium.----- 39 Choice.----- 45 Fancy.----- 50 <b>TWINE</b> Cotton, 3 ply cone.----- 40 Cotton, 3 ply balls.----- 40 <b>VINEGAR</b> F. O. B. Grand Rapids Cider, 40 grain.----- 18 1/2 White Wine, 40 grain.----- 19 1/2 White Wine, 80 grain.----- 24 1/2 <b>WICKING</b> No. 9, per gross.----- 80 No. 1, per gross.----- 1 25 No. 2, per gross.----- 1 50 No. 3, per gross.----- 2 30 Peerless Rolls, per doz.----- 90 Rochester, No. 2, doz.----- 50 Rochester, No. 3, doz.----- 2 00 Rayo, per doz.----- 75 <b>WOODENWARE</b> <b>Baskets</b> Bushels, Wide Band, wood handles.----- 2 00 Market, drop handle.----- 90 Market, single handle.----- 95 Market, extra.----- 1 60 Splint, large.----- 8 50 Splint, medium.----- 7 50 Splint, small.----- 6 50 <b>Churns</b> Barrel, 5 gal., each.----- 2 40 Barrel, 10 gal., each.----- 2 55 3 to 6 gal., per gal.----- 16 <b>Pails</b> 10 qt. Galvanized.----- 2 60 12 qt. Galvanized.----- 2 85 14 qt. Galvanized.----- 3 10 12 qt. Flaring Gal. Jr.----- 5 00 10 qt. Tin Dairy.----- 4 00 <b>Traps</b> Mouse, wood, 4 holes.----- 60 Mouse, wood, 6 holes.----- 70 Mouse, tin, 5 holes.----- 65 Rat, wood.----- 1 00 Rat, spring.----- 1 00 Mouse, spring.----- 20 <b>Tubs</b> Large Galvanized.----- 8 75 Medium Galvanized.----- 7 75 Small Galvanized.----- 6 75 <b>Washboards</b> Banner, Globe.----- 5 50 Brass, single.----- 6 25 Glass, single.----- 6 00 Double Peerless.----- 8 50 Single Peerless.----- 7 50 Northern Queen.----- 5 50 Universal.----- 7 25 <b>Wood Bowls</b> 13 in. Butter.----- 5 00 15 in. Butter.----- 9 00 17 in. Butter.----- 18 00 19 in. Butter.----- 25 00 <b>WRAPPING PAPER</b> Fibre, Manila, white.----- 05 No. 1 Fibre.----- 06 1/2 Butchers D F.----- 06 1/2 Kraft.----- 06 Kraft Stripe.----- 09 1/2 <b>YEAST CAKE</b> Magic, 3 doz.----- 2 70 Sunlight, 3 doz.----- 2 70 Sunlight, 1 1/2 doz.----- 1 35 Yeast Foam, 3 doz.----- 2 70 Yeast Foam, 1 1/2 doz.----- 1 35 <b>YEAST-COMPRESSED</b> Fleischmann, per doz.----- 30 Red Star, per doz.----- 20	
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## SHOE MARKET

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

### The Menace of the Minimums

Vocal picketing is something new and startling. We had occasion to walk along a busy shopping street last Saturday and while looking in the shoe window, we heard a voice: "This store is on strike. It will not pay a living wage." The cry was continued from time to time as the picket walked up and down in front of the store. The picket wore no placard or any identifying symbol indicating that he and his fellows were on strike.

Vocal picketing is something both startling and alarming. Timid shoppers (and most women are) paused in the doorway and then walked away. A little crowd gathered to see what was happening. A police officer dispersed the crowd but permitted the picket to continue his cry: "This store is on strike. It will not pay a living wage." The disturber of store business was relieved every hour or so and it seemed as though more lusty voices carried the message to possible shopper.

There were no customers within the store yet it was a day when by every other token, every seat should have been filled and the bell of the cash register should have made merry music in the ears of the merchant.

After observing the situation for a time, we entered the store. The merchant was pacing up and down wondering as to the outcome. We said to him: "Why are the boys on strike?" He said: "They want more money and I can't pay it."

We asked him a number of questions and then suggested: "If you are in the right and you have complied with the codes, why don't you put a big poster in the window, right up against the glass, telling your story—telling the customers that you are living up to the codes; that you are paying the requisite wages; that you are observing the proper hours and that there is no interruption in service, etc.?" We departed and returned later in the day and saw no sign of battle for business on the part of the merchant.

We then made inquiry and discovered that the merchant had evolved a system of store operation built on code wages of the minimum order. It is true that he paid "no less than at the rate of \$14 a week for a 40-hour work week; or less than at the rate of \$14.50 per week for a 44-hour work week; or less than at the rate of \$15 for a 48-hour work week"—but he paid all the salesmen minimum wages. There were

none other in the store but minimums and he had twice as many salesmen as ever before but saw to it that the commission rate on which he figured the number of sales against salary would enable no man in the store to make more than the minimum.

This store contained salesmen who had never worked for less than \$25 a week—yet these men could eke out only a minimum wage even though they might be married men with families. The men had a desire to fit shoes right and to service the customers—and you know what that means—understanding feet and fitting and an adequate length of time with the customer to fit right and well.

The men were not protesting the employment of more men but were asking for an appreciation of the fact that an experienced shoe man of some years standing should be given an opportunity to make a fair living on the basis of his usefulness. To classify experienced men and green men on the same wage level was their main grievance. To be given an opportunity to sell more shoes on a commission basis was their desire.

Now this case may have been an exception but the fact that the strike was called on a number of stores indicated that a new trend of competition had entered the field of shoe selling and some merchants were considering shoes as package goods—to be peddled by any boy who could stand on two feet and say: "Yes, Ma'am."

None of the better grade shoe stores were affected.

The answer was quite apparent in the price tags on the shoes in the windows. The shoes were what might be termed "hot sellers" and "eye catchers." If better values and better prices were asked, perhaps the problem of the shoe fitter's wage might have been solved. "Selling close" leads to "being close."

Now the reader might well say—a good shoe fitter can go elsewhere but we talked with some of the boys who had been pounding the pavements for months and we know that there is a surplus of idle shoe fitters in practically every town in America. These shoe fitters don't want to organize just for the fun of paying union dues every month but they do want something better than code minimum wages for the trained man.

Collective bargaining is in the minds of all workers and is a right they possess under the law. Whether we will or no, the group system is increasing and every man and merchant must recognize that it is to be dealt with as a condition. Its abuses can be minimized if there are closer personal relations between store owners and store workers.

We pity the store owner who is not desirous of creating good-will within his store staff. If a decent living wage is needed to restore interest in work; to create a sense of self-respect and to hold customer allegiance then that is the first thing to do—union or no union.

Ambitious young men are entering stores looking forward to a life's progress. By and large, they are not union-

minded because they are ambitious to progress along the line to buyer, to manager, to eventual store ownership. The pressure of unionism in retailing is, however, increased by such code subterfuge.

Blind opposition is unfortunate, ill-timed and productive of employee ill-will. To correct the situation in every store, give every worker a square deal and a feeling that he is part of the organization so that in the efficiency of his operation, he makes possible better service, better business, better wages and better returns for the merchant who wants to build his business as a permanently growing institution.—Boot and Shoe Recorder.

### Are Conventions for Business or "Entertainment"?

(Continued from page 12)

vote two or three days to real work, cutting out all play at least until the real work was out of he way.

As a sidelight on all this, I noticed the usual long list of manufacturers' exhibits convenient to Atlantic City headquarters. That is, of course, a standard condition; and perhaps it is not dangerous to guess that sundry "refreshments" were available to visitors—little "hospitalities," y'understand. Have not such things, like the poor, been always with us?

Well, here in San Francisco several manufacturers had nice rooms in the hotel during this convention of Western States chain grocers, and doubtless the institutional accompaniments of such displays were provided; but those representatives—believe it or not—sat

absolutely alone. Not a single delegate or lone chain merchant even entered those quarters.

It is my conviction—of long standing—that when individual grocers take their business as seriously as do chain grocers, progress toward betterment will be accelerated in our subdivision of retailing; and I write thus frankly in the hope that what I say may be beneficial. Paul Findlay.

### Grocery Sales Up 25.8 Per Cent

Total sales volume in wholesale grocery establishments throughout the country gained an average of 25.8 per cent. in the past year, according to figures compiled by the National American Wholesale Grocers Association yesterday. The statement is based on a comparison of sales in February this year of 547 food jobbing houses throughout the country with the January, 1933, totals.

Other facts gathered in the same survey show that the number of full-time employes in wholesale grocery houses rose 14.9 per cent. above the January, 1933, figures. The percentage of increase in part-time employes was 54.8. Wages paid to full time workers are 12.2 per cent. above the January, 1933, levels and those paid to part-time employes 31.2 per cent. higher. The figures will be used by the wholesale grocers' association to back claims that the jobbers have done their part in supporting the recovery program and should not be asked to make further sacrifices in the form of higher wages and shorter hours for employes.

To overcome, keep going.

## 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)

and duties in connection with the business—boots and shoes, hides and leather—his father had conducted in this city since 1836. Presently, realizing that he was lacking in one business essential at least, Mr. Perkins took up the Eastman Business College course in accounting and business practice, being graduated from that institution in short order and with high honors.

It was fortunate, indeed, that the young man followed his bent in this manner, because, within a very few weeks after his return to take charge of the accounting of his father's business, that father passed away, in February, 1866, and almost immediately the boy found himself in charge of a considerable business with many important accessories.

That he proved entirely competent successfully to meet such an exigency is history well known to all Grand Rapids business men of that early day. That he ever was a broad-minded, loyal and public-spirited citizen is a record equally well known. In fact, Gaius W. Perkins was typical of the kind of manhood and the quality of citizenship which have brought the city of Grand Rapids up from being the the ninth or tenth city in Michigan to the dignity of second city in the State, and the metropolis of Western Michigan.

Mr. Perkins was a man of convictions, having the courage to abide by and strive for those beliefs, but without developing the shadow of bigotry. Confident as to the future of the city of his nativity he ever labored freely and generously to advance her interests. The rehearsal of two characteristic incidents will present a clearer view of the man's temperament than can be given in any other way:

When a lad Mr. Perkins was fond of playing checks and succeeded, as a rule, in winning a majority of games, until he engaged in a series of games with two other boys, one of whom appeared to be a shade more skillful than the other two, although the trio were very evenly matched. The contest became rather intense and to make matters more interesting it was agreed that the winner of a majority of 100 games should be declared the champion. Mr. Perkins thereupon quietly visited H. M. Hinsdill's book store and bought a book by somebody or other on "The Game of Draughts or Checkers" and began a course of study. Later he won the coveted championship.

During the years 1882-3-4 Mr. Perkins was President of the Board of Education and in that capacity he very soon learned that the question of school desks and seats was very much of an enigma. Such a fact was not to be tolerated by a President of a Board of Education so long as he happened to be that President. And so he began to study school desks and seats, their manufacture and cost. As the result of this study the city profited quickly in the purchase of desks and seats at

prices much less than had been the conventional figure and as a further result of this study, Mr. Perkins and his partner, Wm. T. Hess, with S. W. Peregrine as a third partner, began the manufacture of school and office furniture in a small factory at Ionia and Prescott streets in January, 1886. In May the following year the Grand Rapids School Furniture Co. was incorporated with a capitalization of \$50,000. Frederick C. Miller, Charles F. Pike and E. A. Stowe were invited to join the organization, which they did. In August, 1888, this company, owning seven acres of land on Broadway between Ninth and Tenth streets, occupied new factories, which, with various enormous enlargements, are still occupied by the successor of the company in question, the business of the establishment reaching into many millions of dollars annually. When the American School Furniture Co. was organized Mr. Perkins was its first President for a year, during which time he resided in New York. He was at the time of his death one of the largest stockholders in the American Seating Co.

Besides being interested in and an officer of various other important industrial and financial enterprises, Mr. Perkins served two years as President of the Grand Rapids Board of Trade and during his administration the membership and efficiency of that organization were very largely increased.

No man ever lived a more upright life, no man was ever more loyal to the best interests of the city or more generous and energetic in advancing those interests; and yet, for no specific reason but merely because his tastes are so strictly and purely domestic, Mr. Perkins never became a member of any religious or fraternal organization. His life was devoted to his family, his business and his native town, and this devotion was invariably marked by supreme rectitude, self reliance, industry and energy, backed by clear, careful judgment and good will toward all. It is impossible to conceive a superior record.

Marion, April 18—I have been moved by the impulse a number of times to write the Tradesman regarding the collection of the 3c sales tax from the mail order houses in the distant cities.

These houses, under the present system, are permitted to sell their goods to the would-be customers of the local merchant without paying the consumer tax. I have taken the matter up with some of the state inspectors, and have been given encouragement to believe that they would take it up with the State Board of Tax Administration.

My idea is that our State Board should bring the thing to the attention of our representatives in Congress, or perhaps the Postmaster General would have power to order the city postal authorities in the large cities where these mail order houses operate to see to it that each package which is mailed to Michigan points, or any other state where a consumer tax is levied, must have the value of the contents of that package plainly marked on the outside of same, so that the delivering office can and shall make the collector of the 3c per dollar from the consumer,

the same as the consumer is supposed to pay if he bought his goods from a home merchant.

Most of the local stores try to hide this tax in the purchase cost of the merchandise, and at the end of each month send their check on to the tax board. Where this is done there is no doubt but what the dealer is shouldering a large part of the tax, due to the fact that while he is making the merchandise cost him more, his retail selling price is no different; and the reason the retail selling price would not reflect the 3 per cent. additional cost is due to the fact that he does not want to be quoted as being the highest priced store in the community. In other words, the added cost is so small on each purchase that he just cannot add it, as is the case with all 10c goods costing from 75c to \$1. The price is 10c, is now and always has been.

Of course mail order houses force us to be careful of our step on prices, for roads are good and automobiling is fun; also the mail order catalogs have taken the place of the Bible in many homes.

Your paper may have threshed this all out some time ago, but, if so, I did not see it.

Jay F. Piper.

The mail order houses are not asked to pay a sales tax on interstate shipments, because that feature must be handled by the Government through the enactments of Congress.

There is a bill now before Congress to provide for a Government sales tax. The enactment of this bill would automatically terminate the present sales taxes created by many states.

Because Uncle Sam needs money badly I think this bill will become a law in the next Congress, which, I think, assembles January 1, 1935. Of course, if we do change from state to Government taxation, the rules will be made so rigid that no mail order house will be able to escape.

E. A. Stowe.

## What Funny Things We See in the Drug Store

(Continued from page 18)

G. Camph 3ss  
Natr. Salicylat 3iii  
Natr. Bicarb 3ii  
Carbo Lignii 3iv  
Magnes. Oxid Heavy 3v  
Kali Bromid 3ii  
Spir Ether Nitrosi 3iv  
Spir Mindereri q.s. AD. 3iv  
M

S: Teaspoonful 3 times a day  
Dr. Peponis Capita.

And here we have the very busy (?) M.D. who makes it a point to stop at a drug store when he sees it pretty well filled with customers—enters drug store in big hurry. "Let everything else go for a moment please! Let me have immediately 1/12 antitoxin 1,500 units; and one package 4,000 units. I have 3 diphtheria cases, must use antitoxins at once." Slams the door and rushes out. Customers whisper, "By Jove, he must be a busy doctor." "Don't you know him?" "Why that's Dr. Hurry Up." Next day, Dr. Hurry Up steps into the drug store, very meekly hands druggist the package and says, "Here are the 3 bottles of Antitoxin I got here yesterday. All the patients got better, thanks!" The druggist and his clerks all knew for a fact that this same doctor never had a case of diphtheria, and the only reason these drug clerks knew that fact is, he made these frantic rushes into the

same drug store on an average of 3 or 4 times a year.

With all their faults, a household expression predominates far and wide, and the old adage still holds good, i.e., A druggist is always accommodating, as this copy of a prescription will verify:

Syrup Rhamni Frangulae 3ii

Misce

Sig: 3ii and repeat in 2 hours

Dr. Canine.

Note attached:

P.S. Kindly loan a spoon that will hold 2 teaspoonfuls as I do not wish to use my own spoons for dog medicine. Also please give bearer about two scuttles full of sand for my slippery side-walk. Put in large strong paper bags and oblige Mrs. ——. Please charge the prescription to my husband but I would much prefer to pay it on a fifty-fifty exchange of fresh sweet cider, only 2 days old, at our own grocery store.

Neither Ripley Nor Muenschausen

A middle-aged gentleman, well clad, carrying a walking stick, and leading a pug dog by a leash, enters drug store. "My name is Mr. —, son of Judge —. I just purchased an apple pie up at the pure bakery, just two blocks up the street. Will you kindly send up for it and send it to my home? Here's my card. And by the way, for your trouble and kindness, I'll take three 2-cent stamps." (Judge —'s home was a good mile and a half from the drug store.) Theodore J. Lewi.

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For Sale—JOHN JORGENSEN'S brick block, Cadillac, Mich.: complete with furniture, fixtures, hotel and cafe. Doing a good business. Will sell for \$10,000. Inquire at hotel. 641

For Sale—Old established hardware store and stock; or will sell stock and rent building. Story & Dodge, Rockwood, Mich. 642

For Sale—Fully equipped meat market in city of 10,000 doing good business. Reason for selling, have other business. Address No. 643, c/o Michigan Tradesman. 643

Wanted—Paying grocery, or grocery and meat market in good Northern or Northeastern Michigan town. Will consider well-located building for same. Address No. 644, c/o Michigan Tradesman. 644



## Meeting of Michigan Retail Dry Goods Association

(Continued from page 17)

things interesting. Not everyone agreed with him in what he said, but everybody agreed that Joe was full of ideas. Those who were not present missed something in not being there to hear the verbal spats between Jim and Joe.

It is not possible to reproduce in this news letter the addresses given by Prof. Wyngarden, Charles E. Boyd and James E. Mogan at the afternoon session. Much of the discussion was a summing up of the problem of National recovery, the Michigan sales tax, etc., etc.

The evening program was presided over by Luther H. Baker, recently chosen President of the Grand Rapids Merchants Mutual Fire Insurance Co. Mr. Baker, as stated in a previous news letter is one of the outstanding insurance men of the country and we are fortunate to have him as President and advisor.

He gave a comparison of mutual with old line insurance companies and stated briefly and clearly the value of mutual insurance, particularly the reliability and stability of mutual companies as compared with old line companies.

One of the best informed men of our Association remarked that there was more solid education and up-to-date information on Government topics given by Mr. Shields and Dr. Haber than in any other convention he had ever attended.

It may be appropriate to say that Mr. Shields made a very pertinent suggestion when he stated that the Government stepped in to help big business, such as the railroads and insurance companies,—not the mutuals, Mr. Baker suggested that the mutuals didn't require help.

The convention closed promptly at the advertised time of 9:30. Election of Officers and Business Meeting

The Committee on Nominations, by its chairman F. H. Nissly, of Ypsilanti, near the close of the afternoon session submitted a list of names of persons recommended by them for officers for the ensuing year. On motion of Mr. Nissly, seconded by Mr. Holtvluwer, of Grand Rapids, the following officers were elected for the ensuing year:

President—Joseph C. Grant, Battle Creek.

First Vice-President—D. Mihlethaler, Harbor Beach.

Second Vice-President—Clare R. Sperry, Port Huron.

Secretary-Treasurer—Leon D. Rosacrans, Tecumseh.

Directors—two years—To succeed himself—F. E. Park, Adrian. To succeed H. L. Wever—Sidney Medalie, Mancelona. To succeed C. L. Pemberton—D. W. Goodnow, Howell. To succeed J. C. Grant—Geo. F. Arbaugh, Lansing.

During the convention different matters were being considered by our Resolutions Committee, consisting of J. T. Milliken, F. F. Ingram and Joseph C. Grant. At the close of the evening session the following resolutions

were submitted and unanimously adopted:

1. That the Michigan state sales tax be not tampered with in any way, but especially that clause in the present sales tax law which makes the sales tax proper a separate thing and gives the merchant the privilege of passing the tax on to and collecting it from the consumer, this clause in the present law to remain intact as it is at the present time; and that under no circumstances shall the merchant be forced to absorb this tax in his retail price.

2. Also that this Association go on record as favoring the bill now before Congress making the interstate shipments of merchandise at retail from one state into another in which there is a state sales tax taxable to the extent of the sales tax in the state into which the merchandise is shipped.

We respectfully suggest to the members of the Michigan Retail Dry Goods Association that they immediately write to the members of the State tax administration board outlining to them their views relative to the collection of the sales tax as outlined in this resolution.

We also suggest that the members write to their respective Representatives and Senators in Congress letting them know where they stand on the law relating to the taxation of interstate shipments of merchandise at retail.

We missed the presence of two former Presidents of the Association—George T. Bullen, of Albion, and Horace J. Mulrine, of Battle Creek, who have passed from their earthly labors to their Eternal Reward during the past year. We bow in humble submission to the dispensations of Providence and herewith submit a resolution of deep respect for these gentlemen, both genial and successful men of business, different in some of their personal characteristics, but alike as men of high ethical standards and great usefulness to the community in which they resided. The Michigan Retail Dry Goods Association assembled in their annual convention pass this tribute of sincere respect to their memory.

Fifteen Years of Useful Existence

The above topic was suggested by the remarks made by John C. Toeller at the opening of the evening dinner program. Mr. Toeller is the sole survivor of the first six Presidents of the Association. In order they were Messrs. Christian, Knapp, Toeller, Sperry, Bullen and Mulrine.

He told of the action of the Association the first few years in combating problems of profiteering and paid a tribute to the men with whom he was associated in 1918 and 1919. He mentioned that the manager was chosen fifteen years ago this month and with some complimentary remarks presented him with a beautiful Gladstone traveling case, the gift of the members present at this convention.

Mr. Hammond, in expressing his appreciation, mentioned the name of the gentlemen who were present at the meeting when his appointment was made. Two of the men, Messrs. F. N. Arbaugh and F. E. Mills, of Lansing,

and the former Presidents mentioned above were present. In addition to these were W. O. Jones and C. W. Carpenter of Kalamazoo, H. N. Bush, of Flint, Wm. Brogan, of Lansing and Fred Sterling, of Battle Creek.

Time has brought many changes and, speaking personally, the fifteen years have been interesting ones, full of delightful personal experiences and loyal friendships. During this period seventy-seven merchants, proprietors of stores, have passed away, and others by reason of advanced years or unfortunate circumstances have retired from business.

To make the matter a little more personal, will say that from no one in Michigan could the gift have been received with more genuine pleasure than from the surviving one of the first six presidents of the Association, John C. Toeller, of Battle Creek. John was a successful merchant and is still a very successful business man. His loyalty to the Association never falters. To those who had a part in placing the gift in Mr. Toeller's hands we express our sincere thanks. We will continue the work with renewed vigor and believe it is a real compliment to be able to retain the friendship and respect of the type of men for whom it has been a great joy to give our years of service. Jason E. Hammond,

Mgr. Mich. Retail Dry Goods Ass'n.

## Gabby Gleanings From Grand Rapids

Ira F. Gordon and wife have returned from St. Petersburg, Florida, where they spent two and one-half months, as is their custom every winter.

C. E. Pottruff, who was engaged in the grocery business ten years at the corner of Buchanan avenue and Brown street, but who sold out there to his clerk and engaged in the grocery busi-

ness three years ago at 974 Cherry street, has leased the double store at 962 and 964 Cherry street, and will remove to the new location Saturday of this week. New electric meat cases have been installed in the new location.

Edward Frick and wife, who have spent the winter in Grand Rapids, have returned to their beautiful home on Lake Michigan, two miles south of Douglas.

Louis A. Smith and family, who have spent the winter at Orlando, Fla., as usual, were in the city Tuesday on their way home to Petoskey. Mr. Smith expects to re-open his grocery store for the season at Bay View about May 15.

Samuel C. Cassidy, who has covered the factory trade of Western Michigan for the American Steel & Wire Co. since 1914, and who suffered a stroke at South Bend about five weeks ago, is recovering so rapidly that he expects to resume his visits to his customers by May 1. He spent several days in a hospital at South Bend and several weeks in Butterworth Hospital here. He is now at his home, 730 South College avenue.

Ed. Dooce, (Rademaker & Dooce Grocer Co.) surprised his friends Tuesday by taking a day off and witnessing a league ball game at Detroit.

Putting "teeth" in revolutionary legislation may be important. Putting dollars into pay envelopes and food into stomachs is more urgent.

All of the things now enjoyed by civilization have been created by some man and sold by another man before anybody really enjoyed the benefits of them.—James G. Daly.

A strong hope and a firm faith, guides one to do the right, come what will.

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A Beautiful Line of Dishes. Decorated and Plain White.

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P. O. \_\_\_\_\_

State\_\_\_\_\_

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Cocoanut Sticks.....10 lb. Caddy	Italian Bon Bons.....14 lb. Caddy
Candy Hazelnuts.....11 lb. Caddy	Spiced Jelly Strings.....13 lb. Caddy
Candy Butternuts.....11 lb. Caddy	Spiced Jelly Drops.....13 lb. Caddy
Fruit Tablets.....14 lb. Caddy	Spiced Jelly Beans.....17 lb. Caddy
Orangettes.....13 lb. Caddy	Lemon Drops.....13 lb. Caddy
Tip Top Jellies.....13 lb. Caddy	Champion Chocolate
Assorted Cream	Drops.....12 lb. Caddy
Wafers.....12 lb. Caddy	Anise Squares.....15 lb. Caddy
	Cocoanut Bon Bons.....10 lb. Caddy

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