

# MICHIGAN TRADESMAN

Fifty-first Anniversary Edition

1883-1934

## For Those Who Fail

"All honor to him who shall win the prize,"  
The world has cried for a thousand years,  
But to him who tries and who fails and dies,  
I give great honor and glory and tears.

Give glory and honor and pitiful tears  
To all who fail in their deeds sublime,  
Their ghosts are many in the van of years,  
They were born with Time in advance of Time.

Oh, great is the hero who wins a name,  
But greater many and many a time  
Some pale-faced fellow who dies in shame  
And lets God finish the thought sublime.

And great is the man with a sword undrawn,  
And good is the man who refrains from wine,  
But the man who fails and yet still fights on,  
Lo, he is the twin-brother of mine.

JOAQUIN MILLER.

Price 25 Cents

**THIS NEW PLAN**

*sells everything*  
*you handle...from*  
**carpet tacks**  
**to paint....**

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



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

*A Revolutionary  
 Merchandising Method!*

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

*Mail Coupon Today!*

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

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

*Manufacturers of the famous 100% Pure Paint*

CHICAGO - BOSTON - BIRMINGHAM - CINCINNATI  
 CLEVELAND - LOS ANGELES - PHOENIX - PITTSBURGH

**MAIL COUPON TODAY**

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

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

Name.....

Address.....

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

# MICHIGAN TRADESMAN

Fifty-second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 5, 1934

Number 2672

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

Printed by the Tradesman Company, Under  
NEA Conditions

### How Ottawa County Pioneers Lived in the Sixties

My parents settled in the township of Chester, Ottawa county, Michigan, in the year 1853, on a tract of land my father had acquired the previous year. The price paid for this land was nominal. I remember that the deed held by my father was direct from the United States Government.

My parents often related the early experiences of that period, but always the more interesting incidents, never the privations.

At that time practically all of the land in Chester township had been taken up, as settlers were rapidly picking up the hardwood land, especially where there was a good stand of timber such as basswood, elm, hickory, oak and maple. The land on which the large basswood trees were found was considered excellent for farming purposes.

This farm home was located nine miles north of Lamont, a trading post on Grand River, a Government post-office also. The trading post was very much needed while the postoffice was little used, as few settlers had money for postage or papers. Just how they survived these strenuous days I am not informed. The settlers had very little of the land cleared. The frost came early and there was no sale for the timber.

The people had all come to Western Michigan for one purpose, which was to build a home where they might provide for the needs of the family and to become law-abiding citizens of the new country, as it was then known. In order to do this it was necessary for them to clear the land and cultivate the soil. This was done as rapidly as circumstances would permit. The first task in the plan for a home was to erect suitable buildings. The original buildings were usually of logs. The owner would select from his forest (and it was all forest) straight, medium

sized logs which were then cut, hewn and notched ready for use. Then the logs were hauled to the site selected for the building. The neighbors were called to come to "the raising," when a foreman was selected to direct the men and the building was raised and made ready for the framework, such as the doors, windows, and the roof. In an early day these buildings were frequently covered with split staves, but later on white pine shingles were made by hand. These made an excellent roof and were very durable.

I love to think of the pioneers of this early period, how they lived and what a fine spirit of co-operation was observed. The settlers were unselfish. The willingness to help each other at all times was always in evidence. If a new settler came into the territory my parents called to extend words of welcome and show their interest, and always visited the home when severe illness or a death occurred. If a neighbor or traveler called at our home he was a welcome guest to a meal or to remain for the night if he wished to do so.

I was born during the days of the civil war and know only little of the pioneer days related herein. My parents were then in comfortable circumstances and I do not recall any hardships or unusual privations on the part of any members of our own family or of any relatives of the family.

I never remember a request or command from either of my parents that the children must be honest and truthful. My father had set before us an exemplary life, interested in the church and the schools, with great respect for his Government and the observance of its laws. He never read "what men live by," but did know that work was good for men and boys, hence we had definite work during the entire year. About as soon as the crops were gathered in the fall the school started, when we had the farm chores both early mornings and in the evening, while on Saturdays we were cutting wood for the following winter, as the need required. All of this we enjoyed. It was a part of the regular routine and I think we were happier than the average boy of this period.

Our Sundays were days of rest. My parents kept the Sabbath and usually attended church. The children often went with them, although they were permitted to remain at home if they desired to do so.

In my early boyhood days the license to sell intoxicating liquor was small, hence the owner of the county tavern, quite near us, established a saloon where all kinds of liquor was sold. My father made one request of his sons, which was not to enter the room where liquor was sold. I carried out his wishes to the letter and never entered the place. It is not nec-

essary to tell you my father never entered a saloon at that particular place or any other. It was then possible to purchase good liquor at a reasonable price and we had several good neighbors who drank intoxicating liquor, especially the veterans of the civil war.

My father was a Republican and insisted during all the days of his life that the progress and development of the Nation was due largely to the wisdom of the Republican Party. My father and mother were both loyal supporters of Abraham Lincoln and felt that his death was very unfortunate and especially so for the colored people, as they believed President Lincoln expected to do much more for the colored people than had been possible to accomplish before his assassination. There was nothing unusual about my birth or the days of my early childhood. I had a healthy body and grew up with other children of that period. I attended the district school located on the same site as now occupied by the Conklin school. The first school house on that site was a crude log affair. I was there through one winter term only when a more modern building was erected. The desks were a slanting shelf against the wall, while the students sat facing the desk on benches without backs.

The instructors of that day were usually able to meet the requirements. The teacher was expected to be qualified to interest the child of the primary department as well as the students of the grades in the many stages of such studies as algebra, arithmetic, geography, grammar, writing and spelling. I enjoyed especially mathematics, geography and spelling. The spelling contests of that day were very interesting. I spent many evenings with other boys of the neighborhood reviewing the old spelling book, particular attention being given to definitions, as quite frequently, in our contests, the definition of the word was required. The spelling school of that day was an interesting event, especially when two or three schools came together for the contest.

I attended several schools in Ottawa county, including the Coopersville high school, and later entered Swensberg's commercial college in Grand Rapids, where I spent nearly two years. Our instructor was Prof. Welton, a very peculiar man. He was very sarcastic and the student he disliked was unfortunate, as the reprimand, if any, was a flow of the most cutting sarcasm one could imagine and the average student was fortunate to escape his sarcastic criticism. He was a fine instructor. I came through with Prof. Welton's commendation. He became a choice friend. The knowledge I secured in

(Continued on page 24)

### Index to Special Advertisers in This Fifty-first Anniversary Issue

|                                        | Page           |
|----------------------------------------|----------------|
| Acetol Products, Inc.                  | 67             |
| American Light & Traction Co.          | 75             |
| American Steel & Wire Co.              | 69             |
| American Wire Fabrics Co.              | 81             |
| Ames Baldwin Wyoming Co.               | 87             |
| Bancroft Hotel                         | 39             |
| Bankers Trust Co. of Muskegon          | 49             |
| Bastian-Blessing Co.                   | 59             |
| Belding Basket Co.                     | 55             |
| Belding Hosiery Mills, Inc.            | 67             |
| Blizzard Mfg. Co.                      | 83             |
| Boot & Co.                             | 62             |
| Braak Cookie Co.                       | 7              |
| Brown & Sehler Co.                     | 35             |
| Joe Brown & Sons                       | 7              |
| E. O. Bulman Mfg. Co.                  | 95             |
| Carpenter Paper Co.                    | 39             |
| Central Bank                           | 77             |
| Colonial Salt Co.                      | 4th Cover      |
| Commonwealth & Southern Corp.          | 47             |
| Consumers Power Co.                    | 101            |
| Continental Screen Co.                 | 14             |
| Decker-Davies & Jean, Inc.             | 15             |
| Abe Dembinsky                          | 95             |
| H. J. Dornbos & Bro.                   | 83             |
| Edson, Moore & Co.                     | 85             |
| Embury Mfg. Co.                        | 85             |
| C. J. Farley & Co.                     | 98-99          |
| Fletcher Realty Co.                    | 45             |
| Gerber Products Co.                    | 33             |
| I. F. Gordon                           | 103            |
| Grand Rapids Belting Co.               | 83             |
| Grand Rapids Calendar Co.              | 35             |
| Grand Rapids Gas Light Co.             | 57             |
| G. R. Merch. Mutual Fire Ins. Co.      | 81             |
| Grand Rapids Metalcraft Corp.          | 85             |
| Grand Rapids Packing Co.               | 95             |
| Grand Rapids Safe Co.                  | 83             |
| Grand Rapids Trust Co.                 | 11             |
| Grand Rapids Wholesale Grocery         | 65             |
| Hart Mirror Plate Co.                  | 35             |
| H. J. Hartmann Foundry Co.             | 35             |
| Haves Body Corp.                       | 77             |
| Hazeltine & Perkins Drug Co.           | 37             |
| Hekman Biscuit Co.                     | 29             |
| Herkner Jewelry Co.                    | 15             |
| Holland Crystal Creamery Co.           | 81             |
| Hotel Rowe                             | 93             |
| International Harvester Co.            | 63             |
| Jacobsen Commission Co.                | 13             |
| Jennings Mfg. Co.                      | 95             |
| Tunis Johnson Cigar Co.                | 7              |
| Kalamazoo Veg. Parchment Co.           | 13             |
| Kent Storage Co.                       | 35             |
| King Milling Co.                       | 39             |
| Kraft-Phenix Cheese Corp.              | 55             |
| Krolik Corp.                           | 103            |
| Lake Odessa Canning Co.                | 27             |
| Lansing Co.                            | 93             |
| Lee & Cady                             | 61             |
| H. Leonard & Sons                      | 18             |
| Martin-Senour Co.                      | 2nd Cover Page |
| Masterpiece Cigar Co.                  | 55             |
| McConnell-Kerr Co.                     | 83             |
| Michigan Bakeries, Inc.                | 24             |
| Mich. Bank & Merch. Mut. Fire Ins. Co. | 41             |
| Michigan Hardware Co.                  | 79             |
| Mich. Mutual Liability Co.             | 89             |
| Michigan Trust Co.                     | 3              |
| Mill Mutuals Agency                    | 51             |
| C. W. Mills Paper Co.                  | 49             |
| Albert Miller Co.                      | 103            |
| S. A. Morman & Co.                     | 14             |
| Morton Salt Co.                        | 93             |
| National Bank of Grand Rapids          | 91             |
| National Candy Co.                     | 67             |
| New Era Life Association               | 45             |
| Oceana Canning Co.                     | 87             |
| Old Kent Bank                          | 3rd Cover      |
| Owen, Ames, Kimball Co.                | 89             |
| Peerless Glove Co.                     | 43             |
| Petoskey Portland Cement Co.           | 25             |
| J. H. Petter & Co.                     | 59             |
| Preferred Auto Ins. Co.                | 43             |
| Rademaker-Dooge Grocer Co.             | 31             |
| Raymond Products Co.                   | 59             |
| Republic Steel Corp.                   | 103            |
| Richards Mfg. Co.                      | 45             |
| W. R. Roach & Co.                      | 59             |
| J. Chas. Ross Co.                      | 16             |
| C. H. Runciman, Ltd.                   | 39             |
| Sherwood Hall Co., Ltd.                | 7              |
| Standard Grocer & Milling Co.          | 83             |
| Taylor Produce Co.                     | 103            |
| Thomasma Brothers                      | 95             |
| O. & W. Thum Co.                       | 55             |
| Union Bank of Michigan                 | 53             |
| W. D. Vandecar                         | 45             |
| Voigt Milling Co.                      | 53             |
| A. W. Walsh Co.                        | 59             |
| I. Van Westenbrugge                    | 13             |
| Whitlock Cordage Co.                   | 77             |
| Wholesale Merchants Bureau             | 93             |
| Wolverine Shoe & Tanning Corp.         | 97             |
| Woolson Spice Co.                      | 49             |

Use your two eyes and two ears more than your one tongue.



### Lines of Interest to Grand Rapids Council

Many of the readers of these columns are not familiar with the emblem that heads our items, nor the order for which it stands. To some it is just a decoration to attract attention but to the initiated it signifies all that is good in fraternalism.

In order to familiarize the readers of the magazine with the significance of the crescent with the sample case suspended beneath and within its points we are presenting a brief history of the origin, aims and purposes of the United Commercial Travelers of America. Although the Order was first intended for traveling salesmen only, it has since been opened to all types of business men who desire to band with one of the most progressive organizations in the American business world. Any white male citizen of the United States, Dominion of Canada or British Possessions in North America, of good moral character and in good physical and mental condition, not under the age of eighteen and not over fifty-five years of age, who is classified as a preferred risk and is engaged either as a traveling man or in business or professional occupations, may become an insured member of this Order, if found acceptable.

A study of history makes men wise, according to Sir Francis Bacon. History is a record of the human race. Ancient history is largely made up with the acts of tyrants, of wars and oppression. Modern history is concerned more with the achievements of progress toward the betterment of mankind.

The history of The Order of United Commercial Travelers of America is especially a record of triumphant efforts for benefitting a very necessary class of men.

Contrary to the generally accepted conception of a traveling salesman, he leads a lonely life, with grave responsibilities, a life of varying vicissitudes and hard work. Away from his family, away from home influences, away from all which makes community life worth while; all the greater reason why a salesman should seek the companionship of men similarly lonely. True and trusting companionship is an outstanding essential of happiness.

Prior to the establishment of the U. C. T. many were the mutual accident insurance organizations featuring policies for commercial travelers, but insurance alone could not satisfy the human craving for brotherly, friendly mingling with others in a like situation.

Many were the attempts to satisfy this growing desire for mutual fraternal relations—all coming to naught. Then came what was at first called the "Ohio Idea."

Levi C. Pease, native of Connecticut, originated the idea. John C. Fenimore, native of Indiana, and Charles Benton Flagg, native of Ohio, frequently met

Pease on the road, and at every meeting they conferred relative to giving to road salesmen what all conceded was a necessity. Together they laid the foundation of what later developed into one of the greatest organizations in the world for commercial travelers. John E. Sater, then a young attorney-at-law in Columbus, Ohio, afterward a widely known Federal Judge, was taken into their confidence. It was through his extensive knowledge of law that the Order was so well established at its inception.

Pease was an organizer, a fraternalist, Fenimore was a ritualist, Flagg, a financier and detail specialist in office management. Sater, an exceptional legal mind.

For two years the latent germ of the idea was slowly but surely reaching development. A secret society for commercial travelers, without insurance, had been tried on many occasions and found inexpedient. Exclusive benefit organizations had come and gone. The prospect facing the intrepid pioneers in the "Ohio Idea" was not encouraging. The greater the discouragements, the more deeply they planned their project. It was the discouragements which gave solidity, and covered negative influences, in the firm setting of the corner stone of the U. C. T.

It was on January 16, 1888, that incorporation papers were filed in Columbus, Ohio. On January 25th, the same year, a Supreme Council was organized. The first official Supreme session was held at the residence of John C. Fenimore, June 30, 1888. This gave origin to the annual sessions of the Supreme Council the last week in the month of June.

In the meantime, five additional traveling salesmen had joined with the original three promoters. Those eight men, who constituted the entire membership of the United Commercial Travelers of America in its first Supreme Council, are to-day revered as the "immortals" of the Order. Their memory will remain sacred so long as the Order shall last.

They were in the order in which they were received into membership, Levi Cady Pease, John Cooper Fenimore, Charles Benton Flagg, Frank A. Sells, John Dickey, Samuel H. Strayer, Willis E. Carpenter, Charles F. Ammel. All were recognized as leading traveling salesmen of accomplishments. John E. Sater was elected the first Supreme Attorney.

The U. C. T. sprang from the generous impulse that dwells in the heart of every man selling on the road—a modern idea—a product made necessary by the conditions which necessarily must surround men on the road at all times. It gave animated expression to the spirit of fraternity, and thoughtful interest in those of the salesman's family, evolving a form of material assistance for his loved ones which stand unique in the practice and experience of organizations of a beneficial character.

In The United Commercial Travelers of America, home comes first. Its tenets, Unity, Charity, Temperance,

are given a meaning in their fullest interpretation.

Here are the foundation stones on which the Order stands:

To unite fraternally all commercial travelers, wholesale salesmen, sales managers, assistant sales managers, advertising men, accountants, bankers, bookkeepers, collectors, draftsmen, editors, hotel proprietors, hotel managers, hotel clerks, house salesmen, buyers, credit men, auditors, insurance officials, insurance agents, jewelers, journalists, lawyers, lecturers, motion picture distributors, officials of chambers of commerce, officials of service clubs, physicians, importers, merchandise brokers, bond salesmen, manufacturers, wholesale dealers, public officials, purchasing agents, railroad officials, railroad passenger agents, railroad traveling freight agents, realtors, reporters, retail merchants, school principals of good moral character.

To give all moral and material aid in its power to its members, and those dependent upon them; to assist the widows and orphans of deceased members.

To establish funds to indemnify its members for a disability or death, resulting from accidental means.

To secure just and equitable favors for Commercial Travelers and Wholesale Salesmen as a class.

To elevate the moral and social standing of its members.

To establish and maintain a secret Order.

To establish a Widows' and Orphans' Reserve Fund.

In addition to these fundamental principals laid down in the incorporation, an outstanding aim is to furnish the very best possible substitute for home influence by creating, in its Councils, an attractive and instructive place for visiting members to pass an evening.

The Order is governed by the representative system. The Supreme Council, permanently located in Columbus, Ohio, in its own quarter of a million dollars headquarters building, full paid for, is the central body.

Far seeing were the founders of The United Commercial Travelers of America. They built for an indefinite future, creating a flexible organization which can adapt itself to changing time and changing conditions. The U. C. T. to-day is one of the most aggressive business units in North America.

In summing up, the U. C. T. embraces the distinct features of fraternalism, social and homelike advantages otherwise denied the class of men who constitute its membership; care of their widows and orphans when necessary; indemnity for accidental injury or accidental death, and Team Work in Business.

There is only one place where push won't help and that's where the door is marked "pull."

For the past several weeks we have been making an "inquisitorial" survey of conditions now existing and as they may exist in the near future in territories other than our local one. Having contacted men from every section of the country and in all walks of life,

we have been able to get a fairly good perspective of what is, and what may be.

The present conditions show a marked gain in the middle section of the country with a very good outlook for some real business all over the country after the turn of the year. In some localities orders for finished products are piling up and causing some concern for fear labor may take advantage of the situation and start heckling when they learn that conditions are on a sharp upturn. There is a more optimistic feeling generally and every section is on its toes ready to leap at the crack of the gun—demand.

There is a little more ease in buying commodities and collections have turned for the better. In some localities bank credits are a little easier with the trend toward the merchant endeavoring to get along without aid if possible.

The commercial man is highly pleased over the outlook and is wearing a smile far broader than has been noticeable for some time. With everyone ready for the gun to pop, there will be activity aplenty when things start and there may be a scramble for finished products when business decides to shake off its swaddling clothes and step off in men's size clothes.

A smile is a good trade mark.

A uniform traffic code as applied to the Nation and the interest that is being shown by the various commonwealths of the Nation is timely and really a serious thing.

If pestilence, an earthquake or a tornado should take the lives of 36,000 people the world would stand aghast at one of history's greatest catastrophes.

If another million men, women and children were injured in the disaster relief agencies would be mobilized like armies and contributions to help the sufferers would pour in from every civilized country.

Motor vehicle accidents in the United States this year are almost likely to take a toll of life and limb as appalling as that, yet many citizens show no concern over the record and still regard safety campaigns as nuisances and enforcement of traffic regulations as an interference with their personal liberty.

The United Commercial Travelers quick to see the advantage to their members to have safe and sane driving are lending every aid possible to curb the ever mounting list of dead and maimed automobile drivers and pedestrians. They realize that if there is not an early reversal of the mounting highway accident toll "reformers" will rise up, as they did against the liquor traffic in pre-prohibition days, and cripple motor transportation with restrictions and prohibitions. If common sense and reasonable care cannot be used voluntarily then it is time that some forceful measures be adopted to protect those who do use reasonable care.

Waiter: "I'm afraid we can't cash a check, sir. You see, we've a little agreement with the banks that we cash no checks and they serve no soup."

Al Guimond, state team work director of the United Commercial Travelers, was in the city Tuesday evening and assisted in completing the plans

for a meeting which will be held Saturday evening, Dec. 8, in the lecture room of the Ryerson Library. This meeting is being sponsored by Grand Rapids council through a request of the Supreme Council which is promoting a Buying and Selling campaign which will be launched nationally in February.

Manufacturers, wholesalers and retailers are cordially invited to attend this meeting and listen to the plan as outlined by James Daly, editor of the Sample Case. Jim is a dynamic speaker and thoroughly understands his subject. Anyone who is interested in having business take an upturn will be repaid for his time spent at this meeting. The meeting will be called to order at 8 o'clock sharp Saturday evening, Dec. 8, in the lecture room of the down town library.

John Behler and W. H. Young, owners of the Behler-Young Co., spent a few days in the North woods in quest of the elusive deer. They were of the fortunate few who brought home the venison.

Mr. and Mrs. A. Rockwell spent Thanksgiving Day at Howell with Mrs. Rockwell's mother, Mrs. Addie M. Smith.

W. D. Dunbar who has been representing a light bulb concern in Indiana territory has been transferred to Michigan and will again make his headquarters in Grand Rapids.

George Waugh, representative of the cigar department of Lee and Cady, had a narrow escape from serious injury last week when a truck demolished his car. He suffered a cut on his forehead and severe bruises to his chest. He will be able to return to his duties in a few days.

Notgniklip.



Greetings From Detroit Council No. 9

Over the land far and wide from our Supreme Senior Councilor, Clarke V. Foland, comes from time to time a safety program. He has asked every member of all councils to get behind this program in a square shouldered manner. Detroit, No. 9, is certainly doing its bit and the Safety Committee has adopted the slogan—Save Lives—Help the Living: Drive Safely and Sanelly—Help the Other Fellow. And who is better qualified to put such a program into action? Our organization now has a diversification in its membership. Of commercial travelers alone there are 8862 in this state. Each one averages about thirty thousand miles of auto travel per year. That is over two hundred seventy-five million miles per year. This is hard to realize and the great service that can be ren-

dered to humanity should make this order distinctive in the public eye.

Even the ladies of our Auxiliary are getting safety minded. Before long they will have a safety committee of their own to assist their gallant knights. Congratulations and more power to you!

Our Past Councilors' night at the last meeting was a huge success. Our Senior Councilor, Floyd Burch, turned the gavel over to Past Senior Councilor, Harry Annett, who appointed Tommy Griffin to carry out the duties of Junior Councilor and Bert Wilson that of Page. Then in walks Al Guimond, wearing an unusual smile. And no wonder, for they have named that little peach (the new arrival I mean) Maria Bernadette Guimond. Thereupon Al is appointed to the Senior Councilor's chair. Harry now becomes Sentinel and with Joe Mellon in the capacity of Past Senior Councilor a snappy meeting is gotten under way. A letter is read from Past Senior Councilor, Ross Jewell, who now lives in

(Continued on page 17)

**L. A. Geistert & Co.**  
INVESTMENT BANKERS & BROKERS



Markets on all Stocks and Bonds  
All issues of Consumers Power Preferred Stocks.

INQUIRIES INVITED  
505-11 Grand Rapids Trust Bldg.  
GRAND RAPIDS, MICH.

**ANNOUNCEMENT**

E. B. STEBBINS  
Lakeview, Mich.

AMBASSADOR TO  
LOCAL BUSINESS  
RECOVERY

PREACHER OF THE  
DOCTRINE OF  
"LIVE and LET LIVE"

COMMUNITY  
ADVISER  
FOR DEPRESSED  
TOWNS and CITIES

Services open to communities desiring to protect their business interests and to increase the volume of money in local circulation. My plan of action is the result of study of actual business conditions, during the past two years while traveling staff writer for the Michigan Tradesman.

Write for Particulars.

men  
with moderate  
estates  
are often  
surprised  
to learn  
how thoroughly  
their funds  
can be  
protected  
by  
TRUST SERVICE

**The MICHIGAN TRUST Co.**

## MOVEMENTS OF MERCHANTS.

Detroit—An addition will be erected to the Wayne Packing Co. plant.

Ewart—James Deacey has changed his grocery store to a Red and White store.

Grand Rapids—John McCleary succeeds A. Vermoline in the grocery business at 1357 Alpine avenue.

Bronson—The Bronson Reel Co., manufacturer, has increased its capital stock from \$175,000 to \$210,000.

Detroit—Koppitz-Melchers, Inc., 970 East Vernor Highway, has changed its name to the K. & M. Company.

Detroit—The Roscoe E. Jackson Co., 6650 Wagner street, has decreased its capital stock from \$25,000 to \$3,000.

Charlotte—F. J. Poeppel, vice-president of E. G. Shinner & Co., Inc., announces the opening of a new market here.

Battle Creek—Miss Hazel Case succeeds J. E. Penrod as owner of the Park Cafeteria, 7 North Washington avenue.

Highland Park—The Hathaway Construction Co., 126 McLean avenue, has decreased its capital stock from \$15,000 to \$3,500.

Otsego—The Otsego Falls Paper Mills, Inc., has been incorporated with a capital stock of \$100,000, \$15,000 of which has been paid in.

Midland—John Matthews, 77, for over 60 years engaged in the meat industry here, died at his home on Ellsworth street. He had been ill only a week.

Muskegon—The W. M. Hall Electrical Supply Co., a \$50,000 corporation, \$20,000 paid in, has been organized as a subsidiary of the Hall Electric Co.

Detroit—The Standard Heat Economiser Organization of U.S.S., 711 Fidelity Bldg., has been organized and capitalized at 1,000 shares at \$1 a share, \$1,000 being paid in.

Detroit—The Allied Distillers Corporation, 13300 Jos. Campau avenue, has been organized to brew and distill liquors with a capital stock of \$10,000, \$1,000 being paid in.

Owosso—Flanigan & Co., meat packers, have been awarded a Government contract for butchering and dressing cattle shipped into Michigan from the drought region.

Kalamazoo—The Redmond Funeral Home, 330 North Westnedge avenue, is now open for business. Arthur W. Redmond, proprietor, is an experienced embalmer and mortician.

Detroit—Smith's Yards, Inc., 8519 South street, dealer in sheet and bar steel, iron, has been incorporated with a capital stock of 100 shares at \$100 a share, \$5,000 being paid in.

Hastings—The Hastings Co., manufacturer and dealer in toys, games, and novelties, has been incorporated with a capital stock of 2,500 shares at \$10 a share, \$9,000 being paid in.

Laurium—Charles Salotti opened a modern meat department in connection with the Salotti Super Service Store on Third street. The new department will be in charge of Florian Mohar.

Muskegon—Everet J. Pruium, 63, died Nov. 30, at the home of his daughter,

Mrs. Gordon F. Van Eenenaam. For 35 years Mr. Pruium was engaged in the retail furniture business in Zeeland.

Flint—The F. E. Peterson Corporation, 517 Harrison street, dealer in plumbing, heating apparatus, air conditioning, etc., has been incorporated with a capital stock of \$10,000, \$1,000 being paid in.

Monroe—H. Sacks, dealer in furniture at 86 Jerome street, has merged the business into a stock company under the style of Sacks Furniture, Inc., with a capital stock of \$50,000, \$1,000 being paid in.

Jackson—George T. Nicholls, a veteran Jackson meat man, has opened a modern meat market at 755 West Franklin street. Mr. Nicholls, until a few months ago, conducted a market on South Jackson street.

Grand Rapids—Abe Dembinsky has two auctions of large dimensions in prospect—the Multi-Selecto Phonograph Co., of Grand Rapids, on Dec. 12, and the Compound & Pyrono Door Co., of St. Joseph, Dec. 19.

Flint—The Flint Upholstering Co., Inc., 2323 South Saginaw street, has merged its business into a stock company under the same style with a capital stock of 1,000 shares at \$5 each, \$3,000 of which has been paid in.

Battle Creek—John R. Binder, 54 years old, was found dead in his room, Nov. 29. Death was caused by a heart attack in the night. Mr. Binder was the junior member of the firm of H. Binder & Sons, meat dealers here.

Kalamazoo—Marvin Langelagd, experienced mortician, having been associated in the undertaking business with his brothers, in Zeeland and Holland, has opened the Langelagd Funeral Home and Chapel at 139 East Lovell street.

Detroit—The Chevron Heater Corporation, 14101 Prairie avenue, manufacturer and dealer in furnaces and boilers, air conditioners and heating units, has been incorporated with a capitalization of \$50,000, \$2,500 being paid in.

Battle Creek—Charles Albert Squier, 73, co-founder of the American Manufacturing Co., maker of shipping tags, who for the last 49 years had conducted the business from his home at 151 Fremont street, died here, Nov. 28. Death was due to hardening of the arteries.

Webberville—The newly organized Farmers' State Bank of Webberville opened Nov. 28. Sixty per cent. of all money on deposit at the time of the bank holiday may be withdrawn. Ample funds have been subscribed to capitalize the new organization without a loan from any source.

Howard City—H. F. Solomonson has opened the Golden hotel following a thorough redecorating, furnishing, etc. He has moved the Solomonson cafe from its former location to the hotel dining room, refinished the card room and opened a new tap room. The entire hotel is clean, cheerful and inviting.

Harbor Springs—Mrs. Catharine Wetherell and her cousin, David King, have purchased the Babcock building

and will remodel it during the winter preparatory to being occupied by Mrs. Wetherell with the Eleanor Beard, Inc., shop, which she conducts here every summer and in Miami Florida in the winter.

Bronson—Wallace Atkinson has purchased the bakery equipment of Charles Foy, who discontinued his bakery several months ago and is devoting his entire attention to his grocery and ice cream parlor. Mr. Atkinson is installing the machinery in the Holmes building and will open the bakery under his own name about Dec. 15.

St. Johns—Stanley H. Wilson, 43, who died here suddenly a few days ago, was well known in this vicinity. He was a veteran of the kaiser's war, having served in the navy. For several years he had been connected with a clothing manufacturer as traveling salesman. Death was due to heart trouble, from which he had suffered several months.

Detroit—Funeral services for Harry C. LaFlamboy, widely known inventor and business man here for many years, was held Tuesday in his home, 2126 W. Hancock avenue. Burial will be at Ortonville. Mr. LaFlamboy, who died Saturday at the age of 79, was born at Niagara Falls, N. Y., and came to Michigan in 1865. He had lived here since 1882. With J. L. Hudson, Henry Russell, Joseph Boyer and Robert Tunner, he invented a match machine and organized the Superior Match Machine Co. For forty years he was in the real estate business here.

Matherton—The new bridge which is to span Maple river near this village, is to be a handsome structure and one which should last for generations. The bridge will be 165 feet long with 55-foot spans of futuristic design. The roadway will be 26 feet wide, and an 18-inch curbing on each side will also serve for pedestrians. Rails on both sides will be of open steel spindle construction, so as not to obscure the view up and down stream from the bridge. Cost of this new bridge is given as \$40,000. The state will bear half the expense, Ionia and Clinton counties to split the other half, unless the project can be made a PWA affair, in which case there would be a large amount of Federal aid.

Saginaw—Suit will be started in Circuit Court Friday by Frank Marxer, grocer and vice chairman of the new Charter Commission in an attempt to clarify a provision in the present City charter which declares that no employee of the City may enter into a contract with the City and that the City may not purchase materials from any concern in which a City employee holds stock. Decision to file a test case was made Wednesday afternoon after Commissioner Albert J. Loudon refused to approve a poor order in the amount of \$3.60 cashed by Marxer. Upholding of this provision of the Charter will mean that many City employees, including some of the members of the Council, will have either to sell stock they hold in utilities companies or any of the other concerns with which the City has been doing business for years,

or give up their jobs, Marxer said.

Battle Creek—Negotiations which began two years ago were consummated when the former Sanitarium Equipment Co. plant in Battle Creek was sold to the George Weston Biscuit Co. Business men of the city see a substantial increase in the manufacture of food products by a company which has plants in three countries and last year did a business of more than \$7,500,000. Installation of new equipment costing \$200,000 is to begin at once and operations will be under way by the first of the year. The management will be in charge of Harold C. Beach, a native of Battle Creek and former export sales manager for the Kellogg Co. He has been with the Weston Co. since 1929, when he was appointed general sales manager for the Eastern district. The purchase of the Battle Creek plant by the Weston Co. is the latest in a series of expansion moves which began in 1928 when control was obtained of the William Paterson Co. in Brantford, Ont. In the same year the George Weston Biscuit Co. was formed with plants in Watertown, Mass., and Passaic, N. J. In 1931 the company obtained control of George Weston Bread and Cakes, Ltd., which previously had taken over Lawlor's Bread, Ltd. and the Regal Bakers, to secure distribution in England.

## Manufacturing Matters

Gladwin—Our Own Creamery Co. has been organized to manufacture and deal in dairy products with a capital stock of \$50,000 common, \$4,300 being paid in.

Detroit—Koppitz-Melchers, Inc., 970 East Vernor Highway, has been organized to manufacture, brew and sell beverages with a capital stock of \$1,000,000, \$110,000 being paid in.

Detroit—The McKenzie Cooperage Co., 1702 National Bank Bldg., has been organized to manufacture and deal in and repair cooperage, with a capital stock of \$10,000, \$3,000 of which has been paid in.

Detroit—The Zero Ice Sales Corporation, Linwood and Penn. R. R., has been organized to manufacture and trade, especially in carbonic gas in any form, also other gases, with a capital stock of \$1,000, all paid in.

Detroit—Allied Brands, Inc., 2114 Book Tower, has been organized to manufacture and deal in automotive parts, make equipment and tools, with a capital stock of \$45,000 preferred and 2,000 shares at \$1 each, \$2,000 being paid in.

Ludington—Removal here from Milwaukee, Wis., of a department of the Weyenberg Shoe Manufacturing Co. is to be accomplished immediately, because of overcrowding of the Milwaukee plant, company officials have announced. The plant here will employ 200 persons and is expected to be in production by Jan. 1. The Weyenberg Shoe Manufacturing Co. now operates branch units at Portage and Beaver Dam, Wis., in addition to its main plant at Milwaukee. The company will occupy the site of the former Mayer Boot & Shoe Co. here with its men's shoe division.

**Essential Features of the Grocery Staples**

**Sugar**—Jobbers now hold cane granulated at 5.08 and beet sugar at 4.80.

**Tea**—The holiday has as usual cut into the first hands demand for tea. Practically no change has occurred in any item during the past week, except some grades of Orange Pekoes, which are lower and some grades of China greens which are also lower. No information has as yet come as to the extent of which the imports of India, Ceylon and Java teas will be reduced this year. Consumptive demand for tea is without incident.

**Coffee**—The future market for Rio and Santos coffee, green and in a large way, started the week with slight declines which continued for a few days and then changed to equally slight advances. The market for futures is not materially different from a week ago. Actual Rio and Santos is a little lower for the week. Milds show no change. The jobbing market for roasted coffee shows spotty changes here and there, but no general change. Consumptive demand for coffee good.

**Canned Fruits**—Canned fruits show little change one way or the other. Buyers are inclined to hold off now until well after the first of the year. There have been some expectations that prices on canned pears would ease off soon, because of the relatively large pack and the stocks available in distributing centers. However, there has been little sign of weakness as yet.

**Canned Vegetables**—The major vegetables and other canned foods show no changes to speak of, as the year draws to an end. The usual year-end tendency among some packers to liquidate is scarcely noticeable. Some small lots are offered occasionally at slightly lower than the general market, but otherwise, there are no changes.

**Canned Fish**—Canned fish is seasonably inactive and the future seems to hinge largely on how aggressively the advertising program, which is scheduled to start next spring, is pushed. There is only a routine demand for fancy salmon.

**Dried Fruits**—The dried fruit market here is somewhat slower this week and of course that is due to the fact that Thanksgiving needs were taken care of earlier. In the pre-holiday rush the major items were pretty well lost sight of. Activity centered on such fruits as dates, figs, seeded raisins, peels, etc. This is characteristic of the season and not to be wondered at. Yet, there has been a fair movement of prunes, all things considering. Wholesalers and jobbers report some good business done in old crop Santa Claras. This is due in part to more aggressive merchandising by retailers, advertising and the comparatively low prices on prunes, as compared with other dried fruits. There are still plenty of old crop prunes to be liquidated, however, although the Coast is well cleaned on all but new goods. Packaged raisins have been doing better and bulk seeded, also, in line with the trend toward holiday items. Interest in bulk Thompsons has been pretty thin. It remains a fact, however, that prices here have shown steadiness over a period of many weeks

and there is no disposition among distributors to cut in order to stimulate buying. A few slight price changes appear from time to time in prunes, apricots and some of the lesser items, but fluctuations are narrow. The market for shipment continues dull, with spot prices generally firm and future positions higher.

**Beans and Peas**—Demand for dried beans continues very dull. The market is easy. Dried peas are also dull and easy.

**Cheese**—Dutch cheese prices easier in tone, with reductions made on kosher Gouda and spiced Leyden. Italian cheese firm. The price of Roquefort will likely re-advance within another fortnight, or as soon as specially priced shipments now arriving are cleared up. Domestic Swiss products cleaned up. Domestic Swiss prices firm. The shutdown of producers during August is bearing fruit. Lower grades of the domestic are cleaned up. American cheese firm. Demand is good. It is still too early to gauge accurately the success of National Cheese Week.

**Nuts**—The market has been active, but much better business between now and the Christmas holidays is expected. Demand has been somewhat unequal. California walnuts and almonds in the shell moved out in very good volume, and Brazils have been active on a rising market, mainly because of the low importations this season. The medium priced grades of pecans, which are short, have been in demand in this variety, to the neglect of the higher priced fancy grades. Filberts have been inclined to advance, but the primary market is relatively higher. Shelled nuts have been fairly active. Business on the whole is well above last year, but the character of it is still much the same. Manufacturers and other buyers are in the market on and off for goods and no one wants to make commitments very far ahead. Primary markets are holding firm, but Turkish shelled filberts show a tendency to fluctuate. Domestic shelled almonds have advanced, Drakes and Ne Plus grades scoring an additional recent gain.

**Olive Oil**—The market abroad continues steady for prompt shipment and somewhat lower for futures. There has been very little change in the situation during the past week and not a great deal of future interest shown, as far as sales are concerned. The January position is rather speculative, and some importers feel that prices may work lower. A lot probably will depend on Argentina's conversations with exporting countries looking to a rehabilitation of the olive oil market in that country.

**Rice**—The rice market is rather routine this week, and there is little immediate prospect of a pick-up. Buyers seem disposed to hold their supplies down to immediate needs, and sales, while made rather continuously, are small in volume. Prices are being well maintained, however, and the future position looks somewhat firmer. Undoubtedly, much trade concern has been aroused because of the unexpected changes imposed on the industry by the Government. Long grains continue in fairly active demand and Japanese are

clearing up well because of the very short crop. There is only a fair interest in Blue Rose and Prolifics. Export business is rather quiet.

**Salt Fish**—Norway fat salt mackerel is scarce and considerably higher in price. American mackerel is also firmer. Nova Scotia fat on the other hand is easier because of heavier arrivals. Generally speaking, the salt fish market is on firm ground, since production of all kinds this year is much behind 1933, and the demand appears better. Sauerkraut—Kraut prices hold firm. The recent Government buying of cabbage for relief purposes has helped. Demand in local circles reported slow.

**Syrup and Molasses**—Production of sugar syrup is still being held light and the demand is about enough to take care of it. Prices are steady to firm. It looks like higher prices for compound syrup pretty soon, but the demand is still slow, as buyers' stocks are ample for the present. Finer grades of molasses selling moderately at unchanged prices.

**Vinegar**—No changes mark vinegar. Business is seasonally light. There is still no basis announced for new cider vinegar. Sweet cider in seasonal demand, which should carry through for another month.

**Review of the Produce Market**

**Apples**—Jonathans, \$1.25; No. 1 McIntosh, \$1.50; Northern Spys, \$1, \$1.50 and \$1.75.

**Artichokes**—80c per doz.

**Avocados**—\$2.75 per case from Calif.

**Bananas**—5c per lb.

**Brussels' Sprouts**—16c per qt.

**Butter**—Creamery, 30c for cartons, and 29½c for extra in tubs and 28½c for firsts.

**Cabbage**—25c per bu. for white, 40c for red.

**Carrots**—25c per doz. bunches or 50c per bu.

**Cauliflower**—\$1.50 per crate for Calif.

**Celery**—20 @ 30c per dozen bunches.

**Celery Cabbage**—40c per doz.

**Cranberries**—\$5 per 25 lb. box.

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

C. H. P. from farmer.....\$2.30

Light Red Kidney from farmer... 4.25

Dark Red Kidney from farmer... 5.50

Light Cranberry ..... 4.00

Dark Cranberry..... 3.00

Eggs — Jobbers pay 17c per lb. for all clean receipts. They sell as follows:

Large white, extra fancy.....36c

Standard fancy select, cartons...31c

Medium .....30c

Candled, large pullets.....29c

Checks .....27c

Storage eggs are being offered as follows:

XX April .....26c

X April .....24c

Checks .....22c

Garlic—15c per lb.

Grape Fruit—Florida, \$3 for all sizes.

Grapes—Tokays—\$2.50 per box.

Green Beans—Louisiana, \$2.25 per hamper.

Green Onions—Chalots, 50c per doz

Green Peas—\$4.50 per hamper for California and Washington.

Green Peppers—30@40c per doz. for Florida.

Honey Dew Melons—\$2.50 per case. Lemons—The price is as follows:

360 Sunkist.....\$5.75

300 Sunkist..... 6.50

360 Red Ball..... 5.00

300 Red Ball..... 5.00

**Lettuce**—In good demand on the following basis:

California, 4s and 5s ,crate.....\$3.50

Leaf, out-door..... 3c

Limes—25c per dozen.

Mushrooms—30c per box.

Onions—Home grown, \$1 for yellow and \$1.25 for white.

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

126 .....\$3.75

150 ..... 3.50

176 ..... 3.75

200 ..... 4.50

216 ..... 4.50

252 ..... 4.50

288 ..... 4.50

324 ..... 4.50

Red Ball, 50c per box less.

Florida oranges are now in market in half box sacks, which are sold as follows:

200 .....\$1.75

216 ..... 1.75

250 ..... 1.75

288 ..... 1.75

Parsley—35c per doz. for hot house.

Potatoes—Home grown, 30c per bu.;

Idaho, \$2.50 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy Springs .....15c

Heavy Fowls.....13c

Light Fowls..... 9c

Ducks .....12c

Turkeys .....17c

Geese .....10c

Radishes—Hot house, 30c per doz. bunches.

Spinach—75c per bushel for home grown.

Squash — 40c per bu. for Red or Green Hubbard.

Sweet Potatoes—Virginias, \$2.50 per bbl.

Tomatoes — Hot house, \$1.10 for 8 lb. basket.

Turnips—25c per doz. or 50c per bu.

Veal Calves — Wilson & Company pay as follows:

Fancy ..... 8c

Good ..... 7c

Wax Beans—\$3.50 per hamper for Florida.

**Prison Labor Report Encouraging**

The report to the National Industrial Recovery Board of the committee that has been studying competition of prison-made goods will be distinctly reassuring to the cotton garment manufacturing and other industries that have suffered keenly from such low-cost competition.

The committee report constitutes a complete vindication of the arguments of manufacturers. It favors the removal of these products from the channels of competitive trade and commerce, and resort to the State-use system as a substitute. Even complete reorganization of prison work is proposed to this end.

Co-operation is spelled with two letters—W-E.

## MUTUAL INSURANCE

(Fire and Life)

### The Mutual Insurance of the Future

Back in 1920 W. H. G. Kegg, Secretary of the "Lumbermen" of Mansfield, delivered an address before the annual meeting of the federation held in Boston on "The Future of Mutual Insurance." It was an excellent address and is well worth a re-reading by any Mutual man who has his face to the front. We only regret that lack of space prevents the publication of all that Mr. Kegg had to say; but on the eve of our Savannah meeting we commend the following paragraphs for your consideration:

The record of Mutual insurance is one of progress—saving—service. Its progress is marked by a steady increase in strength and popular favor. It has saved vast sums of money to its policyholders in reduction of excessive insurance rates. It has served the public interest by the intelligent and efficient application of prevention measures to the extent of conserving millions of dollars of property.

The greatest and most lasting good achieved by Mutual Insurance is the recognition by its clients of their individual responsibility for loss when it occurs and the knowledge that each loss prevented means a lowering of the cost of insurance.

The program of service through constructive co-operation suggests no new means but merely the perfection and enlargement of activity in conformity to past efforts and experience. This means intensified service and implies thoroughness.

#### The Central Idea

Every line of human endeavor has a central idea from which all its efforts radiate. That central idea in Mutual Insurance is:

#### Service

Many things of great value cannot be appraised in dollars and cents. So it is with the idea of service. But this idea of service is without value unless expressed in practice. It is a co-ordination of effort which should result in enlarged advantages and benefits to all. Efficient service then is action productive of good results and this cannot fail in bringing just reward to any who will unselfishly take to the task. Little service costs little, has little value, brings little reward; while great service costs much, has great value, and brings substantial reward. The way then to progress is through the open door of service.

#### Insurance Engineering

An activity in which the mutuals may intensify the character of service to their clientele is for all to co-operate in maintaining a carefully planned engineering service. Certain groups of mutuals long ago inaugurated such a service and it has proved of inestimable value in establishing an identity of interest; in holding the confidence of the public and in reducing the percentage of loss, thereby materially de-

creasing the cost of insurance to their individual policyholders.

#### Co-operation

An opportunity for great good lies in co-operation between individual mutual companies and groups of mutual organizations. There is to-day too much rivalry between the mutual interests; this results not only in loss through the duplication of effort but in the destruction of the confidence which the public should repose in the mutual insurance interests.

All mutual companies writing the same class of hazards, that is, Fire, Casualty, etc., for the common good of all and to maintain the primacy of service to the public should co-operate:

1. To establish scientific rates based upon their combined experience. It is not high rates for insurance which produce the evils of discrimination and injustice so much as the cut rate which does not measure the hazard of loss.

2. To secure and maintain effective and economical supervision of risks.

3. To tabulate experience and study conditions with a view to elimination of all unnecessary hazards and to properly protect the insured property against the hazards inherent in the risk.

All these objects of co-operation may profitably be made a departmental service of this Association and if carried forward with the dynamic vitality of striving to apprehend the true principle of service, the future will surely hold this present, when it shall have become the past, as a period of great development marked by co-operation for the purpose of co-ordinating useful information as a basis of activities.

The big promise for the future is wrapped up in the service to to-day.

#### Items From the Cloverland of Michigan

Sault Ste. Marie, Dec. 3—December 1 marks the date of the first snow for the Sault this winter, a most remarkable and unusual fact, as we usually get it early. All around us the towns had several inches to several feet of snow, but the Sault has escaped and our first snow was less than an inch, with an icy bottom making driving very slippery and dangerous. Quite a contrast from last year, when on Thanksgiving the country roads were so badly blocked that it took over a day to open traffic and the thermometer registering as low as 15 deg. below zero. The only advantage last year had on us was that the price of coal was about \$1 cheaper per ton, which shows that we have always something to be thankful for, no matter what may happen.

While the hunting season is over now we will give you just one more story on the subject, being the experience of Charles Beiber, of Cleveland, who went to a lot of trouble and expense to get his buck. He purchased a non-resident game license for \$25, drove from his home to Cedarville, hired a guide for \$25 and paid for his room and board since the beginning of the season only to have his deer stolen. He shot his buck last Wednesday. That evening the deer was stolen from his car. Mr. Beiber notified conservation officers, who told him he could hunt no longer on his non-resident license. He left Saturday, stating that he hoped for better luck next time.

Hope is a gay deceiver, but we are willing to trust her again every time she fools us.

The Northwestern Leather Co. made the usual presentation on Thanksgiving

this year, giving away 595 turkeys, a total of 7,350 pounds, to their employees. Not only do the employees of this company get turkeys, but all those who do business with the tannery as well. Last year a total of 522 turkeys were distributed. Unmarried employees receive cash. The birds were all purchased from the Chippewa market, a local firm, and all locally raised birds. It is such concerns as the tannery that help build up local industry on a live and let live plan.

Ten thousand pounds of turkeys were consumed by the soldiers at Fort Brady and the CCC camps in the Upper Peninsula. Of the total 1,000 pounds of turkey were consumed at Fort Brady, by three companies of regulars, a CCC service company and the officers at the post. The Fort Brady contract was awarded to Swift & Co. Approximately 9,000 pounds were used by the twenty-two CCC camps in the Upper Peninsula. Contracts for each CCC camp were awarded locally with farmers or others in the nearby localities usually furnishing birds. A typical menu for the day taken from the company M menu at Fort Brady follows: Oyster stew, oysterettes, roast young turkey, Virginia baked ham, chestnut dressing, cranberry sauce, giblet gravy, mashed potatoes, candied yams, creamed sweet corn, creamed peas stuffed olives, sweet mixed pickles, celery hearts, pumpkin pie, hot mince pie, French rolls, butter, chocolate layer cake, apples, oranges, grapes, bananas, mixed nuts, assorted candies, cigarettes, cigars, coffee, and sweet cider. There are no signs of depression apparent in the army.

Bill Milligan, who pilots the General Candy Co., of St. Louis, through to its ever successful port, was going over the line. "Give me about thirty boxes of that number," he said. "You have made a fine choice," he replied. "The house is losing 5 cents a box on that piece." "Very well," Mr. Milligan smiled, "cancel the order and ask the house to send me a check for one-fifty."

Albert C. F. Schewe last week took charge of the Sault customs office as deputy collector. Mr. Schewe replaced Charles E. Williams, Jr., who has been transferred to Port Huron. Mr. Williams left last Monday for his new station. The official transfer does not take place until Jan. 1, but both men were at their new stations last week to become acquainted with the work. Mr. Schewe was formerly cashier of the Port Huron office. The transfer is a promotion for both men. There may be splinters on the ladder of success, but you don't notice them until you start sliding down.

William G. Tapert.

#### Business Expected to Improve

Business reports continue to reflect some improvement. Steel production

for the past week was estimated at approximately 28 per cent. with improvement expected for the future. An indication of expectations was the recent mark-up in scrap prices. Although motor output is at a low point as a result of changing over for new models, retail sales of old models have held up well. Electric power output is about 6 per cent. above the same week of a year ago. Freight car loadings failed to show a satisfactory trend. There is a greater expectation of continued slight improvement in business, although it is expected to be slow and irregular.

Considerable differences of opinion continue to prevail with respect to various policies of the administration. The difference of opinion of Ickes and Moffett as to whether government or private funds shall finance the housing program seems to have been smoothed over, temporarily at least, by the suggestion that government funds be used only for such projects as slum clearing and other house projects for the low income class. Difference of opinion also appeared with respect to the relief problem. Senator Roper after conferring with the President, stated that the administration would turn relief problems back to the state and local governments, but Hopkins of the FERA made a tentative recommendation for a permanent self-liquidating federal works program. Another outstanding development with respect to a controversial question was the decision of a federal court judge declaring that the TVA had no power to produce and sell electric power except as it is incidental to its program of improving navigation, etc. Newton D. Baker and Jas. M. Beck retained by the Edison Electric Institute to fight the government in its attack on utilities investments also declared the TVA unconstitutional.

The period preceding Congress and for a while after it convenes, will bring forth many differences of opinion so that it would be difficult to attempt to define the present or near term policy of the administration. However, the very fact that the new deal has reached the stage of definite differences suggests that unsound policies will likely not be hurriedly placed into effect as was the case in the past which definitely frightened business and other financial interests. Jay H. Petter.

#### GET BOTH SIDES OF THE STORY . . . . .

Too often you get a one-sided argument in favor of one type of insurance carrier. Wouldn't it be better to get both sides of the story and weigh the evidence? The Finnish Mutual Fire Insurance Co., invite a frank discussion of FACTS at any time. Hear both sides of the story

. . . . . then make a personal decision.

### Finnish Mutual Fire Insurance Co.

44 years of

Specializing low cost of insurance  
of giving service, of pleasant relationship  
of saving money to policyholders

Losses paid to policyholders, \$586,049.13  
Dividends paid to policyholders, \$825,313.00  
Michigan Standard Policy Michigan Standard Rates  
No membership fee charged

JOIN US . . .  
**FINNISH MUTUAL FIRE INSURANCE CO.**  
444 PINE STREET CALUMET, MICHIGAN



**SUCCESSFUL SALESMEN**

**Ira F. Gordon, the Well-Known Pump Salesman**

Ira F. Gordon was born near Port Huron Aug. 25, 1870. His father was of Scotch descent. His mother was descended from Scotch and English parents. When he was a small child the family moved to Wisconsin, moving back to Michigan when he was eight years old and locating at Solon, Lee-lanau county, where he grew up on a

when he went with F. E. Myers & Bro., Ashland, Ohio, pump manufacturers, taking Western Michigan territory, which he held for twenty years, when he took over the jobbing trade for Myers in the Central West and Northwest, also Western Canada, going out to Calgary and Edmonton, Alberta, once or twice a year. He continued making this jobbing trade until he resigned in September of this year, effective Oct. 1, after thirty-five years of continuous service with the F. E.

to DeWitt Clinton Consistory and Saladin Temple, Knights of the Mystic Shrine, Grand Rapids.

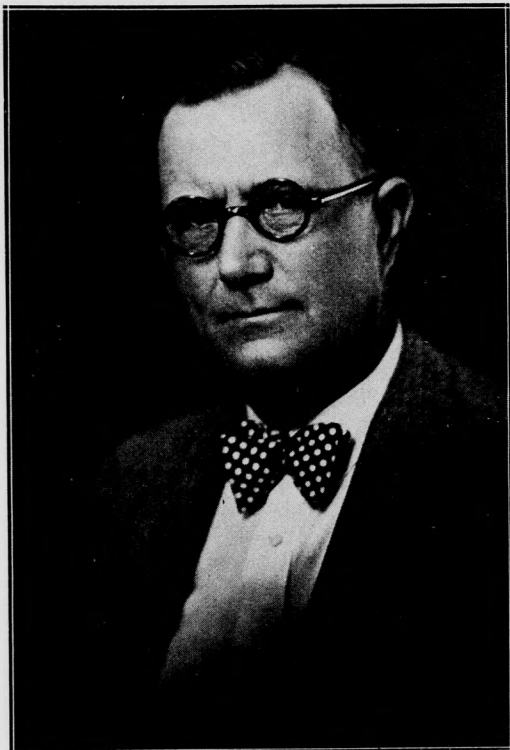
He is a member of the Congregational church, but has no other social, religious or fraternal affiliation.

He has spent six winters in Florida, where he has become an adept on the shuffle board. His spare time in the spring is devoted to the bagging of the elusive brook trout.

He attributes his success to hard work and to a thorough understanding of his line in all its uses, applications and details.

Mr. Gordon has always been highly regarded by the trade because of his infectious personality, his honesty, his fairness and good fellowship. The fact that he could remain thirty-five years with one house is a good indication of his staying qualities and clearly illustrates how strong he is with his friends, associates and customers. He resides at 425 Woodlawn street, Grand Rapids. A son, Earle W. Gordon, lives in Battle Creek and a daughter, Mrs. R. G. Zwingenberg, resides in this city.

A balanced America will easily achieve a balanced budget.



Ira F. Gordon

farm, helping his parents clear up the land on which they had settled, logging and burning up in those days the curly maple and bird's eye maple so valuable to-day. He worked on the farm summers, going to school winters. His first schooling was in the old log school house, which was after a few years replaced with a frame building known as the Clear Brook school, which building still stands. At the age of 17 he went into the lumber woods to work, where he continued until he went to Traverse City and hired out to Q. E. Boughey to sell farm implements in the vicinity of Traverse City, canvassing the country with horse and buggy. This was his first sales experience, which he continued for three years, when he went with the Potato Implement Co., of Traverse City, and helped introduce the first Acme hand potato planters sold throughout Michigan, Wisconsin and Minnesota. He covered the jobbing trade for them until 1898

Myers & Bro. and now the F. E. Myers & Bro. Co. As both of the original firm have passed on, he has now taken on the sale of the Deming line of pumps and water systems for Western Michigan for the Deming Co., Salem, Ohio. He will soon be calling on his old friends and dealers, soliciting their wants in the pump line, with capacities from three gallons per minute to 3,000 gallons per minute and ready at all times to work and help them on their pump problems, being no farther away than their telephone. The distributors of the Deming line for Grand Rapids are the Richards Manufacturing Co. on power pumps and water systems and the Michigan Hardware Co. on hand and wind mill pumps, hand force and pitcher pumps, etc.

Mr. Gordon is a member of the Blue Lodge of the F. and A. M. at Traverse City. Next year he automatically becomes a life member. He also belongs

**DON'T WAIT!**

**BUY YOUR WEED CHAINS NOW!**

**WET RUBBER SLIPS WEED CHAINS GRIP**

*Write for Prices.*

Distributed by

**SHERWOOD HALL CO., LTD.**  
GRAND RAPIDS, MICH.



**Van Dam**

TUNIS JOHNSON CIGAR CO.  
135 Front Avenue, N.W.  
GRAND RAPIDS MICHIGAN

**FEATURE . . . .**

**TOWN TALK COOKIES**

for Quick and Profitable Turnover  
PRODUCT OF

**Braak Cookie Company**

"Quality Cookies Since 1903"

SPRING LAKE . . . . MICHIGAN

Compliments of

**Joe Brown & Sons**

**Rademaker-Dooge Grocer Co.**

Distributors for

**KARAVAN KIRO COFFEE  
KARAVAN EL PERCO COFFEE  
KARAVAN SIXTY-SIX COFFEE**

Phone 8-1431

Grand Rapids, Michigan

### HOLIDAY TRADE LOOKS GOOD

While held down somewhat by adverse weather conditions, early Christmas shopping has gotten off to a better start than a year ago retail executives report. On the basis of holiday trade already done, merchants here and out of town continue confident that the outlook favors the largest dollar-sales volume since 1931, with a gain over a year ago in physical turnover of merchandise of 10 per cent. or more.

So far as the volume of early buying is concerned, executives rated weather conditions as a major factor. Its importance, however, diminishes as the month advances. The probability is that the peak week this year will be that of Dec. 16 and the peak day Saturday, Dec. 22.

Providing merchants get at least a fair break in weather conditions, the consensus was that the fast pace of holiday trade will not take as long in developing this year as last, owing to the improvement in the general business picture. Sixteen shopping days now remain before Christmas, and a substantial increase during the first ten of these days would be a warrant of still sharper increases during the remaining six.

Except for the gain in volume, the course of holiday buying so far tends to parallel that of last year so far as type of merchandise in demand goes. Merchants, however, are taking cognizance of some straws, which suggest a better demand for higher price merchandise. For example, in New York and other large centers throughout the country, the night club attendance is reported the best in years. In any large city a heavy percentage of the night club attendance represents out-of-town visitors, who usually are good customers also for the stores in that city and spend quite freely on higher price goods.

Another straw is the improvement in the call for finer jewelry. Some large retailers are pushing this type of merchandise at attractive prices, and merchandisers look for the best sales in this department in three years.

For at least 60 to 75 per cent. of the volume, however, the trend will be toward the useful in accessories, apparel and home wares. For the most part, the merchandise offered represents new versions of time-tested goods of normal holiday appeal, with really new items comparatively limited in scope.

For the next ten days, retail stocks will be quite complete. Most merchants have based their merchandise purchases on a 10 to 15 per cent. gain in volume. So far, of course, there are no signs of a shortage of merchandise at retail. It would not prove surprising, however, according to some well-posted observers, if stocks in many stores are "shot to pieces" before the peak of Christmas buying is reached. This would apply particularly to best sellers and predictions are freely made in the wholesale markets that retailers will have to swing away from some best sellers and push slower-selling substitutes, owing to inability to receive merchandise deliveries in time.

In some lines, such as undergar-

ments and negligees, a major item in Christmas selling, the season has been affected markedly by the dearth of silk piece goods occasioned by the dyers' strike. Manufacturers have been unable to make normal shipments and have reduced the number of models in their lines. To what extent this will affect the active retail period directly ahead remains to be seen.

In general, department stores are planning to handle record-breaking crowds as the season advances. Executives feel that while dollar sales may not reach the 1930 or 1929 total, the attendance during the month will probably exceed all previous totals. If department stores show an average increase of 10 per cent., the mail order and general merchandise chains are counted on to show gains in excess of 25 per cent., in view of their results in the farm areas so far this year. Authorities estimate the variety chains will show dollar sales increases of 15 per cent. or more over last year.

### RELIEF PROGRAM DISCUSSED

Preparatory discussions looking toward a straightening out and co-ordination of the Federal relief program were of prime concern to business interests in the week. The bearing which the final plan will have upon industrial and trade developments is well appreciated. Private enterprise can scarcely take care of 5,000,000 families this winter, but, at the same time, if the Government relief program proves too ambitious it will again discourage individual undertakings.

A proposal in this category was advanced during the week in the shape of a Federal relief corporation with eight or nine billions at its command. All relief except to "unemployables" would be eliminated and the money used to push subsistence homes, low-cost housing and public works. Any such sum is frightening to business, of course, which still believes that the removal of major currency and budget doubts and unnecessary government competition would enable industry to go ahead much faster.

The gains just now are small even though they are steady. The weekly index records another advance. Steel, lumber and cotton cloth production provided the impetus at this time. In the steel industry the rise is expected to continue against the usual downward seasonal trend. With new models nearing completion, automobile operations should soon be turning upward.

In foreign trade for October, according to the figures issued during the week, exports rose to \$206,352,000, which was the best total since April, 1931. The gain of 8 per cent. over September, however, was only half of the usual seasonal increase. Imports at \$129,629,000 were 2 per cent. lower when they ordinarily show a gain of 7 per cent.

### DRY GOODS CONDITIONS

More weather of an unseasonal kind took its toll of retail trade during the past week. Sales drooped, but nevertheless holiday buying seems to have gotten off to a better start than last year. There are indications also that demand for luxury goods will expand.

As proof of this, the call for men's formal attire of expensive make and a nibbling at precious stones are cited.

Local merchants estimate that November department store sales ran about 10 per cent. ahead of the same months last year. This meant a falling off from the gain made earlier in the month and reflected the factor of unfavorable weather.

For the country as a whole the increase will probably run larger, since the average continues to be lifted by the exceptional progress being made in the South and in parts of the Middle West. Chain store systems report that the rate of October gain has been well maintained.

With an actual start made upon the busy Christmas season, cheerful forecasts still rule. The general idea among retailers is that the period will produce the best volume since 1931. Beyond the turn of the year the stores do not look for sizable increases to continue because of the brisk upturn that was experienced early in 1934.

Holiday goods were the chief spot of activity in the wholesale merchandise markets during the week. Dress accessories took a leading place and the apparel lines drifted for the most part into the between season quiet period.

### STORES SUFFER BLOWS

Passage of a municipal sales tax of 2 per cent. in New York City and the strike declared against the largest Milwaukee department store are two developments of the past week of great concern to the distribution field generally. New York becomes the "guinea pig" in an experiment with city sales taxes. If successful, the plan will no doubt be adopted in other centers. A victory for union labor in the Middle West will mean the extension of its vicious efforts elsewhere.

It was only through the device of speed that the sales tax was rushed through in New York City. Opposition had been well organized against the state levy, which was finally eliminated. All the arguments raised against the state tax seemed to have double force when applied to the local situation because of the particularly unfair position in which it placed stores with respect to suburban competition. In principle, of course, this system of taxation is weakest because it puts the burden on those least able to meet it.

In contrast to the tax opposition among retailers, a stand on labor bargaining under the NRA is singularly slow in being resolved. As public institutions and those which more than any others perhaps receive the benefits of enlightened policies with respect to wages and working standards, the stores might determine how they are going to receive unionization. In Milwaukee their delay has resulted in exaggerated demands from the unscrupulous leaders of the union organization.

### PRISON GOODS ISSUE

Even though the Blue Eagle might have little else to its credit, a successful drive to eliminate prison-made goods from the ordinary channels of distribution should prove an outstanding achievement. For years there has been a campaign to get rid of such

competition with only mediocre results. Now the issue has become quite clear-cut as manufacturers protest the use of code labels upon products made by convicts.

It was the purpose of the Blue Eagle insignia to permit the public to distinguish between goods made under proper working standards and those produced by underpaid labor pushed long hours. To a remarkable extent, considering the circumstances, this objective has been achieved. There are, of course, numerous violations, but scarcely any as flagrant as those which have been knowingly permitted in giving prison-made goods an open market.

A committee appointed by the President now proposes to remove such goods from ordinary channels and to ban their use of the NRA label. It would develop the state use system and remove profits from the prison industries. As this group pointed out, the Cotton Garment Code is greatly endangered by such competition and the withdrawal of manufacturers from their agreement would be a major disaster to labor and mean the return of sweat-shop conditions.

### SENTIMENT GAINS OVER BUSINESS

Not very long ago it was frequently asserted, and with good foundation in fact, that business was better than business sentiment. Within the recent past this has been reversed and it is fair to say to-day that sentiment is better than business.

The reasons for this change have been dwelt upon in detail, but they include chiefly the scrapping of some unsound features of the national recovery program, the adjustment of other policies and a manifest desire to encourage private business initiative even in the face of an overwhelming endorsement of the New Deal at the polls. So-called capitalistic principle and not socialism is to have its chance.

With a wealth of experience during recent years behind it, however, the administration will make a great mistake, it is believed, in going too far to encourage business confidence. Faith without good works led largely to the defeat of the former regime. Similarly, important business interests must realize by this time that they cannot talk business good.

The immediate problem, authorities agree, is to draw a very definite line between necessary relief and Federal largesse. The government must stick to its figures and strike its budget. On the part of business, needed expenditures must be accepted with good spirit and enterprise started toward normal.

Any failure again of the recovery to square with promises might very well prove disastrous.

The man who changes his mind with every turn of the wind and passes himself as one with a receptive mind is in the same category as the man who, having once made up his mind, closes it against all argument. In politics, they call the one a mugwump and the other a standpatter. Neither of these types has a right to make laws under which others live.

## OUT AROUND

Things Seen and Heard on a Week  
End Trip

It has been customary on the occasion of each anniversary edition of the Tradesman for the past twenty-six years to review the events of the previous year which vitally affect the wholesale and retail trade and undertake to reach a conclusion as to the conditions which are likely to prevail for the coming year. There seems to be no good reason why that time-honored custom should not be observed at this time.

The past twelve months have witnessed more changes in the mercantile situation—perhaps revolutions would be a more appropriate word—than any previous year in the history of the Tradesman. The changes have been so frequent, so constant and so radical as to be almost bewildering.

In the grocery trade the chain stores have increased numerically to some extent, due to the establishment of many small chains by operators who planned to acquire sufficient volume to attract the attention of the larger chains and thus unload their stores at a large percentage of profit. This has been the prevailing idea all over the country and has frequently been successful. Herein is disclosed the fundamental weakness of the chain store idea, because the prices paid for these smaller chains have been so outrageously out of proportion to their actual value as to lead to the belief that ultimate bankruptcy necessarily faces the more pretentious undertakings.

While the grocery chain stores have increased in numbers, they have lost much prestige during the past year by the dissemination of authentic information to the effect that even the largest chain combinations make a practice of resorting to short count, measure and weight and indulge in disreputable and utterly detestable tricks which would bring the blush of shame to any honest dealer. That the practices are countenanced by the men at the head of these chains is conclusively proven by their action in paying the fines of local managers and clerks who are detected in employing dishonest method when they are prosecuted by the officers of the law, and by still retaining the crooks in the employ of the companies. This condition indicates the desperate measures the large chains feel they are forced to resort to in order to make a satisfactory financial showing.

The average consumer is also beginning to realize that patronizing the chains, instead of local merchants, will ultimately result in the starvation of the community, because practically the entire earnings of the chains are sent out of town at regular stated periods and never come back to assist in sustaining or building up the neighborhood or city. The consumer is also beginning to realize that the supremacy of the chains would soon result in throwing out of employment many of

the men who depend on the success of the regular merchant for continued sustenance.

The increase in chain drug stores is rapidly changing the profession of pharmacist to that of junk dealer. If this tendency continues to increase it will ultimately make the term "drug-gist" obsolete.

The chain method in handling clothing, shoes and dry goods is gradually undermining former well-defined ideas of merchandising in those lines. It has resulted in practically eliminating the shoe and clothing jobber and has made serious inroads on the wholesale dry goods trade. The latter industry has also received a body blow in the changing attitude of manufacturers catering to the dry goods trade, who in many cases now go direct to the retail dealer for an outlet, instead of confining their sales to regular wholesale channels.

The hardware retailer is beginning to feel the effects of the competition forced on him by the establishment of local stores by the great mail order houses. He has lost ground in many cases during the past year by listening to the siren voice of bad advisers who urged him to buy in small quantities and keep his stock low. This has resulted in his being out of many articles which he should have in stock at all times, thus forcing many customers to resort to the 5 and 10 cent stores for articles which they will never again undertake to obtain from the regular hardware dealer.

These conditions, while they are annoying and in some cases dismaying, are not such as to cause panic or to lead to surrender. On the other hand, they present a distinct mandate to the well grounded retailer that he must face the situation with a stout heart and a firm determination to so set his house in order that he can withstand the encroachments of this mushroom competition which is based on false ideas of business and which must ultimately result in failure if the independent merchants of the country do their full duty to themselves and their patrons in the crisis which now confronts them. This involves not only a careful and prayerful study of the situation, with due regard for the peculiarities of each locality, but—equally important—it involves the unification of the retail trade in every community to meet this menace of monopoly and dishonesty. Unless both of these essential requisites are employed to the fullest possible extent the independent dealer will go down in humiliation and defeat.

I think much can be accomplished by means of drastic legislation. I believe the proposed amendment to the Clayton law prohibiting the present practice of giving preferential prices to certain classes, will place a club in the hands of the independent merchant which will be most effectual in curtailing the encroachments of the greedy monsters who now dominate the chain store field in this country. This move-

ment is in very competent hands and will result in remedial legislation if properly supported by the men who are vitally interested in the perpetuation of independent methods in merchandising. When I sound the alarm—as I hope to do in the next few weeks—I sincerely hope every merchant who reads my paper will write letters to his senator and representative telling them in language which cannot be misunderstood where they are expected to stand and vote on this important question—the most important question which has ever been presented to Congress in behalf of the well being of the regular retail merchant.

One of the most serious aspects of the chain store system is the deleterious effect it has on community betterment, public spirit, philanthropic effort and civic righteousness. The chain store seldom acquires land or buildings. It is essentially a renter and has all the traditional irresponsibility of the average tenant. It seldom—almost never—makes any contribution to church, hospital, school, clinic, nursing organization, charity effort or other local undertaking which functions for the benefit of all the people. The employes are paid so poorly and penalized so heavily for mistakes or inability to maintain certain standards of sales set for them that they are forced to live in poor houses in undesirable neighborhoods and must certainly forego many of the conveniences essential to the health, comfort and happiness of the average man. Employes brought in from other towns seldom become citizens because the uncertain tenure of their employment forces them to become aliens in spirit as well as in reality. In no respect is the uselessness of the chain stores so apparent as in its attitude toward the community in which it does business. Its account is of no value to any bank, because it is checked out and remitted to headquarters every week—sometimes twice a week. In buying the chain store never purchases anything at home which can be procured elsewhere at anywhere near the price offered by local jobbers and produce dealers.

We feel very well satisfied over the varied contents presented in this anniversary edition. We have aimed to make this issue different from any of its predecessors by suggesting topics to some of our contributors which are along lines which have never before been discussed in the columns of the Tradesman. We believe the perusal of these special articles will afford relaxation and enjoyment as well as prove to be educational in character. We feel deeply thankful to our contributors for the generous service they have rendered our readers. We also feel under obligation to the advertisers who have done so much to make so valuable and comprehensive an edition possible.

With the exception of the increasing menace of the chain store problem the past year has not presented any new features which have necessitated any

deviation from our long-established customs and methods. We have continued to hand out censure and commendation with a fair hand, an open mind and a heart devoid of malice. We have suffered the loss of many old subscribers by death during the past year, but have received more than enough new patrons to keep our list up to high water mark. We have aimed to do our duty by our readers. We probably have made many mistakes, but an indulgent constituency has condoned our errors and acclaimed our accomplishments.

Jason Hammond is mistaken in the statement made in his article on Memories of the Long Ago, published elsewhere in this week's paper, that the editor of the Tradesman was once a clerk in the Boies store at Hudson. His father was behind the counter of that store fourteen years, during which time he spent two years in the South undertaking to help win the civil war for the unification of the union.

John K. Boies was certainly a remarkable merchant. He handled all kinds of merchandise in his store and wool, green apples, dried apples, poultry, dressed hogs, butter, eggs and grain in his warehouse. He had the entire trade in all these lines in the case of hundreds of farmers. The latter brought to town everything they had to sell and received credit for same on the books of the merchant. If they needed merchandise for the home it was always at their command from the store. If they needed cash to pay the help or the taxes they drew on the book-keeper for same. During January of each year they usually came to town and settled up for the previous year's transactions. If they bought more than they sold they gave the store a note for the difference. If the balance was in their favor they were handed note or cash, whichever they preferred. If they did not come to town according to custom, my father was entrusted with the duty of driving to their homes with horse and cutter and making these settlements. I frequently accompanied him on these trips, which usually required two or three months.

Mr. Boies was a strong public speaker on political subjects and was for several years chairman of the State Central Republican Committee. He was a Representative in Congress several terms and frequently made the keynote speeches at Republican state and district conventions. His words were well chosen and he usually carried conviction to the minds of his hearers. He was a high type of a merchant and business man and did much to develop the agricultural resources of Hillsdale and Lenawee counties from 1850 to 1880. I do not know of any merchant in Michigan who stands in the same position to his town and county that Mr. Boies did to his location fifty to eighty years ago.

Archie Anderson, Treasurer of the Hayes Body Co., thinks and speaks  
(Continued on page 23)

**FINANCIAL**

**Government Assuming More Risks**

A show-down on relief programs is coming.

The Administration prefers private spending to public spending but it is not an academic choice.

The problem is how to increase employment rapidly so that direct relief may be diminished.

The public works idea so far as really sound projects are concerned, has about run its course. States and cities have borrowed as much as they need and more. The question now is to develop ways and means of rebuilding plants and factories, remodelling the Nation's facilities for production and distribution along modern lines.

This means government lending. If the security markets were reopened by removal of excessive restriction, it is argued that private capital would be available and that normal recovery would set in.

But government officials do not think this is true. The believe capital refuses to take risks during periods of great uncertainty and that uncertainty is world-wide.

Since government is the creator of most of the uncertainty by reform policies and by monetary changes and unbalanced budgets, government perforce must take the burden of removing risks in some other way.

The insurance principle is coming into its own as the new way of bringing government support to the recovery movement.

The government will tend to assume more and more the role of insurer against loss.

We already have insurance of bank deposits through premiums paid by banks.

We also have insurance of mortgages through government agencies and insurance of loans for repair of homes as well as new construction.

Study is being given to methods of enlarging the application of the insurance principle.

Both the Federal Reserve System and the Reconstruction Finance Corporation have made relatively few loans to business. This is because there is not much need for so-called commercial loans. There is a real need, however, for capital loans.

The banks would make capital loans if the government insured them against loss. The margin of loss is not easily determined but the character and the record of the borrower, his type of business and efficiency would have a bearing on each case.

Some government officials have been urging the banks to take more risks in making loans. What if you do lose on some, you will gain on others—this is the argument used in high quarters. It sends chills up and down the backs of the lenders for they are not in the habit of engaging in loans they know at the outset are risky. The loans that go bad are usually sound-looking at the outset and become sour as unforeseen contingencies arise. It is a new thing more or less officially to ask

banks to take risks with depositors' money.

So it would be natural for the lenders to want government insurance of some kind. A revolving fund for this purpose is being discussed as a means of stimulating private lending.

It is clear that if billions are loaned for slum clearance and construction it will be to help private industry and private capital to get started. The Ickes-Moffett dispute turns on the extent to which government subsidy shall be interjected in the building situation. There's a school of thought here which thinks that if the Administration is bent upon making large subsidies in the form of outright grants it might be better to use the subsidies as insurance funds against loss by entrepreneurs.

This much is certain—the Administration feels the time has come to strike in a big way on a re-employment drive.

More and more as the situation unfolds itself here the problem is how to accelerate private spending. While waiting for private capital to get going again, public spending of course will be continued.

David Lawrence.

**Proceedings of the Grand Rapids Bankruptcy Court**

In the matter of Fred Weber, bankrupt No. 5531. The final meeting of creditors has been called for Dec. 10. The trustee's final report will be approved at such meeting. There may be a small dividend for creditors.

In the matter of Grand Rapids Trunk Co., bankrupt No. 5749. The final meeting of creditors has been called for Dec. 10. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of John H. Teusink, bankrupt No. 5694. The final meeting of creditors has been called for Dec. 10. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Erickson's Market, bankrupt No. 5689. The final meeting of creditors has been called for Dec. 10. The trustee's final report will be approved at such meeting. There will be no dividend for creditors.

In the matter of Allen's Smart Shop, bankrupt No. 5347. The final meeting of creditors has been called for Dec. 10. The trustee's final report will be approved at such meeting. There may be a dividend for creditors.

Nov. 27. On this day the schedules, reference, and adjudication in the matter of Tom A. Drelis, bankrupt No. 5973, were received. The bankrupt is a restaurant operator, of Muskegon. The schedules show no assets, and total liabilities of \$7,069, listing the following creditors:

|                                       |          |
|---------------------------------------|----------|
| City Treasurer, Muskegon              | 100.00   |
| Hattie Moss, Muskegon                 | 100.00   |
| Pauline Finch, Detroit                | 100.00   |
| George Drelis, Muskegon               | 25.00    |
| Anna Kozak, Muskegon                  | 22.00    |
| Peppas, Alex Fixture Co., Chicago     | 2,000.00 |
| Isaac Rosen Estate, Muskegon          | 3,000.00 |
| Swift & Co., Chicago                  | 200.00   |
| Sanitary Dairy Co., Muskegon          | 150.00   |
| Muskegon Baking Co.                   | 65.00    |
| Moulton Grocer Co., Muskegon          | 150.00   |
| Schoenberg Meat Market, Muskegon Hts. | 60.00    |
| G. R. Linen Supply Co.                | 75.00    |
| Nick Hargen, Muskegon                 | 40.00    |
| George Baldas, Muskegon               | 52.00    |
| Gust Tomaras, Muskegon                | 70.00    |
| Pine St. Fruit Store, Muskegon        | 35.00    |
| A. May & Son, G. R.                   | 50.00    |
| Tromp Fishers, Muskegon               | 60.00    |
| A. Vallier, Muskegon                  | 150.00   |
| Wagner Plumbing Co., Muskegon         | 15.00    |
| Murphy Laundry, Muskegon Hts.         | 70.00    |
| McMahon Meat Market, Muskegon         | 30.00    |
| David Richard, Muskegon               | 50.00    |
| Harry Workman, Muskegon               | 400.00   |

Nov. 28. On this day the schedules, reference, and adjudication in the matter of John W. Noor, bankrupt No. 5975, were received. The bankrupt is a salesman and manager, of Muskegon. The schedules show total assets of \$2,160 (of which \$360 is claimed exempt), and total liabilities of \$9,344.73, listing the following creditors:

|                                         |          |
|-----------------------------------------|----------|
| National Lumberman's Bank, Muskegon     | 4,105.00 |
| E. L. & A. R. Jordan, Muskegon Loan Co. | 130.00   |

|                                       |          |
|---------------------------------------|----------|
| Everdena Noor, Muskegon               | 100.00   |
| David Appel, Muskegon                 | 300.00   |
| Dr. Ernest D'Alcorn, Muskegon         | 50.00    |
| Cardinal Dixie Co., St. Joseph        | 1,450.00 |
| Gulf Refining Co., Toledo             | 100.00   |
| A. J. Hunter Co., Muskegon            | 250.00   |
| Hackley Hospital, Muskegon            | 45.00    |
| Kayston View Co., Chicago             | 92.00    |
| Muskegon Glass Co., Muskegon          | 37.00    |
| Money Corporation, Muskegon           | 150.00   |
| Louie Mellem, Muskegon                | 140.00   |
| C. W. Porter, Muskegon                | 200.00   |
| Muskegon Building Co.                 | 390.00   |
| Sanitary Dairy Co., Muskegon          | 40.00    |
| Standard Historical Society, Chesham  | 75.00    |
| Dr. Walter Steele, Muskegon           | 25.00    |
| Hostler Coal & Coke Co., Chicago      | 494.43   |
| Industrial Acceptance Corp., Muskegon | 250.00   |
| Sallan Jewelry Co., Muskegon          | 71.60    |
| Raymond H. Watkins, Muskegon          | 433.70   |
| Dana Printing Co., Muskegon           | 500.00   |


|                                    |           |
|------------------------------------|-----------|
| Howell Elec. Motors Co., Howell    | 86.26     |
| W. C. Hopson Co., G. R.            | 23.75     |
| International Bus Mach. Co., G. R. | 12.57     |
| Imperial Metal Prod. Co., G. R.    | 18.17     |
| Ideal Foundry, G. R.               | 13.22     |
| C. C. James Co., G. R.             | 1.24      |
| Kent Machine Co., G. R.            | 279.77    |
| Kent Refining Co., G. R.           | 417.56    |
| Kee Lox Mfg. Co., G. R.            | 3.71      |
| Keller Tractor Co., Detroit        | 12.75     |
| Wm. Keller, Inc., Grand Haven      | 116.75    |
| A. B. Knowlson Co., G. R.          | 156.86    |
| Leitelt Iron Works, G. R.          | 982.63    |
| Lansing Stamping Co., Lansing      | 4,194.59  |
| Lee & Cady, G. R.                  | 37.44     |
| Lamar Pipe & Tile Co., G. R.       | 31.00     |
| Lamberton Lake Ice Co., G. R.      | 18.63     |
| McAler Mfg. Co., Detroit           | 921.28    |
| J. C. Miller Co., G. R.            | 12,017.99 |

(Continued on page 22)

**SAFE EXPERT**  
Safes opened and Combinations Changed  
**Wm. O. Slocum**  
Phone 7-3345 128 Ann St., N. E.  
Grand Rapids, Mich.

All Issues  
**CONSUMERS POWER**  
PREFERRED  
BOUGHT SOLD  
QUOTED  
Your Inquiries Solicited  
**ROGER VERSEPUT & CO.**  
Investment Bankers—Brokers  
813-816 MICHIGAN TRUST BLDG.  
GRAND RAPIDS Phone 8-1217

THE  
GRAND RAPIDS NATIONAL  
BANK BUILDING  
Offers  
OFFICE SPACE  
At the Lowest Rates  
in the  
History of the Building  
Telephone 9-7171  
OR  
Call at Room No. 722

 West Michigan's  
oldest and largest bank  
solicits your account on  
the basis of sound poli-  
cies and many helpful  
services . . .  
**OLD KENT**  
**BANK**  
2 Downtown Offices  
12 Community Offices

**J. H. PETTER & CO.**  
INVESTMENT BANKERS  
GRAND RAPIDS Phone 9-4417  
MUSKEGON Phone 2-3496

# YOUR WILL—

## *It is wise to make a will*

It is even wiser to review this will from time to time.

As 1934 nears its close, it may be well for all of us to contemplate changes that have taken place in our families and business affairs and make such adjustments in our wills as may be necessary to meet the new conditions.

The GRAND RAPIDS TRUST COMPANY will be glad to consult with you and your attorney at your convenience.



## GRAND RAPIDS TRUST COMPANY

### RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—Rudolf Eckert, Flint.  
Vice-President—O. A. Sabrowski, Lansing.  
Secretary—Herman Hansen, Grand Rapids.  
Treasurer—O. H. Bailey, Sr., Lansing.  
Directors—Holger Jorgenson, Muskegon; L. V. Eberhard, Grand Rapids; Paul Gezon, Grand Rapids; Lee Lillie, Coopersville; Martin Block, Charlevoix.

#### Good Often Springs From Evil

Those among us who took lightly the news of the A. & P. strike in Cleveland and the outcome thereof—and there were plenty of those, trade editors included—completely missed the sinister significance of that episode.

For what really happened in Cleveland—as it had happened already in Kohler, Wisconsin, in the Kohler Manufacturing plant—was the breakdown of local government; and it is one of the most hopeful signs of recent months that Washington grasped the full import and took effective action.

When riot, pillage, personal injury and denial of citizens' rights run along unchecked, we have anarchy; and if such condition be not corrected promptly, there is no telling how widespread it will become. Nothing grows more speedily on its fodder than lawlessness unchecked.

The reassuring point here is that the incident illustrated anew that evils are often checked when they get obvious enough; when their effects are general enough to attract thinking people's attention; when, as in the San Francisco general strike of last summer, a minority attempts to rule without the law.

One lesson we can learn from this incident—one of the oldest lessons of history: That no man and no body of men can be entrusted with or permitted to exercise irresponsible power. No tyrant ever was good enough to be an autocrat; and that holds whether the tyrant be individual or a minority—or a majority for that matter. That is why we have constitutions and laws which limit everybody's liberty within proper bounds.

The encouraging indication now is that steps will at last be effectively taken in our next Congress to incorporate the unions and thus make them as responsible for their acts as is the remainder of us. That move is far overdue. No single want in our land is more pressing than this. It required something as spectacular as the A. & P. episode to focus sufficient attention on this crying need.

Whatever the immediate outcome, every grocer—every other retailer—every business man—every citizen owes the A. & P. a vote of thanks for thus bringing the issue into the open. What happened in Sheboygan last summer (see lead article in Saturday Evening Post for October 27) was as sinister an attack on our liberties; but not spectacular enough for general popular attention. My friends, such things transcend all questions of commercial competitive rivalry, believe me.

But while we are on the subject, let us think what would have happened if the A. & P. had really withdrawn from Cleveland and vacated its 458 stores

and its several warehouses. Every comment on the happening has indicated that Cleveland citizens still would have eaten. We all realize that there would have been no stoppage in food and grocery supplies.

Why? Because the 2200 A. & P. employes out of jobs would have reopened the stores. There would have been no relaxation of competition. No grocer's life would have become easier. Fact is, his way would have been made more difficult. Why?

Because such of the 2200 as became grocers on their own would be the more responsible, more enterprising, more aggressive of the lot. Because the body of those workers were entirely happy and satisfied with their jobs, they would naturally have felt resentful against all who sympathized with the disaster which had lost them their jobs. Their competition would be sharpened by such feeling.

But there is another factor—vastly important. That is that the more wakeful and enterprising among chain employes dream either of advancement within the organization, which is always built up from within its own ranks, or of going into business for themselves. Having such dreams, they have plans for departures from chain methods where they see opportunity for doing things not done in chain stores.

Let such young men take over the 458 Cleveland stores and grocers in their neighborhood would find that folks thoroughly familiar with chain systems and the way to use them, plus

(Continued on page 22)

## "Retail Food Prices Highest in 3 Years"

(Reprinted from recent newspaper item)

THAT'S not NEWS to grocers . . . nor is it news to the average housewife who has watched with alarm the increase in food prices.

But women are smart . . . they s-t-r-e-t-c-h their food dollars by changing their purchases . . . changing their menus to include less expensive foods.

Mueller's Macaroni, Spaghetti and Egg Noodles are still at the same price—and are mighty important foods to the housewife these days. Because with Mueller's women make their meats go further and they appetizingly prepare every last ounce of left-over meats, vegetables, fish and cheese.

Display Mueller's on your counter—in your window . . . suggest the economy of Mueller's to your customers. You need not, of course, mention the quality, the purity, the tender freshness of Mueller's . . . all women know Mueller's are the very choicest macaroni products made . . . so you have no sales resistance . . . but you do have a generous profit and quick turnover of this famous line of products.



### C. F. MUELLER COMPANY

Jersey City

New Jersey



## CLICKING

● The Improved Irradiated Carnation Milk is setting new sales records. Cash in on this rising tide of popularity. Feature Carnation.



"From Contented Cows"

CARNATION  
● COMPANY  
Milwaukee Seattle



## MEAT DEALER

### Use of Left-Over Meats Real Art

Meats which are economical are of interest to most housewives these days when food costs have increased more rapidly than incomes, so suggestions for ways to reduce expenditures are in order.

"Careful buying often results in a substantial saving," says Inez S. Willson, home economist. "Take advantage of market conditions. Choose vegetables which are in season, and watch the week-end specials at the meat market. These may mean a saving of money for you."

Just because the week-end special happens to be a larger cut of meat than needed for one meal is no reason it should be rejected. There are dozens of ways that the left-over may be used to good advantage for another meal. In fact, there is a saving of fuel in cooking a larger cut than needed, because it requires very little time or fuel to prepare it for the second meal.

### Use of Meat Left-Overs

It may be perplexing to know just how to use the left-over pot-roast or the end of the ham, so here are suggestions for ways which will be welcome always:

- Meat pie.
- Scalloped meat with potatoes.
- Meat in cream sauce.
- Meat hash.
- Meat loaf.
- Meat patties.
- Meat slices in tomato sauce.
- Stuffed tomatoes, onions, or green peppers.
- Baked with noodles, macaroni, or spaghetti.
- Meat and rice casserole.
- Meat rolls and dressing.
- Meat croquettes.
- Meat stew with vegetables.
- Casserole of meat with vegetables.
- Meat salad.

It is well to remember in preparing left-overs that they have already been cooked, so all that is necessary is that they be re-heated. This, of course, takes only a short time. If they are being combined with foods which require long cooking, cook those foods first, adding the meat only long enough before serving so that it will become thoroughly heated.

### He Didn't Wait

A Negro funeral once was attended by a ventriloquist whose peculiar powers were not known to the others present. Another Negro told what happened at the cemetery.

"Well, suh," he started, "when dey begins to lowah Joe into de hole, he says, 'Lemme down easy, boys.'"

"Did they go ahead and bury him?" asked another man.  
 "How de world does I know?" came from the first.

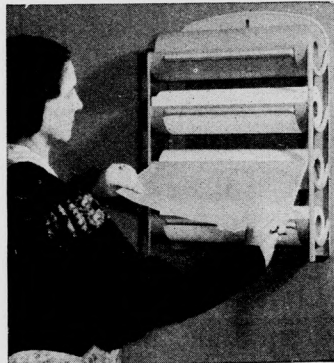
## Oysters and Fish

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

## SOMETHING NEW FROM KALAMAZOO

Out in Parchment, Michigan, a paper mill world-famous for its food protection papers has just announced a new fixture for the kitchen said to be the greatest wife-pleasing convenience since the invention of dusting paper by this same mill a few years ago.

This attractive labor-saving device is known as the KVP Kitchen Rack of Household Papers. It consists of a handsome metal rack filled with four



The New KVP Kitchen Rack (patent applied for)

generous rolls of paper, each filling a separate need in the modern kitchen. One roll is known as Garbage Paper. It is a special waterproof paper, very tough, for the safe transfer of garbage from sink or table to furnace or garbage can. Another is known as Towel and Mop-Up Paper. It is highly absorbent and has many uses. The others are the famous KVP Genuine Household (Cookery) Parchment and KVP Heavy Waxed Paper, long indispensable to the modern housewife.

The rolls are extra wide (15 inches) and cut off cleanly on the metal cutting edges. They will last 6 months to a year in the average home. Rack hangs on wall or back of closet door. Husbands looking for practical Christmas presents need look no further.

Shipping charges prepaid anywhere in U.S.A. \$5.00 for 4-roll size, \$2.75 for Jr. 2-roll model, including paper. (\$6.00 and \$3.50 west of Denver.) C.O.D. if desired, or send check or money order to Kalamazoo Vegetable Parchment Co., Parchment, Michigan.

## Announcement A Change in Name **I. VanWestenbrugge**

to  
**GORDON-VAN CHEESE Co.**  
 distributors  
**Kraft Phenix Products**  
 Central Western Michigan

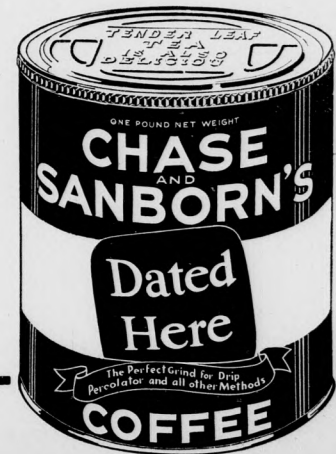
## 7 GOOD REASONS WHY YOU SHOULD STOCK

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



A complete line of canned vegetables and fruits.

## Here's THE COFFEE to feature all during HOLIDAY SEASON!



## COMPLIMENTS **JACOBSEN COMMISSION CO.**

Distributors of  
**ESTABLISHED PACKING HOUSE PRODUCTS**  
 701-702 Building & Loan Bldg. Grand Rapids, Michigan

## 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.

### Utilized Special Handicap To Outside Selling

Ed Alberts stood looking through the doorway of his hardware store, at the quiet main street of Bergus. "There goes another of those consarned washing machine peddlers from Lord-knows-where!" exclaimed Ed, as brother Tom appeared from the rear of the shop to join the gazing spell.

Tom was the younger of the two brothers and had, of late, often engaged Ed in luke-warm arguments concerning the decline of the Alberts hardware business that had been in progress these past few years. Edward Alberts, senior, had, for 30 years, enjoyed a unique position of security in Bergus: the only hardware store in this little town of 2000 people. There had, to be sure, been two or three attempts to establish opposition, but they soon withered and died. In spite of the fact that the boys had joined forces with their father as they graduated from school, the Alberts business had been hurt by this new "blight" that seemed to be settling upon the little towns, once so contentedly prosperous. Indeed, it had reached a point where it was plainly evident that one or the other of the boys would have to shift for himself. The business simply would not provide for both families, and, while the elder Alberts had retired from active business, he had not been able to withdraw entirely from the participation in whatever small income was derived therefrom.

"Town ought to pass a law against that sort of thing," declared Tom, who felt himself most concerned with the turn of events. He was younger and perhaps a bit more progressive than brother Ed, who came to the business before the going got so bad. There was still a number of customers coming to the store at that time who did not quibble about prices and were satisfied with an article that had utility—utility without benefit of beauty, style or finish. Ed was beginning to resign himself to the belief that independent stores were doomed to extinction.

"I'll bet half the electric appliances sold in this town were sold by outside people," continued Ed, "and we've been established—that is, Dad has—in Bergus for the last 30 years. These fellows come in here for a day at a time and they're out again—usually with two or three orders. People will buy a big item like a washing machine from one of these peddlers, but they would not give us a tumble."

"Can't tell about that, Ed; we've never tried it."

"Well, Tommy, I'd hate like the devil to go around this town peddling after all these years of running a nice clean hardware business. It may be all right for these fellows from out of town, who are not neighbors of their prospects, but what would Dad say if he saw us at it?"

"What would Dad say if we had to close out the business? He wouldn't like that either—and that's just what will happen if we don't do something to get back our volume. I might get out and try something else, but that would not save the business, the way things are going."

Both discussed the matter most of the day, not being greatly disturbed by customers. The discussion continued at Tom's house after dinner and the final decision was to check over the various sales that had been made in town by out-of-town agents, the mail order houses and others. The survey disclosed that in nine out of ten instances the chances were great that, with anything like a genuine effort, Alberts could have sold the machines. It was Tom's contention that in late years they had actually given more thought and attention to the routine work of the store from sweeping out in the morning to closing up at night, than to any form of selling or display matters. They decided then and there that if they were to survive in Bergus or anywhere else, selling would have to be first in mind.

Within ten days a line of washing machines was taken on, and Tom, having the greater enthusiasm for the plan, started on a series of calls in town. Having been a life-long resident of Bergus, he knew better than any outside agent where the possibilities for sales were hiding and could, moreover, follow them up more intelligently. There was Dr. Harmon's home on River Avenue. Why had Mrs. Harmon never owned a washing machine of the new electric type? An interesting question for Tom. He had never asked himself that before—in fact, the Alberts brothers had not been asking many questions pertinent to sales in late years.

Mrs. Harmon had always engaged old Mrs. Trudeau, the best laundress in Bergus—people in Bergus knew Mrs. Trudeau as a "washwoman." Mrs. Harmon was a charitable woman and had always been in the forefront of charitable and church affairs in town. Why had she never considered the strain on old Mrs. Trudeau's back? thought Tom. Doubtless she felt comfortable about giving the tired old lady regular employment. Mrs. Trudeau never needed help from the community chest. "By cracky," thought Tom, "if for no other reason than to help Mrs. Trudeau I'll sell Doc Harmon's wife a washing machine."

Tom's decision to sell the wife was accidental as far as he was concerned, but he was to learn months later that unless he sold the wife he never quite sold the machine.

Mrs. Harmon was momentarily surprised to see Tom Alberts and wondered if something unusual was up. It was. Alberts were about to embark on a successful selling era. In a straightforward way that carried conviction, Tom told Mrs. Harmon about the new type of washing machines, wisely dwelling upon the benefits to be derived from its use, rather than talking about mechanical details. He explained how the store had secured this particular line, how he and Ed had carefully chosen

it for long and satisfactory service; since they were old residents and neighbors with everyone in town, they were particular that their line should be the best that could be obtained for the money their customers were able to pay. They wanted every customer of theirs to remain their friends. They would always be available at the store or by telephone when any question about the machine arose.

It seemed that Mrs. Harmon had seen a new light. With this machine she would have the laundry out earlier and Mrs. Trudeau would not be worn out. She might even have time and energy left to help with the cleaning. At any rate she was just about to have Tom demonstrate the machine, as Doctor Harmon drove into the lane. When the Doctor heard the story it was buttressed by his wife's support. He coupled his assent with the comment that he had often wondered why local stores did not make a try for this sort of business. "Often see these agents out on the country roads selling the farmers," he said.

The Harmon sale had been made several weeks when the Alberts store began mailing out some advertising literature. They never doubted the good work that advertising did, nor the sales promoted by their display, but both Ed and Tom agreed that Mrs. Trudeau had spread their story further, faster and more convincingly than even the large two color broadsides they sent out.

Many calls were made that did not directly result in sales, but during the next two years sales were sufficient to provide plenty of incentive to go on. And all the time Ed was getting busier in the store. Women began to come in to look at the new refrigerators. A modern line of housewares were added to the staid old stock, and a new clerk was added.

Jobbers' salesmen now make the Alberts store more frequently. When a new item is brought out they see to it that Ed and Tom are advised of it. The store is again the busy place it used to be, and instead of pining for the "good old days" all hands are busy selling or promoting sales.

—Established 1856—

Congratulations to our old friend and neighbor—  
**THE TRADESMAN.**

**S. A. Morman & Co.**

Fuel and Builders' Supplies  
36 Pearl St., N.W.  
Wealthy St. and Ionia Ave.,  
Phone 9-4648

**MORMAN SERVICE**  
Since Grand Rapids was a Village

"You know, Ed," said Tom as they sat before Ed's fireside one Sunday afternoon, "we had a valuable asset all the time and almost refused to recognize it—our long established business in Bergus."

"And I was too 'stuck up' to see the difference between outside selling and plain peddling!" returned Ed.—J. A. Warren in Hardware Age.

### Plant Has Long-Service Record

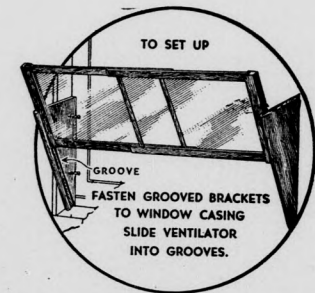
With a total of 567 men who have been employed with the company twenty-five years or more, the Brown & Sharpe Manufacturing Co., Providence, R. I., believes that it holds the record for long-service employes. The total service of the 567 men amounts to 18,972 years. Fourteen of the men have been with the company fifty years or more, one of them having been employed fifty-nine years.

The strongest man may be knocked down—but he doesn't stay down.

## AIR METER glass VENTILATOR

### ANTIQUE MAPLE FINISH

No. 37. 10 in. high, extends to 37 in.  
No. 49. 10 in. high, extends to 49 in.



For Sale by All Jobbers.

**Continental Screen Company**

DETROIT

MICHIGAN

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN



## DRY GOODS

Michigan Retail Dry Goods Association  
 President—Jos. C. Grant, Battle Creek,  
 First Vice-President—D. Mithlethaler,  
 Harbor Beach.  
 Second Vice-President—Clare R. Sperry,  
 Port Huron.  
 Secretary-Treasurer—Leon F. Rosacrans,  
 Tecumseh.  
 Manager—Jason E. Hammond, Lansing.

### Memories of the Long Ago

In my boyhood days with my parents I often wandered through the dry goods store of John K. Boies & Company, of Hudson. Hudson was a trading point for farmers of the eastern part of Hillsdale county and, as a country boy, this store was a wonderful place to me. In the same store Mr. E. A. Stowe, now editor of the Tradesman, was a salesman.

Fifty-three years ago the store passed into the hands of Oren Howes. Mr. Howes has recently closed out his business and the store goes into the hands of the A & P Corporation. He has been a good citizen, highly respected in the community, and now at an advanced age he retires. We trust he will have several years yet of good health and comfort.

We were saddened to learn recently of the death of Benj. Rimes of St. Joseph. In 1887 I was a district school teacher near St. Joseph and attended regularly the Congregational church where Rev. Mr. Hickmott, the father of our deceased friend, W. A. Hickmott, of Mendon, was pastor. In this Sunday school I was acquainted with Benjamin Rimes, who for many years has been a successful merchant in St. Joe. I have known Mr. Rimes through all these years and have sincerely appreciated his friendship. His interest in the store is being carried on by his son, Harry L. Rimes. We extend to the Rimes family and to his partners our sincere sympathy at the loss of so splendid a father and business associate.

Several—week ago we commented in our news letter on the failing health of Otto Bernthal, of Standish. Mr. Bernthal's death occurred recently. Thus another fine member of our Association has passed away. We understand that the Bernthal Store will be liquidated and pass into other hands.

Jason E. Hammond,  
 Mgr. Mich. Retail Dry Goods Ass'n.

### Dry Goods Stocks Sound

Dry goods wholesalers, who have been taking inventory as of Dec. 1, report that with the exception of some seasonable items their stocks are low and in a sound position. In the last three months they have been selling goods steadily and buying only sparingly, they said, with a consequent steady reduction in inventories.

The exceptions are the heavy seasonal items, such as Fall underwear and blankets. The continued warm weather has hurt the sale of these goods and stocks remain sizable. While in previous years jobbers were anxious to clear their shelves of all Fall goods before Jan. 1, this year they may not liquidate them at sharply reduced prices, but may hold them over in the event that the Winter will be as cold as the early months of this year were.

The capital that is tied up in these stocks prevents jobbers from operating as freely on Spring goods as they would do otherwise.

### To Examine Dry Goods Code

Feeling that it would be a wise move to take stock of the working out of the Wholesale Dry Goods Code, the Code Authority has invited the entire trade to participate at a meeting at the Hotel New Yorker on Jan. 21. On the following day the annual convention of the Wholesale Dry Goods Institute will be held. At the trade-wide conference complaints will be heard by the Code Authority and suggestions for betterment will be considered. A program for making any needed revisions will then be worked out by the Authority and submitted to the Recovery Administration.

### Glass Trade Gains Maintained

Swinging into the last month of 1934, production in the glass-manufacturing industry is now at its most encouraging point since early in the year. In some of the principal divisions the increases that began to appear with the beginning of October carried through in a substantial manner and have brought averages of the past sixty days up to and over what had been expected for the last quarter of the year. Most of the momentum has been gathered by those producing establishments making blown glass for home and table use.

### Drive to Promote Leather

A drive to promote leather and recover markets lost to substitutes will be started by the leather and allied industries, L. J. Robertson, chairman of the industry's committee on substitutes and replacements, made known last week. The program embraces four points, hygienic, economic, legislative and publicity. The health angle of leather will be stressed to stores and shoe repair men, more rigid standards for shoes will be sought in order to promote the wider use of leather, while the trade survey bureau of the Tanners Council will send out bulletins citing the loss of markets to substitutes.

### Percalé Prices Advanced

Percalé prices were moved up  $\frac{1}{8}$  last week by leading corporation printers. The advance brings the 80 squares to 13 cents, the 68-72s to 12 cents and the 64-60s to 11 cents. While no deliveries were specified, the new prices are presumed to apply to Spring goods. The better control of the market and the strengthening in gray cloth quotations this week were mainly responsible for the rise, which had been expected and which was regarded as a constructive move.

### Novelty Cushions Re-ordered

Re-orders for novelty cushions and pillows for holiday promotions reached the wholesale market this week from retailers in all sections of the country. Demand centered on \$2.50 and \$3 numbers, but there was a substantial call also for higher-priced goods. Buyers were interested in both tailored edge and lace-trimmed styles in satin, silk and rayon. Green, rust and brown shades predominated. There was a limited

call for white. Buying, so far this season, has held about equal with last Fall in both dollar and unit sales volume.

### Seeks Children's Dress Change

A formal request that all children's dress manufacturers be placed under the Dress Code is being forwarded to Merle D. Vincent, Deputy Recovery Administrator, by the National Dress Manufacturers Association, Mortimer Lanzit, executive director, said the basis underlying the request was that "investigation would unquestionably show many of the children's wear makers are in direct competition with regular dress houses in the production of garments of all sizes."

### Men's Formal Wear Active

Demand for men's evening cloths is running about 15 per cent. ahead of last year, according to manufacturers. Both tuxedos and tail coats have been bought freely, with the latter taking a larger percentage of the business than they have in many years.

Honorable industry always travels the same road with enjoyment and duty, and progress is altogether impossible without it.

## NINE CHARTER MEMBERS

### Merchants Who Started With First Issue of Tradesman

The Tradesman possesses a most distinguished roll of honor, of which it is exceedingly proud. It comprises the names of business houses which have been on the subscription list of the Michigan Tradesman ever since the first issue, fifty-one years ago. The Tradesman very much doubts whether any other trade publication can present such a collection of faithful adherents as the following:

Amberg & Murphy, Battle Creek  
 Frederick C. Beard, Grand Rapids  
 F. H. Bitely, Lawton  
 O. P. DeWitt, St. Johns  
 J. L. Norris, Casnovia  
 Charles G. Phelps, Alma  
 Thompson Grocery, Newaygo  
 Walter Walsh, Holland  
 O. A. Wolbrink & Sons, Ganges.

When we first began to publish this list, twenty-six years ago, it comprised about thirty names. Two names have recently been removed by death—William J. Clark, of Harbor Springs, during 1933, and M. V. Wilson, of Sand Lake, this year.

Building should soon begin to rise.

YOU CAN CREATE A SPIRIT OF LOYALTY TO HOME OWNED STORES in the BOYS and GIRLS of your community by using the CHEERFUL GOPHER Plan. You can hold present trade, get new customers and permanently ally the present generation with the independent merchant. Details on request.  
 FRANK L. DYKEMA, 414 Murray Building, Grand Rapids, Michigan

## It Came From Herkner's

SINCE 1867 THESE WORDS HAVE SIGNIFIED SUPERLATIVE QUALITY AND WORKMANSHIP TO JEWELRY BUYERS.

- Good Jewelry need not be expensive. Thrifty people who weigh expenditures carefully will find our selection of Diamonds, Watches, Jewelry or Silver the largest in Western Michigan and our prices very attractive, Herkner Quality considered.
- Many useful and lasting gifts can be purchased here from one dollar and upwards.

J. C. Herkner Jewelry Co.

114 MONROE AVE.

GRAND RAPIDS

Established 1892

## DECKER-DAVIES & JEAN

INCORPORATED

## INSURANCE

CASUALTY  
 SURETY

INLAND MARINE  
 FIRE

LIFE

908 PEOPLES NATIONAL BANK BLDG.

GRAND RAPIDS, MICHIGAN

PHONE 8-7031

## HOTEL DEPARTMENT

### Refreshing Attitude of the Chinese

Los Angeles, Dec. 1—Mr. Moley, who is representing President Roosevelt in various activities, now feels it incumbent upon himself to advise Governor Merriam, of California, as to just what he should do in the Mooney case, and is talking considerably about it, for the public press. The people of this state, as well as its executive, are quite well informed on the subject. Mr. Moley is not. Every little while when the prime factors of a certain labor organization feel the urge for more "skirmishing" funds, they tune up the Mooney lyre and proceed to extract it from the pockets of the easy marks of the country, though the subject of same still continues in durance vile. Mayor Walker, of New York, was among those who believed the aforesaid culprit had not had a square deal, prevailed upon James Rolfe, the then governor of the Golden State, to assist him in bringing about the release of the law-offended. The governor, at his behest, laid the matter before the entire roster of judges of the supreme court of the state, who spent much time in reviewing the case, deciding unanimously that Mooney received his just dues, publishing at that time a pamphlet, giving their views on the subject. Mr. Moley should be provided with a copy of same. The safest place for Mooney, all parties concerned, is where he is located—in the penitentiary.

About ten per cent. of the employes of the Los Angeles street car company are now out on a strike; the other ninety per cent., observing the horde of unemployed, trying to prevent their so doing, are anxious to leave well enough alone, and continue to function in an orderly manner. All sorts of acts of vandalism are resulting from "peaceful" picketing, but the railway company is firm in its stand that strikers will not, as an evidence of justice to the faithful, be reinstated. A very just proposition and one in which they are backed up by a unanimous public. The strikers are trying to get the federal government to compel arbitration—as they usually do when they discover they have lost out—but the company says it will make reasonable concessions, but under no circumstances will it re-employ such as have quit of their own accord. One of our prominent citizens, in a public address recently, made the statement that "fifty years ago San Francisco had a population twenty times as great as Los Angeles, but she has "enjoyed" the handicap of a rule of trade unionism, while Los Angeles has adhered to the "open shop." To-day Los Angeles enrolls a million and a half of reasonably

law abiding citizens, while San Francisco totals only 600,000." A situation like this ought to set reasonably minded folks to thinking.

At the Book-Cadillac, Detroit, General manager J. E. Frawley, and resident manager, W. J. Chittenden, Jr., have completed an extensive realignment of the staff of the hotel. Wilbur H. Kurtz, with the hotel six years as night clerk, day clerk and night manager, has been appointed assistant manager, and C. B. Loftus, night clerk for the past year, becomes night manager in his place. Other changes of minor importance are also noted.

John J. Schantz, assistant manager of Detroit Statler, has obtained a leave of absence from his duties for the winter and gone to Florida, planning to return with the robins in the spring. He has been a member of the Statler staff since 1926, and assistant manager for the past four years.

Anton H. Link has assumed the management of Parker Inn, Albion, which is controlled by A. F. Bucher.

Among those in attendance at the annual Hotel Exposition, New York, last month, was Mrs. N. A. Agree, of the executive staff of the Detroit, Detroit.

M. L. Tyson, former manager of the Warm Friend Tavern, Holland, has taken a lease of Hotel Broadway, Gary, Indiana, which is being rehabilitated and improved in many ways.

Thos. V. Skelly, owner of Hotel Scott, Hancock, has leased the property, the leading commercial hotel, in that city, to Mrs. Erna B. Kelly, a former Minnesota operator, for a term of twelve years. Hotel Scott, which contains 108 rooms with 45 private baths, has been recently refurbished. There is a modernly equipped coffee shop, a Spanish tavern, another tavern called the Sky room, and two service bars.

Among those present at the three days managers' meeting of the National Hotel Management Co., New York, was W. J. Chittenden, Jr., resident manager of Detroit Book-Cadillac, belonging to that chain.

### 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

## Hotel, Restaurant and Hospital Managers:

Would you be interested in a heavy Industrial Range or Cooking Unit that would give you IMMEDIATE and INSTANT heat, also boiling hot water, any hour of the day or night?

This range cooks, bakes, boils, broils, stews, fries, toasts, immediately, efficiently, economically, at an expense not to exceed \$6.00 to \$7.00 per month.

It positively can be done! If interested drop us a card or come and see us.

### J. CHARLES ROSS COMPANY

348 North Burdick St.

KALAMAZOO . . . . . MICHIGAN

### Store, Office and Restaurant Equipment

G.R.STORE FIXTURE CO.  
7 Ionia Ave., N.W. Phone 8-6027

### Hotel and Restaurant Equipment Glassware, China, Silverware

H. LEONARD & SONS  
38-44 Fulton St., W.  
GRAND RAPIDS - MICHIGAN

### WESTERN HOTEL

BIG RAPIDS, MICH.  
Modern Rates Reasonable  
Rooms Now Well Heated  
"BACK ON THE JOB"  
Will F. Jenkins  
Owner and Operator

### The MORTON

400 ROOMS EACH WITH BATH  
\$1.50 up  
Grand Rapids' Friendly Hotel  
Phil Jordan, Manager

### The MORTON

announces  
400 ROOMS WITH PRIVATE BATH  
\$1.50 up

Dining Room  
Grille Room  
Cafeteria

Delicious food served in pleasant surroundings at prices which have made the MORTON popular.

GRAND RAPIDS' FRIENDLY HOTEL

Philip A. Jordan, Manager

## An Entire City Block of Hospitality



### Have You Seen Our New

- Cocktail lounge — Popular afternoon and evening rendezvous.
- "Pub," our famous Tony at the service bar. Delicious 60c lunches and \$1 dinners.

Pantlind  
GRAND RAPIDS  
750 ROOMS \$2 UP

### 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, Mngaer

### 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

The process of inserting a two-bit piece in the glass construction of liquor bottles, in facilitating the destruction of these bottles after use, has been approved by the federal government. It is claimed this action will save much revenue to Uncle Sam, and protect the user against bogus liquor.

Frederick V. Wishart, a former Michigan hotel operator, passed away in this city last week, at the age of 69 years.

Even out here, where there is a well-rooted prejudice against the oriental races, the Chinaman is accredited with being exceptionally honest. It is interesting to note in this connection, that in a case recently reported by a local hotel organization, instead of the family offering to make good on the worthless checks of a young man of Chinese ancestry in the event of the prosecution being dropped, they declared that whether the accused was sent to prison or not, the loss would be repaid. This is a refreshing attitude to find in connection with individuals of any race, but the Chinese have this outstanding virtue. In China a defaulter immediately commits suicide rather than face his relatives and friends. In California, the issuing of checks against insufficient funds, is not encouraged, as witnessed by a lecture given a housewife by one of our local judges, where she had made out the check through ignorance. For this reason financial institutions are favoring the use of cashiers' checks, instead of drawing accounts for housewives. Under a proposed plan, instead of allowing wife to draw checks because she knows the bank is solvent, husbands will be able to buy their wives books of various denominations, in which cashiers' checks for \$5 each are bound and when the last check is drawn they know it is the end of the month for them so far as drawing on their bank account is concerned. It sounds easy, but who knows?

Just now a scientist announces that it is possible to make ammonia from the air, mix it with sawdust and waste molasses and create synthetic veal, pork and other human provender. No magician with a plug hat could do better than this. Really our scientists should be able to live very cheaply, and what a snap it would be for them to go into the hotel business. A few whiffs of ozone and a handful of excelsior would develop an order of ham and eggs, or what will you have, while the stockraiser and grocery man could sit on the fence and watch the parade go by. But the trouble is that about the time the business would be getting good, the tire would suffer a puncture, the air supply fail and the landlord would be out in a shower of duck soup with nothing to catch it in but a skimmer.

There is, in a remote Michigan town I could name, a peculiar sort of individual who is making a profit out of his small place that would excite envy in those with houses several times his capacity, and asking twice the rates which he charges those who come his way. For, among other things, his guests never cease to talk about the quality and service, of the food they get at his table. In a meal that is severely and simple table d'hote, extra helpings are placed before the guests without the asking. Hot food is hot and cold food is cold. Guests hardly ever ask for anything which is not on the bill of fare, because of their satisfaction with what is served. The secret, for those who have not already guessed, lies in the fact that there is no bill of fare at all, and that the meal is not cluttered up with a lot of trimmings which are not appreciated or even wanted. It is the simple meal, but it meets every requirement of rea-

sonable guests, and is just what I have been advocating for years.

A few years ago we used to find the drug stores designated by globes of various colors in the windows. If you chanced out at night to get a prescription filled, you knew from the signs just where to head for. Now, instead of paregoric or iodine, you are likely to run foul of clam chowder or pumpkin pie, and instead of a registered pharmacist—a cook. To-day when a man meets you on the street and asks you to direct him to a drug store, you have no means of knowing whether he requires provender or physic. Who ever hears of rolling pills or crushing herbs any more? Already the cigar stores are lining up in the same direction, and you will enjoy the amalgamation of strawberry shortcake and "barking dog."

Quite recently an air-mail pilot celebrated his millionth mile of flying without an accident, accompanied with a sigh that improvements and safety measures are taking adventure out of the air. However, at the same time he was making his lament, an airplane was lying in a patch of snow on the summit of Mt. Taylor in New Mexico. Some may conclude that thrill is still left among the clouds. There is adventure in taking the railroad train, or even riding in the car of your friend. Of course, modern precaution has done much to eliminate these elements of danger, but every day we read about them. It is not always recklessness which brings about these disasters, although stunt flying has brought down its harvest, but there are the natural handicaps which present themselves without warning. The daily arrival of the air mail is no longer a novelty. The aviator fully realizes this and he no longer looks for notoriety. He plows his way regularly through clouds and sunshine as part of the great work of the world. He no longer thinks it clever to fly upside down, and he has no consuming desire to fill a watery grave by ocean flying. They just come and go on schedule, and ought to get pleasure out of the knowledge that they are performing a real public service. And when one fully realizes he is doing this for a purpose, and forgets all about adventure, he has surely arrived.

One writer asks that power and knowledge come together in a working partnership in the field of politics. If knowledge is power, as we have always been taught, it is not always observable in the ordinary political arena. Power sometimes goes to bat as brainless as a hyena while knowledge sulks in the underbrush.

During the season just closed, according to statistics just published, 46 per cent. of the tourists who visited Western Michigan, stopped in regular hotels; 35 per cent. in tourist camps and farm lodging houses, and the remainder just "camped out." It takes a few years to educate the unseasoned tourist to the fact that hotels are still the ideal places to check up resources, physical and otherwise.

A pork chop baked with a peeled apple on top is a reasonably priced special and prized because everyone knows pork is high and they like it for that reason. A spot of jelly on the apple adds to its attractiveness.

Frank S. Verbeck.

#### Greetings from Detroit Council No. 9

(Continued from page 3)

Lansing, expressing his regret at not being able to attend the meeting. Another interesting letter came from our Supreme Senior Councilor, asking each individual to do his bit toward making the National Buyers Week in February a success. Al Guimond who is a big

moving spirit in this national campaign, called our attention to the article in the Christian Science Monitor of Nov. 22 giving worthy praise to this movement.

Now, friends, please, get out your pencils and circle these important dates on your calendars. Dec. 8, Ladies Auxiliary evening and refreshments at Josephine Caldwell. Men don't forget. The same night Jim Daly will speak in Grand Rapids. Dec. 14 Dr. Garland Starr Ross will address an executives meeting at the Detroit Leland Hotel, held by the American Industrial Parae Association. Don't miss hearing him. Dec. 15 is the third Saturday in the month and on that night we will hold our December meeting. Note the change in date. And on Dec. 29 special meetings for initiation throughout the United States and Canada.

Christmas comes but once a year. Let us do something for the poor children. Who is getting up this party? Well, it is the same fellow who was responsible for a lot of us having an enjoyable time and taking home goose, turkey, chicken, etc., from a keno party just before Thanksgiving, at the Detroit-Leland Hotel. Did I say Stanley Ecclestone? But we don't call him that: we call him Stanley Entertainment. And so, boys, when you send in your dues this month, please add at least another quarter for the kiddies.

Wm. H. Rickel, 2140 Seyburn avenue, is recovering from an operation for hernia. The sick committee, accompanied by the Senior Councilor, visited our good brother within twenty-four hours after they were notified of his illness. He would be very glad to see his many friends.

J. A. Davey, of Kansas City Council, was a very welcome guest at our last meeting. The Ladies Auxiliary were very glad to welcome his interesting wife. He is in the retail coal business here in Detroit, with the Hugh Coal Co., 12,000 Mack avenue. We certainly know now where is a good place to buy our winter coal. He has been a member of the order for twenty years.

Another good old soul came to our meeting. It was Fred A. Schossow. His wife is an invalid. It is hard for him to get out. He represents Speakman Company, Wilmington, Del. — showers and plumbing fixtures.

Louis A. Schneider represents the Herwitt Metals Corp. He has a wonderful line of non-ferrous metals. We are very glad to have him and Mrs. Schneider back in the fold.

Our new member, Dr. Paul Folkner, is a genuine good fellow. He specializes in stiff joints, lameness and other things which make us feel uncomfortable. The doctor just returned from deer hunting and so will refrain for the present from giving you his address. The way some of you fellows eat he would not have enough left for his very pleasing wife and family.

Wigstaff.

Health is the indispensable foundation for the satisfactions of life. Everything of domestic joy or occupational success has to be built upon bodily wholesomeness and vitality.—Charles W. Eliot.

#### Old Local Company Changes Trade Name

I. Van Westenbrugge began operating a butter and egg business in 1909, succeeding the partnership of I. Van Westenbrugge & Erb.

A few years later, I. Van Westenbrugge became interested in the distribution of animal fat oleomargarine and specialized in this product. His sales during the pre-war days amounted for several years to over one million pounds per year. Later on, nut margarine came on the market and his sales on this product again reached a million pounds per year volume.

Ben F. Gordon became associated with I. Van Westenbrugge in 1916 while still a student in Central high school. With the exception of one year, in 1921, he has been with the firm continuously ever since and has acted as manager since 1925.

Beginning in 1915, I. Van Westenbrugge started distributing cheese. This department of the business grew slowly until about 1925, when the processing of cheese became a big factor in this country. In 1930, the distribution of the products of the Kraft Phenix Cheese Corporation was taken over. The volume of sales has increased each year since and now a complete line of cheese products from all over the world is distributed by a fleet of refrigerator trucks to the retail food outlets of Central and Western Michigan. Special cheese curing rooms are maintained in the company-owned distributing plants at Grand Rapids and Muskegon.

The company has now as many employees as during the peak prosperous times and the payroll for the year 1934 will be the second highest in the records of the business. The average length of years with the company of all employees is nine years.

The new name of the business will be the Gordan-Van Cheese Co. and it will be incorporated under that title as of January 1, 1935, with Mr. Van Westenbrugge and Mr. Gordon the officers and owners of the company.

Stable to lower prices for Spring will feature the major women's apparel and accessory lines for the new season. No change in emphasis on the medium to lower price merchandise, either in coats or dresses, is anticipated. Volume sales running larger than last Spring are expected for suits, which will be among the earliest offerings to be made for the coming season.

Uncertainty will continue until we know where we are headed.

## THE ROWE

GRAND RAPIDS

The Most Popular Hotel  
in Western Michigan

300 ROOMS — SHOWERS  
SERVIDOR

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

## 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. Piaszkowski, 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.

President—J. E. Mahar, Pontiac.  
 Ex-President—Duncan Weaver, Fennville.  
 First Vice-President—Ben Peck, Kalamazoo.  
 Second Vice-President—Joseph Maltas, Sault Ste. Marie.  
 Treasurer—Henry Hadley, Benton Harbor.  
 Secretary—Clare F. Allan, Wyandotte.  
 Executive Committee—M. N. Henry (chairman), Lowell; Benjamin S. Peck, Kalamazoo; A. A. Sprague, Ithaca; Leo J. Lacroix, Detroit; James W. Lyons, Detroit; Ray Jenson, Grand Rapids; Duncan Weaver, Fennville.

### Death of Portland's Once Leading Druggist

Charles F. Powers, "Frank," to his more intimate friends, died Nov. 22 at Muskegon, where he has resided the last 17 years. For many years he was Portland's leading druggist and one of its best known citizens.

Mr. Powers had been in his usual health up to Sunday night, when he suffered a stroke of apoplexy. Funeral services, which were held Saturday, were private. The remains were laid away Monday morning in Oakwood mausoleum, Muskegon.

Born 83 years ago in Jordan, N. Y., Mr. Powers as a boy moved with his parents to Lafayette, Ind. His father

was a practicing physician and it was just natural that the young man's inclinations were somewhat similar. He studied pharmacy and his certificate, issued in this state, was No. 27. It is believed he was the oldest registered pharmacist in Michigan.

Sixty-one years ago Mr. Powers came to Portland. With 75c in his pocket he stepped from the train at the old Detroit, Lansing & Northern depot, rode over town in Alf Allen's bus, which was mounted on runners, and spent the night with Tom Barber, who operated a hotel which later became the Welch House.

Mr. Powers was a traveling salesman for a Cincinnati drug firm, which owed him money that was supposed to be waiting for him on his arrival at Portland. The firm, however, had met with financial disaster, and the money never came. It was for this reason that he accepted a position as drug clerk in a store Josiah Dilley had taken over from Frank Webster. Later he was employed in Dr. Lee's drug store, then by W. W. Bogue, whose store was on the corner where now stands the McClelland store.

It was while working for B. W. Long, who had bought Will Elder's store, that Mr. Powers, having saved a little money, decided to enter business for himself. His wife assisted him. Both were frugal and the business prospered. Mr. Powers believed in advertising and wrote copy that brought results. An original idea was that of selling 10c brands of cigars for 5c. He bought in large quantities, took

the cash discount, and sacrificed profit because the plan brought customers for other goods to his store.

The first Bell Telephone exchange was located in the Powers store. When it grew to a size that demanded too

much of his time, Mr. Powers resigned and it was moved to another location.

In the course of time Mr. Powers had accumulated a fortune, part of which was invested in village property, (Continued on page 23)

# Holiday Goods

Our line now on display.

The best we have ever shown.

We invite you to look it over.

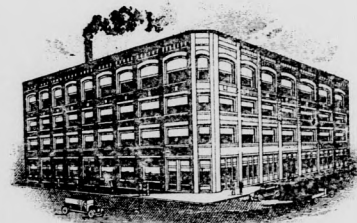
Prices Are Right.

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



1844

Store at left with pots and pans is the first Leonard store which was started in 1844. The picture was taken in 1860. On right is shown our modern store.



1934

Serving Michigan nearly a century.

## FOR NEARLY A CENTURY

—Since 1844 to be exact, when John Tyler was president of the United States—we have been serving Michigan. In the early days our customers were Indians, settlers and fur traders, who traveled many miles by canoe and on foot through dense forests.

Today the forests have been supplanted by fertile farms, villages and cities. The trails, by improved roads, carrying fast-moving automobiles.

And they still come to Leonard's . . . the children and grandchildren of our early customers . . . which is the reward of 90 years of faithful, honest service.

## H. LEONARD & SONS

WHOLESALE

DINNERWARE—GLASSWARE—SILVERWARE—TOYS—HOUSEFURNISHINGS  
 VARIETY AND GIFT GOODS—HOTEL AND RESTAURANT EQUIPMENT  
 DAYTON ELECTRIC REFRIGERATORS

FULTON and COMMERCE

GRAND RAPIDS, MICHIGAN



**These Quotations Are Used as a Base to Show the Rise and Fall of Foods Quoted on This and the Following Page.**

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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | DECLINED                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Pure lard in tiers— $\frac{1}{2}c$<br>Compound, in tiers— $\frac{1}{2}c$<br>Compound, in tubs— $1\frac{1}{2}c$<br>Wilson's Cert. Hams— $1c$<br>Hams— $1c$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Corned Beef— $10c$<br>Seeded Raisins— $3\frac{1}{2}c$<br>Med. Salt— $10c$<br>Mazola                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Blackberries<br>Premio, No. 10..... 6 00<br>Quaker No. 2..... 1 00<br>Blue Berries<br>Eagle, No. 10..... 8 50<br>Cherries<br>Hart, No. 10..... 5 70<br>Hart, No. 2 in syrup... 2 95<br>Hart Special, 2..... 1 25<br>Supreme, No. 2 in syrup... 2 35<br>Hart Special, No. 2... 1 35<br>Cherries—Royal Ann<br>Supreme, No. 2..... 3 20<br>Gibraltar, No. 10..... 9 25<br>Gibraltar, No. 2..... 2 75<br>Figs<br>Beckwith Breakfast,<br>No. 10..... 12 00<br>Carpenter Preserved,<br>5 oz. glass..... 1 35<br>Supreme Kodota, No. 1 80<br>Fruit Salad<br>Supreme, No. 10..... 12 00<br>Quaker, No. 10..... 11 50<br>Supreme, No. 2..... 3 45<br>Supreme, No. 2..... 2 60<br>Supreme, No. 1..... 1 90<br>Quaker, No. 2..... 3 15<br>Goosberries<br>Michigan, No. 10..... 5 35<br>Grape Fruit<br>Florida Gold, No. 5..... 5 00<br>Florida Gold, No. 2..... 1 45<br>Quaker, 8 oz..... 90<br>Quaker, 2 $\frac{1}{2}$ ..... 1 45<br>Grape Fruit Juice<br>Florida Gold, No. 1... 90<br>Quaker, No. 1..... 90<br>Quaker, No. 5..... 4 50<br>Loganberries<br>Premio, No. 10..... 6 75<br>Peaches<br>Forest, solid pack,<br>No. 10..... 7 30<br>Nile, sliced, No. 10... 6 50<br>Premio, halves, No. 10 6 50<br>Quaker, sliced or<br>halves, No. 10..... 8 20<br>Gibraltar, No. 2..... 2 00<br>Supreme, sliced No.<br>2..... 2 15<br>Supreme, halves,<br>No. 2..... 2 25<br>Quaker, sliced or<br>halves, No. 2..... 2 10<br>Quaker sliced or<br>halves, No. 2..... 1 70<br>Pears<br>Quaker, No. 10..... 8 59<br>Quaker, Bartlett, No.<br>2..... 2 65<br>Quaker, Bartlett, No.<br>2..... 1 95<br>Pineapple Juice<br>Doles, Diamond Head,<br>No. 2..... 1 45<br>Doles, Honey Dew,<br>No. 10..... 6 75<br>Pineapple, Crushed<br>Imperial, No. 10..... 7 50<br>Honey Dew, No. 2..... 2 40<br>Honey Dew, No. 2..... 1 90<br>Quaker, No. 2..... 2 35<br>Quaker, No. 2..... 1 80<br>Quaker, No. 1..... 1 10 |  |
| <b>AMMONIA</b><br>Little Bo Peep, med... 1 35<br>Little Bo Peep, lge... 2 25<br>Quaker, 32 oz..... 2 10<br><b>APPLE BUTTER</b><br>Quaker, 12-28 oz.,<br>Doz..... 1 55<br><b>BAKING POWDERS</b><br>Royal, 2 oz., doz..... 80<br>Royal, 6 oz., doz..... 2 00<br>Royal, 12 oz., doz..... 3 85<br>Royal, 5 lbs., doz..... 20 00<br><b>BRUSHES</b><br>10 oz., 4 doz. in case... 3 40<br>15 oz., 4 doz. in case... 5 00<br>35 oz., 4 doz. in case... 8 40<br>50 oz., 2 doz. in case... 6 50<br>5 lb., 1 doz. in case... 6 00<br>10 lb., $\frac{1}{2}$ doz. in case... 5 75<br><b>BLEACHER CLEANSER</b><br>Lizzie, 16 oz., 12s..... 2 15<br>Linco Wash, 32 oz, 12s 2 00<br><b>BLUING</b><br>Am. Ball, 36-1 oz., cart. 1 00<br>Boy Blue, 18s, per cs. 1 35<br><b>BEANS and PEAS</b><br>Dry Lima Beans, 25 lb. 2 25<br>White H'd P. Beans... 4 05<br>Split Peas, yell., 60 lb. 3 35<br>Split Peas, gr'n, 60 lb. 4 75<br>Scotch Peas, 100 lb... 6 90<br><b>BURNERS</b><br>Queen Ann, No. 1..... 1 15<br>Queen Ann, No. 2..... 1 25<br>White Flame, No. 1<br>and 2, doz..... 2 25<br><b>BOTTLE CAPS</b><br>Single Laquoer, 24 gross<br>case, per case..... 4 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>BREAKFAST FOODS</b><br>Kellogg's Brands<br>Corn Flakes, No. 136... 2 65<br>Corn Flakes, No. 124... 2 95<br>Fop, No. 224..... 3 29<br>Fop No. 250..... 1 05<br>Krumbles, No. 412... 1 55<br>Bran Flakes, No. 624... 1 90<br>Bran Flakes, No. 650... 1 00<br>Rice Krispies, 6 oz... 2 40<br>Rice Krispies, 1 oz... 1 10<br>All Bran, 16 oz..... 2 30<br>All Bran, 10 oz..... 2 75<br>All Bran, $\frac{1}{2}$ oz..... 1 10<br>Whole Wheat Fla., 24s 2 40<br>Whole Wheat B's., 24s 2 31<br>Wheat Krispies, 24s... 2 40<br>Post Brands<br>Grapenut Flakes, 24s... 2 10<br>Grape-Nuts, 24s..... 3 90<br>Grape-Nuts, 50s..... 1 50<br>Instant Postum, No. 8 5 45<br>Instant Postum, No. 10 4 70<br>Postum Cereal, No. 2 3 38<br>Post Toasties, 36s... 2 65<br>Post Toasties, 24s... 2 65<br>Post Bran, PBF 24s... 3 15<br>Post Bran, PBF 36s... 3 15<br>Amsterdam Brands<br>Gold Bond Par., No. 5 $\frac{1}{2}$ 7 50<br>Prize, Parlor, No. 6... 8 00<br>White Swan Par., No. 6 8 50<br><b>BROOMS</b><br>Quaker, 5 sewed..... 7 25<br>Warehouse..... 7 75<br>Winner, 5 sewed..... 5 75<br><b>Stove</b><br>Shaker, dozen..... 90<br><b>Shoe</b><br>Topcen, dozen..... 90<br><b>BUTTER COLOR</b><br>Hansen's, 4 oz. bottles 2 40<br>Hansen's, 2 oz. bottles 1 60<br><b>CANDLES</b><br>Electric Light, 40 lbs... 12.1<br>Plumber, 40 lbs..... 12.8<br>Paraffine, 6s..... 14 $\frac{1}{2}$<br>Paraffine, 12s..... 14 $\frac{1}{2}$<br>Wicking..... 40<br>Tudor, 6s, per box... 30<br><b>CANNED FRUITS</b><br><b>Apples</b><br>Imperial, No. 10..... 5 00<br>Sweet Peas, No. 10... 4 75<br><b>Apple Sauce</b><br>Hart, No. 2..... 1 20<br>Hart, No. 10..... 5 10<br><b>Apricots</b><br>Forest, No. 10..... 9 00<br>Quaker, No. 10..... 9 75<br>Gibraltar, No. 10... 9 25<br>Gibraltar, No. 2 $\frac{1}{2}$ ... 2 40<br>Superior, No. 2..... 2 80<br>Supreme, No. 2..... 3 10<br>Supreme, No. 2..... 2 25<br>Quaker, No. 2..... 2 10<br>Quaker, No. 2..... 2 85                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
| <b>String Beans</b><br>Choice, Whole, No. 2... 1 70<br>Cut, No. 10..... 7 25<br>Cut, No. 2..... 1 35<br>Marcellus Cut, No. 10 6 00<br>Quaker Cut No. 2..... 1 20<br><b>Wax Beans</b><br>Choice, Whole, No. 2... 1 70<br>Cut, No. 10..... 7 25<br>Cut, No. 2..... 1 35<br>Marcellus Cut, No. 10 5 50<br>Quaker Cut No. 2..... 1 20<br><b>Beets</b><br>Extra Small, No. 2... 1 75<br>Hart Cut, No. 10... 4 50<br>Hart Cut, No. 2..... 95<br>Hart Diced, No. 2... 90<br>Quaker Cut No. 2 $\frac{1}{2}$ ... 1 20<br><b>Plums</b><br>Ulikit, No. 10, 30%<br>syrup..... 6 50<br>Supreme Egg, No. 2 $\frac{1}{2}$ 2 30<br>Supreme Egg, No. 2... 1 70<br>Primo, No. 2, 40%<br>syrup..... 1 00<br><b>Prepared Prunes</b><br>Supreme, No. 2 $\frac{1}{2}$ ... 2 35<br>Supreme, No. 2..... 2 00<br>Italian..... 2 00<br><b>Raspberries, Black</b><br>Imperial, No. 10..... 7 00<br>Premio, No. 10..... 8 50<br>Hart, 8-ounce..... 80<br><b>Raspberries, Red</b><br>Premio, No. 10..... 8 75<br>Daggett, No. 2..... 2 20<br><b>Strawberries</b><br>Hunt, Superior, No. 2 2 35<br><b>CANNED FISH</b><br>Clam Ch'der, 10 $\frac{1}{2}$ oz... 1 35<br>Clam Chowder, No. 2... 2 75<br>Clams, Steamed, No. 1 2 75<br>Clams, Minc'd, No. 1 $\frac{1}{2}$ 2 40<br>Finnan Haddie, 10 oz... 3 30<br>Clam Bouillon, 7 oz... 2 50<br>Chicken Haddie, No. 1 2 75<br>Fish Flakes, small... 1 25<br>Cod Fish Cake, 10 oz 1 55<br>Cove Oysters, 5 oz... 1 35<br>Lobster, No. $\frac{1}{4}$ ..... 2 25<br>Shrimp, 1, wet..... 1 45<br>Sard's, $\frac{1}{4}$ Oil, k'l'es's... 3 75<br>Sardines, $\frac{1}{4}$ Oil, k'l'es's 3 35<br>Salmon, Red Alaska... 2 20<br>Salmon, Med. Alaska... 1 75<br>Salmon, Pink, Alaska 1 38<br>Sardines, Im. $\frac{1}{4}$ , ea. 6@13 $\frac{1}{2}$<br>Sardines, Cal..... 1 00<br>Tuna, $\frac{1}{2}$ Van Camps... 1 75<br>doz..... 1 75<br>Tuna, $\frac{1}{4}$ s, Van Camps,<br>doz..... 1 15<br>Tuna, 1s, Van Camps,<br>doz..... 3 45<br>Tuna, $\frac{1}{4}$ s, Chicken Sea,<br>doz..... 1 70<br>Tuna, $\frac{1}{2}$ Bonita..... 1 25<br><b>CANNED MEAT</b><br>Bacon, med. Beechnut 2 50<br>Bacon, lge., Beechnut 3 75<br>Beef, lge., Beechnut... 3 25<br>Beef, med., Beechnut... 1 95<br>Beef, No. 1, Corned... 1 90<br>Beef, No. 1, Roast... 1 85<br>Beef $\frac{3}{4}$ oz, Qua, 5lb... 80<br>Corn Beef Hash, doz 1 85<br>Beefsteak & Onions, s 2 70<br>Chili Con Car., 1s... 1 05<br>Deviled Ham, $\frac{1}{4}$ s... 1 35<br>Deviled Ham, $\frac{1}{2}$ s... 2 20<br>Potted Meat, $\frac{1}{4}$ Libby 48<br>Potted Meat, $\frac{1}{2}$ Libby... 75<br>Potted Meat, $\frac{1}{4}$ Qua... 65<br>Potted Ham, Gen. $\frac{1}{4}$ ... 1 35<br>Vienna Sau. No. $\frac{1}{2}$ ... 90<br><b>Baked Beans</b><br>Campbells 48s..... 2 35<br><b>CANNED VEGETABLES</b><br><b>Hart Brand</b><br>Asparagus<br>Quaker, No. 2..... 2 10<br>Hunt Picnic..... 1 80<br>Hunt No. 1, Med. Green 2 90<br>Hunt No. 1, Med. White 3 15<br>Hunt No. 1 Small... 2 80<br>Green..... 2 80<br><b>Baked Beans</b><br>1 lb. Sacs, 36s, cs... 1 75<br>No. 2 $\frac{1}{2}$ Size, doz... 1 10<br>No. 10 Sauce..... 4 00<br><b>Lima Beans</b><br>Baby, No. 2..... 1 60<br>Marcellus, No. 2..... 1 25<br>Scott Co. Soaked... 90<br>Marcellus, No. 10... 5 90<br><b>Red Kidney Beans</b><br>No. 10..... 4 50<br>No. 2..... 95 | <b>CHEWING GUM</b><br>Adams Black Jack... 6t<br>Adams Dentyne... 65<br>Beaman's Pepsin... 65<br>Bechnut Peppermint... 65<br>Doubtmint... 65<br>Peppermint, Wrigleys... 65<br>Spearmint, Wrigleys... 65<br>Judy Fruit... 65<br>Wrigley's P-K..... 65<br>Teaberry..... 65<br><b>CHOCOLATE</b><br>Baker, Prem., 6 lb. $\frac{1}{2}$ 2 42<br>Baker, Pre., 6 lb. 3 oz. 2 55<br>German Sweet, 6 lb. $\frac{1}{4}$ s 1 85<br>Little Dot Sweet... 6 lb. $\frac{1}{2}$ s... 2 55<br><b>CIGARS</b><br>Hemt, Champloits... 38 50<br>Webster Plaza... 75 00<br>Webster Golden Wed. 75 00<br>Websterettes... 37 50<br>Cincos... 33 50<br>Garcia Grand Babies... 40 00<br>Bradstreet... 33 50<br>Odins... 40 00<br>R G Dun Boquet... 75 00<br>Perfect Garcia Subl... 95 00<br>Kenway... 20 00<br>Budwisier... 20 00<br>Isabella... 20 00<br><b>Cocoa nut</b><br>Banner, 25 lb. tins... 20 $\frac{1}{2}$<br>Snowdrift, 20 lb. tins... 20<br><b>CLOTHES LINE</b><br>Household, 50 ft... 1 75<br>Cupples Cord... 2 90<br><b>COFFEE ROASTED</b><br>Lee & Cady<br>1 lb. Package<br>Ryco... 23<br>Boston Breakfast... 25<br>Breakfast Cup... 24 $\frac{1}{2}$<br>Competition... 18<br>J. V..... 22 $\frac{1}{2}$<br>Majestic... 31<br>Morton House... 33 $\frac{1}{2}$<br>Nedrow... 28<br>Quaker, in cartons... 26 $\frac{1}{2}$<br>Quaker, in glass jars... 30<br><b>Coffee Extracts</b><br>M. Y., per 100..... 12<br>Frank's 50 pkgs... 4 25<br>Hummel's 50, 1 lb... 10 $\frac{1}{2}$<br><b>CONDENSED MILK</b><br>Eagle, 2 oz., per case... 4 60<br><b>Cough Drops</b><br>Bxs.<br>Smith Bros..... 1 45<br>Luden's..... 1 45<br>Vick's, 40/10c... 2 40<br><b>COUPON BOOKS</b><br>No. 10..... 2 50<br>50 Economic grade... 4 50<br>100 Economic grade... 20 00<br>500 Economic grade... 37 50<br>1000 Economic grade... 50<br>Where 1,000 books are<br>ordered at a time, special-<br>ly printed front cover is<br>furnished without charge.<br><b>CRACKERS</b><br>Hekman Biscuit Company<br>Saltine Soda Crackers,<br>bulk..... 11 $\frac{1}{2}$<br>Saltine Soda Crackers,<br>1 lb. pkgs... 1.40<br>Saltine Soda Crackers,<br>2 lb. pkgs... 2.68<br>Saltine Soda Crackers,<br>$\frac{3}{4}$ lb. pkgs... 93<br>Butter Crackers, bulk 13<br>Butter Crackers, 1 lb. 1.60<br>Butter Crackers, 2 lb. 3.12<br>Graham Crackers, bulk 13<br>Graham C's, 1 lb... 1.49<br>Graham C's, 2 lb... 2.77<br>Graham C's, $\frac{3}{4}$ lb. oz... 93<br>Junior Oyster C's, blk. 13<br>Oyster C's, shell, 1 lb. 1.71<br>Club Crackers..... 1 76<br><b>CREAM OF TARTAR</b><br>6 lb. boxes... 35<br><b>DRIED FRUITS</b><br><b>Apricots</b> ..... 22 $\frac{1}{2}$<br>Standard..... 21<br><b>Citron</b><br>10 lb. box... 25 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |



| CURRENTS                        |                                        | JUNKET GOODS                                               |                                               | FRESH MEATS                                    |                                          | HERRING                                        |                              | SOAP                         |                              | TEA                        |                                          |                                              |                                        |                           |                     |                          |                              |                         |                       |                         |                                |                                        |                             |                            |                                              |                  |                        |                            |                                          |                             |                                  |                                             |                             |                             |                               |                              |                                                 |                               |                               |                               |                            |                                |                                |                             |            |                   |                                                           |                            |                                    |                         |                           |                          |                                         |                                                     |                              |                              |                            |                             |                              |                                                 |                                             |                            |                            |                                        |                              |                                      |                                                 |                             |                         |                       |                      |                                            |                              |                             |                            |                             |                             |                           |                           |                            |                             |                            |                                                   |                               |                            |                            |                              |                           |                         |                                                 |                                |                      |                              |                             |                               |                            |                                         |                           |                    |                      |                  |                            |                           |                       |                        |                      |                     |                           |                                             |                            |                            |                       |                                     |                            |                              |                              |                            |                         |                                                    |                              |                             |                            |                             |                            |                                                     |                             |                                             |                              |                           |                           |                                            |                             |                                                        |                         |                               |                                               |                            |                  |                      |                          |                             |                      |                      |                       |                                                    |                             |                             |                             |                             |                                            |                   |                          |                                      |                           |                           |                             |                             |                                              |                           |
|---------------------------------|----------------------------------------|------------------------------------------------------------|-----------------------------------------------|------------------------------------------------|------------------------------------------|------------------------------------------------|------------------------------|------------------------------|------------------------------|----------------------------|------------------------------------------|----------------------------------------------|----------------------------------------|---------------------------|---------------------|--------------------------|------------------------------|-------------------------|-----------------------|-------------------------|--------------------------------|----------------------------------------|-----------------------------|----------------------------|----------------------------------------------|------------------|------------------------|----------------------------|------------------------------------------|-----------------------------|----------------------------------|---------------------------------------------|-----------------------------|-----------------------------|-------------------------------|------------------------------|-------------------------------------------------|-------------------------------|-------------------------------|-------------------------------|----------------------------|--------------------------------|--------------------------------|-----------------------------|------------|-------------------|-----------------------------------------------------------|----------------------------|------------------------------------|-------------------------|---------------------------|--------------------------|-----------------------------------------|-----------------------------------------------------|------------------------------|------------------------------|----------------------------|-----------------------------|------------------------------|-------------------------------------------------|---------------------------------------------|----------------------------|----------------------------|----------------------------------------|------------------------------|--------------------------------------|-------------------------------------------------|-----------------------------|-------------------------|-----------------------|----------------------|--------------------------------------------|------------------------------|-----------------------------|----------------------------|-----------------------------|-----------------------------|---------------------------|---------------------------|----------------------------|-----------------------------|----------------------------|---------------------------------------------------|-------------------------------|----------------------------|----------------------------|------------------------------|---------------------------|-------------------------|-------------------------------------------------|--------------------------------|----------------------|------------------------------|-----------------------------|-------------------------------|----------------------------|-----------------------------------------|---------------------------|--------------------|----------------------|------------------|----------------------------|---------------------------|-----------------------|------------------------|----------------------|---------------------|---------------------------|---------------------------------------------|----------------------------|----------------------------|-----------------------|-------------------------------------|----------------------------|------------------------------|------------------------------|----------------------------|-------------------------|----------------------------------------------------|------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------------------------------|-----------------------------|---------------------------------------------|------------------------------|---------------------------|---------------------------|--------------------------------------------|-----------------------------|--------------------------------------------------------|-------------------------|-------------------------------|-----------------------------------------------|----------------------------|------------------|----------------------|--------------------------|-----------------------------|----------------------|----------------------|-----------------------|----------------------------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------------------------------------|-------------------|--------------------------|--------------------------------------|---------------------------|---------------------------|-----------------------------|-----------------------------|----------------------------------------------|---------------------------|
| Quaker, 12s, pitted..... 1 40   | Quaker, 12s, regular..... 1 10         | Quaker, 12s, 1 3/4 lb..... 2 30                            | Quaker, 12s, 1 lb..... 1 45                   | California Prunes<br>90@100, 25 lb. boxes @.67 | 80@90, 25 lb. boxes @.07                 | 70@80, 25 lb. boxes @.07 1/2                   | 60@70, 25 lb. boxes @.08     | 50@60, 25 lb. boxes @.08 1/2 | 40@50, 25 lb. boxes @.09 1/2 | 30@40, 25 lb. boxes @.11   | 20@30, 25 lb. boxes @.13                 | 18@24, 25 lb. boxes @.14                     |                                        |                           |                     |                          |                              |                         |                       |                         |                                |                                        |                             |                            |                                              |                  |                        |                            |                                          |                             |                                  |                                             |                             |                             |                               |                              |                                                 |                               |                               |                               |                            |                                |                                |                             |            |                   |                                                           |                            |                                    |                         |                           |                          |                                         |                                                     |                              |                              |                            |                             |                              |                                                 |                                             |                            |                            |                                        |                              |                                      |                                                 |                             |                         |                       |                      |                                            |                              |                             |                            |                             |                             |                           |                           |                            |                             |                            |                                                   |                               |                            |                            |                              |                           |                         |                                                 |                                |                      |                              |                             |                               |                            |                                         |                           |                    |                      |                  |                            |                           |                       |                        |                      |                     |                           |                                             |                            |                            |                       |                                     |                            |                              |                              |                            |                         |                                                    |                              |                             |                            |                             |                            |                                                     |                             |                                             |                              |                           |                           |                                            |                             |                                                        |                         |                               |                                               |                            |                  |                      |                          |                             |                      |                      |                       |                                                    |                             |                             |                             |                             |                                            |                   |                          |                                      |                           |                           |                             |                             |                                              |                           |
| Quaker, 12s, 1 3/4 lb..... 2 30 | Quaker, 12s, 1 lb..... 1 45            | California Prunes<br>90@100, 25 lb. boxes @.67             | 80@90, 25 lb. boxes @.07                      | 70@80, 25 lb. boxes @.07 1/2                   | 60@70, 25 lb. boxes @.08                 | 50@60, 25 lb. boxes @.08 1/2                   | 40@50, 25 lb. boxes @.09 1/2 | 30@40, 25 lb. boxes @.11     | 20@30, 25 lb. boxes @.13     | 18@24, 25 lb. boxes @.14   | Hominy<br>Pearl, 100 lb. sacks..... 3 50 | Bulk Goods<br>Elb. Macaroni, 20 lb. bx. 1 38 | Egg Noodle, 10 lb. box 1 25            |                           |                     |                          |                              |                         |                       |                         |                                |                                        |                             |                            |                                              |                  |                        |                            |                                          |                             |                                  |                                             |                             |                             |                               |                              |                                                 |                               |                               |                               |                            |                                |                                |                             |            |                   |                                                           |                            |                                    |                         |                           |                          |                                         |                                                     |                              |                              |                            |                             |                              |                                                 |                                             |                            |                            |                                        |                              |                                      |                                                 |                             |                         |                       |                      |                                            |                              |                             |                            |                             |                             |                           |                           |                            |                             |                            |                                                   |                               |                            |                            |                              |                           |                         |                                                 |                                |                      |                              |                             |                               |                            |                                         |                           |                    |                      |                  |                            |                           |                       |                        |                      |                     |                           |                                             |                            |                            |                       |                                     |                            |                              |                              |                            |                         |                                                    |                              |                             |                            |                             |                            |                                                     |                             |                                             |                              |                           |                           |                                            |                             |                                                        |                         |                               |                                               |                            |                  |                      |                          |                             |                      |                      |                       |                                                    |                             |                             |                             |                             |                                            |                   |                          |                                      |                           |                           |                             |                             |                                              |                           |
| Quaker, 12s, 1 lb..... 1 45     | Figos<br>Calif., 24-8 oz. case... 1 80 | Peaches<br>Evap. Choice..... 14%<br>Eva. Fancy..... 16 1/2 | Peel<br>Lemon, Torelli,<br>4 oz., doz..... 90 | Orange, Torelli,<br>4 oz., dozen..... 90       | Citron, Torelli,<br>4 oz., dozen..... 90 | MUELLER'S PRODUCTS<br>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, 24,<br>17 oz..... 2 20     | NUTS<br>Almonds, Wholesale..... 15 1/2 | Brazil, large..... 13 1/2 | Fancy Mixed..... 16 | Filberts, Naples..... 16 | Peanuts, vir. Roasted 11 1/2 | Pecans, 3, star..... 25 | Pecans, Jumbo..... 40 | Pecans, Mammoth..... 50 | Walnuts, Cal..... 17 1/2 to 22 | Salted Peanuts<br>Fancy, No. 1..... 12 | 12-1 lb. Cello's case. 1 50 | Shelled<br>Almonds..... 39 | Peanuts, Spanish, 125<br>lb. bags..... 7 1/2 | Filberts..... 32 | Pecans, salted..... 55 | Walnut, California..... 55 | MINCE MEAT<br>None Such, 4 doz..... 6 20 | Quaker, 1 doz. case..... 95 | Yo Ho, Kegs, wet, lb..... 16 3/4 | OLIVES—Plain<br>Quaker, 24 3/4 oz. cs. 1 87 | Quaker, 24 7/4 oz. cs. 3 55 | Quaker, 12, 12 oz..... 2 40 | High Life, 12 22 oz. cs. 3 45 | 1 gal. glass, each..... 1 55 | OLIVES—Stuffed<br>Quaker, 24 2 1/2 oz. cs. 1 87 | Quaker, 24 4 oz. cs..... 2 75 | Quaker, 24 5 oz. cs..... 3 55 | Quaker, 24 7 1/2 oz. cs. 4 55 | Quaker, 24 10 oz. cs. 5 95 | Quaker, 12 32 oz. cs..... 7 88 | 1 Gallon glass, each..... 2 10 | PARIS GREEN<br>1/2s..... 34 | 1s..... 32 | 2s and 5s..... 30 | PICKLES<br>Sweet Small<br>L and C, 7 oz., doz..... 92 1/2 | Paw Paw, quarts, doz. 2 80 | Jellies<br>Jell-o, 3 doz..... 2 10 | Minute, 3 doz..... 4 05 | Knox's, 1 dozen..... 2 25 | Jeisert, 3 doz..... 1 40 | HONEY<br>Lake Shore 1 lb. doz..... 1 90 | JELLY AND PRESERVES<br>Pure, 30 lb. pails..... 2 60 | Imitation, 30 lb. pails 1 85 | Pure Pres., 16 oz., dz. 2 00 | 12 oz. Apple Jelly, dz. 95 | 13 oz. Mint Jelly, dz. 1 60 | 7 oz. Cranberry Jelly, dz 90 | JELLY GLASSES<br>1/2 Pint Tall, per doz..... 85 | Playing Cards<br>Blue Ribbon, per doz. 4 50 | Bicycle, per doz..... 4 70 | Caravan, per doz..... 2 25 | POP CORN<br>Sure Pop, 25 lb. bags 2 25 | Yellow, 24 1-lb. bags.. 2 50 | COD FISH<br>Bob White, 1 lb. pure 25 | SHOE BLACKENING<br>2 in 1, Paste, doz..... 1 30 | E. Z. Combination, dz. 1 30 | Dri-Foot, doz..... 2 00 | Bixbys, doz..... 1 30 | Shinola, doz..... 90 | STOVE POLISH<br>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 | Stovoll, per doz..... 3 00 | F. O. B. Grand Rapids<br>Quaker, 24, 1 lb..... 95 | Quaker, 3, 1 1/2 lb..... 1 20 | Quaker, Iodized, 24-2 1 35 | Med. No. 1, bbls..... 3 60 | Med. No. 1, 100 lb. bk. 1 00 | Farmer Spec., 70 lb. 1 00 | Packers Meat, 50 lb. 65 | Crushed Rock for ice,<br>cream, 100 lb. each 88 | Butter Salt, 280 lb. bbl. 4 00 | Block, 50 lb..... 40 | Baker Salt, 280 lb. bbl 3 80 | 6, 10 lb., per bale..... 96 | 20, 3 lb., per bale..... 1 02 | 25 lb. bogs, table..... 45 | Seasoning<br>Chili Powder, 1 1/2 oz. 62 | Celery Salt, 1 1/2 oz. 80 | Sage, 2 oz..... 80 | Onion Salt..... 1 35 | Garlic..... 1 35 | Ponely, 3 1/2 oz..... 1 25 | Kitchen Bouquet..... 4 25 | Laurel Leaves..... 26 | Marjoram, 1 oz..... 90 | Savory, 1 oz..... 65 | Thyme, 1 oz..... 90 | Tumeric, 1 1/2 oz..... 75 | STARCH<br>Corn<br>Kingsford, 24/1..... 2 95 | Powd. bags, per 100.. 3 95 | Argo, 24, 1 lb. pkgs. 1 55 | Cream, 24-1..... 2 20 | Gloss<br>Argo, 24, 1 lb. pkgs. 1 55 | Argo, 12, 3 lb. pkgs. 2 25 | Argo, 8.5 lb. pkgs..... 2 26 | Silver Gloss, 48, 1s. 11 1/4 | Elastic, 16 pkgs..... 1 38 | Tiger, 50 lbs..... 2 82 | SYRUP<br>Corn<br>Blue Karo, No. 5, 1 1/2..... 2 65 | Blue Karo, No. 5, 1 dz. 3 58 | Blue Karo, No. 10..... 3 40 | Red Karo, No. 13..... 2 85 | Red Karo, No. 5, 1 dz. 3 88 | Red Karo, No. 10..... 3 74 | Imit. Maple Flavor<br>Orange, No. 1 1/2, 2 dz. 2 87 | Orange, No. 3, 20 cans 4 34 | Maple and Cane<br>Kanuck, per gal..... 1 25 | Kanuck, 5 gal. can..... 5 30 | Kanuck, 24/12 Glass. 4 00 | Kanuck, 12/26 Glass. 4 15 | Grape Juice<br>Welch, 12 quart case.. 3 90 | Welch, 12 pint case... 2 00 | COOKING OIL<br>Mazola<br>Pints, 2 doz., case..... 5 10 | Quarts, 1 doz..... 4 70 | Half Gallons, 1 doz..... 6 00 | TABLE SAUCES<br>Lee & Perrin, large..... 5 75 | Lee & Perrin, small.. 3 35 | Pepper..... 1 60 | Royal Mint..... 2 40 | Tobasco, small..... 3 75 | Sno You, 9 oz., doz... 5 00 | A-1, large..... 4 75 | A-1, small..... 2 85 | Caper, 2 oz..... 3 30 | Paper Food Dishes<br>1/2 lb. size, per M..... 2 70 | 1 lb. size, per M..... 2 90 | 2 lb. size, per M..... 3 40 | 3 lb. size, per M..... 4 15 | 5 lb. size, per M..... 5 60 | WRAPPING PAPER<br>Butchers D F..... 05 1/2 | Kraft..... 05 1/2 | Kraft Stripe..... 09 1/2 | YEAST CAKE<br>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 | YEAST-COMPRESSED<br>Fleischmann, per doz. 30 | Red Star, per doz..... 24 |



## 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, Mt. Pleasant.  
Vice-President—K. Masters, Alpena.  
Vice-President—Max Harriman, Lansing.  
Vice-President—Fred Venting, 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.

### "Stand By" Your Regular Customers

What can be done in the refreshment of business during January and February? When merchants say that these two months are blind spots on the calendar and that a profit is not to be made within them, then there is indeed something to think about. Some of these merchants also have the opinion that July and August should be wiped off the calendar for there is no profit to be made in them either. A full third of the year in red is not a pleasant thing to contemplate at retail.

So we approach the clearance season with the suggestion that perhaps something can be done about it. Many stores attempted clearances in November and December, in the hopes of getting the pre-Christmas dollar; but without very much luck, especially this year. Maybe public behavior has changed. Maybe regular customers want to buy regular shoes all the year round and are not interested in clearance shoes at any time.

Many a store is discovering that clearance business is done with the type of customer who doesn't come in for footwear in the regular selling season. We are, perhaps, finding changes in human behavior. Regular customers, for regular sales the year round and clearance customers for clearance sales, in what might be termed the normal clearance period.

To some people the months of January and February, July and August are purchase months, with the supposed advantage of clearance prices and the possibility of sizes and selection that can be satisfied after shopping around the entire town. It was considered smart merchandising to anticipate the clearance season by several weeks but that has evidently failed, for the customer of clearances may have developed a timing for need that clicks with the off-months at retail.

At any rate, smart merchants now feel that as long as shoe stores must remain open every working day of the year, that it is the better part of wisdom to have new shoes in constant supply for regular customers who can always be interested in something new and fashionable. The regular customer who is interested in orthopedic shoes is usually cold to the idea of a clearance purchase, because size and selection are not always possible in the off-season of the year.

So we suggest, as a good move in merchandising, a mid-January opening of advance Spring styles suitable for

fair-weather wearing in the early months of the new year. The stimulus of style refreshes not only the window and the salesman but interests and intrigues the customer who believes in being first in fashion.

Many communities have set regulations as to clearance dates but the new thought in that direction is that it is not so much an error to jump the field of retailing with an early clearance as it is to prolong the clearance after a new season's starting date and time. Retailing in a community is hurt more by the continuous clearance signs than it is by pressure of advertising, window display and circularization at the time of real clearance.

One well-known group of stores has the habit of displaying clearance sale signs in nearly 10 months of the year, in the belief that the clearance customer is worth cultivating, for regular customers ignore the sign and buy as needed or as stimulated by fashion mood. The almost continual clearance of this one store has the effect of unsettling retailing in the community: for the few shoes displayed in the window indicate by comparison price what may be applied to a few numbers of shoes but certainly do not cover the stock of the store.

So, for better public service to regular customers, consider the possibility of new shoes in regular sale 12 months of the year.

One merchant who tried this plan of refreshing a stock every four weeks has learned that there are no dull periods; there are only dull stocks, dull clerks and dull competitors who groan and moan over the red months of the year.

In production it is possible to close down the factory in dull periods but the shoe store must "stand by" 52 weeks in the year and the "stand-by" staff in the dull months is not so much less than in the busy months. So why not develop a "stand-by" philosophy of new and fresh shoes every month in the year. It gives life to a business.—Boot and Shoe Recorder.

### Good Often Springs From Evil

(Continued from page 12)

liberty to add features as they wished, were keener competition than the A. & P. had been.

On the re-opening of the A. & P. stores, one trade paper reports that the organization band played "Happy Days." My impression is that all grocers may well join in that chorus.

Grocers may well go slow on anything that tends to make unions more powerful, until they are incorporated at least. To foster union hold on one branch of retail industry means simply an entering wedge. They'll get us all eventually, if we give them this initial chance.

This is indicated by news that denial of right to accept brokerage by chains applies with equal force to voluntary groups banded together — as it seems many of them are — for the purpose of collecting similar brokerage. But that is perfectly all right. It is correct that sauce for the goose should be the dose for the gander; he should not be allowed to choose gravy for his portion.

Equality before the law is the basis of our liberties.

How some things can work appears from the news that a market operator in an Iowa town is mad. He owns an 80 acre farm and has been notified that he has violated a contractors' code because he did not notify NRA that he intended to build himself a residence on said farm. He has been cited to appear in Des Moines with books, records and witnesses. He says, somewhat hotly:

"Have I lost my rights as a citizen? I wonder if equal rights, justice and liberty have been destroyed by alphabetical letters. If so, let us call in another George Washington. I do not propose to answer the summons."

It is worth noting that the Midwest farmers are to-day the most resistant to much of the alphabetical stuff. Farmers always have been individualists.

With all of which reflections and considerations, all our duty as citizens, we must have in mind every hour of the day what Paul Nystrom reminds us is the prime concern of the grocer: That his customers get what they want when they want it at prices limited strictly to cost of goods, plus scientifically regulated expenses and a modest profit.

That job alone must always take the major portion of any grocer's ability. It will keep him busy throughout the "regulated" hours, plus many an hour extra put in by himself. In such respect the grocery business is not changed one iota from what it was in the beginning, is now and so far as we can foresee, essentially ever shall be.

Compensation comes not only in a worthy success, but in the consciousness that our business is the straightest one there is. It is straight, for one thing, because it cannot go crooked and succeed; but we need not be cynical about that, for such condition frees the honest merchant's mind from necessity to be watchful. He can concentrate on the one big job of providing adequate service. Paul Findlay.


### Proceedings of the Grand Rapids Bankruptcy Court

(Continued from page 10)

|                                   |        |
|-----------------------------------|--------|
| Metal Trades Assn., G. R.         | 53.10  |
| Manufacturers' Supply Co., G. R.  | 163.38 |
| C. W. Mills Paper Co., G. R.      | 245.16 |
| R. Morse Furn. Co., G. R.         | 275.31 |
| Michigan Welding Co., G. R.       | 750.10 |
| Michigan Lithographing Co., G. R. | 9.27   |

|                                           |          |
|-------------------------------------------|----------|
| Metal Office Furniture Co., G. R.         | 26.63    |
| Ottawa Mfg. Co., Spring Lake              | 4,364.42 |
| T. W. Parker Co., G. R.                   | 12.60    |
| Purchase Elec. Co., G. R.                 | 115.37   |
| Pittsburgh Plate Glass Co., G. R.         | 58.48    |
| J. L. Petersen Plumbing Co., G. R.        | 311.92   |
| Quimby-Kain Paper Co., G. R.              | 391.37   |
| F. Ranville Co., G. R.                    | 228.93   |
| Rice & Rice, G. R.                        | 56.23    |
| Rex Machine Co., G. R.                    | 101.00   |
| Remps & Duus Foundries, G. R.             | 203.63   |
| Red Star Sweeping Compound, G. R.         | 12.50    |
| Republic Steel Corp., Detroit             | 21.63    |
| Sokup Roofing Co., G. R.                  | 11.09    |
| Seidman & Seidman, G. R.                  | 4,664.89 |
| C. Simon, G. R.                           | 21.00    |
| Service Steel Co., Detroit                | 310.36   |
| Sun Oil Co., G. R.                        | 35.02    |
| Schantz Implement Co., G. R.              | 26.27    |
| Sprayer Supply Co., G. R.                 | 17.57    |
| A. Silverman, G. R.                       | 5.00     |
| M. & J. Schulling Co., G. R.              | 6.90     |
| F. B. Stevens, Inc., Detroit              | 94.94    |
| Steel Materials Co., Detroit              | 13.50    |
| Taylor's, G. R.                           | 15.20    |
| Thomas Blue Print Service, G. R.          | 11.54    |
| Vulcanizers Material Co., G. R.           | 7.63     |
| J. Van Duren Co., G. R.                   | 20.60    |
| Van Keulen & Wnchester, G. R.             | 139.81   |
| Viking Auto Sprinkler Co., G. R.          | 2.06     |
| Wolverine Pattern & Model, G. R.          | 509.92   |
| J. L. Wierengo & Staff, G. R.             | 153.64   |
| West-Dempster Co., G. R.                  | 43.19    |
| Weatherly Co., G. R.                      | 1.62     |
| Whitman & Barnes, Inc., Detroit           | 6.86     |
| Williams Bros. Foundry, G. R.             | 60.18    |
| Walker Elec. Co., G. R.                   | 1.29     |
| Woodward, Detroit                         | 7.59     |
| Westinghouse Elec. Mfg. Co., Detroit      | 13.67    |
| Wayne Chemical Co., Detroit               | 1.43     |
| Mich. Bell Telephone Co., G. R.           | 61.67    |
| American Excelsior Corp., Chicago         | 236.13   |
| American Nut & Bolt Co., Pittsburgh       | 516.23   |
| Armour Curled Hair Works, Chicago         | 82.86    |
| Abrasive Co., Chicago                     | 824.40   |
| Atlas Bolt & Screw Co., Cleveland         | 991.63   |
| Allied Industrial Products, Chicago       | 30.93    |
| Anthony Co., Long Island City             | 42.50    |
| American Brass Co., Waterbury, Conn.      | 4.49     |
| American Chain Co., Bridgeport, Conn.     | 4,650.76 |
| Belke Mfg. Co., Chicago                   | 38.82    |
| Buffalo Bolt Co., N. Tonawanda            | 451.41   |
| Buekeye Products Co., Cincinnati          | 37.13    |
| Better Packages, Shelton, Conn.           | 88.53    |
| Beall Tool Co., E. Alton, Ill.            | 58.30    |
| Baer Bros., N. Y.                         | 59.50    |
| Cleveland Junch — Shear Wks. Co           | 67.01    |
| Chicago Screw Co., Chicago                | 113.57   |
| Central Steel & Wire Co., Chicago         | 156.72   |
| L. C. Chase & Co., N. Y.                  | 40.17    |
| Carborundum Co., Niagara Falls            | 75.26    |
| Columbia Tool Steel Co., Chicago Hts      | 7.92     |
| Continental Rubber Co., Erie, Penn.       | 6.14     |
| Jas. Clark, Jr. Elec. Co., Louisville     | 27.50    |
| Cutler-Hammer Co., Milwaukee              | 19.51    |
| Divine Bros. Co., Utica, N. Y.            | 4.83     |
| Dennison Mfg. Co., Framingham             | 50.26    |
| Detex Watchclock Corp., Chicago           | 23.62    |
| Baton Mfg. Co., Cleveland                 | 404.38   |
| Egyptian Lacquer Co., New York            | 15.50    |
| Fisher Scientific Co., Pittsburgh         | 5.87     |
| F. P. Green Fire Brick Co.                | 12.75    |
| C. L. Hagy & Son, Philadelphia            | 19.00    |
| Hanson-Van Winkle-Munning, Matawan, N. J. | 1.18     |
| Hobert Bros. Co., Troy, O.                | 193.50   |
| Inland Wire Co., Chicago                  | 41.00    |
| Illinois Steel Co., Chicago               | 6,570.93 |
| Lasalco, Inc., St. Louis                  | 13.14    |
| Link-Belt Co., Chicago                    | 18.08    |
| Lusky, White & Coolidge, Chicago          | 118.69   |
| Lamson & Sessions Co., Cleveland          | 216.18   |
| Wm. V. MacGill & Co., Chicago             | 7.83     |
| McGean Chemical Co., Cleveland            | 5.44     |
| Metal Forming Corp., Elkhart              | 87.16    |
| Maas & Waldstein, Newark                  | 53.00    |
| Minn. Mining & Mfg. Co., St. Paul         | 88.89    |
| Matchless Metal Polish Co., Chicago       | 127.03   |
| Nubian Paint & Var. Co., Chicago          | 496.04   |
| National Malleable Co., Cleveland         | 35.61    |

(Continued on page 23)



are symbolized by

# MUTUAL INSURANCE

THE MICHIGAN SHOE DEALERS  
MUTUAL FIRE INSURANCE COMPANY  
MUTUAL BUILDING LANSING MICHIGAN



**OUT AROUND**

(Continued from page 9)

along the lines of prophesy when he discusses, the local furniture situation. In talking with him the other day he stated that if the automobile manufacturers of Detroit had not been guided by exceedingly wise tactics and had persisted in turning out \$2,000 automobiles when the people wanted something cheaper, they would all be out of business now. Instead of pursuing business along the old lines they gave the people good machines around \$600 and are meeting with success and keeping the men employed, pending the return of good times.

Mr. Anderson thinks that if the furniture manufacturers of Grand Rapids had laid aside the patterns of their high priced goods for a time and devoted their energies to the production of cheaper furniture, such as is made in competing markets, they would find themselves in an altogether different position at the present time.

I am told that two Grand Rapids factories acted on this theory and showed at the July sales ten piece suites which were priced at a little over \$100 each. One was a bedroom suite and the other a dining set. The other manufacturers showed their disapproval of the innovation by saying, "You should get at least \$200 for these assortments. You cannot help losing money on quality goods priced so low as you have priced yours." The reply was, "We expect to lose money, but our workmen must live and if we do not keep them employed during the depression we cannot expect to have them with us when good times come again." Both factories confidently expected to be able to run 100 per cent. capacity as soon as these goods were shown, but the outcome was very disappointing, proving very conclusively that there will be very little increase in the demand for furniture until new homes are erected in sufficient numbers to create a demand for new furniture.

Weidman, Dec. 1.—In looking over a chain store advertisement in Mt. Pleasant (our nearest chain) I quote you these figures under date of Nov. 22.

|                     | Their price | Our cost   |
|---------------------|-------------|------------|
| Ovaltine            | 29c         | 30c        |
| Oleo                | 10c         | 10½c       |
| Cheese              | 15c         | 15½c       |
| Milk                | 6 for 34c   | 6 for 32c  |
| 5# soap chips       | 27c         | 27½c       |
| Ketsup, 14 oz.      | 10c         | 11c        |
| Lard, 4 lbs.        | 49c         | 50c        |
| Raisins, 4 lbs.     | 31c         | 31c        |
| P. & G. large       | 6 for 23c   | 6 for 22½c |
| Camay               | 6 for 25c   | 6 for 22½c |
| Oyster Shells, 100# | 75c         | 90c        |
| Pineapple, 2 cans   | 37c         | 35c        |

Don't talk quality. We want same quality and same price.

Who am I? One of thousands of small merchants in a small town that I should even dare put these figures in print?

My place should be to pay the price asked, do what little business I can, pay my bills (if I can) and keep quiet.

I am not trying to slam any one, but I just would like to have an answer, based on facts and figures, as to the real reason why they can sell some items cheaper than our cost, some at our cost and none of the seventy-four items in this particular advertisement enough above our cost to cover four-teen per cent. overhead.

Some of you will say "they bought in advance." That's the old cry I have heard for years. Do they buy oleo three months in advance? Do they sell goods at cost? Do they get special prices from the manufacturer or what? Let us have a frank and honest answer.

It is a fact they are actually doing it. Closing our eyes shut and keeping our mouth shut for fear we might advertise for them does not alter the situation or fool the public. I don't blame the public for giving them a big percentage of their business, if they can buy cheaper. I don't blame a merchant for buying his sugar there if he can buy it cheaper than he can from the wholesaler. I am no crank for or against the chain stores. Let us do business right, from the manufacturer down, or get out, or rather be put out. Back to the original question, who or what is to blame? Can someone give the correct answer?

Maybe some manufacturers or jobbers will read this and sell me goods cheap enough to meet their prices and still make a 15 per cent. gross. Don't all speak at once. Cash limited.

We have Sears catalogue in our dry goods department for our customers to look at, but we hide chain advertisements in our grocery department. Think it over. Miles A. Drallette.

The above complaint is based on a situation which will never be remedied until two definite acts are accomplished, as follows:

1. The repeal of Section 2 of the Sherman law by Congress.

2. The enactment of a law by Congress prohibiting price discriminations based on exceptions for quantity purchases.

The NRA is replete with prohibitions of the latter practice, but it has never been enforced by the Government and probably never will be enforced so long as the code officials in Washington turn a deaf ear to the entreaties of the retail merchants who suffered the code authorities appointed to live up to the letter and spirit of the provisions of the NRA to completely ignore them. What has caused this attitude on the part of the high salaried nobodies in Washington who are daily and hourly betraying the trust reposed in them by the people, who pay for something they do not get? If I were a good guesser I think I could locate the underlying cause of the inactivity of our betrayers.

I have plans all laid to ignore the slovens who are failing to do their duty in this matter by going direct to Congress for relief. When the bills are introduced and given a number, so they can be identified, I will promulgate a call in this department, requesting every reader of the Tradesman to write his senator and representative to support both measures to the limit of his resources. If this is done—promptly and emphatically—I cannot see how we can fail unless the manufacturers and jobbers of the country oppose our proposition and bring pressure to bear on Congress which we cannot overcome. I shall have a representative in Washington during the coming session of Congress who will report the progress of our efforts from time to time.

Washington, Dec. 3.—About a year ago I wrote a letter to the members of the Michigan Forestry Association

inviting them to keep in touch with the Bureau of Fisheries and inform us as to how we can be of greater service to you and your community on conservation matters. The response was most gratifying and the Bureau has greatly benefited by the many suggestions submitted.

I wish to again inform you that the Bureau will be glad to receive any suggestions that you care to offer. It is only through the combined efforts of all the conservation organizations and the Bureau of Fisheries that we can improve and properly maintain the fisheries of our country.

I extend to you a cordial invitation to make the Bureau of Fisheries your headquarters when in Washington.

Frank T. Bell,  
Commissioner of Fisheries.

If Mr. Bell will kindly post himself on the menace which confronts the whitefish industry of Michigan and then throw the influence of his department in behalf of the regular fishermen he can do the cause of decency and good order a very valuable service.

Charles M. Greenway, whose death coming so suddenly last Saturday startled and saddened the newspaper publishers of America, was one of the greatest newspaper men in the Union.

It can be said truthfully that Mr. Greenway was a man to whom wealth was given because he deserved it. Never a time-server or actuated by personal motives in the conduct of his publication, he espoused the cause of what he conceived to be the right, and never flinched.

The desire to help his fellow man was uppermost in him, but his charities have been unsung, and for the most part unknown except to the beneficiaries. He worked steadily through the years and up to the day of his death. Shunning publicity for himself, he gave fully of it to all good enterprises.

His friends were legion and in all the walks of life.

His memory will be perpetuated in the newspaper which is one of the institutions of Michigan and one of the exemplars of the newspaper profession.

E. A. Stowe.

**Death of Portland's Once Leading Druggist**

(Continued from page 18)

which he still owned at the time of his death. One of these properties was the plat on the west side, now known as Powers playground, which he donated to the village for park purposes, after he moved to Muskegon 17 years ago, where his only child, Dr. L. I. Powers, is a practicing physician. His wife died in 1927 and the care given him by his daughter prolonged his life long past the average age.

Mr. Powers was a member of the Masonic lodge and had taken the Shrine degree. After moving to Muskegon he made frequent trips to Portland, looking after his properties. The last trip was only a few weeks ago, at which time he appeared in good health.

Many of the older residents of Portland will agree that, though he never practiced medicine, Mr. Powers' advice in sickness was often as good as

that of a regular practitioner. In middle age he was threatened with tuberculosis. Quitting the store for the time being, he devoted his attention to restoration of health and that he lived to be 83 shows how well he succeeded.—Portland Review.

**Proceedings of the Grand Rapids Bankruptcy Court**

(Continued from page 22)

|                                     |            |
|-------------------------------------|------------|
| Nat. Screw & Mfg. Co., Cleveland    | 654.15     |
| Oakite Products Inc., New York      | 1,034.15   |
| Otis Steel Co., Cleveland           | 976.12     |
| Oshorn Mfg. Co., Cleveland          | 45.49      |
| Production Mach. Co., Greenfield    | 79.88      |
| Paper Prod. Mfg. Co., Swarthmore    | 111.69     |
| Republic Steel Corp., Youngstown    | 34.91      |
| Geo. A. Stutz Mfg. Co., Chicago     | 201.52     |
| Superior Wrought Washer, Cleveland  | 176.53     |
| Steel Sales Co., Chicago            | 8.34       |
| Sherwin-Williams Co., Chicago       | 54.25      |
| Sinclair Refining Co., Chicago      | 8.75       |
| Schwartz Mfg. Co., Two Rivers       | 336.75     |
| Swann Chemical Co., Birmingham      | 183.56     |
| Triplex Corew Co., Cleveland        | 695.57     |
| United Screw & Bolt Co., Cleveland  | 133.32     |
| Vulcan Crucible Steel Co., Altoona  | 3.33       |
| F. W. Winne & Son, Inc., Phila.     | 66.19      |
| Williams, White & Co., Moline, Ill. | 20.91      |
| Wasmer Bolt & Nut Co., Cleveland    | 77.14      |
| Amer. Chain Co., Bridgeport, Conn.  | 7,958.52   |
| Albert P. Crell, G. R.              | \$5,000.00 |
| Joseph R. Gillard                   | 10,000.00  |
| Ben B. Jacob, Detroit               | unknown    |
| Paul M. Hutchings, G. R.            | unknown    |
| Albert P. Crell, G. R.              | 500.00     |
| Howell Elec. Motors Co., Howell     | 86.26      |
| Hobart Bros. Co., Troy, O.          | 193.50     |

**Ballyhoo in Reports Ruled Out**

The alertness with which newspaper correspondents in Washington scan the utterances of Government officials for salient points upon which to hang their stories will have the effect of subduing the tone of forthcoming annual reports to the President and Congress.

Conservatism has been forced upon them by the analysis made of Postmaster-General Farley's recent, preposterous claim to a \$12,000,000 postal profit, which was accepted on its face by the Budget Bureau as an evidence of the ability of the Farley appropriations for next year to stand a corresponding reduction, and accepted by newspaper correspondents as a good piece of exaggerated propaganda, based on the impounded claims which Farley knows so well how to wield in all his political and governmental relations.

Complete modern Drug Store fixtures for sale at a great sacrifice, consisting of plate glass sliding door wall case, show cases, cash registers, counters, back bar soda fountain and utensils, etc.

**ABE DEMBINSKY, Liquidator**  
171 Ottawa Ave., N. W.  
Grand Rapids Michigan

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

**BUSINESS WANTS DEPARTMENT**

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

### Woman Now Mistress of Her Own Destiny

Women play a most important part upon the stage of commerce and trade. It was not so in ancient times, when she was but a slave or chattel, but today she is mistress of her own destiny in this and other enlightened nations. This transformation has come to her largely through her own efforts and the enactment of more liberal laws respecting property and wealth. She has also been granted the full franchise of citizenship and has entered the field of statesmanship and diplomacy. The accumulation of wealth during the past century and the inheritance that has largely passed to women now places them in control of over one-half of the National wealth. With this transfer, there has also come to her a greater responsibility. Women's responsibility has passed beyond the home, and into the arena of human welfare.

It is more necessary than ever that women know more of government and business and the economic conditions that advance or retard human progress. Regardless of wealth or position, we all realize we are in the midst of a severe financial and economic depression. None feel the pinch more than do women. It is estimated that women do three-quarters or more of the buying for their families. Then, as careful buyers, they will make their money go as far as possible. Women are largely the arbiters that guide the course of commerce and trade. Here enters an economic problem she should understand, otherwise she may play into the hands of the greedy powers which oppress the people. To the thoughtless price alone decides where to buy: but all those who have given study to the conditions that control the income, will pause to ask themselves, where does the profit on my trade eventually go? Does it stay in the community and help keep more money in circulation or is it sent to the large financial centers, never to return? The thoughtful woman will ask, does the store I patronize help to increase the local money supply or is it draining

the community of needed cash? If I am offered a lower price by a chain store corporation, am I ahead by accepting it, when I know it has no interest in my community except the profit on the trade it can get out of it.

As a rule, women take pride in their homes. They know that to maintain them it is necessary the family income be safeguarded. They also take pride in the community, town or city where they live. Also they are interested in its schools, churches, parks, public playgrounds and other civic improvements. Women who are students of community welfare know the profits on trade is what permits communities to grow and prosper. They know that business is essential to society and that local business men and women are important factors and are necessary in maintaining local institutions. Good women know that local merchants are not the only ones hurt, when profits on local trade are sent away, as this loss harms every citizen and impoverishes the place they call home. The intelligent woman knows that the profit on trade is needed at home and that it stays there when it goes to local citizens. She can see clearly that greedy chain store corporations do not enrich towns and cities or farming communities. As women do the bulk of the buying of the Nation they have it in their power to drive out monopolies and to largely restore better times.

E. B. Stebbins.

**Keep Your Eye on the Following**  
Silverware Sales Syndicate, 9 South Clinton Street, Chicago.

National Silverware Co., Detroit.  
Cosmopolitan Advertising Agency.  
National Publicity Institute, 1541 Northwestern Avenue, Hollywood, California.

Chicago Numismatic Company, or, and the Coin Collectors' Club, Chicago.  
Aladdin Products Company, 222 East Eleventh Street, Kansas City, Missouri.  
Norman Rogers, Toronto, Canada.  
Retail Merchandise Bureau.  
Civil Service Training Bureau, Erie Building, Cleveland, Ohio, calls for cash.

H. Bentley, Phoenix, Arizona, church page specialist, is said to have issued a questionable check.

Merchants are advised to be on the guard for Lawrence P. Zinder, "a tall, thin blonde man, about 25 years of age, and A. McLahon, a short, stout man with a small moustache, age about 40," who offer contracts to print special write-ups.

### Women's Wear Woolens Sampled

While actual orders have been few, sampling of the new Spring lines of women's wear wool goods recently opened has been generous and possibilities are excellent for a good business, according to comments by selling agents yesterday. There is a decided trend toward sportswear, which, in turn, means fancies, calling for a somewhat higher price level than that on plain goods. This development likewise means the use of more all wool than cotton and shoddies, it was pointed out. With indications that wool prices will remain unchanged until the new clip appears in May, mills feel that manufacturers will place contracts with more assurance.

### Preparing Spring Hat Lines

Preparations for Spring are gaining headway in the millinery trade, with current attention largely devoted to Winter resort and cruise types. The call for felts for immediate selling has declined somewhat from the active peak of a few weeks ago. For Spring the indications are that the turban will be a leading style in the popular price lines. The vogue for novelty materials is expected to continue, with maulasses, ribbon and ribbed silks prominent in the early offerings for the new season. In high style merchandise regency models and colors are coming to the fore.

Believe me when I tell you that thrift of time will repay you in after-life with a usury of profit beyond your most sanguine dreams; and that waste of it will make you dwindle alike in intellectual and moral stature, beyond your darkest reckonings—W. E. Gladstone.

### How Ottawa County Pioneers Lived in the Sixties

Continued from page 1)

that commercial college has been very valuable to me through all the days that have followed.

I came to Cadillac in October of 1882, where I have remained to see the changes which have taken place during the fifty-two year period. The many changes from sand ruts to concrete highways have been extremely interesting, but more interesting still are the lives of the men and woman who have passed on to their reward. I may write you again about these prominent pioneers and citizens of Cadillac.

Henry Knowlton.

### May Menace Farm Planning

The incongruity in moving the industrially unemployed upon homesteads to raise their own food requirements and seek part-time factory or shop work and in paying subsidies to the farmers to refrain from their usual production is beginning to invite criticism.

Representatives of organized agriculture are expected to recommend to Administration officials that farmers on submarginal lands who cannot make a living be moved to subsistence homesteads and other means be found to deal with the problem of the industrial unemployed.

It is pointed out also that where farmers on poor lands are moved to better locations, and the number augmented by recruits from the cities, acreage and production curtailment programs are likely to be disarranged, and the national planning, on which so much stress is placed, become muddled.

Wise men are instructed by reason; men of less understanding, by experience; the most ignorant by necessity; and beasts by nature.—Cicero.

Idleness is the gate of all harm. An idle man is like a house that hath no walls; the devils may enter on every side.—Chaucer.



Laboratory Controlled  
**QUALITY**

We maintain our own laboratory—the only bakery laboratory in Western Michigan—where every ingredient used in MICHIGAN Bakery Products is thoroughly tested for quality, purity and food value. Every formula and every finished product is Laboratory-Controlled for the kind of quality that assures complete satisfaction and repeat sales.

## The Established Symbol for Highest Quality and Greatest Variety In BAKERY PRODUCTS

Michigan Bakeries, Inc., offers you the outstanding merchandising opportunity in bakery products—the widest variety plus finest quality. There is a broad range of selection in breads—white, whole wheat, cracked wheat, rye, buttermilk-bran, and raisin—a generous assortment of rolls—breakfast rolls of every description, Parkerhouse rolls, tea rolls, and weekly "specials," as well as sandwich buns and coffee cakes. All are baked from the finest, purest ingredients and delivered to you oven-fresh every day.

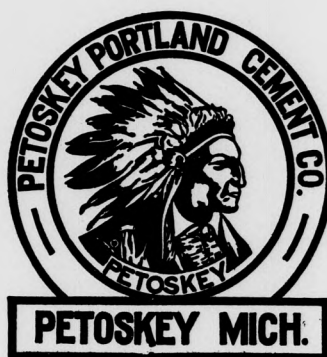
Concentrate on the line of Greatest Profit Opportunity

## MICHIGAN BAKERIES, INC.

Plants in  
GRAND RAPIDS . . . KALAMAZOO . . . MUSKEGON  
. . . BATTLE CREEK . . . JACKSON . . . TRAVERSE CITY

Selling EXCLUSIVELY Through Independent Food Merchants

PLANTS AT  
Petoskey - Detroit - Milwaukee - Chicago



Petoskey Cement is made in one of the Most Modern Cement Plants  
in the world. You are sure of High Grade Cement  
when you use Petoskey



USE PETOSKEY CEMENT  
FOR APPEARANCE, STRENGTH AND PERMANENCE



**Petoskey Portland Cement Co.**  
PETOSKEY, MICHIGAN

## THE PRESENT DAY TAVERN

### Ten Times Worse Than the Open Saloon

We are rounding out thirty-five years of Mission work in the downtown of Grand Rapids. In that time, we have touched the lives of throngs of people.

Of course, the outstanding problem of all Christian work is "sin," but in our case it has been aggravated by strong drink. In our early days here the open saloon was the great enemy. Men who could handle most any other weakness would fall under that temptation. We worked hard to get rid of the saloon and give our converts a chance. And they really wanted a chance; they wanted to be free from this horrible thing. Men would get paid and start for home to take care of their rent and other bills, stop for just one glass of beer and never get home until all their money was gone, and in many cases, their job also. That meant that the family had nothing to eat, and food was not as easy to get in those days as it is now. It meant that the mothers and little children would come to us and beg for something to eat. Then we would plead with the father, who would be very penitent, and the remorse would be something terrible. The promises he would make to God and his family and to us were genuine, but in many instances down he would go again with the same thing, over and over, until the law would be compelled to put him away.

In one instance we had a man where five different cures had failed. His family was sleeping on old pieces of carpet for beds. He came into our Mission in tremens and the Lord saved him from his sin, and he became a great worker for God. He used to say to us that there were only two things which would touch that horrible appetite for drink; one was a big drink of whisky and the other was the Grace of God. The first ruined him and the second saved him. He always argued that there was no drunkard in the world who wanted to be one. Every one of them hoped to be able to stay sober some day. When they lost that hope suicide was the only way out, which accounted for so many men who took their own lives. With that thought in view, he started out to help these men. After trying all other cures he said there was only one sure cure, and that was God Himself. He worked from that angle, proving that he was right in thousands of instances.

Then the day came when the eighteenth amendment came in and the saloons went out. My, what a relief. Drunkenness seemed to come to a standstill in a day. Prohibition came to pass in Michigan because of these men who could not leave liquor alone. The churches, preachers and missions, as well as the Women's Temperance Associations, did wonderful work to carry this country dry, but there were not enough of us. The wards where the booze-hounds lived went dry. They came in and saved things, voting for prohibition. Within a few weeks a drunkard on the streets was really a



Melvin E. Trotter

rare sight. Then the temperance crowd laid down and went to sleep. They thought they had reached the millennium. "Prohibition is here and our work is done." Not so with the liquor crowd. Bootleggers became busy and the younger class were taught very rapidly that it was a smart thing to beat the law and to carry liquor on their hips.

Then, of course, you are all well acquainted with the fact how finally there was no effort whatever made to enforce the law, and the liquor people

took advantage of it, bringing legal liquor back in with the present administration. The first bill signed by the new President was the "beer bill." Now we have a new saloon. It is everywhere, for everybody, and drinking has become a very popular thing, being made so by a crowd who in the old days never thought of having liquor in their homes. With the old saloon there were very rigid laws and rules laid down and, in the majority of instances, lived up to. For instance, they would open in the morning at 6

o'clock. They would close at 11 in the evening. The officers on the beat would come along and push back the curtains or screens. They were restricted to certain districts of the city. They were supposed to be closed on Sundays and holidays. This was a hard law to enforce, but was handled quite satisfactorily. Drunken men were forbidden more liquor. Minors were not allowed. No woman was admitted. In fact, a woman worthy of the name would not be seen in a saloon. The better saloon keepers were horribly against it. It always made trouble for them.

Among the men running the old time saloons were some men of real character. In the wrong business, of course, but let me explain what I mean. My telephone rang one day. A Market street saloon keeper asked me to come to his place at once. It was less than a block away from the Mission and I hurried to him. There sat one of our men who had been trying so hard to be what he ought to be, but family trouble got him terribly down. After a fuss at home, he rushed into this saloon and asked for a drink. As the bartender set up a bottle, the proprietor came in and said, "Aren't you one of Mel's men?" The fellow said: "Yes, but I cannot stand it longer. I have just been ordered out of my own home and I might as well drink myself to death." The proprietor called him into his office and told him how foolish he was after having such a nice start to get away from the old life to take that drink and get back into the gutter where he used to be. He talked to him like a preacher. When I came in, he turned the man over to me. That fellow was old Herb Sillaway, a converted drunken barber, who became my first assistant here, later going to Milwaukee, where he built a \$100,000 building for a mission. When he died, C. B. Willis, of the Y.M.C.A., told me he had the largest funeral, except one, ever held in Milwaukee up to that time.

Another market street saloon keeper refused to sell a man a drink because his little girl, one of our Sunday School scholars, went in and begged him not to take it. This saloon man told him he should be a daddy to his children and leave liquor alone. He slipped a piece of money into the hand of the little girl as she led her daddy out of temptation.

Another saloon keeper patrolled our streets to protect the women who came to the Mission between 7 and 7:30 every evening, and again at 9 o'clock, when they left.

Tom O'Donnell, one of the whitest men in the business, gave me \$1,000 for my Mission, when I bought his saloon, joining our building on the South.

I could go on and fill up your paper with stories such as these, but I want to say something about the new saloon. They open when they please and close when they please. The law in some places says they must quit selling at 2:30 a. m. On Saturday nights they must quit at 12, but they can stay open, and a man, of course, can buy his booze before 12, and drink right



# Lake Odessa Canning Company

Lake Odessa, Michigan

**T**HERE are a few things every man should know about the company with which he does business. Length of service, for instance, reputation in the industry both as to quality of the product and policy of the Company, the personnel with whom you do your business, the ability of the company to grow and keep pace with the requirements of the industry. Important every one of them.

LAKE ODESSA CANNING COMPANY takes pardonable pride in its achieve-

ments. The reputation it enjoys. The quality of its merchandise. The assistance its personal service policy has lent to wholesalers. Lake Odessa Canning Company faces the future with a well organized, splendidly financed, well managed company which expands its plant and facilities as the need becomes apparent. And when you do business with Lake Odessa Canning Company, you do business personally with the Executives who operate the Company. We would like to be of service to YOU.

## BRANDS

|                 |                 |
|-----------------|-----------------|
| Odessa          | Radio           |
| Little Boy Blue |                 |
| Evergood        | Bunny Club      |
| Pontiac         | Cream O' Garden |
| Commonwealth    | Ionia           |



on until closing time. There is but little effort to enforce any age limit. As many women, or more, than men in lots of instances. And most of the patrons are young people. It is unusual to be able to send your child to a store or market or restaurant where it is not met with the temptation to drink. Beer on every hand. No semblance of enforcement if there is anything to enforce. The cry in the old days was: Do something for my husband, my father, my boy." To-day most fathers are crying for their women folks, their young girls and young boys.

This seems to be true in other cities as well as our own. In the Chicago Herald and Examiner, of March 6, 1934, appeared big headlines reading:

**"Shocking Saloon Revels Of School Children Revealed—Survey Bares Lawless Bars. Shocking evidence of how Chicago's high school girls and boys—children ranging between 13 and 18 years of age—are being lured into depravity by saloonkeepers, who flagrantly violate the law by plying child patrons with liquor, has been discovered during a fortnight's survey of the city's unregulated saloons, orgies which out-rivalled the debauches of Paris' notorious Quartier Latin. Drunkenness and laxity of morals are common in the dimly lighted back rooms of these saloons, many of which carry on their vicious trade in the very shadows of the city's schools.**

**"Graphic evidence of the widespread and tragic adolescent delinquency nurtured by liquor was gathered by a special camera. The Herald and Examiner, however, will not use these photographs. Publication of these pictures would instantly wreck young careers already threatened with ruin by the outlaw saloon."**

**"Lured into depravity by saloonkeepers" is one of the first things observed about the children who frequent the saloon which has returned to Chicago. Thus, does the saloon "promote temperance" in the lives of the coming generation. Ask the parents of these Chicago children whether they still believe in the promise that the saloon must not return.**

Continuing with the story on the same day, the Herald and Examiner says:

**"Youths and Girls 'Necking' and Staggering—Fall To Floor.**

**"Sprawled on the floor and asleep at the long tables were a dozen young boys and nearly as many girls. Some were obviously 14 and 15 years old. The older ones were 17 and 18. These children were students of Lake View High School. A score or more of couples were locked in tight embrace. Others staggered about the dance floor. A beer stein crashed against the wall. Fights broke out, the beer was still flowing.**

**"Here was a party, made up almost entirely of children, a revolting drunken orgy—a spectacle which epitomizes the vicious growth of juvenile delinquency furthered by greedy and unscrupulous saloonkeepers, operating under a city administration which ignores the law and popular sentiment calling for regulation of liquor sales.**

**"A Lake View senior is taking tickets at the door. To the reporter he says: 'The high-school kids make up 90 per cent of our parties. They pay the freight.' Underneath the orchestra stage three boy bartenders brawl with patrons. Young drunkards fight and push to reach the bar. A member of the committee points to ten kegs of beer—all they have for a party of schoolchildren. 'How, ventures one reporter, 'can these youngsters finish the ten kegs of beer?' 'They always manage to get rid of them,' chuckled the girl (barmaid). 'They certainly can drink. We rent out the hall to a crowd of them almost every Friday and Saturday night.'**

**"A blond child of about 16 is dancing for the crowd at the bar. Her skirts are to her hips. She is very drunk. Lots of these children can't take it. Girls have 'passed out,' their heads in their escorts' laps. Boys have fallen asleep on the shoulders of their 'dates.' They are raffling off a pint of bonded whiskey for a dime a chance. A 16-year old girl screams with pleasure when she wins it."**

The Chicago Herald and Examiner of March 7, 1934, publishes these headlines:

**"Darkened Booths Lure Pupils To South Side Drinking Dens; Children In Tippy Embrace." Then goes on to describe a most revolting story of south-side activities.**

Chicago Herald and Examiner, March 8, 1934 headlines:

**"West Side Pupils Pack Dens; Children Revel In Darkness; Brag Of Liquor As They Fall." The article goes on and names the clubs in Berwyn, and other respectable districts.**

Chicago Herald and Examiner, March 9, 1934, headlines:

**"North Side Pupils Hold Debauch At Beachview Gardens," and tells of high school students, naming the beer gardens, and describing some horrible sights, among others this: "A slender little girl of 15 had passed out at another table." "At 2:30 in the morning, a dozen intoxicated children staggering about the floor, and some had passed out, sprawled over the tables."**

This same edition contained a statement of Rev. Alice Phillips Aldrich, welfare superintendent of the Illinois Vigilance Association. She charges: "Chicago's present day saloons are causing delinquency among young girls to an extent never equaled even in the old days of segregated vice. I began

my work here with girls back in 1910, when the vice districts were in full blast. But there was nothing to compare with what Chicago to-day is tolerating, when young people of opposite sexes, often strangers to each other, drink openly until they no longer are responsible for their actions."

Dr. Aldrich has seen the actual results in her study of more than 400 delinquent girls and she declared emphatically that the saloons, with their "back rooms" and upstairs facilities, constitute "An alarming cause of immorality and delinquent girls not known before in the history of Chicago."

"We must rightly and morally prevent the return of the saloon, said the democratic candidate for President to the convention in Chicago which nominated him. And yet, in less than two years, social workers in that city find moral conditions more intolerable and delinquency greater under the repeal saloon-tavern than even in the old days of the saloon."

Chicago Herald and Examiner of March 10, 1934, carried these headlines: "School Girls Play Hookey in 'Tavern': Boys Supply Liquor." The article goes on and tells about unsteady feet dancing blindly down the path to moral disintegration, hundreds of Chicago's unguarded school children are exposed to ruin because of the uncurbed greed of saloon keepers. It tells of the conversation of two girl students of Senn High School, which was unprintable.

Chicago Herald and Examiner of March 11, 1934 headlines: "Police Look on as Girl, 14, Revels in Pupils' Rum Den." Again, the scene was too vile to be put in print.

The Chicago American of March 6, 1934, says: "Young Girls, Boys Disport at All Hours in Taverns." Quoting: "It is now a little after 1 a. m. Drinks of all kinds are being served over the bar." Then goes on to tell of the corruptness which allows this place to run.

The Chicago American of March 6, 1934, says: "Ten saloons in one block—the Barbary Coast in the '90s. Ten taverns in one block—Chicago, 1934." Further stating that it is not down in 22nd street, but in supposedly the nicer residential districts of the city, Rogers Park.

Chicago American of March 7 and March 9, 1934, tell terrible things regarding these saloons. One headline on the 9th says: "Phone Calls Bring in Girls for Visitors in Home Areas," and explains how it is done.

Similar reports are coming from everywhere, and I do not see how we can do anything about it, as it grows worse daily. When I say anything about it, people tell me it is the age in which we are living. Youth must have its fling; young people must express themselves, and in all my thirty-five years I have never felt so helpless and impotent as to-day. It may be that I am an old fogy, but I prefer the old to the new. There was then some control. Though not perfect, it was control. Drinking was mostly confined to men and we had our good women and a crowd of young women growing up

to be good mothers—our mothers of to-day. But with this new deal God Almighty alone knows what in the world we will do for mothers for the coming generation. When womanhood breaks down under drink, morality is at a low ebb. No country ever goes higher than its women. It is a sorry day when the cocktail course has become necessary to our home life. Women make the home, and the home makes the Nation. We need an old fashioned revival with the family altar and open Bible, and God put in His proper place. Not alone the unseen Guest, but the Host of every home.

God alone is sufficient for these days. He will bring joy and peace and fellowship which makes life worthwhile. We older folks said our little "Now I lay me down to sleep" prayer, and had the family altar and, somehow or other, it has a satisfaction that nothing else brings. I like the old way best.

Melvin E. Trotter,  
Manager Grand Rapids City Mission.

#### Legal Questions

Q.—Can an employe of the U. S. Government be sued or garnisheed?

A.—He can be sued, but not garnisheed.

Q.—Is a debt contracted by a minor collectible by law?

A.—Yes, for necessities. Contracts with minors are voidable, not void. The minor will have to plead infancy which will void contracts except for necessities.

Q.—Can a minor be garnisheed?

A.—Yes, a minor may be garnisheed on a valid judgment.

Q.—Under Michigan Laws what is the penalty for giving a check without sufficient funds on deposit to cover it?

A.—The penalty, upon conviction, if the check be for more than \$50.00, is a fine of not more than \$500.00, or not more than one year in the County jail. If the check be \$50.00 or less, a fine of not more than \$100.00, or not more than 90 days in the County jail, or both such fine and imprisonment.

Q.—Does the publication of a "non-responsibility" relieve the debtor of liability on future charges made in his name?

A.—The notice itself has no legal standing whatever. The debtor should notify each store in writing to the effect that he will not be responsible for merchandise purchased by anyone other than himself.

To restrict production and to raise prices as a general policy is, to me, not liberalism but reaction, not statesmanship but surrender, not creative advance but cowardly retreat. That way lies the subsidizing of inefficiency. That way lies the sabotage of superior management that knows how to bring both the cost of production and the price of products down. That way lies a permanent and perilous lowering of living standards for the swarming millions. It was not for this that the pioneers builded their blood and sacrifice into the foundations of this nation. More goods at lower prices is the logical goal of an age of science and technology!

Work alone can fructify ideas.

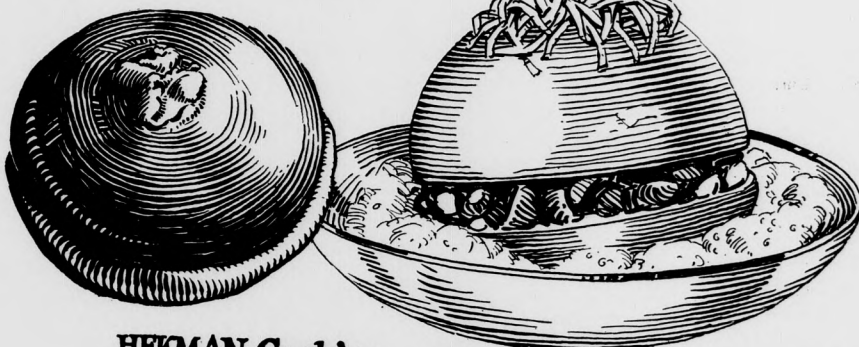
# HEKMAN'S

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



*First  
and  
Last*

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



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



*Hekman Biscuit Co.*  
Grand Rapids, Mich.

## CONSERVATION LEADER

### He Lived by the Side of the Road

"President Angell came to my room to-day to talk over forestry matters and said that he proposed to write you to come down here and talk to the Regents on the subject next week."

This occurrence, as given in a letter dated Oct. 12, 1900, to Mr. Charles W. Garfield by Prof. V. H. Spalding of the University, was almost the direct antecedent of subsequent action of the Board of Regents by which forestry was made a part of the curriculum of the University.

But Mr. Garfield's interest in having forestry taught at the University undoubtedly long preceded Dr. Angell's invitation. In a paper for the *Alumnus*, Nov. 14, 1900, on the subject, "The Relation of the University to Michigan Forestry Problems," he wrote as follows with reference to the function of the University toward forestry: "My conclusion is that having been liberally supported by the state and being identified with its interests, the University is bound to contribute, so far as possible, to the solution of just such problems as the Michigan Forestry Commission has in hand."

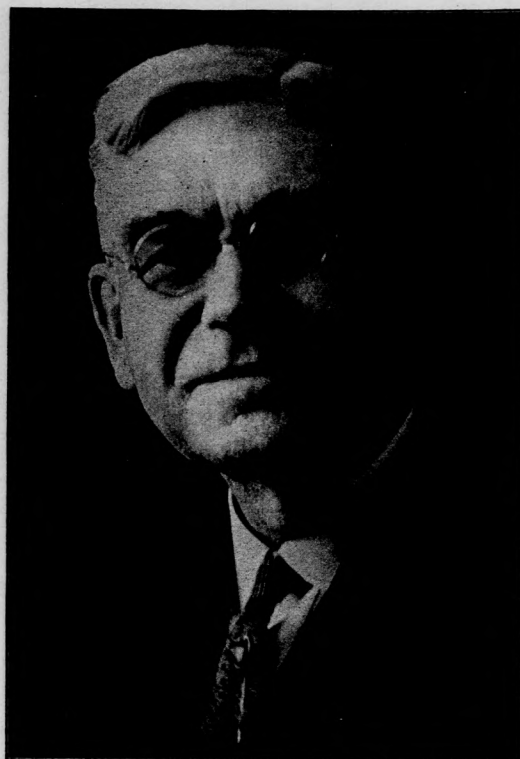
The quotation represents Mr. Garfield's interest in forestry as expressed in letters and interviews with Professor Spalding, members of the Board of Regents, and other leaders, all directed toward the establishment of forestry instruction at the University. During these times he became acquainted with Filibert Roth and was so impressed by him that he wrote to him as follows: "We need you and if there is any possibility of accomplishing it, I shall do what I can to establish a School of Forestry with you as Director." On February 14, 1903, Mr. Garfield wrote Prof. Spalding: "If by any means we can get Roth into Michigan, charged with the duty of organizing a forceful and far-reaching department of forestry in the University, the future of forestry in Michigan will be established. To my mind there is no other man in the U. S. so well equipped for the work, and I shall be only too glad to put my original thought to the Regents as strongly as possible, emphasizing the importance of starting strongly in this Department."

Great as was the influence of Mr. Garfield in establishing forestry at the University, it is to the cause of state conservation that he really made outstanding contributions. Because of his interest in forestry, expressed through many years, he was made a director of the Michigan Forestry Commission in 1888, and from 1899 until 1909 as President of the Commission, guided state conservation activities. During the latter part of the period, the University was associated with the work through Filibert Roth who was state fire warden for the commission, and through Regent Arthur Hill who was a member of the Commission. The reports of the Commission, especially the "Prefatory Note" by Mr. Garfield, and the fire warden's report by Filibert Roth, are models in the expression of

high conservation principles and practical forestry methods.

Throughout these years Mr. Garfield recognized the need of getting the public interested in forestry. At one time he wrote, "If the Academy of Science and the University and the Agricultural College desire to make their influence felt, they must adopt some system of educational extension which shall touch the common people, and the most promising method is to reach them through our primary schools."

Of his interest in forestry Mr. Garfield spoke in 1905 before the initial meeting of the State Forestry Association as follows: "I think my forestry intelligence dates from the time I was three years old, when I assisted my



CHARLES W. GARFIELD

TO Charles W. Garfield, a lifelong friend to trees, active in establishing forestry courses at the University, for more than half a century an eminent leader and pioneer in developing sound principles of forestry and adequate land use in Michigan, a man of high ideals and great common sense, beloved in his community, who works with and for the people without thought of self—this volume of the *Michigan Forester* is respectfully dedicated.

father in planting a honey locust tree in our front yard in Wawatosa, Wisconsin. I have been a tree planter ever since."

That Mr. Garfield practiced what he preached is shown by a splendid stand of trees planted by him in 1892. Even now, though 86 years of age, he exerts his influence on present day affairs.

Great as are his accomplishments in conservation, as a man he ranks even higher. A lifelong friend writes of him: "To place a true estimate upon the value of a life, with its complexity of hopes, aims, ambitions, frustrations and defeats, is usually an impossible task, but in the life of Charles W. Garfield it may be attempted, if ever. I have known him nearly half a century, have watched his ideas of community

and civic betterment from birth to maturity, with never a hint of ulterior motives or self aggrandizement. It can be said of him truly that he has lived by the side of the road and been a friend to man."—E. V. Jotter in *Michigan Forester*.

### Scientific Flashes

The use of natural cranberry juice as a preservative in the commercial bottling of beverages of low alcoholic content is said to make it unnecessary to use benzoate of soda which must be mentioned on the label.

West Coast orange growers can now save a million dollars a year on refrigerating charges for their fruit, according to the U. S. Department of Agriculture, by paying only for refrigeration as the fruit cars cross the hot desert region, after which the ventilators are opened to admit cool outside air. In spring and fall this method is said to maintain a satisfactory carrying temperature for the rest of the trip to the Eastern seaboard.

Use of ethylene gas in walnut hulling speeds up the removal of husks from "stick-tight" nuts and prevents the development of amber or brown kernels, according to Chace and Sorber of the U. S. Department of Agriculture's laboratory of fruit and vegetable chemistry in Los Angeles.

An apple juice concentrate from fresh apple juice that contains a large proportion of the constituents that give the characteristic flavor and aroma to fresh apple juice and which can be added to water to make a product that compares favorably with the original juice has been prepared by chemists at the New York State Agricultural Experiment Station, Geneva, N. Y.

### Emulsified Solvent Saves Operation

The number of operations involved in removing the caffeine from coffee is reduced by causing the caffeine solvent to act upon the coffee bean in emulsified state, according to Erich Scheele, of Bremen, German. Hitherto, the inventor states, the caffeine has usually been removed from coffee by subjecting green beans to a preliminary treatment with hot water and thereupon with the Caffeine dissolving agent. According to the new German invention, air dried coffee beans are filled into a vertically arranged extraction vessel, after which the solvent (for instance, tricolor-ethylene, chloroform, or benzol) and water are in turn added and the vessel is closed. The contents of the vessel are heated and the liquids are caused to circulate rapidly to form an emulsion. After about 30 minutes mixing the coffee beans will have absorbed the water completely, after which the extraction may be continued as usual.

The ultimate aim of all industry, science, government and sociology is for a better life—better living conditions; better health; better food; better government; better houses; in fact, for better everything. And these can come about only in proportion as our daily routine and activities conform more nearly to nature's laws, which we understand so poorly at the present time.



# Rademaker - Dooge Grocer Co.

Grand Rapids, Michigan

We take this opportunity to call attention to the retail grocery trade to just a few well-known brands, for which we are distributors:

**Miss Michigan Green and Wax Beans**

**Miss Michigan Baked Beans**

**Miss Michigan Ex. Stand Sweet Peas**

**Miss Michigan Fancy Dark Red Kidney Beans**

Above brands packed by Fremont Canning Co., Fremont, Mich.

**Peter Pan Peas**

**Peter Pan Whole Kernel Golden Bantam Corn**

**Peter Pan Cream Style Golden Bantam Corn**

**Peter Pan Cream Style Country Gentlemen Corn**

**Rockford Tomatoes**

**Karavan Kiro Coffee**

**Karavan El-Perco Coffee**

**Karavan Sixty-six Coffee**

**Bouquet Tea—Finest Grown**

**Elks Pride Catsup—No better packed.**

**HOUSE OF QUALITY**

**HOUSE OF SERVICE**

### Small Country House Now Beckons Architects

For a number of years country house building has been increasing in popularity, especially with the more prosperous of those to whom the ownership of their homes combines many kinds of satisfaction. The architects of these buildings gained steadily in skill and ingenuity. The meretricious elaboration of a preceding period almost entirely died out and was succeeded by a wide acquaintance with the styles of different countries and knowledge and appreciation of sound quality in materials. There even has been a definite movement—somewhat stealthy—toward simplicity to add to the simplicity that always has been the ornament of certain regions. There is no question of the beauty of the finer examples, those where the architect has exercised a disciplined and authoritative taste in the face of an eager opulence, and these houses as well as those of less controlled design have cost a great deal of money.

Quite suddenly the situation has changed. Opulence is a reminiscent word, discredited even with those to whose financial resources it remains reasonably appropriate. Our whole vocabulary has shifted. The old word charity has become sharing. Excessive spending upon one's personable belongings is neither respectable—nor safe. In consequence, many of our architects especially dedicated to the building of country houses are left in mid-air, with their means of sustenance rapidly diminishing. They belong to one of the proudest of guilds—that of art. What is to be done?

There is a story of a young Scotch girl, who, after buying a pair of shoes too costly to meet with the approval of her father, asked him that question. "You must lengthen your stride, my child, lengthen your stride," he replied. And that, at long view, seems also the best counsel the architects have received, although it does not relieve immediate necessities. It will be necessary for them to lengthen their stride to take in the small places which decline the incongruity of being called estates.

To build country houses on the scale and of the type that has grown into favor asks of the architect everything that he can give of study and time. The large numbers of people who could only afford such Summer homes as the excellent word modest might fit have been left out of the architectural picture. They now seem to have come into its foreground.

A paragraph in a recent number of the magazine *Architecture* records a meeting of the so-called "younger architects" who, deeply concerned with the problem of lack of work, "have been thinking of one particular phrase of practice with its difficulties and its possibilities." The small house now beckons, offering a tremendous field of activity, but there are two obstacles to prompt entrance into this relatively unfamiliar field. The public feels that architectural services on a small job would be merely a luxury and, on the other side, the writer says, "the architect is not equipped to render architect-

tural services at a cost commensurate with the size of the job."

To correct the existing condition, he continues, two things apparently must be brought about if possible, one "a new technique on the part of the architect for rendering architectural services in small-house construction;" the other, "a conviction on the part of the public that by going to an architect the client will get a better home for the same money."

The first requirement is, I think, by far the less formidable. An architect of alert mind should find little difficulty in adjusting it to the demands of simplicity and economy, nor would he, if at heart an artist, lack interest in finding the best solution of the problems.

There may be a good deal of support for this point of view in the fact that all through the Eastern States in the last few years architects of experience and unassailable reputation have interested themselves in exploring the methods used in building the early homes of our thrifty ancestors. A surprising number of such houses still stand in a state not too far removed from the original plan to reveal to an expert vision essential and characteristic details, and even the earliest are found not to lack individual features and an astonishing mastery of appropriate design.

Alfred Easton Poor, in his "Colonial Architecture of Cape Cod, Nantucket and Martha's Vineyard," published a couple of years ago, speaks of the beauty that these houses achieve "through simplicity and straightforward plan," and, with others, he finds in their sturdy construction the compactness of the plan, and what elsewhere has been called "a certain tightness and ship-shapeness" in all the interior features, the influence of the men who followed the sea in sailing ships or who helped to build them, and who were concerned to make their homes as weather-worthy as their ships were seaworthy.

In such well-preserved and expertly redeemed houses as that of Jethro Coffin, built in 1686 and the oldest surviving in Nantucket, and that of Elihu Coleman, some forty years later in date, the architects of to-day find examples of the comfort expected by the more well-to-do settlers long before the whale-oil days and the prosperous period of the island's history. One hardly can fail to notice the spacious effect gained in the small interiors by wise distribution and lack of superfluous ornament. J. A. Schweinfurth, an architect known in his time as "master of the fourth dimension," says of this simple and plain architecture, "It is this simplicity of form, this absence of small and enriched details, together with mastery of the fourth dimension—things which did not cost a great deal of money, but which did require some expenditure of thought—that impress one to-day."

Crass imitation of these old buildings would, of course, be as stultifying as any other purely imitative activity, but the sturdy and honest spirit which pervades them is stimulating, and attention to their basic merit is a good springboard for the leap into the new

requirements. In any adventure into unfamiliar work a definite preparation leads to the best result. It is significant that the architects concerned with the very important project of restoring Colonial Williamsburg, the contribution of John D. Rockefeller, Jr. to knowledge of our early architecture, are seeking means for making available for the use of the profession the results of the immense research involved. That will be a very practical beginning of the era of architectural economy if it can be accomplished effectively. Elisabeth Luther Cary.

### Dolls as Drug Store Stock

There is hardly a drug store anywhere which cannot sell dolls steadily, although there may not be a sale every day. Plenty of useful lines cannot show a sale every day of the year. When we analyze conditions a bit, there is more to the doll line than appears on the surface.

Dolls must sell continuously because there is always a new generation of little women. Excavations show that little girls of ancient nations played with dolls precisely as little girls play with dolls to-day. The little girls of savage tribes have their dolls.

It is the mother instinct cropping out, always the same from century to century. A few years ago little girls remained so longer than they do today, perhaps, some playing with dolls until the age of sixteen. On the other hand, go into a modern home and you will find elaborately dressed dolls occupying places as parlor or boudoir ornaments. This gives us a new market, since we can sell dolls to grown up girls.

Since we always have little girls, however, there will always be a demand for dolls as playthings.

We will never lose our market, and that is a consideration in these days of many changes.

For the young baby we have tiny rubber dolls, and since the boy baby cannot protect himself at that age, he comes a customer for a doll. It is cute to see a very young baby with a miniature doll. This makes for more sales. The rubber doll really gives the baby something to chew on, something to aid in cutting teeth. Thus the doll has a practical value. For older infants we have rubber dolls or soft dolls. These are necessary in order that the energetic youngster may not be injured in tossing the doll around. The doll affords the child occupation, and may even tend to keep the youngster quiet. So these dolls have a practical value. That gives us another slant on the doll line—utility. Sentiment has not yet developed.

For tots of three or four we display soft dolls not easily defaced or broken. Many of these little girls really have an affection for their dolls. They do not mean to break them, but are none too steady on their feet, hence prone to minor accidents. Wise parents have this in mind when buying playthings.

The little girl of eight can usually be trusted with a nice wax doll. She tries to take good care of it. At this age the doll occupies a prominent place in the child's life. So large is this place

that we may extend the line to include toy dishes; toy furniture; doll perambulators, and doll trunks.

These additions will make the line much more interesting.

A live drug store has high standing in community matters. It is a place of delightful odors, carrying products from far over seas, with a soda fountain that is a perpetual joy, and a candy case which never fails to charm the young.

To round out this reputation we need a few lines which will fascinate customers, young as well as old.

A well-selected doll line will fascinate the little girls, and through the little girls we interest parents.

Hence the line has an advertising value.

This point should not be overlooked.

One can sometimes find in the neighborhood a notable seamstress not averse to earning a little money in dressing dolls.

One of the best exhibits consists of the bride and groom. This always gets attention, and will serve in many a window trim designed to feature wedding gifts.

In "Miss Columbia" we have a patriotic figure to bring forward on the various national holidays.

The "May Queen" belongs to May day.

"Pierrot" and Pierette" typify the carnival spirit, and may be brought forward at carnival times, particularly at Halloween.

All these figures may be made useful in window trims

We can carry the idea further by having dolls dressed in the picturesque costumes of other nations.

It will not require much study to make these costumes authentic.

While such figures are intended for exhibition purposes, now and then a customer will insist on buying one. It is perfectly feasible to sell them at a fair price, and order more to replace them, and if the demand is sufficiently constant, quite a little business may be built up in this way.

A few "men" dolls will probably add to the interest, and for these figures we may turn to costumes denoting various occupations.

With a little ingenuity some striking types may be evolved.

Location must govern stock. The hotel drug store, accustomed to wealthy visitors from all parts of the world, can sell novelty dolls at a good price.

The neighborhood store wants stock that will sell steadily at moderate figures. As almost every neighborhood has some wealthy residents, a costume doll may bring a good price at any time. Some little girl takes a fancy to it, and her indulgent father does the rest. Certainly these costume dolls will be a constant joy to the children of the vicinity, having an exhibition value making them well worth the moderate outlay involved.—National Druggist.

President Roosevelt could score instantly by selecting an advisory cabinet including the best brains in America.

Patriotism should supercede partisanship.



# 6 Years OF REAL GROWTH FOR A HEALTHY BABY!

Six years ago the first samples of the Gerber products were offered to the medical profession for examination. For six years there has been a steady improvement in Gerber equipment and methods, but no change in Gerber purpose. That purpose, as originally stated, was to make available to mothers everywhere *specially prepared, unseasoned, strained* vegetables for baby, of

*dependable uniformity* and conserving to a high degree the natural vitamin and mineral salt values present in *strictly garden-fresh products*, grown and harvested under ideal conditions and prepared with equipment specially designed for its purpose.

After these six years of healthy growth, we are as watchful as ever for opportunities to make the Gerber products better.

## Gerber's STRAINED PRODUCTS

9 STRAINED FOODS FOR BABY

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



Gerber Products Company, Fremont, Michigan

### Are Salesmen Through at 40?

Life factors at forty for many a salesman, declares this writer, who urges sales executives to be less hasty in turning thumbs down on sales applicants who have turned the two-score point in age. Just now, when so much potentially good middle-aged man power is available, many a firm not too prejudiced on the age question can add producers who are good for the long pull.

The sales manager said: "I want three salesmen. Please bear in mind that I want men twenty-five to thirty-five years old, tall, well groomed, good looking in a clean-cut fashion. A college background and a cultured voice and manner are essential. I want young, vital men with ambition and energy, and with the assured but magnetic personalities of those who have handled men and carried responsibility. Salary, thirty-nine hundred."

I said: "It is impossible for me to send you men twenty-five years old with all of the qualifications you mention because they could not have handled men and carried great responsibilities at that age, and you won't get anybody at that age, and you won't get anybody at thirty-five at your salary with all that, unless a miracle walks into my office."

He shook his head vigorously. "I don't want older men," he objected. They are not flexible. They cannot adjust themselves easily to new working conditions. They are too grooved in their thinking, too reactionary."

"But men in the prime of life," I insisted, "men not over forty-five or fifty, men who have handled other men and who have leadership and strength and the energy and power of youth too, would be better sales material for you from every point of view."

Of course I had a hard time forcing my convictions upon that sales manager, but at last he agreed to see one or two of the men I suggested, and the results were most satisfactory. He was able to put men to work with all of the qualifications he demanded, and they were willing to compromise on salary, knowing to their sorrow that being over forty made this the hardest employment market in the world.

This matter of the age of salesmen and of standardized appearance and the prejudice that a man of forty-five is senile, is a very serious problem in employment. It seems to me, after twelve years behind a placement desk, that the type has come to be a conventionalized dummy. Isn't it time for us to cast away these dummies and look for real men? No one person can do much to change a general opinion, but there are many indications that plenty of organization heads are thinking about this problem.

The ideal salesman is not always the college graduate with good family background and experience in your field. There are many important buyers sitting behind desks and standing in stock rooms to whom the young college graduate does not appeal. Many of these purchasers of your product are themselves middle-aged, if we can call anyone that who is as highly vitalized

in mind and body as are some of the men who are writing "fifty" to their names this year. These buyers respond to an older man—a contemporary of theirs, who has their point of view, and who isn't trying while selling them to patronize them just a little. The age of a man cannot be arrived at by an actual count of years. There are men who are old at forty, and there are men who are young even in appearance at the age of fifty.

A young man came into my office recently who was splendid material for a managerial position I was trying to fill. When he had given me his record and his age, I said to him: "You must have gone to work when you were about twelve and become a manager at fourteen." He looked keenly up at me and then obviously made a decision. "I'm cutting exactly thirteen years off my age," he said. "To my sorrow, I have found that it is fatal to give my right age. When I have made good in a job and they forget to think me at an age which 'slides down hill,' I sometimes tell them my secret."

Years ago no unmarried woman ever had any more birthdays after she was twenty-nine. Technically she remained just short of thirty until nature made the fiction wholly impossible. Something of the same thing goes on in the business world. We should stop it, shouldn't we?

The personality of a man is the thing that shines through him, if he is real, and for this matter of personality there is no conventionalized figure. Good manners and good temper, education, fearlessness and tact must be present, but there are hundreds of different ways in which these manifest themselves. The "come-back," the flash, the vital spark with which a man meets us, that's what we mean by magnetism, isn't it? This conventionalized figure of the young man who is well groomed, and so on and so on, is a formula which grew out of the realization that a good first impression was most important in sales work. In making that demand, however, we have forgotten, I think, that this is but the shell and that some good, tasty meat has to lie beneath it.

One of the distinctions to be made in the sales job is not too often understood and that is the distinction between the sales job which offers general merchandise and that which offers highly specialized merchandise. The latter is the job which must put technical ability, understanding and training of the salesman first. Even if he is not altogether tactful, even if he is not quite magnetic, even if he is not "under forty" (and if he is a good technical salesman, he usually is over and not under, that figure) his knowledge of the subject or material which he offers for sale is the important consideration. Now, this man, as he approaches fifty, is too often left on the human ash heap just when he should be priceless to the special field for which he has been trained. An interesting case of this sort came to my attention last year.

A man had gone into the selling of lumber when a very young fellow and at thirty he was one of the most suc-

cessful traveling salesmen in the dressed lumber line. At forty he was getting a big salary. At forty-two came the financial storm and he was swept overboard. Came 1933, and he was selling lumber by the foot in a yard at twenty dollars a week. In vain I offered him to all enquiring prospects. The age alone was enough, and his appearance, when I did get him an interview, finished the prospective employer's desire to put him on his sales force.

Then a large lumber firm lost its star salesman through a bad motor accident, and someone was needed to take over the territory until they could select the "young, magnetic, well dressed man of about thirty" who was urgently desired. By dint of all but weeping on the sales manager's shoulder I got Mr. X, the experienced but unconventionalized lumber salesman, a chance to go out on the road for just one month. When the slightly disapproving sales manager had sent him out I sat back and sighed with relief, because, you see, I knew what was going to happen.

As a matter of fact, you couldn't pry that man loose from the firm now, not by any salary offer: for they are prepared to meet all comers on that score. They have learned that his leisurely, almost eccentric, way of selling is liked. Men beg him to stay in town until noon and have lunch; they take him home to see the children and ask his advice about many things, for he is one of those persons who have a virtuosity with people. He doesn't keep his clothes pressed as well as he might, and there is no doubt that he has an enlarging bald spot on his head, but the firm doesn't mind. In fact, they have begun to be proud of this "character" salesman of theirs, for he turns in a volume of orders that causes the other salesmen to watch their step.

Even a man without the quaint charm and ability of this man, who knows his product with thoroughness, is too valuable to be discarded, though he limps and wears a toupee!

The "spell-binding" salesman is a different type from the technical salesman and he is a person of exceeding difficulty to get, if he is to have all that the average sales manager requires. He is, from my standpoint, not less complex but far more so than the technical salesman. In the matter of his age I do not apply the easy and often incorrect standard of how old he is, but I ask myself something like this:

Does he show signs of really good health? Is he interested in the year, the day, the moment, as youth always is, not living in even a year ago? Is he vitally interested in people? Does his eye light quickly on new persons who happen to come into my office while he is talking to me? Has he a sense of humor? Does he know how to sound out the person to whom he is talking?

If I pretend that I am tired and rather irritable, will he, with delightful tact, make me feel that he wants to spare me everything that he can? Does he speak too precisely, thus showing that his English is conscious and suggesting that he has a more slipshod style when not on exhibition? Does

he wear his clothes easily? Is he at ease, no matter whether I seem to be or not? Is he possessed of a direct gaze, a self-confident manner which will stand up against the prospect who may try to overawe or glare him down? Has he the power to work at high tension? Does he like sports? Not vicariously, but as a participant? Is he brightly confident of what life will bring him, or is he slightly sour on human nature and good fortune?

The answers which I give to myself in this long series of silent questions will tell me the real age of the man whom I am interviewing. Just the number of years that he has lived does not give me that, at all, and I would be tremendously interested in seeing the business and professional world take this view of the matter. Science sustains the assertion that our mental ages are not our physical ages, but too many of us still remember Binet and the I.Q.'s used during War time, and we have forgotten that all that has since been shown to be almost as inaccurate as judging a man by his years alone.

It is the whole man, however, that the sales manager needs to estimate. Aside from the matter of age and of physical disabilities, men measure up in all sorts of ways.

No sales manager ought to hire salesman toward whom he feels a definite antagonism. This antagonism may be based either on an objection to the kind of ties and boots he wears, or upon the fact that he believes in the Silver Standard, or that he resembles a detested brother-in-law, or on some vague quality too nebulous to be recognized.

The sales manager's conception of a man for his sales force is, in a way, as definite as his idea of the woman he marries. There are men who are innately antagonistic because they belong to opposing human patterns. It is futile to fight against this, for it goes deep into the subconscious and cannot be eradicated. This does not, of course, mean that if the sales manager hires "his pattern" he will always avoid friction. Men persistently marry the same type of woman, no matter how many times their marriage goes wrong, so that people are heard marveling: "What in the world does Jones marry Mary Decker for? She's as much like Katherine, whom he divorced last year, as a twin." There is no marvel about it. Jones is merely following the pattern that appeals to him. It is this which applies to the sales manager's reactions to the men he hires.

The rubber stamp questions by which the salesman is interviewed ought to be replaced by clever, man-to-man, searching but friendly conversations, which should be leisurely enough to take away the tension from the applicant for the position, relax him and allow his real self to appear. After all, it is this real self which is going to be the actual, determining factor in his success or failure.

It is this recognition of the individual, this attitude of personal interest, which is coming more and more to be the newer attitude of business. The professions were smart enough to do it

Compliments of  
**H.J Hartmann Foundry Co.**  
 16 Front Ave., S. W.  
 For 50 Years

**KENT STORAGE COMPANY**  
 GENERAL MERCHANDISE WAREHOUSING

**COLD STORAGE**  
 Front Ave. at Pennsylvania R. R. Tracks  
 GRAND RAPIDS, MICHIGAN

**BROWN  
 AND  
 SEHLER  
 COMPANY**

AUTOMOBILE TIRES AND TUBES  
 RADIO SETS  
 RADIO EQUIPMENT  
 HARNESS  
 HORSE COLLARS  
 FARM MACHINERY AND GARDEN TOOLS  
 BLANKETS  
 ROBES  
 SHEEP LINED AND BLANKET-LINED COATS  
 LEATHER COATS

**GRAND RAPIDS  
 MICHIGAN**

Have you ordered your . . .

**Calendars**  
 for **1935**  
 ?

Wholesalers of  
 Christmas and Birthday Greeting Cards

Don't forget we carry all kinds of

**Advertising Specialties**

*Samples and Prices on Request*

**GRAND RAPIDS CALENDAR CO.**

906-912 South Division Avenue

Grand Rapids, Mich.

Telephone 3-1732

**MIRRORS**



Modernize your store with decorative Mirrors. Most attractive results can be obtained in this way. We are glad to assist in planning.



**Hart Mirror Plate Company**

Grand Rapids, Michigan

first. The professions are now taking the other great step of counting of actual working years and not birth dates.

We need to remember that formerly the actor who got officially beyond forty was considered about ready for the undertaker. The great "come-back" which many of our veteran actors and actresses have made in the last five years is not a straw, but a whole haystack flying in the wind to show us how a sounder viewpoint is beginning to sway the world which does our best thinking.

The Arabs have a saying: "The colt to outrun the lion, the four year horse to carry the day." The lion makes, you see, a short, and incredibly swift rush. The skittish and long-legged very young horse is capable of an equally swift rush, but he cannot carry his master with speed throughout the desert's sun of the long day. It is the four, five and eight year old horse which can pull the loads; the yearlings break under them. These are considerations which apply to the salesman, as well.

#### Prorated Shipments Maintain Prices for Citrus Fruit Growers

A new angle in the distribution and merchandising of farm products has been brought about by the functioning of the Agricultural Adjustment Administration. An outstanding example is afforded by the manner in which oranges and grapefruit have come under the regulatory influence of a Citrus Marketing Agreement. A six months' period has been completed in the marketing of citrus fruit under the California-Arizona Citrus Marketing Agreement, and the story of the half-year is a significant one in establishing a precedent for newer, more modern distribution and merchandising.

Each week, the Authority set up under the California-Arizona Citrus Marketing Agreement has limited the shipments of oranges and grapefruit for the continental United States and Canada to a specific number of cars. For example, a prorate of 1,200 cars of Valencia oranges and 100 cars of summer grapefruit was set by the Distribution Committee for the movement between midnight of the 11th day of August and the 18th day of August, 1934. In this marketing of citrus fruit, stress has been placed on the establishment of consumer-grower relationships to carry out the spirit of the Agricultural Adjustment Act.

But even before official steps were taken to bring about and maintain a balance between production and consumption of agricultural commodities, there was well established in California a co-operative marketing movement that had as its keynote "intelligent distribution." It was in October of 1885, with the formation of the Orange Growers' Protective Union, that a well-defined tendency for co-operative marketing began.

Two outstanding organizations marketing fruit on a cooperative basis have emerged—the California Fruit Growers' Exchange of Los Angeles and the Mutual Orange Distributors of Redlands. The history of the California

Fruit Growers' Exchange runs back to 1893, and in the past 15 years the organization has marketed an average of more than \$68,000,000 of citrus fruit annually. For more than a quarter of a century this big marketing cooperative has been definitely committed to a policy of national advertising, spending for this more than \$18,000,000 in 26 years.

For years, in California, it has been the practice to ship only the better grades of citrus fruit to market. Thus nation-wide reputations have been built up for the familiar brands—Sun-kist, Pure Gold, Red Ball, etc. With production mounting to unprecedented heights in the period after the war, even greater care was taken in selecting the fruit to move to market. A definite program began evolving—a program to balance the volume of shipments against consumer demand.

In the case of lemons, a system of proration has been in vogue for ten years, and during the course of several seasons as much as 22 per cent. of the total crop was eliminated from fresh fruit trade channels. Naturally a good deal of stress has been placed on the development of by-products and of export markets.

Three years ago the proration idea was developed still further to take in Valencia oranges and the citrus industry continued to put constructive effort into programs that are practically echoed in the purposes so sharply stated in the Agricultural Adjustment Act. The California-Arizona Citrus Marketing Agreement repeats the Agricultural Adjustment Act by declaring that it shall strive to establish and maintain balance between the production and consumption of agricultural commodities and marketing conditions, that it shall proceed as rapidly as possible in this connection in view of current consumptive demand and that it shall protect the consumers' interests by readjusting farm production at such levels as will not increase the consumers' retail expenditures.

The responsibility of administering the agreement has rested with two committees. A Growers Advisory Committee and a Distribution Committee work together; each committee is made up of eight members. No one can be on both committees and members of the Growers Advisory Committee are required to be growers of oranges and grapefruit. The Distribution Committee, however, is made up of executives drafted from among the shipping organizations of the citrus fruit industry. All committeemen serve without pay, but receive traveling expenses to bring them to the weekly or bi-weekly meetings held at headquarters in Los Angeles.

With the aid of comprehensive data on marketing conditions for citrus fruit, the Distribution Committee has gauged well the supply of fruit to match consumer demand. Week by week, a specific number of cars of oranges and grapefruit has been authorized for shipment to the domestic markets. The shipping organizations have kept within allotments issued them and the general results have proved eminently satisfactory.

In the first six months' operations of the California-Arizona Citrus Marketing Agreement the price of oranges as reflected by a weekly average of 11 auction markets in major cities was not depressed below \$2.76 per box and during a week in June the price reached \$5.05 per box. This was in sharp contrast to the distress prices of the past three years and the very unsatisfactory conditions that existed for growers and shippers of citrus fruit.

Improving purchasing power has been instrumental in helping the industry bring about a greatly improved situation. But care has been taken to keep the consumer in beneficial relationship to the marketing program. Widespread advertising campaigns are continuing and the operations of the California-Arizona Citrus Marketing Agreement are consolidating along a solid front. Present arrangements are assuming all the characteristics of permanence.

Harry E. Pierson.

#### New Register Ideal for Wholesalers

A new type of autographic register offered by the Standard Register Co. of Dayton, Ohio, is said to be particularly adapted for use by wholesale grocers in recording and issuing invoices, sales records, telephone orders, and delivery receipts. It is no larger than the ordinary sales pad and is designed to give greater protection against lost records and to facilitate the handling of records used by wholesale grocers. The new register is said to make unnecessary the use of clip boards, padded forms, and the constant juggling of loose forms. The printed forms used with the register are equipped so that the machine is reloaded with new carbon when a new pack of forms is loaded.

#### Pasteurized Milk Hides Yeast Flavor

A yeasted milk, properly pasteurized, yet which contains vitamins A, B, D and E, and in which the yeast flavor is effectively masked, is the object of a patent granted to Charles L. Patterson of New York City. A batch of raw milk is pasteurized at 143 degrees F. for half an hour and then cooled down to at least 120 degrees F., at which point liquid yeast is added. The inventor uses "baker's" yeast, which is liquid yeast substantially devoid of starch. After the yeast is added, the batch is cooled to about 110 degrees F. and immediately run through a homogenizer under a pressure of about 500 pounds per square inch. The homogenizer, in which a fine stream of milk under high pressure is squirted against a baffle plate, seems to break down the fatty or albuminous globules in the milk to form a complete emulsion and preventing subsequent stratification; a second function performed is to break up the yeast into individual cells or small cell groups, whereby it is put into temporary suspension. After the homogenizing process, the batch is immediately cooled down to below 50 degrees F., after which the yeast is kept in a semi-suspended condition for a considerable length of time. By simply shaking the bottle containing the milk any sediment is suspended.

More moderation and co-operation may result.

#### It May Not be so Hard

A news reporter was told to find out if a certain celebrity was in town, have an interview with her and get a definite statement of views on a given subject.

If you had that to do wouldn't your knees tremble? This reporter took the assignment as all in the day's work. This particular celebrity maintained a house in the town though seldom there. The reporter looked the name up in the telephone book. It was there as plain as an ordinary Jones or Smith. He called the number. When someone answered he asked for the celebrity's secretary. He was informed that she was out. He soon ascertained that he was talking to the very person he was supposed to interview. He asked his questions, received direct answers, got busy on his typewriter and in a jiffy the dubious deed was done.

Suppose when a child you had been told that you must drink the local village reservoir dry. You would probably have said, "It can't be done." Although the first hundred years are the hardest, by the time you are ninety and nine you will probably have drank the equivalent of a small village reservoir of water.

Suppose you were also told that you must remove an automobile grave yard covering fourteen acres. The size of the task would seem almost appalling. And yet it would simply be a case of one car at a time.

When you once looked forward to four years of high school or college with all the tests and exams looming up in a huge pile, graduation seemed a far off if not quite impossible feat. As you look back you smile at your youthful fears.

Moreover, there have been many times in your past when it seemed that life faced you with difficulties too difficult to master. When you faced the feared things they either seemed smaller or else your estimate of your powers had grown to meet the issue.

Analyze that thing you are dreading to-day. Take it apart and examine it bit by bit. It isn't so formidable. You only have to live one minute at a time. You only have to conquer one small portion of a given task at a time.

Always throw the searchlight of this truth on any gloom-clouded, dreaded problem. It may not be so hard.

John Edwin Price.

#### Food is Frozen in Fiber Containers

Fibre containers holding perishable food products, such as small fruits, berries, and vegetables may be packed in special metal containers and then drawn through a liquid refrigerant bath to effect freezing, according to an invention patented by John M. Young of Brooklyn, N. Y., and assigned to the American Can Co. The metal containers are so constructed that they accommodate several fibre boxes, closely stacked together, and are provided with a hermetically sealed cover with handles whereby they can be supported by hooks.

A minute of constructive activity brings greater growth than a day of idle wishing.

# A House With a History



*1873-1934 --- Sixty-one Years of Successful Service to the  
Drug Trade of Michigan*



We enjoy the courtesy of more visiting buyers than any  
other Drug House in this part of the Country



**Hazeltine & Perkins Drug Company**

Grand Rapids, Michigan

## COLONEL DRAKE'S FOLLY

It Has Increased From One Well to 400,000

It was Colonel Edwin Laurancine Drake of Titusville, Pa., who let the djinn out of the bottle. Some one else would certainly have done it if Colonel Drake had not, but it was Colonel Drake who endured the pitying laughter of the citizens of Titusville for many months during the early part of 1859, and it was Colonel Drake who had the profound satisfaction, on the morning of Aug. 23, 1859, of finding "Drake's Folly" full of petroleum.

Colonel Drake had, in fact, dug the world's first successful oil well, the great-great-grandfather of the 400,000 wells which pepper the oil regions of the United States to-day—a good little well which for some time yielded more than 1,000 gallons a day.

The djinn he had released was of infinitely vaster powers than any conceived in the Arabian mythology. It was to begin by giving the world a new light, not so good as electricity but better and cheaper than whale oil or candles. It was to furnish lubrication for the whirling cogs of mighty industries. Finally, it was to crowd out the horse and send millions of horseless carriages dashing about the globe; to make mechanical flight possible; to propel great ships; to become an absolute essential to naval and military power and to create strife in every oil field from Persia to Manchukuo.

Before the Colonel demonstrated that it was better to dig for oil than to wait for it to seep to the surface it had already been recognized for many centuries as a remedy for numerous human ills. Indeed, the Colonel had gotten his original idea of a well on a bottle of "Kier's Petroleum or Rock Oil, Celebrated for Its Wonderful Curative Powers," which he had seen in the window of a New York drug store. But now rock oil was to become the elixir of life for the technological civilization which in 1859 was just being born.

Colonel Drake could not know all this or even very much of it. He only felt sure that he was about to become a rich man—in which he was mistaken. Others got rich, including young John D. Rockefeller, who was 20 years old when the Drake well came in; but Drake, though good as a digger, was weak as a financier and died poor.

The first widespread use of rock oil, or rather of the refined product known as coal oil or kerosene, was to fill lamps. Already James Young had distilled coal oil for this purpose, first from British coal, then from Scottish shales. A German manufacturer named Stohwasser had invented a practicable oil lamp in 1853. Cheap fuel, cheaper than the Young method could produce, was all that was necessary to create a vast market. And Colonel Drake had now shown the way to get the cheap fuel. In this way the first oil boom in history was launched.

It was not a big boom, as booms go nowadays. The average annual production of American petroleum during the first five or six years after Drake sank his well was less than the daily

output under the quota system established during the depression year of 1933. But it was a boom, with all the attributes displayed by oil booms from that day to this. A new population, panting for easy money, thronged into Titusville and Oil Creek. Here was liquid gold and no continent to be crossed to get at it. With the diggers and prospectors came the sharpers and the writers of prospectuses.

"Here," wrote a New York Times reporter, William Wright, who published a book on the Pennsylvania oil fields in 1865, "one meets tall gentlemen, encased in tall, shining boots, or what were such in their primitive state; wearing tall, black coats, tall, black beards, and carrying tall, black valises. They are adventurers, in search of lands, appointments, interests in wells, or individuals, whom they can sell and deliver equally with their property."

Mr. Wright estimated that not one well in a hundred which had been opened as early as 1861 was still yielding in paying quantities and that half the oil-well transactions then going on were "tinctured with fraud and falsehood." This sounds familiar enough to those who know the stories of the new oil fields of modern times. Telegraph wires were hastily rigged to the scene of each new strike and all of them buzzed with lies.

But just as a good deal of usable kerosene was left after the salt water had been separated from the petroleum, the tar extracted and a bothersome by-product called gasoline burned or otherwise disposed of, so there was a good deal of solid truth behind the lies. The constant search for oil, which was eventually to become world-wide, had already begun. New wells were brought in as old ones failed. Deep drilling produced the first gushers.

In 1859 and 1865, as in 1934, the oil industry offered irresistible inducements to men with a zest for taking chances. Companies sprang up on all sides, and with a combative fervor that may have been left over from the Civil War went to cutting one another's throats. The price of petroleum fluctuated violently—\$20 a barrel in 1859, 10 cents a barrel at the end of 1861, \$14 a barrel in the Summer of 1864, \$7 a barrel at the beginning of 1869. Cleveland became a great refining center, and there, in 1865, young Rockefeller gave up the produce commission business and went into the oil business. In 1870 he launched the Standard Oil Company, which started off with control of 10 per cent. of the oil refining industry of the country. Mr. Rockefeller was then a promising youngster of 31.

By this time the oil business had grown—the output of crude petroleum was equal to about three days' production of 1933 instead of only one day's.

Mr. Rockefeller and his associates decided that competition was too wasteful to be allowed to continue. There was more than a little truth in this doctrine, as was recognized sixty years later, when oil production was placed under the quota system. The Rockefeller methods of eliminating this source of waste have, however, been subject to criticism. They did not so

much check waste at the wells as in the refineries, where the Rockefeller strength was centered. They depended for a long time on secret railway rebates, a practice regarded by many as repugnant to American ideas of fair play.

But they worked. In 1879 the Rockefeller interests controlled about 90 per cent. of the output of all American refineries, and were thus enabled to fix prices both to producers and to consumers. When pipelines appeared Rockefeller wove them into his own distributing system. Standard Oil became a trust—an innocuous and indeed rather high-toned word before the muck-rakers discredited it.

From 1879 until its dissolution in 1911 the Standard Oil remained, as every reader of Ida M. Tarbell's brilliant history of the trust knows, virtually a monopoly. "Read Idareem on John D.," exclaimed Mr. Dooley to his attentive friend Hinnissy. "She's a lady, but she's got the punch." Miss Tarbell's "punch" probably did more than any other single influence to knock the monopoly features out of Standard Oil.

Meanwhile something unexpected and almost unbelievably important had happened. The internal combustion engine was invented. Gasoline, which had been largely a waste product, despite some early efforts to utilize it in making illuminating gas, had found its market. Scientific curiosity of the late Eighties, plaything of the late Nineties and early Nineteen Hundreds, luxury of the pre-World War period, necessity of the post-war period, the automobile entered the picture.

A little behind the automobile in the pageant of progress came the airplane—impossible without the gasoline engine—the oil-burning liner and the oil-burning battleship. These and other new uses were fortunate for the oil industry, since electricity was rapidly displacing kerosene as an illuminant.

A startling increase in the number of automobiles in America took place between 1913, the last full pre-war year, and 1930. In 1913 there were 1,252,062 registered motor vehicles in the United States. In 1930, before the depression had temporarily cut the number, the total was 26,545,281. Even those who have lived through this revolution in transportation, from the time when any automobile would draw a crowd, find it hard to realize all that it has meant in changes in point of view and ways of living. There had been nothing like it before.

The petroleum industry was called upon to furnish the raw material for the gasoline. To say that it responded with alacrity is a pale negation. Here is one case where statistics march like figures of destiny. Observe America's five-year average of 1896-1900: a little under 60,000,000 barrels of crude petroleum a year. Look ahead ten years: the average is 173,000,000. Another decade and it is 363,000,000 barrels. A third decade—ending with 1930—and it is 895,762,000 gallons. Last year not all the strenuous efforts to hold it down could keep it below 924,000,000 barrels.

Rows of ciphers may be cold enough if we are thinking in terms of dollars

or barrels; quite the contrary if we are thinking in terms of human lives. And barrels of petroleum have been human lives—merely changing some, destroying others. The trickle of oil that began to flow when Colonel Drake broke through the hard-pan of Watson's Flat grew into brooks and rivers, into a flood that swept the world.

An English naval captain, afterward Lord Fisher and admiral of the fleet, decided in the early Eighties that the substitution of fuel oil for coal would "immediately increase the fighting capacity of every fleet by at least 50 per cent." The quotation is from Antonio Mohr's "The Oil War"—a title which reflects the struggle for petroleum which began during the early years of the present century and has continued ever since. If there has been a kind of truce during the past two or three years it has been because the world had too much oil above ground.

With the United States last year producing 63 per cent. of the world's crude petroleum and allied products, and with a single American State, Texas, producing three-fourths as much as all the other countries in the world combined, we do not yet have to worry about our immediate sources of supply. Although we have imported from Mexico in fairly large quantities, our part in "the oil war" has been rather as a seeker of markets.

European countries, with little or no oil within their borders, have given the struggle for oil its dramatic, almost ferocious quality. Russia, with about one-half the present production of Texas, comes first; Rumania, which gets out one barrel for every six that Texas yields, is second. The other European nations have long had to look far afield.

England perhaps felt the need most keenly. The names of Henri Deterding, a Hollander who brought the Royal Dutch Oil Company to pre-eminence, and of Sir Marcus Samuel, who founded the Shell Company, are landmarks in the history of petroleum. When the two companies were merged in 1907 and Deterding became a British subject England obtained a grip on far-flung oil fields, from Sunda to Venezuela and from Mexico to Mesopotamia. It was Deterding who fought the Standard Oil to a standstill when it began to challenge British markets.

Germany with little oil of its own, compelled to buy heavily from Standard Oil, was reaching out just before the World War to tap the petroleum resources in the historic valley of the Tigris. It was this situation, as well as the strategic importance of the Baghdad Railway, that lent vital importance to what went on in the Near East after hostilities commenced. When the war was over France came to diplomatic grips with England over a portion of this same oil field. In Mexico, once second in the list of oil-producing countries but more recently reduced to seventh, British and American interests fought bitterly—even fomenting revolutions in their own behalf, if the accusations hurled back and forth are taken at something like their face value. And one of the motives which carried Japan into Manchukuo was



# Hammermill Bond

The Quality - Utility - Business Paper

Good

## MANAGEMENT MAKES PROFITS

No business, today, can operate profitably without adequate stationery and printed forms. The management of the more successful companies recognize this fact. Each department of their organizations is studied to get more sales, step up production, lower costs and increase profits.

From such a study generally comes a standardized procedure and a definite authority responsible for designing and ordering office and factory printing. This leads to better letterheads and more efficient printed forms.

## The Fine Paper House of Grand Rapids

CARPENTER PAPER CO., GRAND RAPIDS.

Gentlemen:

Please send us a copy of the Hammermill Demonstration Kit of Business Printing on Hammermill Bond.

Name \_\_\_\_\_  
(Please attach coupon to your business letterhead.)

# Bancroft Hotel

Saginaw, Michigan

*Fireproof, Modern with 300 rooms*

**RATE \$1.75 to \$6 PER DAY  
EUROPEAN**

Popular price Cafe and  
Coffee Shop

Garage in Connection with Hotel, also Free  
Parking Space to Guests in Our  
Own Parking Lot

*Owned and Operated by*

**BANCROFT HOTEL COMPANY**

THE HOME OF  
"KING'S FLAKE"

and

"PURE GOLD"

# FLOUR

*"King's" Poultry and  
Dairy Feeds*

**KING MILLING COMPANY**

SUCCESSFUL MILLERS FOR OVER 50 YEARS  
LOWELL

# BEANS

Navy or Pea Beans

Dark Red Kidneys

Light Red Kidneys

Potatoes

Onions

By

Bag

Truck Load

Carload

# C. H. Runciman

Lowell

Telephone 34

certainly the hope of geeting at those oil-bearing shales.

There is probably no accessible region in the world which could possibly contain petroleum that has not been surveyed by engineers in quest of this essential fluid. The life history of the petroleum geologist is full of wild adventure. He tramps the jungles of Central and South America, he dares bandits in the interior of China, he hobnobs with dusky chiefs in Africa and he penetrates the historic deserts of Asia Minor. If he finds a new field he may alter the course of history.

Old Colonel Drake, spending all day at his long-barren well, going gloomily back to Titusville to supper, trying not to notice the covert smiles of his neighbors, coming back in the morning to find the well filling up at last, could never have dreamed that what he was doing would send all these energetic young men scurrying around the world. But he would understand their simple formula, which is that the way to find oil is to dig a hole in the ground at the point where oil presumably is.

The presumption in favor of oil being found in a given location depends upon certain geologic factors. It may be found, according to standards laid down several years ago by A. H. Redfield of the Bureau of Mines, "in areas of sedimentary beds, at least in part of marine origin, and not older than Cambrian or younger than Pliocene," "in successions of alternating porous beds" and in "moderately folded or faulted beds." It is not found in igneous rocks or in "sedimentary strata which are excessively folded, faulted, overturned or overthrust."

These terms do not mean much to the layman, but one of the lessons of seventy-five years of drilling for petroleum is that laymen had better not try to locate oil wells. Translated into geography, however, what Mr. Redfield says is understandable enough. North America, including parts of Canada, is the richest of the continents in oil deposits. The Gulf Coast of Mexico has already yielded abundantly and should produce more. Venezuela, Peru, Ecuador and Colombia have produced oil in quantities, and there may be oil in commercial amounts in the Amazon Basin and in the Chaco, scene of the fierce fighting between the Bolivians and the Paraguayans.

Rumania and Russia account for most of Europe's important fields. The oil of Asia outside of Persia and Mesopotamia, is scattered from Arabia, Syria and Palestine to parts of India, parts of China and the Dutch East Indies. Japan controls some oil resources in Sakhalin and Formosa. Important oil wells may some day be developed in the Philippines.

Africa ranks low among oil-producing regions, though petroleum has been found along the Mediterranean coast and in Madagascar and sought for in Nigeria and along the Gold Coast. Neither Australia nor New Zealand nor the islands of the South Sea are expected ever to yield oil in large quantities.

The future of oil, therefore, lies rather in a more careful exproation of a limited portion of the earth's surface

than in wild-goose chases all over the map. Because almost every oil well ceases to be productive after a few years (in some cases after a few months) new wells must be constantly opened if the normal output is to continue.

Hence the oil-well forest—a wilderness of skeleton towers, tapering toward the top and supporting great pipes driven in some cases thousands of feet into the earth—moves restlessly, like Birnam Wood, from place to place.

When a gusher is struck wealth literally shoots out of the ground, often to run to waste for days while efforts are being made to cap and control it. Professor John Ise records that 400,000 barrels of oil were wasted in this way when the Lucas well at Springfield, Texas, came in and that several million barrels were lost at the Lakeview gusher in the Sunset-Midway field in California.

A gusher is a tremendous spectacle—a kind of dark fireworks. When fire occurs it turns into a pillar of flame and black smoke. At Spindleton in 1902 fifty big wells were on fire at one time and the conflagration lasted a week and took twenty lives. According to the Bureau of Mines 500 oil fires (some of them in storage tanks) destroyed nearly 13,000,000 barrels of oil and 5,000,000,000 feet of gas between 1908 and 1918. The fire danger is always dreaded, always a potential source of terrific loss.

A less spectacular tragedy is the well that comes in dry—as do between a quarter and a third of all wells drilled. Still another speculative factor enters into the development of every new field. This is that boundaries of pools do not often coincide with property lines; so that the man who gets the first well down may draw from under his neighbor's property as well as from under his own. It is this situation which has been responsible for much reckless drilling in the United States.

How long will the world's and the nation's oil resources last? Will there be a necessary end, some time, to the era Colonel Drake inaugurated? Geologists can guess but they do not know. A few years ago the oil already in sight in the United States was being taken out at a rate that would have exhausted it by 1934, or soon after. New fields and new wells have kept production going. What the market thought of its immediate possibilities was reflected last year when Texas oil touched 4 cents a barrel. Even to-day's high prices do not reflect the expectation of an early famine.

The time may come, perhaps during the next generation, when petroleum will become scarce, though deep drilling and better methods of production and conservation will postpone the day. As far as the motorist is concerned modern methods of "cracking" have vastly increased the yield of gasoline from given quantities of petroleum. When the free-flowing oil is used up petroleum will be extracted from oil-bearing shales, though perhaps at higher cost. By the time the shales have been squeezed dry man may have learned how to extract power directly

from the sun and sail across oceans on beams of light.

But if our abundant flow of petroleum stopped suddenly and we had to go back to the conditions of 1859, the resulting catastrophe would be worse than a dozen world wars. For petroleum in 1934 is literally as much the staff of life as bread itself.

R. L. Duffus.

#### Some Common Beliefs That Are False

Many people are afraid to touch a toad. They think that by some black magic it will cause warts to grow on their hands. I have handled many toads of various sizes and color, and I have never yet found any warts on my hands. On the other hand, I have friends who have never touched toads, but nevertheless have warts. Did you ever examine a toad? He has no warts. His skin is rough and wrinkled, but not covered with warts. He is cold, and many dislike to touch him because of this. Toads are absolutely harmless—just as frogs are—and they are valuable friends of the gardener, because of the great number of insects which they devour. In some countries, toads are bought and placed in the gardens because they are so valuable there. One should never harm a toad—neither should he fear one.

Another common belief is that dragon-flies are "snake feeders." They are seen flying low over little streams of water where people imagine snakes could be found, and thus the story started that they fed the snakes. However, no one ever saw hem feeding snakes. They are also called "devil's darning-needles," and are feared by children. What an unfair title for such a useful insect, which innocently skims over the water, catching mosquitoes and flies! He may be held in your hand without harm, and fed flies. If you look in his mouth, you find no darning-needle or thread, and decide that he has no way of "sewing up children's mouths," as many people have believed.

When I was a small boy, I often heard people speak about earthworms that had "rained down" during a storm. They were seen crawling about on sidewalks and stones after a rain, and it was natural to suppose that they had come down with the rain. However, no one ever testified to actually having seen an earthworm come down in this way. They did not really rain down; they crawled out of their burrows because there was too much water there, and they crawled up on to the stones which were higher.

Earthworms, if cut into two pieces, are believed to live as two separate animals. However, if you ever tried this experiment and observed the results, you found that the head developed a new tail, and continued to live, but that the severed tail-piece usually died. Earthworms may be cut into pieces and sewed together, however—often producing unusual sights.

Porcupines are believed to be able to throw their sharp quills at their enemies. Stories are told about these deadly arrows being hurled at innocent victims. Yet we know that this is impossible. A porcupine cannot

throw his quills any more than a chicken can throw its feathers. If the porcupine is attacked, he may rush at his enemy with his quills standing out in all directions over his body, and if the enemy leaps upon him, these quills may stick him badly, and pull out when the enemy tries to retreat. Thus a dog, after attacking its first porcupine, may come home howling, with several of these quills stuck into his hide—but the porcupine did not throw them.

Snakes are supposed to wait till sundown to die. This belief is held because snakes continue to squirm and wriggle from reflex action for some time after they have been killed. They may be killed instantly by crushing the head, and they do not continue to live till sundown. This same belief is often held, also, regarding turtles.

Stories of the "hoop snake" have been abundant for a long time. The facts indicate, however, that there is no such animal in existence. Some people have even stated that they have been chased by them, but no reputable man of science has ever yet found any traces of such a snake.

Another belief regarding snakes is that they often swallow their young and spew them out after the danger has passed. This, too, is an erroneous idea. Some reports have been made of young snakes running into the mouth of the mother in times of danger, but this is quite different from their being swallowed.

Most people think the bat is blind, and we have a common phrase, as blind as a bat." Perhaps this belief has arisen because the bat flies about only at night. Nevertheless, bats have good eyes, which are especially built for seeing in the dark. In the day-light their eye-sight is poor, however.

People also say that bats like to entangle themselves in human hair. Because of this, one always hears some one saying "cover up your head" when a bat is seen flying about. There is no reason for such a belief, for bats are very careful not to become entangled in any sort of material. They often fly quite low over people's heads, but I have never heard of their becoming entangled in anyone's hair. They are perfectly harmless, and are very valuable animals.

These are only a few of the countless beliefs, widely held, though without actual basis. They are passed on from one generation to the next by persons who have never seen proof of them, but believe that other people have. These people usually say, "I never saw it happen, but I have heard other people say it is true." These stories usually have small beginnings, but grow rapidly each time they are related.

John Harvey Furbay.

If you want knowledge, you must toil for it; if food, you must toil for it; and if pleasure, you must toil for it. Toil is the law. Ease comes through toil, and not by self-indulgence and indolence. When one gets to love his work, his life is a happy one.—Ruskin.

The wise man is always ready, when necessary, to change his mind; the fool never changes his mind, and that's the reason he is always a fool.

\$800,000.00

Paid To Policyholders

In

Losses and Savings

No Interruption of Dividends

18 Years of Operation

Michigan Bankers and Merchants  
Mutual Fire Insurance Company

Fremont, Michigan

Wm. N. Senf, Sec'y

MUTUAL SERVICE AND EFFICIENCY

## LATE MARKET LETTER

Style Trends for the Remainder of 1934  
(Copied from Farley Service)

The following information was obtained from reliable sources. Style has a definite trend. Some styles are definitely coming while others are definitely going. The French seem to sense such things first, so that is why some say that styles originate in France. They do not but it merely seems so because they are the first to interpret the desires of the average woman's heart.

The newest style in millinery is the Alpine or high crown. Other leading styles are the Tocque, up-in-the-back idea, casual-trimmed felt, beret trim, tri-corn beret, etc. Right now the rage is the metal cloth hats, plaid hat and scarf to match, plush hat and scarf to match, etc.

In supporting garments, "Ginger Rogers' Girdelette," "Mae West" Brassieres, Two-Way Stretch "Lastex" Girdle, Acetate Satin Uplift Brassieres, are some of the most popular items.

In underwear the best item is "snuggie" vests, pants, and union suits, sometimes called "Woolies." Also, cotton and part wool silk stripe vests, bloomers and union suits.

Rayon bloomers, panties, skin-tees, in various trims, rayon pajamas, bal-briggen pajamas in one and two-piece garments, broadcloth, rayon taffeta, silk crepe, princess slips, Portorican, Philippine and rayon gowns, dance-sets, step-ins, vests, combination suits are the principal items in the rayon underwear line.

In the better hose, ringless chiffon or service weight with lace top or picot top or silk top predominate, especially in the darker colors such as dark browns, greys, gunmetal and off black, with tops that stretch both ways preferred. The newest thing in ladies' hose is the knee length silk hose with elastex top. This is particularly desirable because when you bend your knee you will not get a run in your hose.

Snow suits and ski suits in high colors and plaids of wool, corduroy, etc., are very big also. The same thing in Jackets. Corduroy blouses and skirts in both matching and contrasting high colors.

Silk or rayon dresses are made in models for afternoon, street, sports, dinner, evening and "cocktail" fashions. Metallic trims are all the rage. Some of the features of dresses for this season are as follows, especially in the new much-talked-about brighter shades and black. Black sells best, brown second, green third.

- Tunics of every length
- Frocks with metallic touches
- The new Russian influences
- Frocks with gold effects
- New fur-trimmed fashions
- Fashionable metal shot fabrics
- The smart matelasse fabrics
- The new ribbed crepes
- Daytime and sports woolens
- Daytime velvet fashions

The smooth crepes are passing out. Everything tends toward rough crepes, boucle knits, etc. While plain colors are good, plaids and stripes are all the

rage, especially plaids in the higher and brighter colors. Dresses with zipper fronts for both ladies and misses have arrived. Short suede cloth sport jackets in high colors such as red, brown, green etc. with a handy zipper front are most desirable.

Tots Chinchilla coat sets are very good. Knitted one and two-piece dresses with cowl neckline and rope belt with high rever collar or with a gay velvet bow are also very good.

Lanvins' picture blouse with Russian sleeves in pastel colors of silk crepe are most beautiful. Tinsel checks on crepe with a metal belt for accent, metal plaid taffeta, metal coin dotted taffeta, metallic lace over a dark skirt, metal shot tunics in light colors over a dark

- Fur shoulders
- Bloused fur backs
- Fur ripples and cascades
- Fur ring collars
- Fur wristlets
- Coats with muffins

## Furs

- |                     |                 |
|---------------------|-----------------|
| Silver Fox          | Natural Lynx    |
| Jap Mink            | Russian Karakul |
| Cross Fox           | Persian Lamb    |
| Kolinsky            | Canadian Beaver |
| White Fox Dyed Blue |                 |

Coats in rich new diagonal woolens in black, brown, rust or green.

Dresses are cleverly trimmed with silk ties, velvet touches, novelty buckles, buttons and belts.

bedspreads" come in colonial type, square and diamond designs, modernized versions of old classic designs, raised embroidered effects and especially "candlewicks."

Improve your blanket business by featuring longer length blankets.

Feature an all over the house curtain sale, including the three fastest selling types of curtains, Priscillas, tailored nets and cottage sets. The rough weaves in nets are in big demand and the larger the mesh the better. Capitalize on the desire of your customers to make slip covers for old furniture so that it looks like new. It pays stores well to bring drapery trimmings out in the open.

Advertise "gifts to make" as a boon to your wash fabrics department. Items to feature include little girls' dresses, boys' wash suits, accessory sets, evening wraps, women's dresses, smocks, aprons, blouses, tunics, undergarments, and sleeping garments of all kinds for men, women, and children. Just think how you can increase your sales by mentioning broadcloth for pajamas, percales and ginghams for dresses and many other such items. Mention satine for dark slips with dark dresses, pajamas, shirt waists, blouses, tunics, etc. You can think of many other items in your wash fabrics department that can be connected up with "gifts to make" and the results will surprise you.

The vogue for knitted and crochet fashions sets many needles working on gifts such as sweaters, sweater sets, dresses, collars and cuffs, bed-spreads, luncheon mats, hooked rugs, etc.

Don't forget that cottons will play a star part in resort clothes and your South bound customers will be glad to be reminded of this at this time. Promote sport handkerchiefs, cotton and satin neckwear, anklets, lisle hosiery, and other cotton items.

We are told that the market will gradually advance because the administration at Washington has it in their power and is determined to see prices gradually return to the 1926 level which is approximately 25 per cent. higher than the present level of prices.

The President's order under the NRA code for the cotton garment industry which took effect on Dec. 1, reduces hours to 36 hours per week and advanced piece work prices 10 per cent. which increased the cost of all cotton garments on Dec. 1 from 20 to 40 cents per doz.

## For the Early Months of 1935

The following information was obtained by our executives and buyers from reliable sources. In patterns in printed wash goods the order is as follows:

1. Plaids—the brighter the better.
2. Stripes—the higher colors the better.
3. Small patterns.
4. Geometricals.
5. Florals.

In plain goods the lighter pastels are outstanding. For instance, the corn yellow is not so good while the banana which is a lighter yellow somewhat greenish in cast is most desirable. The same holds true in all the colors. Rose, which used to be a good color, is dy-

(Continued on Page 46)



C. J. Farley

skirt and metal shot tunics in bright colors over dark skirts are among the leading fashions to-day.

Handbags include the newly important top handle bags, envelopes, pouch styles, models with slide fasteners. Popular priced are made of Karatol. Some have zipper closed compartments, others roll top, vanity box bag, with all toilet accessories, others double-fold envelope bag, etc.

The style authorities tell us that the fashions in coats include the following:

- Schiaparelli wing collars
- Separate fur capes
- Cossack collars
- Small smart fur scarfs
- Peter Pan collars
- Pierrot collars
- Platter collars

Suede slip-ons, glace slip-ons and ensemble gloves are as soft and smooth as a second skin. The details of fit and finish are important. Colors include black, black with white, white, brown and navy.

December is a strong volume month in home furnishings and gift merchandise, curtains, draperies, domestics, blankets, bed spreads and other cotton merchandise reach their peak business of the year in this month. Pre-shrinking and vat dyes have greatly helped the sale of cotton. Stores find it worth while to campaign for longer length sheets.

Sell big towels for big people. Small size turkish towels for guests, shavers, and children, harmonizing sets for bath rooms. Both cotton and rayon

# The Preferred Automobile Insurance Company

A Stock Company

Issues a policy positively conforming to the Financial Responsibility Laws of every state.

It not only protects under those laws, but

**HAS NO CLAUSE WHEREBY WE CAN MAKE YOU REIMBURSE US.**

You pay the premium — that's all.

We pay the losses — we cannot assess you.



Don't buy a liability — buy PROTECTION.

# The Preferred Automobile Insurance Company

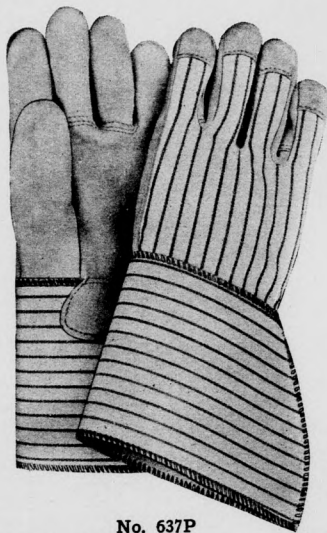
Agents in all Michigan Cities, Towns and nearly all Villages.

# Peerless Glove Company

MANUFACTURERS OF

LEATHER FACED, CANTON FLANNEL AND JERSEY GLOVES and PEERLESS PROCESSED GOLDEN FLEECE GLOVES.

Grand Haven, Michigan



No. 637P

Made for big hands and rough work.

No. 537P

is the knit wrist in this number.



No. 664P

One of the best we make, all wearing surfaces covered.

No. 564P

is the knit wrist in this number.



No. 417T

Best value in a general utility glove.

No. 517T

is the knit wrist in this number.

For the jobbing trade—standard for over 25 years. Buy Michigan made gloves. A postal card will bring you descriptive list with prices.

## WHAT AND WHY OF SCOUTING

### It Now has the Largest Membership in its History

We in Scouting, who find it necessary to speak before Scout gatherings, frequently face a mixed group of adults and boys, which places one at a disadvantage, inasmuch as the message is only pertinent to one or the other age. This article is, therefore, directed to the adult, believing as I do that the "What and Why of Scouting" is well understood by the youth.

The Scout movement is classified as a character-building organization and properly so. That is its purpose and the objective of all scout leaders. But—and as the boy would say, this is a big "but"—Scouting does not claim to perform miracles with the youth of this Nation. Contrary to the opinions of many, we in Scouting do not claim that the Scout movement alone is the biggest factor in the proper directing of character building. Scouting only supplements other very important factors that enter into the daily life of the boy.

Just to put a Boy Scout uniform on the average boy is not sufficient to create a great change in the moral fiber of that boy.

Men who have spent many years in the study of boys (please note I purposely leave out the words "boy psychology") claim the first and greatest influence on the boy is the home. We must recognize, however, that this influence may be good or it may be bad. Those homes where poverty, sickness and even death make general living conditions a serious problem, are not necessarily the only homes to have a bad influence on the youth. This condition may even be more serious in our so-called better homes; because of a lack of interest on the part of the parents to understand their children, due to the fact that they do not deem it necessary to spend sufficient time with them to become acquainted with their own son or daughter. Where the dad is a pal to his own son and can honestly enjoy the companionship of his son as he would an adult friend, there is no necessity of any added influence to assure this dad his boy will grow into a man with ideals and character, a credit to his community and Nation.

Let me repeat, the home is the first and greatest influence in the life of a boy or girl. We in Scouting recognize this fact. The second greatest influence in the life of a boy is boy companionship, but for the moment we will pass this up because that is where Scouting enters the picture.

As Scouting supplements the home, we recognize also the influence of the church and the school: but these differ from the home, since their influence is very apt to be only for good.

Attendance at church and Sunday school is very often a matter of decision by the parents. Perhaps the boy prefers not to go, but he is informed that it is the thing to do, and it may only be through force that he attends. Our state scholastic laws require the boy or girl to attend school to the extent that punishment is decreed where the youth rebels.

There is one other picture I wish to present why Scouting is of so great a necessity for many of our boys—why we must have a character-building organization.

If it were not for examples set by adults there would be no problem. If there were only one standard of morals, of business and social ethics, the youth as he grew to manhood would never have to meet the confusion which he now must face. What is right and what is wrong? It is not his fault if he cannot answer. It is a condition which you and I have created for him, and for that reason it is our responsibility to provide some way of making

thing in his life. His patrol must be the equal of, if not, the best patrol in his Troop, and in order that this may be so, he stands ready to do his part. He is now thinking not of himself, but of some seven other boys. He is learning cooperation without recognizing that it is the very thing he is doing.

The theory of Scouting is not teaching by text books or by lectures. Instead it is having the boy do things as an individual, as a patrol, and as a Scout troop with boy companions under the direction of adult leadership. The troop is the vehicle in which the boy has the experiences of Scouting. The troop program is a series of ex-

periences which furnish the opportunity for a boy to develop.

to his code of honor. Some boys will do better than others, because they have had the advantages of that first important influence, the home. Other boys may be at a temporary disadvantage, but by reason of the second important influence, boy companionship, the Scout troop, the adult leadership of the Scoutmaster, they soon develop a finer character like those with whom they are associated.

Scouting is twenty-five years old next February. During that time millions of boys and thousands of men have participated in its program. Fundamentally, it must be sound or it could not have survived, and grown every year until to-day it has the largest membership in its history.

L. V. Mulnix.

### Caustic Solution Softens Corn

Sweet corn is rendered more tender and palatable by a process patented by Frosted Foods Company, Dover, Del., consisting essentially of treatment with hot caustic solution. This solution softens or dissolves the outer covering of the intact grains, and removes excess liquid. Afterwards, the grains so prepared are wrapped to retard evaporation, whereupon the grains are frozen. A similar treatment may also be carried out on sweet corn-on-the-cob. In this case relatively mature ears of corn are subjected to the softening action of the caustic solution, the excess solution is removed, and the ears are frozen. If sodium hydroxide solution is used as the caustic ingredient, subsequent treatment with dilute hydrochloric acid neutralizes the caustic residue.

### Parboiling Rough Rice Helps Quality

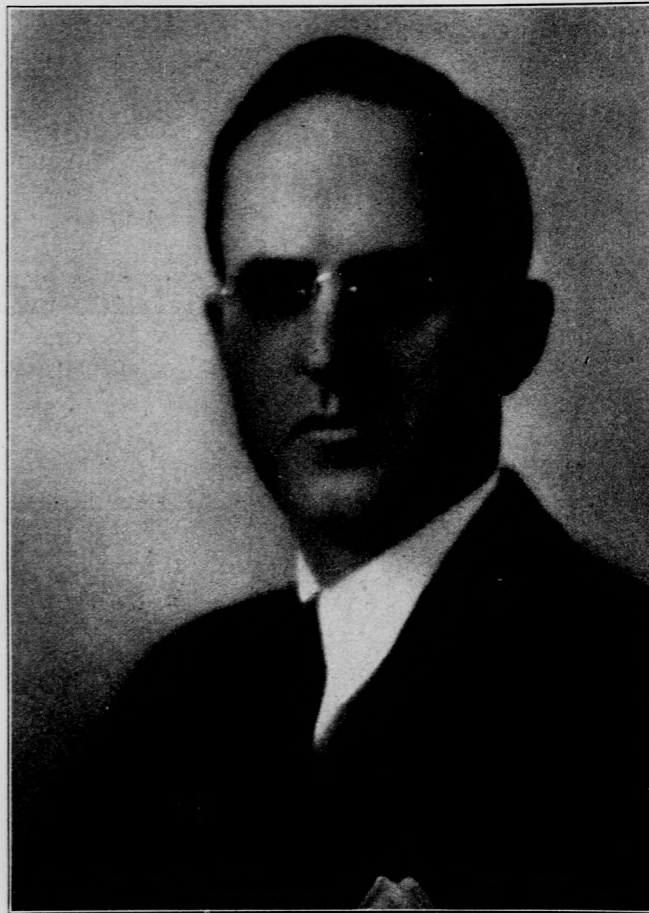
Scientists in the Bureau of Plant Industry, U. S. Department of Agriculture, have found that soaking and parboiling rough rice before milling cuts down breakage of kernels and reduces the tendency to become ragged in cooking or when foods are sterilized in the can. It is believed that this process, covered by a Public Service patent applied for, will develop a wider home market for American-grown rice. An additional advantage of the process is that it gives the rice a flavor, associated with certain special types now imported. The kernels are gelatinized in the hulls and, when dried, retain their shape along with a newly acquired toughness which does not, however, make them any less tender after complete cooking later.

### Home Again

How I love when dinner's done  
And inviting is an easy chair  
There to let fond fancy run  
Back and forth without a single care  
Going far in joy again  
To the round of boyhood days  
When a mother held us then  
Captive with her winsome ways.

After supper on a farm  
And the dishes in their cupboard placed  
Then was mother's love more warm  
Than the yesterday it graded.  
For she was the growing light  
Of each day and month and year  
And her countenance more bright  
Than a sunbeam could appear.

Mother's gone; the old farm sold  
I to-day know not who's living there  
But a title still I hold  
Of a home kept now by fancy's care  
Where I go in joy again  
As in early boyhood days  
And let mother hold me then  
Captive with her winsome ways.  
Charles A. Heath.



L. V. Mulnix

it easier for him to meet that condition.

We know the Scout movement is the means by which we can influence the boy not only to his benefit, but to the benefit of the community, state and Nation.

Whereas the boy knows he must go to school and to church, when he enters Scouting, it is because he wishes to take part. After he enters, he is not under pressure to make certain advancement, to acquire a passing grade, but is left to his own initiative as to what progress he wishes to make. To be sure, he may be encouraged, not necessarily by his leaders, but by his boy companions. His patrol, a unit of the Scout troop, becomes a very big

periences which furnish the opportunity for a boy to develop.

The program of Scouting is so extensive that it would require much space to explain in detail. The very foundation of this program is the Scout oath which I quote: "On my honor I will do my best to do my duty to God and my country. To obey the Scout laws. To help other people at all times. To keep myself physically strong, mentally awake, and morally straight."

Let us examine this oath for just a moment. First of all, you discover there is nothing negative. It does not say, "I will not do this or that;" nor does it say, "I will do this or that." "I will do my best" is all that we ask and every boy can do that and live up

# Fletcher Realty Co.

1904 - - 1934

THIRTY YEARS OF DEPENDABLE  
REAL ESTATE SERVICE

Promoters of three of Grand Rapids, most successful high-grade residential sections:

OTTAWA HILLS  
INDIAN VILLAGE  
MASONIC HOME

We are continuing to adhere to the high ideals, the foresight, and the everlasting optimism of the founder of this company, the late S. R. Fletcher.

# Fletcher Realty Co.

HAROLD T. FLETCHER, Mgr.

620 MICHIGAN TRUST BUILDING      PHONE 9-3208

## Do You Know ?

That right here in Grand Rapids the Richards Manufacturing Company have one of the finest displays of Plumbing and Heating fixtures in the State.

This display is at the disposal of the general public so that the home owner may select proper Plumbing and Heating material for his home.

You will find over a hundred different types of bathroom and kitchen fixtures to select from, all KOHLER quality and offered at very reasonable prices.

All of the material you select may then be purchased through any responsible Plumbing Contractor.

Be sure to pay us a visit and learn about those beautiful fixtures so that you may make a more fitting selection for your plumbing and heating needs.

RICHARDS MANUFACTURING CO.

135 Front Street at Pearl Street Bridge  
GRAND RAPIDS, MICHIGAN

# New Era Life Association

37 Years Old

Policy Holders of Grand Rapids' Own Life  
Insurance Company Would Make City  
as Large as Cadillac, Alma and  
Allegan Combined

\$20,000,000 Insurance in Force  
\$7,500,000 PAID IN DEATH CLAIMS

The New Era Life Association was organized the year that William McKinley was inaugurated president of the United States. It has brought immeasurable comfort to thousands of Grand Rapids and Michigan families by promptly paying them insurance in the trying hour when a loved one has been taken from the family circle. If dollar bills were laid end to end from here to Boston, the number would be less than New Era has paid out in death benefits.

New Era occupies its own home office building at 126 Sheldon avenue, where it has employed steadily through the depression a staff of 100 in addition to maintaining 15 branch offices in Michigan with a sales force of 80. It is under the supervision of the insurance department of the State of Michigan and carries legal reserves in accordance with state laws. New Era has been growing straight through the depression years. During the first six months of 1934 its representatives sold nearly twice as much insurance as all of 1932. Resident officers include Gaylord Nelson, general secretary; A. E. Hanson, general manager; Dale Souter, attorney and first vice president; and Dr. E. W. Dales, medical director.

From One Veteran to Another!

# W. D. Vandecar

(Grand Rapids' Oldest Automobile Dealer)

(32 YEARS)

Extends Heartiest Congratulations

to The Tradesman

on its 51st Anniversary

# W. D. Vandecar

Dodge—Plymouth—Dodge Trucks

JEFFERSON AT CHERRY

## LATE MARKET LETTER

(Continued from Page 42)

ing out fast. When you are doing any buying, remember to stick to the lighter pastels.

In ladies' bathing suits, the mannish type of shorts is passe. The new type is the "South Sea island" style of "wrap-around."

Handbags without a handle in France are a drug in the market. Style is a funny thing but it you watch it, it is very interesting and you will save money by following the style trend.

The biggest business in silks will be at 69 cents for printed silks, mostly plaids and 59 cents for plain colors practically all in pastel shades.

White goods will be bigger than ever in 1935. White on white is coming very fast. In plain goods, India linens, batiste, flaxons, white broadcloth, dimities, voiles, organdies, both domestic and permanent finish, piques, long-cloths, dotted Swiss, Nainsook, waffle cloths and similar cloths and weaves will be very big.

In wash fabrics the biggest item will be percales and prints. Plaid gingham in 32 and 36-inch widths are so hard to get and will be so big that the only question is whether you can get them. The reason is that such a large amount of gingham looms were abandoned that now when the wash frock manufacturers saw how good gingham were for Fall, they went in and tied up most of the production of gingham for Spring.

The biggest selling cloth is a corded fabric called PicPon. Next is a Sanforized broadcloth and printed seersuckers, printed piques, etc. These cloths will be found in the most outstanding \$1.98 wash dress lines. In seersuckers both printed and yarn dyed are equally good. Printed broadcloth is good especially if sanforized. A preshrunk gingham broadcloth in high colors and plaid patterns is very popular. Plaid cotton gabardines are good. "Nub" suitings will be very big. All kinds of corded fabrics and waffle cloths in pastel and high colors are very desirable.

Flock dots on voiles, lawns, swisses and similar cloths will be big sellers. Rayon and silk taffetas in the brightest plaids are big. Printed pique voiles are also very good. Pique in white, pastel shades, navy, brown and printed patterns, also combinations of pique seersuckers or any form of corded fabrics will predominate. Among other outstanding items are batiste, parasol tissue gingham, swagger gingham, rayon crepe, rayon and cotton crepe, etc.

The new patterns in cretonnes are entirely different. Georgian and similar patterns are all the go. In curtain goods, the large mesh and rough weaves are considered best.

Plaids are going so strong in everything that Baby Pepperell crib blankets are now available in some very nice plaids. An oil cloth section or shop in your store featuring columbus "confined" patterns would be an asset.

You should see the sample of the 10 cent retailer in a rayon plaited anklet, also the new silk knee length hose for ladies with elastex top. Some

say that shinneys for men and boys will be 75 per cent. of the sock business.

In Spring a large cut men's short will be profitably retailed at 25 cents. Also you can buy a ribbed U.S. for Spring as cheap as a balbriggan.

Men's plain color dress shirts are passe except in white. The fancies in neat patterns are practically all of the business.

A 3 cent notion sale is a wonderful trade-bringer. There are many other things that I would like to mention but space does not permit. Thank you.  
C. J. Farley.

### Status of Japanese in America Changes

The ghost of anti-Japanism has walked again in the West. The citizens of Phoenix saw it as 1,500 farmers from Arizona's Salt River Valley straggled along in grim parade with banners warning the Japanese in their valley to "get out or be put out."

Out of the haze of two or three decades ago come pictures of like marches in may a California town, and memories of the international quarrels that resulted. Officials feared that the Phoenix incident might lead to others, with the same consequences.

But in these intervening years great changes have been taking place in the status and conditions of the Japanese in America which minimize the causes of resentment and allay fears of any extensive flare-up.

These changes appear differently when seen from two divergent viewpoints. To the average Caucasian-American looking at them in the light of national interest they seem largely as improvements; to the Japanese-American, because of their effects upon him, they are seen as blessings far from unmixed.

#### A Decrease in Numbers

Turn first to the Caucasian-American. He is impressed by an astonishingly swift falling off in the numbers of Japanese in continental United States. In 1904 the total had leaped to 48,384 and the first wide outcry against Japanese immigration arose.

Though the gentlemen's agreement was entered into in 1907 for the voluntary restriction of emigrants by Japan, the reduced influx and natural increase carried the number of Japanese residents to 80,723 in 1914 and to 125,476 in 1920. Notwithstanding the exclusion act of 1924, the high mark of 140,943 was touched in 1929.

Then the tide turned and Japanese began to crowd the west-bound steamers. The depression of course, explained this in large part, for though wages were low and suffering was great in Japan, there was not much actual unemployment there. But there is another factor now. Manchukuo has begun to supplant America as the land of promise.

The Japanese government estimates that by the end of 1931 the number of Japanese in continental United States had receded to 103,996, a decline of nearly 37,000 in three years, though the total in Hawaii rose from 134,042 to 144,295 in the same period. While this estimate of the decline may be, as some

believe, much too high, it is doubtless true that the falling off has been large.

California, of course, still leads with more than 80,000 Japanese residents, followed by Washington with some 15,000. The other Japanese in the United States are widely scattered. Only in Oregon, Utah and Colorado are there more than 3,000.

The second notable change is seen in the large scale shifting of Japanese from farming, in which they met with fierce opposition, to the city trades, in which they have found peace. Most of the early immigrants were on the farms and as late as 1909 more than three-fourths of the Japanese in continental United States were engaged in agriculture.

The turn came slowly in 1910, and the movement to the city was progressively accelerated by the alien land laws of 1913 and the tightening of the restrictions in 1920 and 1923 until at last in most Western states no Japanese could buy or lease land, or even hold it in the name of a minor child who was an American citizen.

Thus, it came to pass that by 1931 farm families composed but a little more than one-third of the Japanese population, while there was a great increase in the number of Japanese domestic servants, small hotel men, restaurateurs, barbers, tailors, cobblers, launderers, shopkeepers, contractors, photographers, pool hall operators, carpenters and florists.

Parallel with this movement to the cities has been the surrender of farm land by Japanese who had bought or leased farms before the restrictive measures were passed. Land owned by Japanese decreased from 74,769 acres in 1920 to 41,898 in 1925, and that leased from 383,287 acres to 263,058 acres. This rapid decline is reported to have continued since 1925, though no figures on it are available.

The third change of importance is in Americanization. This, it is true, is very modestly effective with the original immigrants, who cling to many vestiges of their native customs. These parents and grandparents usually insist upon eating imported Japanese foods, bow to one another instead of hailing or shaking hands in American fashion, and prefer the magazines of Japan to those of their adopted land.

But with the "second generation," born in this country, the situation is reversed. These American citizens, many of whom now are middle-aged, are eager to wear all the marks of their citizenship, from clothing to the latest slang.

Since Japan in 1924 abrogated her law that Japanese born abroad were Japanese subjects, Japanese consuls have encouraged their American-born fellows fully to accept American citizenship and its responsibilities. A member of Parliament in Japan, Takechiyo Matsuda, in a recent address in Tokyo expressed indignation that a Japanese magazine should have suggested in its fiction that second-generation Japanese would act as spies in a Japanese-American war. The necessity for their loyalty to America, Mr. Matsuda declared, "has already been

thrashed out some time ago; of course people born in America should pledge allegiance to America."

It has been pointed out that with immigration cut off and with the older generation of Japanese dying out, the percentage of Japanese residents who are American citizens is rapidly gaining. The number of these is now estimated to exceed 70,000.

From the point of view of the Japanese-American, it is observed that while citizenship relieves them of many disabilities, improved educational advantages and broader social contacts bring them face to face with a new set of problems.

The obtaining of suitable employment is the most serious of these. In print and on the tongues of most of the young Japanese-Americans are tales of the inability of the Japanese to place themselves satisfactorily in American life.

For thousands of graduates of American high schools and even for some college men, it is said, months of eager searching for desired occupations end in the realization that nothing is open but farm work; and the land tenure-laws have brought it about that more than two-thirds of the 20,000 to 25,000 Japanese farmers in our West are not owners, or tenants, but merely laborers.

There are endless stories of the fate of the young Japanese-Americans. One is of a young man who was graduated among the highest in his class from a technological school in California. Though the college was able to place all the other graduates in advantageous jobs, it could find nothing for the Japanese-American. For months he drifted about unemployed, and at last found a place as a poorly paid minor clerk and repair man in a small electrical shop in Honolulu.

One writer on the Japanese problem reported sending letters to the employment bureaus of a number of universities inquiring whether they were ever able to place Japanese-American or Chinese-American graduates. Without exception, he said, they replied that they never had calls for citizens of Japanese parentage.

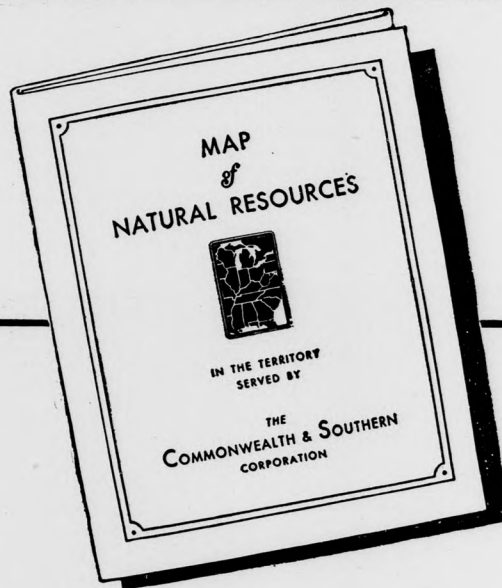
Because of limited opportunities in the United States, it is said, more and more young Japanese-Americans are going to Japan and Manchukuo, where they seek positions as English teachers, clerks and translators. But there, too, they face difficulties, for the natives in Japan feel that the newcomers are more American than Japanese in manners and find them limited in their knowledge of the Japanese language, customs and history.

On the basis of these facts it has been suggested that the future "Japanese problem" of the American West will be less and less that of taking steps to save States or counties from being overwhelmed by waves of aliens and increasingly that of finding ways of assimilating and providing opportunities of livelihood for great masses of Japanese citizens of the United States.

Sterling Fisher, Jr.

'Tis faulty thinking that makes honest work drudgery.





*M*ANUFACTURERS considering the establishment of a more favorable plant location or branch plant development will be interested in market studies and other information compiled by the Industrial Development Department of The Commonwealth & Southern Corporation.

Operating units of this Corporation serve a territory of widely diversified natural resources. The important commercial position of the numerous cities and towns served is due principally to certain economic advantages which are essential to successful manufacture, namely, abundant and accessible sources of raw materials, satisfactory labor conditions, dependable supplies

of power at low cost and direct transportation facilities to large consuming markets and distributing centers. This territory also contains some of the richest and most fertile farming regions in the United States as well as substantial deposits of coal and other minerals. Conditions of this character make for progressive community development along sound permanent lines.

In order to give some idea of the economic advantages and possibilities of this territory, a map showing the principal natural resources and other interesting information about the territory served will be mailed upon request.

ADDRESS

INDUSTRIAL DEVELOPMENT DEPARTMENT

**THE COMMONWEALTH & SOUTHERN CORPORATION**

20 PINE STREET, NEW YORK

### The Ebb and Flow of Michigan Tanneries

The foundation of the tanning industry in Michigan is the hemlock forest that was in Michigan. Second only to Pennsylvania in quantity and quality, Michigan hemlock contributed to the prosperity of the tanners throughout the state, and also was the prime cause, in early days, of the great leather and shoe market centering in Chicago. Even the Wisconsin tanners—particularly those located near the West shore of Lake Michigan—at Milwaukee, Kenosha, Racine and other cities farther north—drew heavily on Michigan for their essential tanning material, hemlock bark.

Fifty years ago, the bark business in Michigan was beginning to be an important item in the commerce and trade of the State. Farmers, woodsmen, loggers, storekeepers; traders, railroad—all shared in the wealth of the hemlock. In many locations, a half century ago, the bark was an important item of State commerce even though the log, from which the bark was taken, had no market and was burned as the land was cleared, or left to rot in the woods.

The hemlock of Michigan, unlike that of Pennsylvania, did not grow in large solid tracts. Michigan pine was found in great forests of almost pure stand, but the hemlock was scattered in with other timber, particularly the important hardwoods such as birch and maple. It was most abundant from the Kalamazoo valley North to the Straits and into the Upper Peninsula. The extreme Southern portion of the state carried but little hemlock.

In the early days the bark was not a product of the lumber industry, but the by-product of the settler, clearing his land to build a home; and the bark business advanced North as the settler and farmer pushed up-state along the three main lines of railroad—the Michigan Central, the Chicago & West Michigan, and the Grand Rapids & Indiana—all converging on the Straits of Mackinac.

In like manner the tanning industry slowly advanced North. There were beginnings in the St. Joseph valley in 1840 and doubtless in the Huron valley earlier than that date. Before 1850 there were tanneries in the Kalamazoo valley; and steadily the industry, keeping pace with the settler, went on to the valleys of the Grand, the Muskegon, the Saginaw, the Manistee and the smaller, intermediate streams to Petoskey, Cheboygan, and across the straits to the Soo and Lake Superior.

This advancing tide of the tanning industry reached its flood in the early decades of the present century. During the years of the kaiser's war, tanneries were to be found in Detroit, Niles, Holland, Grand Haven, Whitehall, Muskegon, Fremont, Manistee, Boyne City, Petoskey, Sault Ste. Marie, Manistique, Munising, Cheboygan, Alpena, Saginaw, Rockford and Grand Rapids. In some of the places named, not one, but two or more plants were located; and in the aggregate, speaking from memory, with some doubtless forgotten, there were at least twenty-five good-sized Michigan tanneries in

operation at the close of the war in 1918.

The tremendous pressure of the war demand had stimulated the operation of tanneries beyond normal limits. Under this demand the poorly located plant could survive; but when the tanning output came to be measured by the needs of a world at peace, the tannery census was rapidly reduced. It was during these active war years, too, that it was becoming more and more evident that the great natural advantage which had brought tanneries to Michigan—a plentiful and cheap supply of excellent hemlock bark—no longer obtained. Michigan had wiped out its forests. The pine went first; then quickly followed the hardwood, cedar

market, persists only under exceptionally favorable conditions, coupled with superior organization and management. This condition has been truly tragic in many parts of the country—East, West, North and South; from Maine to California; in the Appalachian region and the Lake States—but in no regio more quickly apparent than right here, at home, in Michigan.

Van A. Wallin.

### Where There's a Will—

The files of a number of California attorneys yielded many examples of crude and eccentric wills which the law admitted to probate and which were eagerly seized upon by the producers as precedents for "The Last Gentle-

man's fly-leaf of a German novel belonging to a suicide. Although unwitnessed, it was declared valid. And in 1837, the following rhyme composed by one William Hickington served as his last testament:

"This is my last will,  
I insist on it still;  
And e'en laugh your fill.  
I, William Hickington,  
Poet of Pocklington,  
Do give and bequeath  
To Thee, Mary Jarum,  
The Queen of my Harum,  
My cash and my cattle,  
With every chattel,  
To have and to hold,  
Come heat or come cold,  
Sans hindrance or strife,  
Though thou are not my wife.  
As witness my hand,  
Just here as I stand,  
The 12th day of July  
In the year Seventy."

In their zealously, research assistants working on the Arliss comedy studied a number of eccentric wills left in the last century by persons with grotesque senses of humor, that invite comparison with the bequest in "The Last Gentleman." In 1902, for instance, a cantankerous husband left his wife penniless unless she married again within five years—the reason for this proviso being that he wanted some one else to learn how difficult it was to live with her.

On April 17, 1725, in London, a man left twenty shillings a year to anyone who would "go about the parish church during the sermon to keep people awake and dogs out." In Canada, a woman left twelve shares of stock to her husband and four to her dog, Frolie. And a Scotchman, solving the problem of favoritism, gave each of his four daughters her weight in bank-notes.

According to a legal expert employed Twentieth Century Pictures, the shortest will on record is "Mrs. Codd—I leave her all," and one of the longest the famous one made by Shakespeare.

Wills which aim to promote virtue and discourage vice are common. A bachelor who died a few years ago on his Long Island estate provided that none of his nephews should inherit unless he could prove that he had led a life of almost angelic virtue. The conditions specifically mentioned were: that they should not smoke or drink; that they should rise every morning at 6:45; that they should never enter a barroom and that they should not marry before the age of 30. All but one of the nephews were disinherited. The fortunate heir was four years old.

A cynic who died friendless left all his money to the man who could prove that he was a Christian, and then set forth a definition of Christianity that would exclude every one living.

Get over the idea that only children should spend their time in study. Be a student so long as you still have something to learn and this will mean all your life.

Character building is done by piece-work.



Van A. Wallin

and hemlock. The vast wooded areas were replaced by farms. The hemlock bark industry was no more.

The tanneries came with the bark, and, to a large extent, they have gone with the bark. More than half of the plants listed above are now out of commission; for the most part, definitely abandoned.

The great natural supplies of tanning materials in the United States—the forests of oak and hemlock—that made America preëminent in heavy leather: such as sole, belting and harness, have been largely consumed. The "bark tanneries" still operating are supplementing their rapidly shrinking bark piles with imported tannins. Mineral tannages and synthetic tans are taking the place of bark. The woods tannery, far from the hide market and the leather

man." The case of the dying sailor who breathed, "These are for Daisy," as he held out his watch and a few coins, was cited, as well as the instance of the millionaire who left nothing but the family Bible to his heir. It was later discovered that the Bible contained a number of marked passages which, when put together, explained where his tremendous fortune was hidden.

A Frenchman ordered that a recipe for a new dish be pasted on his tomb every day; a compatriot of his, a lawyer, left \$50,000 to a local lunatic asylum, declaring that it was simply an act of restitution to the clients who were insane enough to employ his services.

A carefully worded statement providing for the disposition of his property was found, some twenty years ago, on

## Bankers Trust Company of Muskegon

The Bankers Trust Company of Muskegon is prepared to serve both individuals and corporations in any trust capacity, and it has the experience, management, and facilities needed to assure the prompt and efficient handling of any matter entrusted to its care.

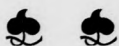
The following are but a few of the many capacities in which it is serving Muskegon and Western Michigan:

*Executor*  
*Administrator*  
*Guardian of Minors and Incompetents*  
*Trustee Under Will*  
*Trustee Under Agreement*  
*for the handling of Real and Personal Property*  
*Trustee for Life Insurance Proceeds*  
*Property Management*  
*Rent and Contract Collections*  
*Receiver*  
*Trustee in Bankruptcy*  
*Registrar and Transfer Agent*

## Serving the Wholesale Grocer Trade in Michigan



**COFFEES      TEAS**  
**SPICES**



**The Woolson Spice Company**  
Toledo, Ohio

# A Decided Advantage

The paper distributor and wholesaler who specializes in standard brands of papers, twine and bags has at all times a decided advantage over his competitor.

Undoubtedly, you know some of these advantages. Our representative in your territory will be glad to discuss them all in detail, together with articles in our line we think will interest you.

The only thing we have never done and never will do in our ceaseless pursuit of still more efficient and economical results is to subordinate quality to any consideration whatever.

We are organized on quality lines and can give only quality performances.

Competition forbids increasing profits by raising prices, but it doesn't forbid increasing sales by selling a better line. More sales mean bigger profits—you give more and get more when you buy of us.

## C. W. Mills Paper Co.

204-206 Grandville Avenue

One block South, and one block West of Union Station

GRAND RAPIDS

MICHIGAN

### Why Paul Was the World's Greatest Salesman.

Salesmanship is a pretty broad subject. For salesmanship is part of every profession, every act, every business, every trade, every phase of human intercourse. We are all salesmen to a greater or less degree. Some of us are conscious salesmen, some of us are salesmen unconsciously, but we are all selling if we are succeeding.

The foundation of salesmanship is, of course, the arousing of human interest.

In courses on salesmanship, and by salesmanship I am now speaking of salesmanship as a specialized profession, many technical phrases are used, but they are all based on understanding. Any man who understands his fellows, who knows the cause of human action, has the foundation on which to build a selling career. If he hasn't this knowledge, either consciously learned, or intuitively acquired, he will never get far as a salesman.

For understanding guides a man in his approach, and the presentation of his appeal. As there are many men of many minds, so must the salesman employ methods of many kinds.

One of the greatest natural salesmen of the world was Paul, the Apostle. He was selling an unpopular line, the idea of one God—and he did it.

Paul's methods are worthy of close study by any one who is ambitious to become a salesman. Many ministers would be better preachers if they studied Paul and applied his principles of salesmanship.

Paul won out by an easy approach. He started with the stream of the tendency of the time. He did not try to go against it. For instance, Paul went to Athens to sell his idea. What did he find there? A city of splendor, where men were worshiping many strange gods. All over the city were shrines to these various gods. A shrine to Ceres, Goddess of Crops; a shrine to Mars, God of War; a shrine to Athena, Goddess of Learning—hundreds of shrines to hundreds of gods.

These shrines and this worship was for the purpose of placating these gods and making them look with favor on the city. But the Athenians evidently feared that among the great number of gods they might have overlooked some god.

So the Athenians, in order to play safe, erected a shrine "to the 'Unknown God.'"

Paul, like all good salesmen, sized up the situation. He gazed at all the various shrines, and saw the shrine to the "Unknown God." There Paul, the salesman got his lead. His action showed him to be a master salesman. If Paul had said, "Men of Athens, you are all wrong spending time and money erecting shrines to fake gods—it is all bunk—there is nothing to it. There is only one god and I am"—the chances are a paving stone in the head would have ended his discourse, for stoning unpopular orators was a favorite outdoor sport of Athenian crowds.

But Paul knew his business; he knew his crowd. So he started out something like this:

"Ye men of Athens, I am amazed at the wonders of this city. Your buildings, your arts have attained a magnificence such as mine eyes have never before beheld. In walking about amidst the wonders of your city, I marvelled at the magnificent shrines you have erected to your gods. Ye have not overlooked any one. Particularly was I pleased, as I wandered, friendless and alone, to see that ye had builded a shrine of surprising beauty to the 'Unknown God.' For he, oh Athenians, is the God whom I am honored in representing."

In this opening Paul both complimented and aroused the interest of the Athenians. He thus paved the way for his selling talk, and it was a wonder. Read it some time. And read the rest of Paul's experiences. They are full of instances which show Paul was a master salesman. He wasn't always successful. He got in wrong several times. He was stoned, but he was insistent and consistent and the record of his results stand to-day a monument to his salesmanship. The sales principles of Paul are as practical to-day as they were when he used them.

For Paul, more than any one man I can think of, had the requisites of a salesman—

He understood men.

He had tact.

He had courage.

He had convictions.

He was sincere.

He knew he had the right line—and He had persistency.

He held his hearers because he believed what he said to them.

There is a great need for salesmen in the world to-day. The seeds of discontent have been sown on the ground of misunderstanding.

It is high time that men awoke to a realization of the crop of disturbance and turmoil that is being cultivated by impractical theorists, as well as sinister demagogues.

Unless we stamp out this menacing crop, and sow the seeds of practical truth on the ground of common understanding, we are threatened with a crop of license, in place of liberty; of terrorism instead of law; a crop of the weeds of want, instead of the grain of plenty.

While we have gone about our business, the red flame has been working the surface of our civilization. Now and then it has shown itself in the light of day, but we have adopted no means to quench the flame. The forces born of discontent are stronger than we realize. We must start now if we are to avert disaster. It will take salesmen like Paul to fight for more sales and bring back better times to all.

The greatest accomplishment for a salesman to-day is to increase his own sales, to sell the truth—to make those who misunderstand understand.

Teach the retailer to make an effort to actually sell the goods on his shelves and not wait until customers take them off.

I am enough of a salesman to believe that when the real salesmen of

this country begin selling the ideals of the founders of this country, the clouds of misunderstanding will be dissipated by the sun of Americanism. But we must work harder selling true propaganda than those who are selling false propaganda. It is the sure, certain salvation of our civilization, the safe road to peace and prosperity. Men, let us all join in this noblest work of salesmanship for ourselves, for our children and for generations yet unborn. Let us deliver the goods.

Let us work more hours per day, accomplish more each minute per hour, and make more sales each week. Let us increase sales production and let us sell that idea and plan to our fellow workers and our customers as well.

William H. Rankin.

### Be the Best of Which You Are Capable

Can't you lift as much as Samson?  
Can't you sing as well as Caruso?  
Can't you paint as exquisitely as Raphael?

Can't you release beautiful forms from their marble prisons as well as Michael Angelo?

Can't you sway the masses with your silver-tongued oratory as did Disraeli, Beecher and Bryan?

Can't you make your pen mightier than the sword?

Anyone can ask a bunch of questions like the above, and the answer is also easy. It is, "No."

But just review these thoughts. A daisy can't bring the price paid for an American Beauty.

A meadow lark can't out-sing a nightingale.

The moon can't shine as brightly as the sun.

An automobile can't cover as much ground in a day as a plane.

Nevertheless, we should not forget that the humble daisy has cheered many a load-weary traveler.

Common birds bring joy and gladness to thousands of hearts as they fill the air with sweet song.

The pale moon has been responsible for many happy honey-moons. And the automobile of high or low degree is still a very useful animal.

So, cheer-up. For the place you were intended to fill, you are a good-sized individual.

Then lift where you stand. Be the best of which you are capable. Remember, "the mighty oak started out as a nut."

Try each day to make a smile grow where none grew before. Then I'll wager you two wooden nickels (without holes) that, with each low descending sun there will be at least two people in the world who will be glad that your mother fought in the dark to give you birth. And one of them will be you.

John Edwin Price.

### Homes in Place of War

Several pages of the Congressional Record show just what the kaiser's war cost us in money and men without a single dollar or acre of land from the millions and millions of loot divided at the treaty of Versailles.

According to the best statistics obtainable, the kaiser's war cost 30,000,-

000 lives and \$400,000,000,000 in property. With that amount we could have built a \$2,500 house worth of furniture, and placed it on five acres of land worth \$100 an acre and given all this to each and every family in the United States, Canada, Australia, England, Wales, Ireland, Scotland, France, Belgium, Germany and Russia. After doing this, there would have been enough money left to give to each city of 20,000 inhabitants and over in all the countries named a \$5,000 library and a \$10,000,000 university. And then out of the balance we could still have sufficient money to set aside a sum at 5 per cent. interest which would pay for all time to come a \$1,000 yearly salary each for an army of 125,000 teachers, and in addition pay the same salary to each of an army of 125,000 nurses. And after having done all this we could still have enough left out of our \$400,000,000,000 to buy up all France and Belgium and everything of value that France and Belgium possess—that is, every French and Belgium farm, home, factory, church, railroad, street car—in fact, everything of value in those two countries in 1914.

But what would the poor armament people do for a living?

### Protect the Nation's Children

Education has been called the nation's biggest business. More than 25,000,000 pupils attend American schools, ranging in size from one-room shacks in distant countrysides, to the magnificent stone structures in our major cities.

The nation owes these children a great responsibility—that of providing them with maximum protection from fire. The tragic records of the past show how badly we have failed in discharging that duty. The history of every state contains black pages which recount school fires resulting in deaths of helpless children. In some disasters as many as 200 children have perished—needlessly.

Past surveys have demonstrated that the average school is literally a fire-trap—and some of the newest and most expensive schools are as dangerous in this respect as those built thirty years ago. Improper doors, faulty construction, inadequate exits, carelessness in the storing of inflammable supplies—here are menaces to life that exist in thousands of school buildings, unknown to the parents who send their children to them.

The National Board of Fire Underwriters is considering a survey of schools throughout the United States, as a preparation for a general report on school properties, construction and equipment. If that survey is made, it will produce much valuable new data—data which should be immediately acted upon in the interest of protecting invaluable lives.

### Bills to Pa

Jill: Much depends on the formation of early habits.

Jack: I know it; when I was a baby my mother hired a woman to wheel me about and I have been pushed for money ever since.

# *Our Selection of Risks is Insurance Economy For You*

WHY HELP PAY THE  
LOSSES  
ON POOR RISKS?

*Each year we are saving our  
Michigan Policyholders over  
\$400,000.00*

**How?**

**BY SELECTING BETTER RISKS.**

Benefit by joining our select group of policyholders

**INSURANCE INQUIRIES INVITED**

**THE MICHIGAN MUTUALS AGENCY**

**DETROIT**

Mutual Building  
**LANSING MICHIGAN**  
Phone 20741

**GRAND RAPIDS**

## OLD AGE PENSIONS

### Can Be Obtained by Converting Regular Life Insurance

"The miseries of an old person are of interest to no one," is a statement that is credited to Victor Hugo. This may have been true at the time it was written, but our nations to-day seem to be more considerate of old people. Many states have adopted a pension system and our Federal Government now appears vitally interested in social legislation. Our forthcoming Congress will, no doubt, be asked to pass a law of some kind that will provide old age pensions for citizens of the United States.

England has had old age pensions since 1908. A person 70 year old who has lived in Great Britain for 20 years or more is entitled to a maximum pension of \$157 annually. No contribution is necessary under the British plan in order to have the person receive this benefit.

How is the Federal Government to raise this money? How will the governments of other nations raise funds for similar purposes? Nations have spent vast sums for destructive purposes. The following statement by Nicholas Murray Butler, head of Columbia University, will show the appalling cost of war: "The kaiser's war, all told, cost—apart from 30 million lives—400 billion dollars. With that money we could have built a \$2,500 house, furnished it with \$1,000 worth of furniture, placed it on five acres of land worth \$100 an acre, and given this home to each and every family in the United States, Canada, Australia, England, Wales, Ireland, Scotland, France, Belgium, Germany, and Russia. We could have given to each city of 20,000 inhabitants and over, in each country named, a five-million-dollar library, and a ten-million-dollar university. Out of what was left we could have set aside a sum at five per cent. that would provide a \$1,000 yearly salary for an army of 125,000 teachers and a like salary for 125,000 nurses."

If such sums can be spent for destructive purposes, some provision could be made for social legislation which would relieve suffering and want. It is apparent now that we in the United States are to have some form of social legislation. This legislation will, in effect, be the responsibility of a large group of people to a relatively few unfortunate individuals. This is exactly what the institution of life insurance has done for nearly a hundred years in America.

Under the British plan the pension granted is approximately \$13 each month. Many of our people are not going to be content with this income and they are therefore providing for themselves through the period of their greatest earnings to store away a portion of their savings to provide an old age pension through the medium of life insurance. Any individual can provide an income for himself at age of 70 of several times \$13 a month by systematically paying life insurance over a period of years. The premiums required to provide this amount would not be excessive.

Life insurance companies are to-day paying old age pensions to thousands of people. An increasing number of people are each year turning to the life insurance companies as a safe method of providing these desirable pensions. In addition, to many people who are deliberately planning these pensions, there are large numbers of people who have carried life insurance for many years who do not realize that they have actually been providing themselves with an old age pension.

A few weeks ago a man seventy-four years old came into our office and announced that he could no longer pay the premiums on life insurance he was carrying. His premiums totalled over

either of them lived, and have no more premiums to pay. His total cash values were approximately \$20,000. It was discovered, upon writing the companies, that this cash value would provide an annuity that would total \$135 each month to them jointly and to continue as long as either of them lived, with an approximate guarantee of the principal, in the event of the death of both of them before the payments received equalled the purchase price. This man found to his great joy that his life insurance premiums, while they had been a compulsory saving during his earning years, had also proven to be the safest, and only secure investment, he had ever made.

Let us assume that an old age pension or a retirement fund is a desirable thing. It is then interesting to see out of 100 people living at ages 30, 35, 40 or 45, how many of these people will be living at age 65 to receive the benefit of this old age pension. Not only is it of interest to know how many will be living, but also how long they may normally expect to live after attaining age 65. Out of 100 people living at age 30, we find that 63 of them will be living at age 65. Out of 100 age 35, there will be 64 living at 65. Out of 100 at age 40, there will be 66 living at 65, and out of 100 living at age 45, there will be 68 living at 65. After attaining the age of 65, the average life of a man is about 12 years. Women, of course, live longer than men, and therefore a woman 65 has an average expectancy of about 15 years. It is generally conceded that the average life of a woman is longer than that of a man. Therefore, if a man and a woman, each the same age, purchase an annuity, the woman will be charged a higher premium than the man, because statistics show that she will live longer.

Every man to-day who carries life insurance for the benefit of his wife and children is also providing himself with a retirement income. It is just as important to realize that the insured who pays the premiums receives a retirement income as it is for his wife and children to receive the benefit of his insurance in the event of his death. His chances of living are greater than his chances of dying. It is therefore life insurance, and not death insurance that men are carrying. The same life insurance which protects them offers him an old age pension.

Since life insurance is carried to replace the earnings of the husband and father it should be paid in the event of his death as earnings. That is to say, if he is earning \$100 each month, his wife should continue to receive \$100 or \$50 or some amount each month from his life insurance and not a principal sum. Under this plan, the widow has no worries about investing the principal sum. Every legal reserve life insurance company will arrange to pay the proceeds of a policy in this manner if requested to do so. It is possible to have the proceeds paid in such a manner that a \$10,000 policy will guarantee to pay \$14,800 or 48 per cent. more. Other arrangements will double the sum insured. The insured also knows that every dollar will buy 100 cents worth of food and will not be lost on foolish or worthless investments.

One of the interesting cases that recently became a claim in our office was that of a young father who had arranged that in the event of his decease the proceeds of his policies should be paid to his wife and children, so much each month instead of a principal sum. His widow is receiving a check each month and will continue to do so each month as long as she lives. She will have no worry about finding a safe investment for her funds. Down through the years to come, she will receive her check on the same day each month. What a real old age pension that will be for her. His son and his daughter each received a small al-



Raleigh R. Stotz

\$800 and he had his insurance in five companies. He had carried one ordinary life policy for forty years. He was tremendously disturbed over the fact that he had lost over \$100,000 during the recent stock market crash and could no longer pay his life insurance premiums. The picture which confronted him was indeed very discouraging. He said that he had carried this insurance for his wife, who was now sixty-four years old, and it was all he could possibly leave her. We suggested that perhaps he no longer needed life insurance as protection, and that perhaps he could be given an income from the cash values of his policies to himself and wife, so long as

In Michigan, a father who carries life insurance payable to his wife or children under the law enjoys an exemption in the event of bankruptcy. The proceeds of a life or endowment policy or the cash value thereof, payable to husband, wife or children is not subject to the claims of creditors.

Consideration has apparently been given to the fact that many people are providing old age pensions for themselves and pensions for their dependents in the event of their decease, and therefore these funds are exempt from the claims of creditors. Any other property may be taken, but the cash values of life insurance policies so payable can not be taken.



ALWAYS USE  
**VOIGT'S  
Crescent**  
BRANDS  
OF  
FLOUR

They Have Stood the Test of Time for 65 Years

Voigt's Crescent Flour Products have made satisfied customers for the last 65 years. This Western Michigan mill aims to aid and assist its dealers as fully as possible.

Your  
Loyal Support and  
Patronage is Appreciated

Voigt's Crescent Flour

Mark Twain Springwheat Flour

Royal Patent Flour

Golden Crescent Cornmeal

Hygienic Graham Flour

Old Time Pure Buckwheat Flour

Voigt's Crescent Self-Rising

- Pancake Flour
- Wholewheat Flour
- Buckwheat Flour

There is a Voigt Flour  
for Every Purpose

Kansas Wheat Flour

- Calla Lily
- American Family
- Columbian

**VOIGT MILLING COMPANY, GRAND RAPIDS, MICHIGAN**

# UNION BANK OF MICHIGAN

**Monroe-Ottawa-Fountain Grand Rapids, Mich.**

**Every Banking Service**

**NO SECURITIES FOR SALE**

lowance during his life time and he has continued that each month for them. When they are old enough to enter college, he has provided an educational fund that will pay their college expenses. So carefully has this been done that a larger sum will be paid in September and February to provide for the additional expenses that must be met at that time. There was one other thing he did that will endear his memory to those youngsters and that is to arrange for a Christmas fund to be paid them on December 20 each year of approximately \$40 until they are 30 years old, and then they will each receive \$1000 at that time.

He first provided the estate for them and then administered it through the years to come. The total payments that will be received by his widow and two children will be more than double the amount of life insurance he carried.

Each individual who carries life insurance other than term, should realize that he has provided for himself an old age pension. The amount of the pension will vary with the different forms of life insurance. He should also realize that, by administering his life insurance through the life insurance company, he can guarantee an old age pension to his beneficiaries, and by so doing, make absolutely certain that there will be no loss of funds through poor investments.

Raleigh R. Stotz.

#### Way to Prevent "Last-hour Slump"

Another step forward has come with science's recognition that a warm milk drink, in the middle of the afternoon's work reduces "last-hour slump."

Dr. Donald A. Laird, of Colgate University's Psychological Laboratory, has investigated scores of persons. He has stated that "it is well recognized that in the last hour or two of the work day there is a marked falling off in worker output." This varies with the type of work to some extent. Dr. Laird says, but it is practically a universal occurrence.

Any one single cause is not the whole story in the explanation of the "last-hour slump." Dr. Laird thinks it is reasonable to believe that a number of causes produce this condition. "A warm milk drink," states the University research specialist, "rich in the carbohydrate, which most quickly becomes glycogen, such as maltose, should theoretically relieve the bona fide fatigue that is due to what might be called a temporary fuel embargo on the available glycogen to support the work being done."

In his experiments with working girls who addressed envelopes, Dr. Laird found there was a marked lift in output (decreased fatigue) when the warm milk and maltose drink was taken, in comparison with the no-drink days. On the no-drink days there was found to be a rapid decrease in output each quarter-hour of the second half of the afternoon.

To buy advertising matter by the piece is as big a mistake as hiring a salesman for one trip over your territory. Neither will accomplish sufficient to pay the expenses.

#### WHY A DRUG STORE?

##### Many New Preparations Which Have Resulted From Research

During the last ten years especially, the public has changed its thoughts of what is now a retail drug store. This has all come about by retailers in this line putting into their stores articles of merchandise of a miscellaneous character and foreign to what was termed forty years ago an ethical drug store. There is no crime attached to such an effort and we only use it to emphasize one particular thing in connection with the present day drug store.

Michigan and many other of the states in the Union have what are called "pharmacy laws" and in Michi-

cal practice have been beyond comprehension. The old iron mortar is a thing of the past, and many of the risks of the years of the past have been eliminated. Sixty years ago it was difficult to convince a physician that a medical tablet could be produced or a certain solution could be brought into existence, upon which a physician or patient could depend as to dosage. The United States and the Kingdom of Germany have been foremost in all this class of work and have brought into existence thousands of preparations which are not only dependable but of great use and benefit for the human race. The pharmaceutical house of Eli Lilly & Co., as well as others, have spent millions of dollars within the last

tigated our stocks and products thoroughly. They joined us in a general meeting and several talks were delivered, and all of which had a bearing upon the future practice of pharmacy. During all this time particular emphasis was put upon this matter of research. The object of the same was to overcome the thought and tendency that a real drug store is a thing of the past.

By actual figures there are more pharmaceuticals, chemicals and specialties sold in comparison to the total sales in wholesale stores throughout the country than ever in the history of the drug business. The fact was impressed upon these students because there is a necessity that a student in pharmacy should realize thoroughly that we have not reached the "top peak" of this part of the drug business. The proof rests not only in the history of the past but in the fact that such institutions as we have referred to are devoting millions of dollars to further research, and there will be put into the hands of druggists and the opportunity for use by the physician, in a few years many things that to-day are almost unheard of. We must not think for one moment that we have arrived at the finish of the scope of our business. There are many of us who can remember when if we should have been told that Thomas A. Edison would change the lighting system of the world, we would have expressed ourselves in doubt and derision. He devoted himself to further research along electrical lines and changed the artificial lighting of the world—many things just as startling and as important have been produced by those making research in connection with pharmaceutical lines. Why a drug store? A man must be prepared not only to do what is evident at the present time but to study and comprehend the developments of the future.

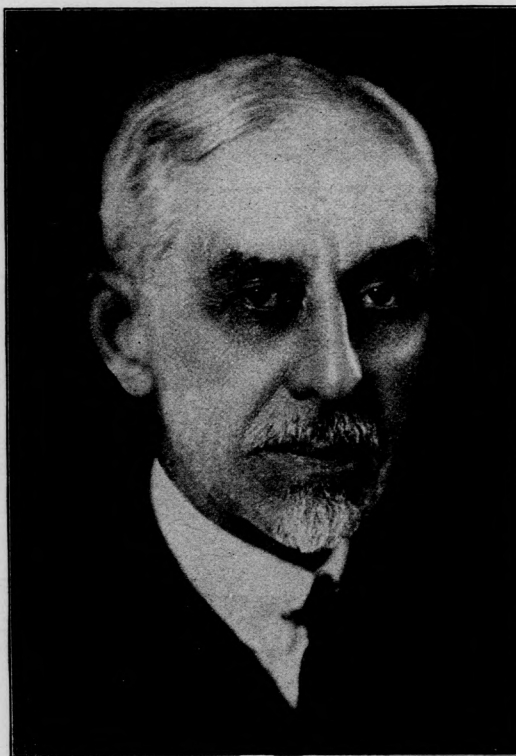
Lee M. Hutchins.

#### Things of the Spirit

The things of the spirit persist. It is in that field that the Nation makes its lasting progress. To cherish religious faith and the tolerance of all faiths; to reflect into every aspect of public life the spirit of charity, the practice of forbearance, and the restraint of passion while reason seeks the way; to lay aside blind prejudice and follow knowledge together; to pursue diligently the common welfare and find within its boundaries our private benefit; to enlarge the borders of opportunity for all and find our own within them; to enhance the greatness of the Nation and thereby find for ourselves an individual distinction; to face with courage and confident expectation the task set before us; these are the paths of true glory for this Nation. They will lead us to a life more abounding, richer in satisfactions, more enduring in its achievements, more precious in its bequests to our children—a life not merely of conflict but filled with the joy of creative action.

Herbert Hoover.

We cannot tear a single page from our life, but we can throw the whole book into the fire.



Lee M. Hutchins

gan for instance the word "drugs" cannot be used in connection with any one of these stores unless there is in this store at all times someone who has a certificate of pharmacy as required by the Michigan law.

Sixty years ago drug stores were free from the sale of general merchandise and at that time there was no law requiring registered men. During these years, however, the research which has taken place in the interest of pharmacy has developed many special items which have been of invaluable benefit to the human race. As these efforts have taken place in the past years it becomes evident that this line of business must be more or less distinctly by itself. The research in pharmacy for the betterment of opportunities of med-

few years and are continuing to do so, making investments in buildings and equipment and men, who will further prosecute this matter of research. Today there are in the practice of pharmacy and in medicine by the physician, many preparations as a result of research which were entirely unknown and the future existence of which was doubted very much.

About three weeks ago the freshman class of about fifty in number of Ferris Institute, Big Rapids, Michigan, came to Grand Rapids and with them the Faculty of that institution. They were our guests from two p.m. until about seven-thirty p.m. They were given the privilege of investigating our institution, the operations of which were of considerable interest; and they inves-



**KRAFT CHEESE and SALAD PRODUCTS**  
Have Steady Consumer Acceptance



It Pays  
to Keep  
THEM  
Displayed



Hear the KRAFT Music Hall Program, N.B.C. Stations  
Every Thursday Night.

MERIT WILL WIN

**Masterpiece Cigar 5c**

Hand Made Long Filler

Made in Grand Rapids

Sold Everywhere

**Belding Basket Co.**

Belding, Michigan

MANUFACTURERS OF BASKETS

We especially  
call attention to  
Our Line of Baskets



Fig. 32  
Common Drop Handle  
Diamond Markets



Fig. 30  
Extra Quality Diamond Market

We also make canvas cases for laundry, factory and shipping purposes. Also full line of Canvas Products.

No matter what your needs may be we can supply them.

Send for illustrated catalogue and quotations by the dozen or the carload.



Hi-Grade  
Quality  
Sanitary

Insecticides  
Guaranteed  
Non-  
Poisonous



TANGLEFOOT FLY  
PAPER

A famous fly catcher, sanitary, non-poisonous and economical. Ideal where food-stuffs are exposed.

Packed 50 double sheets in display carton, 5 cartons to a case.

TANGLEFOOT FLY SPRAY

A clean smelling powerful insecticide. Kills moths, flies, mosquitoes, roaches, ants and certain other insects.

Packed in various sizes.

Also packed in bulk.



TANGLEFOOT FLY RIBBONS sell better because they are made better—easy to pull out, neat in appearance, wonderfully efficient, long lasting. Thumb tacks come with them.

Attractively and conveniently packed in cartons like one illustrated at the left. They will practically sell themselves.

Packed 100 ribbons in display carton. 10 cartons to a case.



Made by American Labor and a Profitable Item

for Every Retailer

**THE TANGLEFOOT COMPANY**

GRAND RAPIDS, MICHIGAN

## EVIDENTLY GONE WRONG

## Queer Ideas Some Women Somehow Acquire

Ma and me can always tell when dad comes home if somebody's been scratching him where he don't itch and made him bleed. If everything's been going all right with him, if somebody's praised him or asked him to make a speech or to take part in the work down to his lodge, he'll come up the steps with a spring, hang up his hat, give ma a regular kiss instead of pecking at her and say, "Well, old girl, how's everything been coming with you to-day?"

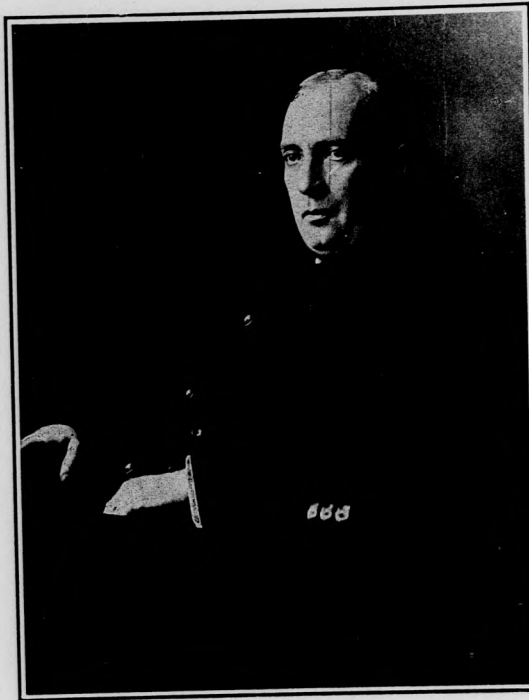
Last night he walked up the steps as though he had the Charlie horse, threw his hat on the hall table, gave ma a peck and sat down to the supper table. Pretty soon he said, "Well, this has been some day. All days are some days nowadays. The first thing when I go down to the office, I don't dare to have a stroke of work done until I open up the mail from Washington and see what new codes I'm under. I'm so full of codes my head goes around like a buzz saw. Maybe I could stand that after I got used to it if I was allowed to spend a little time attending to my own business, but I spend most of my time at conferences. Holy smoke, what would my dad think if he came back now and attempted to do business. He would think that somebody had switched worlds on him." Ma didn't do anything but look at dad for a minute or two and then she said, "I can tell you what your trouble is, Henry, you're not keeping up with the times. The world is progressing while you are standing still, opening yesterday's door and gazing at the things that once were, but according to the Law of Evolution, never can be again. You should snap out of it, my boy, and tune your fiddle to the tunes that are being played to-day. You say we are living in a jazz age; well, all right, you can't furnish the music for everybody to dance and so far's I'm concerned I'd rather dance my legs off keeping up with the procession than to get the gout sitting in a rocking chair and mulling over the past."

"I don't know," said dad, "what Russian books you've been reading or who you've been listening to that has given you all of your crazy notions lately, but you are certainly not the woman I married years ago. You thought then that I had a few ideas about things in general that would average up fairly well, but now you seem to think I am just something that the cat dragged into your life and you wonder how you could have been such a fool as to marry me."

"Well," said ma, "I've got to admit that you are some mind reader. We had better not go into that subject any further because the first thing we know we will be telling each other unpleasant facts and anyway in the presence of our young son we had better stick to generalities and cut out personal matters. Your ideas and mine match up as a powerful electric light does to a tallow candle and you will pardon me for saying that I have in mind that you

represent the candle. You find a lot of fault with the government and its codes, so while we are in the thrashing business, may I say this to you, I think the U. S. Government and the city we live in should own everything and run everything. The Government should own and operate all the factories, the city should own and operate all of the utilities such as gas, electricity, water, etc. All of these things belong to the people and they should be owned and operated by and for the people. That's my story and I'll stick to it."

Dad looked at ma for a minute or two and then he said, "Now if you will go upstairs and put a cold cloth on your head and lie down for a spell, I think this frenzy of yours will pass off."



William L. Brownell

If it doesn't, I will have to call up the insane hospital and you will have to go up there for treatment. You are crazy as a bat. When the Government and city start in to run everything, who do you think will pay the taxes to keep things going. Fully one-half of the business enterprises are not making any money, in fact losing money, so your Government and city would have no income from them and policemen and firemen have to be paid, or perhaps in your scheme of things you expect them to work without pay. You talk about the city operating the utilities—gas and electricity. Perhaps you will remember that a few days ago our water heater failed to function and gas was escaping. You told me you called up the Consumers Power Company and in ten minutes a man rushed up and fixed things. I also heard you

bragging to Mrs. Smith how quickly you had service whenever you called them. Do you think for one minute you would get that kind of service if the city was running things, when everybody's business would be nobody's business? You know better. If it wasn't for the tragedy of the thing, I would like to have your fool ideas put into operation for a time until you and your kind got good and sick of living in that kind of a country and begged the disciples of George Washington to once more take the wheel and guide the craft. I don't know just what will bring you and your kind to your senses, but if you don't snap out of it pretty soon, you will wish that Christopher Columbus had let us alone and not discovered us."

of ice cream mix between them and then freezing the whole, whereby a substantial part of the ice cream will be absorbed into the pores of the cake.

A uniform red color is imparted to the lean portions of meat by using a solution of sodium nitrate in water in which to soak the meat. Patent covering this has been issued to Swift & Co., of Chicago.

Followin a careful investigation of the causes of a violent dust explosion in a malting plant in Buffalo, N. Y., recently Dr. David J. Price of the U. S. Dept. of Agriculture has issued a warning on the danger of explosions of malt dust in the brewing industry.

## Elimination of Noxious Fumes From Gas Burners

The elimination of noxious fumes from gas burners and of the danger of igniting sawdust are the principal advantages claimed for a new method of smoking meats patented by Leo Laubham of Millvale, Pa. The apparatus is described as consisting of a hot air chamber, a smoke generating unit and the smoking chamber proper. Connected with the preheating chamber is a special tank in which steam is passed through a perforated basket containing natural spices. In the bottom of the preheating chamber is an air inlet situated under a large number of heating coils. The heated air, together with the aromatized steam is sucked up by two blowers situated in the top of the heating chamber, and the hot aromatized air is blown into the smoking compartment where the heat opens the pores of the meat. Meanwhile in the heat generating unit below, sawdust is ignited by a gas flame, which is extinguished as soon as the sawdust starts to smolder, upon which a blast of air furnishes the necessary oxygen to keep the wood particles smoldering and to generate the smoke which passes into the meat compartment above.

## Suspended Salt Neutralizes Acid

The use of calcium carbonate, tricalcium phosphate and other neutral salts in neutralizing the acids of fruits and vegetables during the blanching process, prior to canning, has been protected by U. S. Patent 1,966,927, by Augustus H. Fiske of Warren, R. I., assignor to Rumford Chemical Works of Rumford, R. I. This process is said to prevent discoloration and the destructive effect of acid on the metal cans, which may result in subsequent spoilage of the material within. The invention is said to be particularly important in the case of such vegetables as potatoes and white squash, and such fruits as apples and peaches. According to the inventor, it is important that the water in which the blanching takes place be maintained neutral, as acidity or alkalinity of the blanching water would affect the delicate flavor and color of the vegetables. By suspending an insoluble carbonate or phosphate in the blanching water, and acidity present is neutralized. When the blanching water is drained off, the suspended material goes with it.

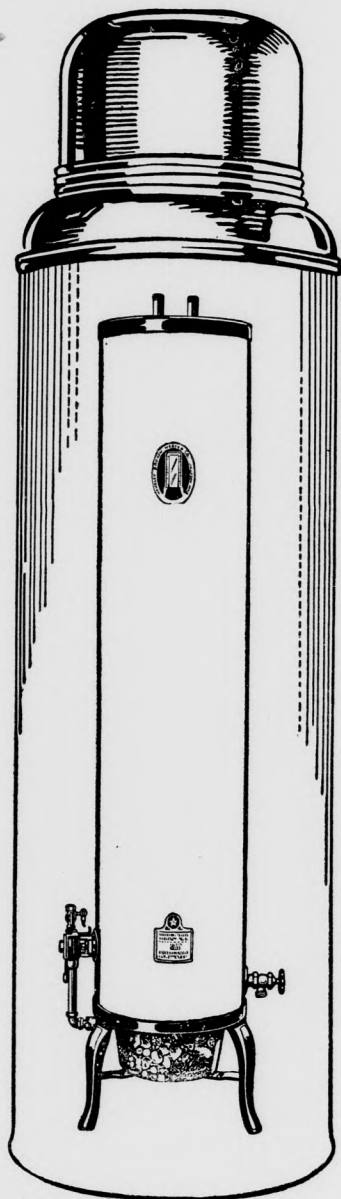
We can all remember when baking powder had a bigger sale than face powder.

## Scientific Flashes

According to an invention by Donald Alec Battista of Philadelphia, Pa., an ice cream cake can be made by baking a cake, immediately cooling it, cutting it into thin layers, spreading thin fillers

# INTERESTED

## In *Better* Hot Water Service ?



THEN IT WILL PAY YOU TO INVESTIGATE THIS MODERN, THERMOS BOTTLE TYPE, GAS HEATED . . . . TEMPERATURE CONTROLLED SYSTEM.

Don't confuse it with any Gas System with which you may be familiar . . . .  
. . . . It's Different  
. . . . And Far More Economical

*BUILT INTO IT ARE THESE FEATURES:*

- . . . Safety Burner, closing completely if pilot goes out.
- . . . Heavy Insulation that prevents loss by radiation and keeps water hot for hours.
- . . . Ready Storage Supply to care for immediate needs.
- . . . Satisfactory Replacement as hot water is used.
- . . . Available every hour of each day's 24.

This water heater is manufactured in Michigan and is in use in thousands of homes in the State, holding popularity by reason of its high quality, and the economy of its satisfactory operation.

Can furnish up to 400 gallons daily.  
Sized for Every Requirement.  
Priced within reach of all.

If you are thinking of an Improved Hot Water Service, Don't be misled by **CLAIMS** . . . INVESTIGATE.

OUR SERVICES AND OUR EXPERIENCE ARE AT YOUR DISPOSAL  
Without Obligation . . . of Course

# Gas Company

47 DIVISION AVE., N.

PHONE 8-1331

## FUTURE OF SMALL RETAILER

### He Must Meet Certain Fundamental Requirements

There are special reasons for my interest in this subject. My own business experience began about forty years ago in a small general merchandise store. In all the years since then I have been connected either directly, or indirectly, with the retail trade, mostly with small stores.

About twenty-four years ago I began to give educational courses in retailing and in that connection helped to establish and to conduct the first Merchant's Institutes, or University short courses in retailing, especially for small retailers. These institutes were held in connection with the Universities of Minnesota, Wisconsin, Iowa, Kansas, Nebraska and Oklahoma. I conducted a college extension course in "Retail Selling and Store Management," which was, I believe, the first of its kind in this country, perhaps the first in the world. It dealt entirely with the problems of the small dealers. Down through the years just preceding, and during, the kaiser's war, this course was taken by more than a thousand men and women engaged in retailing. I might add, but not too boastfully, that I have also had a financial and proprietary interest in a small retail store.

My first book on retailing was intended, primarily, as a manual for small retail dealers. In recent years, in my educational work I have constantly emphasized the opportunities that lie in small retailing. Throughout these years, I have held to the idea that education in distribution should, primarily, be for the masses of retailers and that means for small retailers. You will see, therefore, that my interest in the small retailer and his problems goes back far beyond my preparations for this talk.

The historic importance of the small dealer need not be stressed here. You all know that in all past times and places the small dealer has been the dominant outlet for producers' goods to consumers. The small dealer still predominates in almost every country in the world and there is nothing to indicate that the small retailer system will ever be replaced by any other system of distribution. This holds true for this country as well as every other western nation.

One of the outstanding surprises of the census of retailing for 1933 in comparison with the Census for 1929 was the fact that while retail sales fell off nearly 48 per cent., the number of retail stores declined but 1.5 per cent., or scarcely at all. Most of us had supposed that the depression had driven a large number of small retail stores out of business. We now know this was not the case. Moreover, the number of active proprietors of retail establishments not only did not decline during the business depression, but actually increased a little over 4 per cent.

This increase in retailers, noted by the Census, must have been an increase almost entirely in the number of small, independent merchants. Certainly there were no increases in the numbers of

large concerns. Most of the larger chain store companies for which figures are available had fewer stores in 1933 than in 1929.

Before these figures came out, many people, including retailers, had long had the feeling, or, indeed the fear, that large scale retail institutions, such as the department stores, the mail order houses and the chain stores, might actually drive small stores out of existence. A generation ago, small retailers, particularly in the larger cities and suburbs, almost wore themselves out in the fear that the department stores, which were then growing very rapidly, might swallow them up. In time this fear passed by. Later, in the years just

wanted. They continued to grow until the extent of the demand for their peculiar services had been reached, or until small dealers had learned to render the same services equally well, or better. Having arrived at that point, these new types of distribution then continued to hold their places in common with other and older types of retailing in the system of distribution. So far as these types of distributors are concerned, we now know that the department stores and mail order houses reached their maturity several years ago. We are also beginning to see now that the chains have also reached the peak of their development so far as numbers of stores are concerned. Each

There are at present no indications that small independent stores may pass out. Even after these recent years of the keenest competition the small concern is still dominant. The small store continues to be a field of opportunity, of education and of experience for men and women with limited capital who want to run their own businesses. These facts should help small retailers to regain their courage and confidence in their ability to carry on successfully alongside of the larger competitors.

The requirements of retailing are much the same regardless of the type of ownership, or whether a store is a chain store or an independent store. These requirements may be expressed in their simplest terms as follows:

1. A good location.
2. A suitable building with an inviting front and interior.
3. Layout and equipment that will help to sell goods.
4. Adequate lighting, heating and ventilation.
5. Order and cleanliness.
6. Merchandise which the people of the community want.
7. Effective display of that merchandise, both in its windows and within the store.
8. Intelligent salesmanship and service that not only helps to sell the goods but also makes friends.
9. Advertising that will bring customers to the store.
10. Prices that customers believe reasonable and which they are willing to pay.

Two other necessities, adequate and competent management, are omitted from this list for the reason that both capital and management are means through which these 10 are put to work properly. These points represent the requirements of retailing from the customer viewpoint. Back of these, however, there must be adequate capital and competent management. Any store that can satisfy these requirements cannot fail to secure and to enjoy such volume of trade as any community has to offer.

This is not an easy list. Clearly very few retailers excel in all of these particulars. There are wide variations from store to store. Some stores are outstanding in some of these requirements while others are good in other elements. A store may have an excellent location but fail to secure the business it should have because of an inadequate building, unsuitable layout and equipment. Another store may have both a poor location and an out-of-date building and still attract trade because of special skill in selecting and offering merchandise of unusual taste and quality. A third store may have, not only a good location and building, and also excellent merchandise, but still fail because of inadequate display and advertising of its goods. There may be unlimited differences in the degree of effectiveness based on these 10 essential elements of retailing.

Wherever one store does better than another, it is invariably the result of differences in one or more of these 10 elements. Having so many important factors or elements with which to work, it must be obvious that retailing



Paul H. Nystrom

preceding the kaiser's war, small town retailers became frenzied over the imaginary prospect that mail order houses would drive them out of business. Now we know the limitations of the mail order business and there still remains an important retail business in the small towns and rural districts of the country. During recent years another wave of fear has arisen, the fear that chain stores, which spread very rapidly up to 1929, might absorb the retail trade of the country. The past four years have now proved this fear groundless.

The facts are that each of these types of retailing came into existence because of peculiar and special services that each was able to render to the public, services which the public needed and

has found, or is finding, its respective place in the main system of retail distribution. Each has been, or is being, accepted by other types of retailing. All are slowly but surely, perhaps somewhat painfully, learning to work with each other for the common good. Each new type of retail institution has helped to raise the standards of retail service to the public, not only through its own efforts, but also through its influence on all other forms of business. The public is better off because these new institutions came into existence, and retailing is better off because of them. As a result of the rise of these new types of retailing and the improvement of the old types, the people of this country now have the best retail service in the world.

**SAGINAW TRUE BLUE LADDERS**

The quality Ladders with built-in safety and durability since 1900.  
When in the Market for good serviceable Ladders, write or phone

**RAYMOND PRODUCTS COMPANY**  
Saginaw INCORPORATED Michigan

To All Our Dealers and Their Clerks . . .

**GREETINGS**

**A. W. Walsh Company**

WHOLESALE GROCERS  
Lansing . . . Battle Creek . . . Kalamazoo and Benton Harbor

**The Bastian-Blessing Company**  
Grand Haven, Mich.

Manufacturers of:

SODA FOUNTAINS  
BAR FIXTURES  
ICE CREAM FREEZERS  
BOTTLING BARS

You are invited to visit our factory.

Main Offices: 240 E. Ontario St., Chicago, Ill.

**ACTIVE MARKETS**

GOVERNMENTS  
MUNICIPALS  
UTILITIES  
RAILROADS  
INDUSTRIALS  
FOREIGNS  
REAL ESTATE

Listed Stocks  
Unlisted Stocks

We have a complete analytical department and will furnish analysis and also market on any security in the above group.

**J. H. PETTER & COMPANY**

INVESTMENT BANKERS

GRAND RAPIDS Phone 94-417    MUSKEGON Phone 23-496    MARQUETTE Phone 257

**HART BRAND**

**Canned Foods**  
*Michigan Products*

GROWN EXCLUSIVELY BY  
MICHIGAN FARMERS  
PACKED IN SEVEN MODERN  
MICHIGAN FOOD FACTORIES

Distributed By Thousands  
MICHIGAN RETAIL GROCERS  
THE BRAND YOU KNOW BY HART

*A Complete Line of Canned Fruits and Vegetables*

**W. R. Roach & Company, Grand Rapids, Michigan**



is not a simple, easy occupation. It requires attention to thousands of details. No retailer of any kind or type can possibly have any monopoly over all of these factors. Excellence and success in the management of these elements is as open to the independent as to the chain store. Whoever does the best job winds the trade and is entitled to it. In these days it is as likely to be the independent as the chain or department store. The small independent has won his place in so many communities that it is an old story.

Long study has led me to the conviction that there is not a single one of these 10 requirements which cannot be as effectively provided by small independent stores as by chains or department stores. The independent has as good a chance at having a good location as a chain. The independent can provide a building, a layout and equipment that will serve his community as well as the chain. Lighting, heating and ventilation, highly essential though they may be, are details which the independent can provide as effectively as a chain. There is no patent on order and cleanliness. The choice of merchandise for resale is a difficult art in which no one has a monopoly. The independent, with a proper knowledge of his customer's local needs and wants, starts with a better chance of success than the chain store, managed from distant headquarters. Arrangements and display are likewise matters of individual attention. Satisfactory salesmanship and service are largely the result of and dependent on the degree of intelligence, skill and training of employees for their work. Certainly the independent has the same opportunity to secure and to train his employees as does the chain. The same can be said for such advertising as the small store can use.

So far, there has been and can be, no disagreement as to the relative opportunities of independent and chain stores. Without regard to its ownership each store must stand or fall on its own performance. But what about prices? Is it not true that chains can undersell independents and so crowd them to the wall? Let us consider this point with care.

Price, whether in a chain or independent store, must cover costs of operation and costs of goods, or the store will pass out of business. There have been many studies made in recent years of retail operating costs. The results have been interesting but somewhat inconclusive. Such costs have been found to vary widely, depending upon the kinds of goods handled, the services rendered and efficiency of operation. In several of such studies in which chains and independents were compared, due regard was not given to the fact that there are wide differences in services rendered. Usually the chain stores sell only for cash and make no deliveries, while the independents sell for credit, make deliveries, receive orders by telephone and so on. Under equal conditions of selling chain stores probably have no advantages over independent stores in operating expenses. If their expenses are sometimes lower, it is not because of chain ownership

but rather because of greater efficiency in operation. Real differences in operating costs on the same kinds of goods and the same kinds of services are in retailing as elsewhere due to differences in diligence and management. Opportunities in these respects are as open to independents as to chains.

Then, what of the differences in the costs of the goods? Chains and other large stores are supposed to enjoy special advantages in buying because of the large quantities they sell. Here, too, the independent can parallel or equal every advantage enjoyed by chains if he will but associate himself with other small purchasers for the purpose of obtaining his goods on the same basis as chain stores buy them.

There is to-day an enormous retail cooperative movement in this country. There are now more independent stores organized in so-called voluntary chains or cooperative buying organizations than there are units in the chain stores. Many of these cooperative groups have a buying power in excess of most of the chains. It is true that they do not all function perfectly. This is a fault, however, that will be corrected with time and experience. Such leaders as the Independent Grocers' Alliance in the grocery field and the Ben Franklin League in the variety field are amply and successfully demonstrating what can be done for small independents.

While the small retailer has the right-of-way to the best forms of all of the requirements of retailing, this is very far from saying that all independents avail themselves of these opportunities. You have probably heard the story of the agricultural expert sent out by the Government to show the farmers how to improve their methods. One of the first farmers this expert tackled was a typical, hard-boiled, independent farmer. After he had listened to the expert for a while he started to walk off. The expert asked him, "Don't you want to learn about how to improve your farming?" His reply was "Hell, no. I don't half use what I already know on how to run a better farm."

That statement was true, not only for himself, but also for many other occupations as well. A great many of us, grown-ups as well as children, retailers as well as farmers, do not do nearly so well as we know how to do. We are all naturally careless and a little lazy. We need pressure and stimulation of one kind or another to make us do our best. The chain, mail order house and department store have given this stimulation to the retail trade.

There are many weaknesses in large store operation. One of them is that it does not get the high initiative and personal performance of its managers and employees that is possible in an independent retail store under a very live, intelligent, ambitious owner. On the other hand, large stores have supervision of their employees. They must have supervision. This supervision gets results. These results may not be as good as the results secured in a store run by the best kind of small, independent retailers: but they are far better than the results in stores run by

weak, unenergetic, unimaginative, lazy, shiftless retailers. That is why the department store and chain have, in the past, been able to take business away from small independents.

I recently met and became acquainted with a man who formerly ran his own store, and a fairly good store at that. This man sold out to a chain and then became a store manager in the chain store system. I asked him to tell me what the differences were between running a store of his own and being the employed manager of that store working for a chain. He frankly said that the main differences were in the system under which the work was carried on. The work, he said, was no harder, but it was carried on more systematically. Since he had become a hired man he worried less but he actually accomplished more. In the chain store he was required to keep records which he knew should have been kept in the store which he formerly owned, but which he never got around to establish. Since joining the chain store organization, and because of its rules and check-up, he was more alert about his stock and its arrangement, about the cleanliness of his store, and even about his personal appearance, then he had formerly been in his own store. When he was his own boss, he stated that he often came to work without a shave, that he frequently smoked in the presence of his customers, but now he had cut out such carelessness entirely. As a store owner, when not waiting on customers, he used to read the papers a lot, including not only the news, but the stories as well. Since becoming an employee of a chain he never thought of looking at a paper during business hours. When not waiting on customers he spent his time in getting his stock in better order, in setting up displays, or doing other necessary things in the store. He freely admitted that these matters were but details, but details so important that if he were to go back into business for himself, they would be the first things to get his attention.

It is attention to details such as these that makes the difference between the department or chain store and the independent. They sound very simple and, therefore, almost unbelievable. Most people like to think that there is some secret, mysterious or underhanded reason why the big store is able to get its trade. The real answer lies in its careful, systematized attention to the details of storekeeping. Clearly then, what the big stores have been able to perform with hired help can likewise be done by any independent for himself. When done better by the independent than by the chain, the independent gets the business.

During recent years, independents have been learning a great deal from the department stores, the chains and other, newer kinds of retailing. Many have copied their methods. Others have even improved upon them. The moderate sized-up-to-date independent store is often a better looking store than its large scale competitors. Its merchandise is as good and its prices just as reasonable. Above all, there is a friendly, personal atmosphere about

such a store that very few large stores have been able to duplicate. Small independent retailers have not only been able to do what their larger competitors have done, but in hundreds of cases have been able to do them better. As a consequence, independents are now not only holding their ground, but, in many instances, actually gaining.

Retailing has always been characterized by a high turnover rate among those who carry on its business. Great numbers of people constantly float into, and then out of, the retail business. There are indications, however, that this movement in and out of retailing has declined rather than increased during the last few years. The available facts upon this point are insufficient for a final conclusion, but, the actual failure rate as recorded by Dun & Bradstreet, if this may be taken as an index of the turnover rate of retailers, has been lower during 1933 and 1934 than at any time since the early part of 1920. The present day retailers, both large and small, are apparently better trained, better disciplined to the requirements of retailing, and better equipped to stick and make it a success than in past years.

The future of the small retailer looks good. Retailing is still a field in which small beginnings, if properly managed, may grow and thrive. It is still a place where human ability and energy, even with very little capital, can forge ahead. But to stay and make a success of it, the retailer must meet the fundamental requirements.

In the competition of the new and old types of retail institutions mistakes have been made on both sides. The chains and department stores have greedily reached out for more business than they were entitled to get. In their periods of rapid growth they were both arrogant and unreasonable. Small retailers, on the other hand, have been unduly excited and alarmed. Many have tried with the help of the government to restrict, hamper, or drive their competitors out of business without considering what such legislation would eventually do to themselves and to our whole country.

Government interference in business is a growing problem. It concerns us more to-day than ever before. In my opinion, unless a stand is soon made against its further development, we, as a people, face the complete breakdown of our present economic system. The difficulty with government interference in business is its progressive character. It begins with a new rule or law against something or somebody. This requires supervision. To make supervision effective there must next be control. From control to intolerable red tape or to actual government operation is but a single, short step. Inviting legal restrictions for the retail trade, or any branch of the retail trade, opens the door to a series of regulations which, before we are through with it, will make all retailers pawns of politics and of politicians.

During the past few years there have been several efforts to fix some kind of discriminatory taxes on the chains in the hope, frankly, that these

# QUAKER BRAND PRODUCTS

Priced for 1934 Pocketbooks

## Your Golden Opportunity

For Volume Sales - - - Extra Profits

Independent Merchants who carry and display QUAKER BRAND PRODUCTS are cashing in on the new deal in independent merchandising.

You too can cut out losses, make better profits with QUAKER BRAND PRODUCTS, the line Mrs. Consumer has learned to rely on and place her faith in.

- |           |                |                   |           |
|-----------|----------------|-------------------|-----------|
| Catsup    | Canned Fruits  | Canned Vegetables | Coffee    |
| Olives    | Tomato Juice   | Chili Sauce       | Tea       |
| Mustard   | Canned Milk    | Canned Meats      | Cocoa     |
| Preserves | Apple Butter   | Mince Meat        | Chocolate |
| Jellies   | Whole Spices   | Ground Spices     | Soda      |
| Cherries  | Salad Dressing | Sandwich Spread   | Salt      |
| Raisins   | Dried Fruits   | Toilet Tissue     | Dates     |

It Demands Your Investigation

# QUAKER BRAND PRODUCTS

The fastest selling line in Michigan

## LEE & CADY

MICHIGAN

might kill them off, or at least, stop their growth. Nothing could be more unsafe and unsound even for the independent retailers themselves than this procedure. In setting up discriminatory legislation, retailers are playing with fire. If chains can be regulated and restricted by law, then any other branch of trade can be similarly regulated and restricted. What branch of trade is to be the next to be taxed or litigated off the map? There is already on the horizon a whole cloud of proposed special taxes, of regulations on what may be sold and by whom, that will hit all retailers, both large and small. The Chain Store Tax Laws constitute excellent precedent for these new proposals.

As a matter of cold fact, as already pointed out, restriction and regulation of chain stores is neither wise nor necessary. The chain store systems are merely several small stores owned and tied together by one man or one company. There is no essential difference between the ownership of several stores or of several factories, or of several farms. Chain stores offer no problem of competition which other retailers cannot, by improvement of their own affairs, meet and solve. The chains are here to stay. Incidentally, they have probably reached their maturity so far as numbers and proportions to total retailers are concerned. In some lines their numbers may even decline. Independents who operate their stores efficiently have nothing to fear from them. Two-fisted, red-blooded Americans are not likely to sell out their future right to free and open competition and the chance of getting somewhere themselves for the questionable help they may get from political interference and regulation as the result of discriminatory legislation.

In the meantime, while these controversies between chains and independents have been going on, new problems affecting all retailing and the public, as well, have been rising almost unchecked. During the next few years we will probably see the most determined effort ever made by the industries of this country to get monopolistic control over all business. Strong beginnings have already been made. Manufacturers have already successfully fastened hundreds of regulations on the marketing of their goods through retailers and to consumers. Government expenditures are rising, taxes are being levied on retailers and retail increasingly, and retailers because of their divided interests and petty quarrels among themselves are scarcely exercising any influence on these trends whatever. The Federal, State and Municipal governments are increasingly encroaching upon the private business of retailers by the establishment of competitive channels of distribution, even in part, if not in whole, at public expense to which retailers are asked to contribute heavily.

Public interest is being attacked. Retailers, too busy with their own internal squabbles, often manipulated and played off against each other by outside interests, have scarcely noticed what has been going on. Retailers who are closest to consumers should lead

in the defense of consumers. It remains to be seen whether they will rise to their opportunities and responsibilities. In my opinion, they will, but their efforts will never amount to anything if they continue their silly controversies among themselves. It is time for retailers of all kinds and types to awake and to unite in defense against great problems instead of spending their energies and time in fighting each other.

It is most important that retailers should realize that their strength lies within themselves and not in any prospects or promises from without. When any retailer ceases to improve and to adjust himself to changing conditions, his days are numbered. Whenever he tries to save himself at the expense of other systems of retailing he is on dangerous ground. Attempts to force customers or customer trade by means of discriminatory legislation will never gain anything worth while. Those who counsel such methods are not friends, but really the enemies, of the small retailer.

The main problems of the small retailers henceforth, are the problems common to all retailing. They are problems that will need the combined attention of both small and large retailers. The great task before retailers in this country now is to conserve the public interest against the determined efforts of special interests. In this coming conflict, retailers, all of them, both large and small, should be on the side of their customers. In the long run we shall find that what is good for the public is good for retailing.

Paul H. Nystrom,  
Professor of Marketing at Columbia University.

#### A Summer Creed

I believe in the flowers and their glorious indifference to the changes of the morrow.

I believe in the birds and their implicit trust in the loving Providence that feeds them.

I believe in the prayer-chanting brooks as they murmur a sweet hope of the

far-distant sea to which they patiently run.

I believe in the whispering winds, for they teach me to listen to the still small voice within my feverish soul. I believe in the vagrant clouds, for they remind me that life, like a summer day, must have some darkness to reveal its hidden meaning.

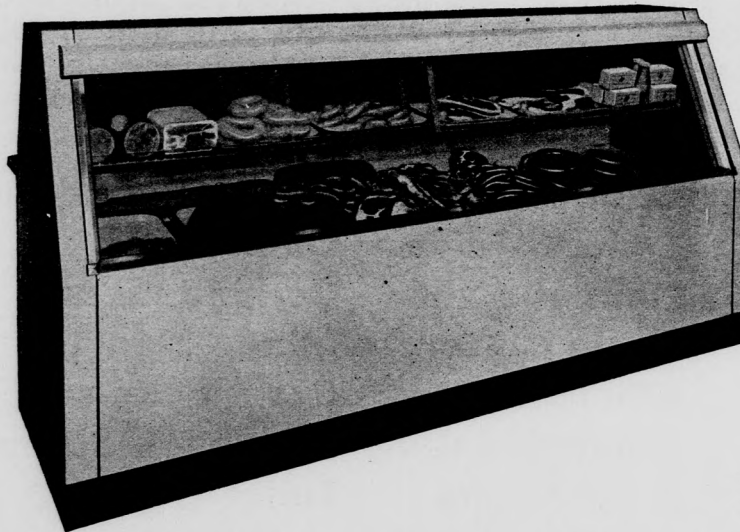
I believe in the soft-speaking rains accented with warm tears, telling me that nothing will grow save as it is fertilized with tears.

I believe in the golden hush of the sunsets reflecting a momentary glory of that great world beyond my little horizon.

I believe in the soft-falling dew revealing the infinite spring of living waters for everything parched and withered.

I believe in the holiness of twilight, for it gives me a sense of the presence of God, and I know I am not alone.

Both crime and racketeering are on the run.



**MR.  
GROCER:**

**Do You  
as a  
Merchant  
Want  
to  
Increase  
Your Volume?**

This double duty display and storage case will make money for you. The most economical case on the market today. **DOUBLE DUTY**—and the best possible display—**OVERHEAD REFRIGERATION**—No spoilage, Positive temperatures maintained.

Other features include—**BAKED DULUX EXTERIOR, ELECTRIC LIGHTS, HEAVY RUBBER DOORS AND FRAMES, THREE INCHES CORKBOARD INSULATION.**

**SIX AND EIGHT FEET LENGTHS**

**THE LOW PRICE WILL AMAZE YOU**

**Every Merchant can afford this case as it is priced within reach of all.**

**It will pay you to write or call for further information today.**

**Boot and Company**

**115 W. FULTON ST.**

**GRAND RAPIDS, MICH.**



**THE ART OF BEING KIND**

**Sermon by Dr. Preston Bradley, Stenographically Reported**

For many years the National Humane Society, a very great organization and one which is, from year to year, increasing in influence in a good work, has been instrumental in calling the attention of the people of the United States to the attributes of kindness toward animal life by the inauguration of "Be Kind to Animals" week.

This is the first Sunday of the celebration of that attitude of the Association in the "Be Kind to Animals" week this year, and interested, as I am, and have been all my life, because I never remember when I did not love living things, I thought that perhaps I could use this Sunday as a great opportunity for saying something to you about "The Art of Being Kind."

All this week we will have justly emphasized, in addresses over the radio and in speeches of various sorts given in exercises about the country, what it means to be kind to animal life. I am going to discuss that question and that aspect of the week more definitely and much more concretely at the service tonight when I speak specifically on "Animals, Dumb and Human." This morning I want to keep in the spirit of our worshipful atmosphere by talking to you in a more general way upon the attributes of kindness as applied throughout the various expressions of our lives, and you will note in the subject that I have worded it "The Art of Kindness," and the emphasis in the discussion will be placed upon that aspect of kindness, the ART of kindness.

What do I mean when I say the art of kindness? Immediately, to the intellectually discriminating, that word, which is the other side of the word "art" namely: "science" will suggest itself. The subject is not the science of being kind. What is the difference between science and art, and what constitutes an approach in any intellectual, emotional, aesthetic or artistic problem that we might properly designate its scientific attitude in contradistinction to its artistic attitude? In other words, what is science and what is art?

Science is only the result of classified observation over an extended period of experimentation and then the statement of general principles which arises from such observation, that has become science. So one may know a great deal about kindness and have a scientific understanding of kindness and know nothing about the art of kindness. Science is knowing about a thing; art is the execution by which that knowledge is brought into play. So we may know a great deal about things and we may know very little how to express those things in terms of the justified importance of the knowledge itself.

Therefore, I could very properly divide my subject this morning into two separate and most distinct approaches. One would be the scientific approach to the problem of kindness, and how to be kind, and the other would be the application of that scientific approach

to the subject itself, the art of kindness.

I do not choose this morning, because there are certain almost purely academic aspects, of going into the subject from its scientific point of view. It would not be within the province or upon the basis of what I hope may properly be called a sermon from the pulpit of the church. We are more concerned this morning with the expression of our subject in terms of art—The Art of Being Kind.

We are in the midst, as you and I well know, of an age that has very definite uniqueness in the history of our race, an age whose uniqueness is so unique that we find no precedent upon which to base many of our conclusions. One of the things that we find to be overwhelmingly unique and

overwhelmingly universal is the fact that we are beginning to get on each other's nerves, and that is not only true of the people in the United States, it is true of people everywhere in the world. There is an unprecedented restlessness of personal antagonisms that ripen and deepen into high social consequences when that condition manifests itself in large social units. The world is beginning to get nervous and people are beginning to get on the nerves of each other, and all of this is making for a definite restlessness and nervousness that sometimes is mistaken for activity, that sometimes is mistaken for progress, and there is a certain restlessness that is almost expressing itself in the regular rhythm which would give one, who is trying to penetrate it in his observations, an idea that

perhaps it has a scientific character that ought to be understood before we become too dogmatic as to how to cure it.

This restlessness which I see all about me, and I detect it everywhere I go. I travel a great deal up and down the United States and come in contact with a great many people in many cities and I find a great difference between individuals and character. I see people operating en masse all the time and I am underneath the machinery of some of these operative measures and there is a tremendous amount of restlessness, nervousness, people unable, apparently, to quietly and in a segregated manner look into the problems of life, and most of all, into their own individual problems.

Of course, we have lost largely the

# INTERNATIONAL TRUCKS

**APPEARANCE for Prestige  
PERFORMANCE for Profit**

*Arrange for a demonstration of one of these NEW Internationals.*

You know how important it is nowadays to have good looks in your truck. Regardless of how large or small your business is, your truck or trucks must be able to increase your prestige.

These new International Trucks will do that...and a lot more. In International Trucks, beauty is not just paint deep. If you've got an eye for mechanical details you can find

practical beauty under the hood... beauty of design and construction, which accounts for economical operation and rugged performance.

Come in and give these new streamlined Internationals a thorough examination. We know that the deeper you dig, the more you will admire these very latest trucks. We will arrange a try-out on your own job—on any model you choose. Come in, or use the telephone.

**NEW  
LOW  
PRICES**

INTERNATIONAL  
Model C-1

|                                                        |       |
|--------------------------------------------------------|-------|
| Half-ton Chassis . . .                                 | \$390 |
| With Cab . . . . .                                     | 490   |
| With Cab and Pick-up<br>Body . . . . .                 | 515   |
| With 6-ft. Panel Body . . . . .                        | 630   |
| With 7-ft. Panel Body<br>(125-in. wheelbase) . . . . . | 667   |
| With 6-ft. Canopy-<br>Top Express . . . . .            | 615   |
| With Station Wagon<br>Body . . . . .                   | 720   |

All prices on 113-in. wheelbase chassis, f. o. b. factory. Shock absorbers and front bumper extra.

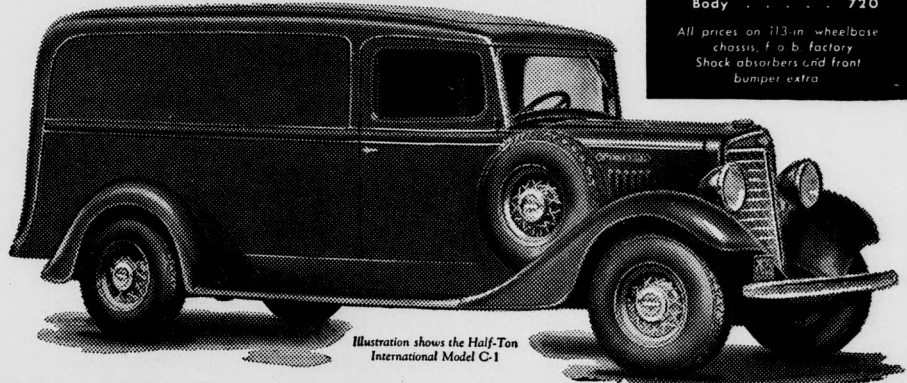


Illustration shows the Half-Ton International Model C-1

**International Harvester Company of America**

BRANCH HOUSE  
168-178 Wealthy St., S.W.  
Grand Rapids, Mich.

SERVICE STATION  
217 Market St., S.W.  
Grand Rapids, Mich.

**\$390.**

AND UP

113-in. wheelbase chassis,  
f. o. b. factory

art of simplicity, and when we lose the art of simplicity we have lost many of the allied arts of which being kind is one. Things have become so complicated and so intricate, and the machinery has become so overpowering and so overbearing and we are in the midst of such a moment of cynicism whereby certain fundamental virtues are being relegated away from our vital experiences, and because of the atmosphere which is created about us, which creeps with insidious penetration into the secret sanctuary of our individual lives, the first thing we know it is manifesting itself in ugliness, in cynicism and unkindness and in those brutal attributes that take all the joy and great beauty out of life itself.

Before we say very much about the art of being kind, we must understand, I think, something about the fact that we have lost the art of simplicity and our needs were never more multiplied than they are to-day. There were never more intrusions into the realm of the spirit than there are to-day. We sleep in a universe surrounded by bells. We live in a universe that violates the sanctity of personality almost every hour of the day. You do not know, when you close your eyes to sleep in your beds at night, what moment a telephone will jangle at your side. You do not know what moment the interruptions of modern demands will strike at the gates of the citadel of your dreams. No wonder insanity is increasing at such a frightful rate that all students of psychiatry are alarmed to a degree that they do not intimate to the layman. No wonder that men, forty, fifty and sixty, particularly between the ages of fifty and sixty-five, those fifteen years that ought really to be years that shall see the glorious maturity of life itself, men forty-three, forty-five, going to their offices, picking up a telephone and then someone picking them up—dead. Autopsies reveal that their arteries and veins are as brittle as pipestems. No wonder that you and I are irritated at every little inconvenience that happens to come our way.

Yesterday afternoon, I strolled for an hour, for the express purpose of the thing I was after, in the crowds of State Street. I got on and off of two busses, I rode on three crowded street cars for five blocks, I wanted to get in contact with you, this humanity that writes me these letters of profound tragedy! This humanity that is so tired and so weary and so disillusioned! This humanity that is expressing itself in this complicated, intricate age. I wanted to know, if I could, a little bit, and as often as I can I become a part of your life.

I arrived in the city on Saturday morning at seven o'clock and I walked to an elevated platform and I saw them come, packed like beasts, in elevated cars, in street cars, in busses; I saw them pour out of them like ants leaving a hive; I saw humanity in panorama, and I saw tired faces, I saw young women that were old women, and I saw young men that were old men. I did not see very much joy on some of the faces, there is a certain tightness about it all, a certain tension about it

all, and your ears are deafened by the clatter and clash of it all. And then we get into all sorts of psychological disturbances, and the first thing we know, it is nothing but moral wreckage, and we try to substitute peace and repose and poise and strength by artificial stimuli, and so some of those bodies are saturated with the weapons of abandonment and the relaxation which comes from stimulants, from dope, from whiskey, and all the rest—abandonment—you are trying to run away from life! You are afraid of what life is doing to you and you seek relaxation in stimulus, and sooner or later—demoralization, until the fine art of kindness seems at times to be almost lost amongst us.

I see people registering emotional reactions at any little intrusion upon their personal rights. I see energy wasted in emotional reactions by people in such quantity that if correlated in their work would raise their salaries \$25 a week in almost any line of endeavor. I see people get so excited because of such trivial things, that the same amount of energy expended for over a period of five years would transform their whole personality, but it was spent in defending their rights! And if you should shove them a little, or accidentally happen to give them the impression that you were stepping ahead of them into an elevator that you were all going to get into, sooner or later, immediately there is trouble! If you accidentally bumped up against them when you had some packages in your arms, and they had some in their arms, there was enough energy of hate that emanated out of their eyes to give most of them a headache this morning, which I think they have! We spend our whole lives, so many of us, in this whirl of things, this tyranny of things. We are owned body and soul by things. Our lives are surrounded by things, and we are tyrannized by things. We are making, in the United States alone, over six hundred thousand different things—alone! We are making that many different things and there are some people who try to buy them all (laughter) and they have such a false idea of the difference between ownership and possession that they feel there isn't any joy except in ownership. I possess a great deal more than I own, and there are a lot of people who brutalize their lives by ownership that do not possess very much of anything. The distinction between ownership and possession is one of the first things that will help us in the fine art of living beautifully and living well. So much for the art of life!

Now, let us apply it concretely to the principle of kindness. What do I mean by kindness. Of course, kindness is always considerateness artistically expressed, and one of the finest virtues that it is possible for any of us to possess is the virtue of being considerate, and anyone who develops a capacity of being considerate has already opened the lock of the door of the granary and storehouse of kindness itself.

There are those who seem to think that being kind is being weak. There are a lot of us that think that virility can only be expressed in those qualities

that are so naively used, usually by luncheon club speakers, "pep" speakers, speakers who address business men and executives, who weary one by their idle prattle about "he men" and who seem to think that the only way that you can express virility is by being big-mouthed and brawny and boisterous, that these are the characteristics that are so impelling in human life, and to be kind is to be weak! Why, to manifest any kindness toward a dog, or a horse, or a cat, or an animal, with some men is to be womanish and sentimental (laughter). They can lash a horse into fury and then sit with their brawn and their mightiness while it is laboring against a load that already overtaxes its physical power, but that is manly, "he men!" They can be boisterous in the presence of anyone else, they can be commanding and all that, to be kind is to be weak. How little they know about strength, who say that! How little they know about strength!

Strength is never identified with mere physical brawn and strength is never noisy. I saw the sun come up this morning, I saw it by the side of this inland sea of pristine beauty, our lake, that I wonder how many really appreciate? I saw the sun, there was a golden glow as though someone first had opened up the door of a great furnace and the glow of that furnace door lightened the whole eastern sky, and then up over the rim of the sea, as though it came from a fiery furnace, there came the first faint traces of the sun, and then gradually it deepened, brightened and blended and it was over, I said: "What a glorious day this is going to be," but I did not hear the sun! The greatest powers of the world have always been, and they always will be, silent. You never heard the law of gravitation, and you never will hear it, but the law of gravitation maintains the relationships in the whole planetary universe, and probably the greatest power of it all, that law, and you never heard it, and you never will, because it is silent—it is silent, and there are so many of us that are so immersed with the external things of life that this personality, beautifully related to the universe, of which we are a part, is all distorted, twisted and chaotic, and there is a crashing of idealism evidenced through your physical and moral structure, that at forty we are physical, emotional and spiritual wrecks and we have not learned the art of an integrating life, a life in terms of unity, a life that looks at all life in the terms of wholeness. So, to me, one of the great virtues of life is this virtue of being really superior in our social relationships, intimately expressed, through the principle of kindness. It is so easy to be unkind, everything is set for it, the confusion, the noise, the clatter, the crashing, the materialism, the failures, everything is all set in the drama of life for unkindness. But what about kindness?

I know that everyone of you have what the psychologists are calling "personality pictures," they are the dominating influences of our lives and if we permit ourselves to succumb to the clatter and crashing of contem-

porary forces and permit them to so saturate our lives, then we lose some of these fine arts of life and we are going to find ourselves in a tragic situation.

What do I mean by personality pictures? It was exemplified by one of the greatest women of the past generation who became a noted sister in one of the orders of the Catholic church. For twenty-four years her life was torn between a choice of a career in histrionic art or becoming a nun, and between these two ideals that dominated her life, as long as they existed, there was chaos and despair and she was developing a twisted, torn, disintegrating personality: but the moment she made a complete surrender, and the ideal to which she surrendered would not matter, as it was she happened to have chosen the church, but had she chosen the stage, the same truth would have evolved. The moment that we refuse to permit this contemporary scene of confusion to dominate the idealism of our personality and say to it: "I will have none of it!" that moment we learn the art of being kind, that moment we develop a spiritual personality that will stand us in good stead.

Who have been the three kindest men of history? I want to tell you who I think have been the three kindest men of history, and I shall not mention them in the order of their importance, but I shall mention them in this order:

The first I should like to mention is Saint Francis of Assisi. I think that Saint Francis of Assisi was one of the kindest men that ever lived, and because he was so kind he was so strong that his influence for truth and beauty and loveliness and spiritual superlatives dominates the moral life of mankind to-day. And why was he kind? One of the things that inspired the depth of his sense of kindness was that Saint Francis of Assisi had great consideration for everything alive. Saint Francis of Assisi never killed anything, and he never ate the flesh of anything that had ever lived. He spent his life in kindness, and when I think of the example of Saint Francis of Assisi—O, I know you practical folks, I know what you are saying, I know you are so practical and you are so scientific, and you are so material, I know what you are saying, you are saying, "O, that is not practical, and a man must eat meat to be strong, and a man must do this and that"—I know what you are saying! Humanity has always said that, but Saint Francis of Assisi will illuminate the moral idealism of civilization when every person in this church, and every person listening to me over the radio, including the preacher who is doing the preaching, shall have been forgotten and everlastingly forgotten in the oblivion of history! We, with our materialism; we, with our physical prowess, are losing the spiritual capacities as fast as we can lose them, and we will die, civilization will die and your world will crash into a thousand million pieces unless there is born new idealism and vision with someone to give it significance and there is a kindness that is basic, eternal and everlasting, and in

# WHICH WAY

## Individually Owned Grocery Store?

The interest of the Grand Rapids Wholesale Grocer is YOUR INTEREST. The ear of our management is constantly turned to catch the desires or demands of the individually owned grocery. Our services are yours for the asking. We do not solicit stockholders and do not discuss our services with dealers or prospective grocers unless approached.

Regardless of this policy—many more grocers have begun using our services the past twelve months making a total of three hundred seventy-three stores that get all or a part of their dry groceries and produce through our services.

We do not have a 'house label' or 'private label' for we firmly believe in letting the manufacturer establish his product as a demand item by National or local advertising. A private brand name only confuses the dealer for it causes a duplication, slows down turnover (even the corporate chains carry and feature practically all nationally advertised brands). Too frequently a jobber is deceived in presenting you something "just as good" which becomes dead stock on your shelves—look about you for proof of this statement.

Last fall we felt the need for a full line of fancy vegetables and combed the market before we decided to buy Stokely Brothers' Finest. Our members have vindicated our judgment by enabling us to purchase between March first and the present almost fourteen carloads of these vegetables "approved by Good Housekeeping Institute" and "packed in the golden enamel lined cans." We are proud to have been given exclusive sale on Stokely Brothers' Finest in this market.

Del Monte label is popular with the corporate chains because it is popular with the public. We were given exclusive jobbing of this label by the California Packing Corporation a year ago. A Del Monte representative was placed at our disposal and more than twenty-five carloads of these fancy fruits and vegetables have cleared our docks. Included in this figure was a 64,000 pound carload of Del Monte dried fruits that we moved in a week.

We have a full line of other "familiar foods," bulk items, and staple demand items—if they are not called for by your trade we don't carry them. When tomatoes were first offered this fall we bought a car of standard pack and it was snapped up by our members in a week.

Last fall we began our service of merchandising for grocers affiliated with us. Newspaper ads, handbills, window posters, and personal services of a staff qualified to assist our members within their stores was offered. The demand for such services became so great that three times we have been compelled to increase the personnel. Ads now appear in the Grand Rapids Press and seven outside newspapers. A. G. stores are located in Benton Harbor, Battle Creek, Grand Ledge, St. Johns Saginaw, Cadillac, East Jordan, Charlevoix and most towns within the circle so described.

Associated with the A. G. stores and sponsored by this organization is the A. G. Commission Company, serving all members of this organization in the buying of perishables.

Service and rates of common carriers did not properly meet the needs of our membership. We entered into a contract with a large hauler which has maintained a twice-a-week schedule all summer to Charlevoix (200 miles) and over other routes where the demand has warranted.

In brief because we have served our members demand merchandise we have almost doubled our sales the past six months—even in these trying times.

## The Grand Rapids Wholesale Grocery

166 WILLIAMS STREET., S.W.

GRAND RAPIDS, MICH.

"A Wholesale House Directed By Grocers To Render A Complete Merchandising Service To Members"

**NOTE:**—A committee of our Vice-President and embracing four other members have worked a year for a means of meeting corporate chain bread—both in quality and price. We believe that the plan evolved is worthy of your careful study. It is patterned after our own organization and given the proper support certainly will solve the problem. If the committee have not yet seen you, they will—be patient.

**MEMBERS:**—Are you urging your customers to enter the contest for the New Chevrolet Coach we are giving away?—Have them write a letter on "Why I prefer to trade at Individually Owned Stores." This is YOUR contest—advertise it. Entries can only be made through you.

these days I am glad to say that some of the very men and the very institutions who are associated particularly now in the realm of killing, the killing of animals for the consumption of food, are utilizing the very last word in scientific measures to humanize it. This kindness toward life is percolating down through the whole scale in many particulars—kindness to life, and some of the finest and best men of the industry are utilizing it in their practice.

The second kind man I want to mention is Gandhi. He only weighs ninety-six pounds and he lives on rice and a little goats' milk, and that is all he weighs—ninety-six pounds, and he is remaking the map of his country! Ninety-six pounds of what—animalism? Ninety-six pounds of pep? He is so weak he can hardly raise a spoon to his mouth! Ninety-six pounds of braggadocio and noise? Ninety-six pounds of kindness! When the challenge was hurled at him by the empire, he could have summoned millions and millions and the bloodiest revolution of human history could have taken place, and Gandhi said: "No, there is another way, the way of kindness." So, by this doctrine of passive resistance he has verified the older doctrine that "He who saveth his life shall lose it, but he that loseth his life shall find it" and the world will not believe it, and when I look out upon the throngs, a sadness takes possession of my heart—How long must there be another Saint Francis of Assisi, another Gandhi!

And the third and last was the most gentle spirit and kindest heart that I could possibly mention to you, the heart that beat in the breast of that Galilean poet, Jesus of Nazareth. He knew the art of being kind, and never once in his whole life, never once in his whole life was there ever the least suspicion of unkindness. The basic, dominant note of his life was consideration. Have you ever stopped to think, as I draw your minds in these closing moments, my friends, what would happen to the world, what would happen to America, what would happen to Chicago this week, this "Be Kind to Animals Week," if instead of saying that unkind word to a little stray dog, or cat, in the street, kicking it out of the way,—I saw some boys yesterday on the beach, they chased a poor little dog and threw bricks at him, chased it off from the beach, just a little bit of a cur. Those same boys, do you know what they were doing? They were playing bandits and they had all kinds of pop pistols and air guns. I stood and watched them for half an hour. They were divided into gangs, that's what they were playing, one of them said: "I am the Al Capone gang," and the other said: "I am the Moran gang." (Laughter.) O, you laugh! Don't laugh! It was the saddest thing I have ever seen! It is all that I have been trying to tell you this morning and I cannot break it through into the cold hearts of men! Playing gangs, and they had taken some old boxes to the beach and they built what they called their hangouts. Boys! And they planned their raids! Picture personalities! Teach boys to hate animals

and men and to have no regard for life, and to deliberately plan with one of the boys to be shot and to die and for the other one to kill him dead, in the mockery of their gang play. Teach them that, and let that thing go on, and on, and on, and you dramatize and make romantic bloodshed and war and hate, and all the universities and all the colleges and churches and all the preachers in the world will never save you from the greatest fall mankind ever knew!

Just dramatize hate, that's all you need to do! Make your gangster a hero, show the picture of his \$25,000 casket, show the pictures of \$10,000 floral offerings, speak of his diamonds and his romance, and let that percolate into the adolescent youth of America and we are creating for ourselves the greatest problem we have ever known!

I don't know any other way, my friends, finally, to save civilization than to start fundamentally at the very beginning and realize that one of the first principles that ought to dominate our human association is just this principle of kindness. That is the beginning and the end, the Alpha and the Omega, the whole business. If we really want to be kind to each other, we cannot say or do unkind things, and that is not weakness, that is strength. That is the whole climax of strength, and when people say unkind things to us and do unkind things to us and are unkind, to return unkindness with kindness is the art of life. I have heard fathers say to me: "O as quickly as my boy is old enough he is to have a gun, I am going to give him a gun and I am going to teach him how to shoot and kill." Picture personalities! Picture Personalities! PICTURE PERSONALITIES! Teach your youngster how to kill things merely for the joy of killing them, and maybe sometime in a crisis in his life he won't find it too difficult to kill a man! Breed your psychology of hate, breed your psychology of unkindness! Breed that and the offspring will have in their hearts hate and hell!

Now, what would happen to Chicago this week—I wish we could make it a test of this church, I wish I could put you all under oath. Of course, I would not have to do that in the Peoples Church because your word is your oath. What would happen—suppose everyone listening to me—I think speakers over the radio overestimate their audiences many times. The moment folks speak over the radio they seem to think that because they are, all the world is listening, which is not true, unless it is a baseball broadcast. So I don't know how many are on the radio, but I just wonder what would happen this week if everyone listening and everyone in this great congregation, if all of us, just for this week, would say: "Now, then Doctor Bradley, for this whole week I am not going to lose my temper once, I am not going to say an unkind word or unkind thing about anybody, and I am not going to let anybody say an unkind thing to me about anybody, and I am going to face life this week with a smile, I am going to be kind! I am going to be kind to every animal

I see, and if I see a little dog homeless, or a cat, or any animal abused or maltreated, I am going to rescue it. For in three minutes you can send it on its way to the North Side Shelter, where it will get a home.

And you automobile drivers, what a week this could be for you! I say this in all seriousness and gravity, because I do not own an automobile and I have never driven one a foot. I don't like them and never get in one unless I have to, but I say this, that I wish somebody would explain to me the psychology of the complete change in personality of ninety-nine per cent. of the people the minute they get behind a wheel. You man and women will do things behind the wheel of an automobile that you would not do at any other time or place in your attitude toward someone else, and you put life in jeopardy! Look at the things that are done, the tragedies! Look at the tragedies to-day and you analyse them down to their finalities, and less than one-half of one per cent. are accidental. What do I mean by that? Nothing is an accident that could have been avoided—when you say your brakes slipped, or you couldn't stop, those are not accidents! Nothing is an accident that happens because you do not use your brains! The accidents happen because you don't use your brains. You say to me: "But, Doctor Bradley, you do not drive, O, if you only drove!" Well, I don't drive, I suppose, if I did, it would do the same thing to me that it does to you.

What a wonderful week for you if every automobile driver in the city of Chicago, this week, now, should take this obligation to be as kind and courteous behind an automobile wheel as you would be entertaining a guest in your home,—I will cut down the automobile tragedies this week seventy-five per cent; I will cut them down seventy-five per cent. this week, and some little child that a week from to-day will be a lifeless body in some home that loved it, will be alive and happy next Sunday instead of dead.

I am concerned about this whole business of life. Let's be kind! Let us try it this week. Let's be kind in what we say about each other. You know there is a kindness in even refusing to say what we know is true. I have met a lot of people who felt justified in saying unkind things because they were true, and when I looked at them and said: "Why do you say that?" with a supercilious cynicism they have straightened up and said: "Because it is true." Supposing it is true, let us this week not even say true things that are unkind things. Let's try the whole week—I will, if you will. And you know I am Irish (laughter) and temper is an awful thing, and we all have tempers, and it is worse when it is encouraged by an age like this. So, let's be kind!

Perhaps you know something in your life that has just spoiled your whole winter, something happened last fall, or a year ago in June, and sometime last summer, and it just spoiled your whole winter, wouldn't it be wonderful for you to go home and call them up on the telephone and say:

"Hello!" and they'll say "Hello! who is this?" and you say: "Don't you know?"—just melt the ice slowly, like that, and what a wonderful thing it would be if all of us this week would just be kind to everything and everybody, because, my friends, really, really, in the last analysis, there aren't any of us going to be here very long, and there isn't much left of life for most of us. I have lived over one-half of mine, all of us are not very far from the valley and isn't it too bad that we should have these things in our lives that do not make them beautiful? You will have the best week you have ever had, you business men, you people who are working, people who are not, perhaps, with worried, financial troubles and problems—I have got a million of them along with you, we are all in the same boat in life! Do you want to have the best week you have ever had? All right, let us resolve this week to be kind!

Let me close with a quatrain I have used many, many times, and you have all heard it—may I say it as I never said it before—

"So many gods, so many creeds,  
So many paths that wind and wind—  
And just the art of being kind  
Is all this sad world needs!"

#### Scientific Flashes

It is reported in the Scottish Journal of Agriculture that the burnt or caramel flavor in milk is caused by a lactic acid cocculus which grows vigorously in milk at 60-70 degrees F. It cannot be differentiated from *Streptococcus lactis* except for its faculty of imparting a burnt taste.

Grape juice can be decolorized, according to two Greek investigators, by precipitating the coloring and albuminoid matter together with the pectin and tannin with slaked lime while simultaneously aerating. The process takes place in three stages.

When inert nitrogenous material, such as urea, is incorporated in compressed yeast, the latter's baking quality is improved according to a recent Standard Brands patent. A small amount of papin with mucic acid, adipic acid, fumaric acid, potassium acid tartrate or calcium acid phosphate may also be added.

A British patent has been issued covering the preservation of eggs by means of a coating of tallow, 1-5 per cent., powdered boric acid 20 per cent., and the rest soft yellow paraffin.

Treatment with a mixture of salt with a smaller amount of potash, together with wood-smoke tars and seasoning agents, for curing meat was recently patented in Great Britain.

By adding phosphatides of animal or vegetable origin, such as lecithin from soy beans, to the dry ingredients of soups and sauces, these ingredients are prevented from settling out.

#### A Good Test

Willie: Maw, that dentist you sent me to that was advertised as painless wasn't.

Mother: He wasn't?

Willie: No, I bit his finger and he yelled just like any other dentist.

Manufacturers  
of  
Full Fashioned Hosiery

SHEER CHIFFONS  
TISSUE CHIFFONS  
SERVICE WEIGHTS  
RINGLESS HOSIERY  
EXTRA LENGTHS

Inquiries solicited from Michigan  
Merchants

Buy Michigan Made Products

**Belding Hosiery Mills, Inc.**  
BELDING, MICHIGAN

Genuine

**CELO-GLASS**

U. S. PAT. 1,190,827 AND OTHER U. S. PATS. PENDING. REG. U. S. PAT. OFF.

**GUARANTEED 5 YEARS**

when correctly installed  
on poultry houses

**INCREASES EGG PRODUCTION; RAISES  
HEALTHIER, HUSKIER CHICKS**

Use for hot bed and cold frame sash, storm  
doors, storm windows, back porches, hog  
houses and dairy barns.

**ACETOL PRODUCTS, INC.**  
WILMINGTON, DELAWARE

*Putnam's*

**CANDY for CHRISTMAS**

LARGEST SELECTION

FRESH and ATTRACTIVE

**JOBBERS—WE CAN GIVE YOU OVERNIGHT DELIVERIES.  
AT LOWEST FREIGHT COST.**

**RETAILERS—ASK YOUR JOBBER FOR** *Putnam's*

**"A MICHIGAN PRODUCT"**

**PUTNAM FACTORY, GRAND RAPIDS**

MAKERS OF GOOD CANDY FOR SEVENTY YEARS.

## FABULOUSLY WEALTHY

### Not Kind of Wealth That Takes Wings and Flies Away

In explanation, I would like to say that while you may not know it and I may not look it I am, in reality, fabulously wealthy. And my riches are not the kind that take wings and fly away. My wealth cannot be affected by

- Bank failures
- Stock market crashes nor
- Business depressions.

It is permanent and unlimited, so you are all welcome to any part of it you may want.

I acquired this great wealth through the death of an old associate of mine. Now you may think it rather strange of me to gleefully stand up here and tell you about the death of an old friend. But this is one funeral over which I can be very happy, as you will soon see. This old associate had treated me very badly while he lived, but at his death he more than made up everything to me. Now I do not mind telling you who this old associate was. He looked just like me and he had the same name as mine. As a matter of fact he was my former self. Yes, after a long hard struggle my former self finally gave up the ghost and died, and I would like to tell you what was buried with him:

- Selfishness
- Pessimism
- Fear, worry
- Indecision
- Regretting the past
- Doubting the future
- Stewing about business
- Being irritable at home
- Envy of the other fellow
- Slaver to false appetites and desires.

and a lot of other junk too numerous to mention. These things were all very definitely buried with my former self. After the funeral the will was read and I found that my new self had inherited the following riches forever:

- Unselfishness
- Optimism
- Fearlessness
- Contentment
- Decision
- Forgetting the past
- Confidence in the future
- Dominion over business troubles
- Kindness and patience at home
- Rejoicing in the other fellow's success.

Freedom from false appetites and desires.

and many other riches of a similar nature. I took this inheritance out into the business world and it made me successful beyond my fondest hopes. I started giving it away to people with whom I came in contact and the more I gave the more I received. It is a fortune I can never deplete, so I am more than happy to share it with you.

I think the best way for me to share my fortune is to show you just how it can be used in practical everyday business affairs. For instance, at the time I inherited my wealth I had a very comfortable position as Eastern manager of a large publishing house. But I suddenly felt capable of doing much bigger things. So with a wife

and child to look after and less than \$100 in the bank, I resigned my nice comfortable position without having another one to go to. I went home that night and told Mrs. Young what I had done. Instead of throwing up her arms in despair she threw them around my neck and we joyfully danced a jig around our apartment. You see I had previously shared my fortune with her and we felt ready for bigger things.

The next morning was one of the most important mornings of my life. With no job, little or no money, and a wife and child to look after, I was in as tight a hole, perhaps, as anyone ever was. In fact, outwardly, I was in a "hell of a fix," if you will pardon the expression. But inwardly, I was in a "heaven of a fix." Outwardly, I was almost poverty stricken and busted. Inwardly, I was richer than any monarch on his throne. I mentally rolled up my sleeves and challenged negative thinking to a death battle.

I did something that morning that every troubled business man in the whole world could do with extreme profit at this time. I analyzed my situation. I realized that I was sternly up against it and that I had to do something intelligently and quickly. So I carefully considered two courses that were open to me. One course was:

- To get panicky
- To reason that I had made a mistake in resigning my position
- To become depressed and fearful
- To acknowledge that times are bad
- To view the future with pessimism and doubt
- To wonder how long my \$100 would last
- To become completely filled with,
  - Self pity
  - Resentment
  - Impatience
  - Discouragement, and so on

I had just enough common sense to figure out that this course of action would utterly ruin me. So I quickly abandoned it.

Then I contemplated the other course which was open to me. The first thing to do was:

- To quit thinking about myself
  - To forget the past and the future
  - And concentrate on to-day
- I calmly realized that we had always had:

- A place to sleep
- Something to eat
- Something to wear

As these things were all we actually needed, and as we had always had them, why worry that some day we would not have them. Right then and there I got rid of Fear and Self and the rest was comparatively easy. I took all the weak and fearful thoughts that came to me and literally shook them to death. It was a great battle but with my "fortune to Right Thinking" to support me, I won out.

To hasten the story along, I finally engaged in one of the most highly competitive businesses in the world—the life insurance business. I started in from scratch as a common, ordinary agent on a strictly commission basis. But right here I would like to let you in on a little secret. I did not go out to sell life insurance. I went out to use

my inheritance of sane thinking and right acting. I went out to give and not to get. I went forth as a bundle of ideas—a bundle of qualities, if you please, which I knew would make me successful if lived and practiced every day. I was so busy expressing these qualities that I did not have time to worry and fret about my condition.

Things began to happen in my favor. Successful men and women not only started buying from me, but they sent me to their friends. Writers began referring to my methods in newspaper and magazine articles. I was called upon to address insurance meetings in different parts of the country. My clients gave me a testimonial luncheon at one of the large New York hotels. The American Magazine asked for a story and in the Sept., 1928, issue I told some of my experiences under the title "I Got Tired of Being a Fool." Seemingly many others had become tired of being foolish, because a flood of letters came from all parts of the country about the story and they are still coming in, even though the article is now over six years old.

To-day we have everything we need, a comfortable home and a well established business; loads of good friends; perfect health and have a bright outlook on life. I tell you these things not to brag—far from it—but to illustrate what a little common sense will do in times of trouble. I am wholly convinced that the only lack there is is the lack of right thinking in times of stress.

Now let's take a look at general conditions to-day. Just what has happened? To me the answer is very plain. It is simply this. The getting habit has been rudely interrupted. Just let me repeat that statement—The getting habit has been rudely interrupted. This is not a new experience for the "getting habit." It has been interrupted periodically down through the ages and always will be. You simply cannot stabilize "self interest." The "getting habit" is always in trouble, because it will never get quite enough to satisfy it. It goes merrily along for a while and then comes an interruption similar to that which we are experiencing to-day.

Take the stock market crash for instance. The getting habit was responsible for that. Investors were not satisfied with a fair return on their investments. They were waiting to get more. The result was that self interest expanded beyond its own limits, and finally burst. Fictitious values vanished overnight. Material wealth took wings and flew away. The poor "old getting habit" with only the weak prop of "self interest" to lean upon faltered and fell to the ground. Pessimism and depression swept over the land and paralyzed business.

When the "Getting Habit" caught its breath again it started right off on its same old course. For instance, this appeal was sent out to the public: "Buy now and bring back prosperity." There were two little words omitted from that appeal which should have been added to it. The appeal should have read "Buy now and bring back prosperity—to me. Then it would at least

have been honest. My friends, the appeal fell on deaf ears because it was selfish and the public was not inspired by it. The "getting habit" is a bit dumb when it comes to getting out of a hole. It is always worn out, disgruntled and unhappy.

This is not so with the "giving habit." This habit is never unhappy or distressed because it hasn't anything to get. Please ponder that statement a little. The "giving habit" has nothing to get. What if business had sent out an appeal to the public like this:

Dear public—There is nothing to be alarmed about. We are 120,000,000 strong in a rich and fertile land. We have half the gold in the world, half the machinery and the will to overcome obstacles. We appreciate your confidence and support during this readjustment period we are taking steps to give you the biggest run for your money that you have ever received. We are going to give you better merchandise, better prices and better service. We realize that you have many problems to meet and we want to help you solve them. United States Business.

That kind of a message from business would have met with a public response because it has in it the "giving" instead of the "getting" quality. The "giving habit" is in harmony with the eternal law of things. It governs business whether business wants to be governed by it or not. It is the best business stabilizer that we can employ at this time. To me, the "giving habit" simply means giving a good account of ourselves each day—in other words "giving" instead of "getting."

While returning home from work one evening last summer I saw a perfect example of the "giving habit." A group of small boys were standing on the sidewalk and in the middle of the group was a little fellow with an ice cream cone. Instead of eating the cone himself, he was passing it around to the others. I shall never forget the enraptured look on his little face as he saw his cone rapidly disappearing as it went the rounds. He was happier far than his companions who were greedily eating his ice cream. I started to pass on and then the thought came to me that I must not let this perfect example of "giving" go unrewarded. So I bought each one of the boys a cone, but for the "giver" I bought two cones and gave him a quarter besides.

You might say, "Well, Mr. Young, that example is all right for that little street urchin, but we are practical business people confronted with some very serious problems and we want something for grown-ups." All right, here is another illustration which shows the power behind the "giving habit." One day a business acquaintance telephoned me and asked me to go to lunch with him. During the luncheon he told me that on the day previous his wife's mother had died and that his wife had become prostrated with grief. He said that she had been crying constantly for about twenty-four hours and that no one could console her. The funeral was to be held next day and it was

**CONGRATULATIONS**

TO THE

**Michigan Tradesman**

ON THEIR

**FIFTY-FIRST ANNIVERSARY**



**Michigan Hardware Company**

**GRAND RAPIDS, MICHIGAN**

**Distributors of American Steel & Wire Company Zinc  
Insulated Fence, Ideal Steel Posts, Banner & Pro-  
tector Poultry Fence, Wire Nails, Staples,  
Barbed Wire, Wire Netting**

very important for her to assume certain responsibilities. He then stated he would consider it a great favor if I would ride out to his home with him and attempt to say something that would relieve the situation.

I did not stop to figure out whether it was a profitable thing to do or not or whether I had the time in which to do it. As a matter of fact, I had a very busy afternoon scheduled, but I promptly forgot all about my own interests and told this man that I would be glad to go with him. It did not take me long to get his wife's tears dried with just a little common sense reasoning, and I was told later that twenty minutes after I left his home she was up and dressed and in full possession of herself. The next day the funeral went off harmoniously and I forgot all about the incident.

However, the invisible law that rewards the "giving habit" did not forget the incident. The brother of that woman happened to be a well known man in New York. When he heard the story of what had happened to his sister he wanted to meet the man who had done something that no one else could do. A meeting was arranged, and one of the first things he asked me was, "do you get paid for doing things of that sort?" I said, "I don't get paid in gold, but I get paid in other ways that mean more to me than gold." He said, "Well, it's gold I am talking about. It is about time that you got paid in real tangible form for things of that kind."

Then this gentleman explained that he had a boy on whom he would like to place some insurance and he asked me to let him know what it would cost. I submitted an illustration based upon a \$25,000 policy. After examining the figures, he said, "I will take a quarter of a million." A little dazed by this sudden and unexpected development, I humbly accepted an invitation to spend the evening in his home in Larchmont, where we drove in his Rolls-Royce car. The next morning we brought his son, who was then only fourteen years old, into New York and had him examined for insurance. A few days later my new found friend telephoned and asked me to find out the largest amount of insurance ever placed on a boy. I discovered that Jackie Coogan had \$450,000 in force at that time. Thereupon, he said, "Get me a half million." A few days later while at luncheon with him he calmly announced that he had decided to increase the insurance to three-quarters of a million, and to top the climax a little later on he told me that he wanted a million dollars insurance on his boy. The final carried was \$1,065,000 and there was never any selling on my part. In fact, I tried on several occasions to restrain him from taking on so much, but the law that rewards the "giving habit" was working overtime in my behalf and the result was beyond imagination.

I find that the best way of getting people out of trouble is to change their thinking. For instance, about 9:30 last Christmas eve, as I was returning home, a man stopped me on the street and asked me if I would help him to

get something to eat. I noticed that he was a young fellow, so I said, "Surely, son, I will help you get something to eat, but you are pretty young to be doing this sort of thing. You have a long way to go yet and this is certainly not the way to go." I then cheered him up the best way I could, gave him some money and went on my way. The next morning, which was Christmas day, a very unusual thing occurred. I left my home early to call upon my brother, who has two fine boys, and I wanted to see them with their Christmas things. I stopped for a bite of breakfast in a one-arm lunch room in the Grand Central station. As I sat down in one of the chairs, I was greatly surprised and interested to see my young friend of the night before sitting opposite me.

I was quick to notice that he had gotten a shave during the night, which increased my interest in him. I greeted him cordially and asked if he would have something to eat, to which he replied that he was too discouraged to eat, whereupon I said to him, "Son, I guess we will have to prove to you that your Heavenly Father is looking out for you. Here is some money to get through the day and here's my address. If you will come to my home at 8 o'clock to-night, I will be glad to have a little talk with you.

Promptly at 8 o'clock he showed up. We had some guests and were just finishing our dinner, but Mrs. Young sat him right down at the dining room table and gave him a good Christmas dinner. After he had finished I took him into my study and got his story. He had been out of work for several months and had become so shabby that it was impossible for him to see anybody—much less get a job.

I said to him, "son, you haven't been unemployed all these months. You have been working overtime. You have been toiling and slaving, but for the wrong boss. You have been working for

Failure  
Discouragement  
Fear  
Worry,  
Lack and so on

and the sad part of it is that there has been no salary or income attached to your labors.

You seem to be destitute and without funds, but I am going to tell you how to become rich overnight. I want you to deposit the following thoughts in your mental bank tonight:

I am not afraid  
I am a success and not a failure  
I am an inexhaustible supply of  
Courage  
Ability  
Energy  
Confidence  
Intelligence  
Perseverance

and so forth, to draw upon. His face brightened up and I knew that he had grasped the idea.

Then I said, "Take off your coat." He took off his coat and I took off mine and tried it on him. It was a good fit, so I said, "There is a new suit for you." Then with Mrs. Young's help I got together some shoes, socks,

underwear, shirts, ties, collars, handkerchiefs—in fact, a complete new wardrobe and gave them to him. I also paid his room rent for a week, and gave him some money to buy food for a few days. As he was leaving my home, I said, "Son, remember one thing. Before you can be unemployed, your Heavenly Father would have to go out of business. As this can never be, You are employed all the time expressing Him. Remember to draw upon your new bank account when you need it." About a week later this young fellow called upon me one evening and I could hardly recognize him. He was all dressed up and cleaned up, and excitedly told me that he had a job. I said, "That's fine, son; how did it happen?" His reply was, "Well, I was coming over from Brooklyn the other morning on the subway and I heard one man say to another, "Mr. So-and-so is looking for a man to do some office work." I immediately remembered what you told me about my bank account and I drew out a large hunk of courage and said to this man, "Would you mind giving me the name and address of your friend who is looking for someone to do office work? I can do that kind of work and need a job very badly." After a little while of questioning, this man gave him the name of his friend and this young chap went down and got the job.

Let's take the case of a man a little higher up the ladder. An acquaintance of mine in New York who had always made between \$25,000 and \$30,000 a year suddenly lost his position through no particular fault of his own. In talking over his situation with him one day he admitted that he was quite worried about the future. I handed him a piece of paper and told him to put down the thoughts that were racing through his mind each day. The partial list he made up was as follows:

Fear that he would not be able to find another job  
Fear that his savings would be exhausted  
Wondering what his friends would think  
Resentment over his situation  
Chagrin and disappointment  
And an almost constant fit of the "blues"

I finally held up the complete list before him and said, "Now when you come into the Grand Central station to-morrow morning just take this list over to one of the baggage stands and mentally check it there. Pick up these things again at night and take them home with you, if you must, but for heaven's sake don't carry them around with you all day long because they will not do you any good. This man caught the idea and the next morning he sent me by messenger a long list of things—negative things, if you please—which he had mentally checked at the station that morning. He went out with a new spirit and in a short time had a new job.

There is no use denying that conditions have been very bad all over the world and heroic efforts have been made to normalize things. Kings, dictators, presidents, governors, mayors and local business organizations have

called many conferences to cope with the situation. But we are still in turmoil and confusion. Therefore, let us imagine here to-day that the Supreme Being of both heaven and earth called a gigantic meeting to be attended by all the peoples of the earth, I am persuaded that this invitation would read something like this:

The day for the big meeting has arrived. I am further persuaded that a kind and patient Heavenly Father would open the meeting something after this fashion:

My dear little Flock—I am very happy to meet with you and it is particularly gratifying to me that so many of you were willing to qualify for attendance at this meeting.

I am sorry that you have been having so much trouble all down through the ages and I thought it was about time for me to get you all together and tell you wherein your difficulty lies.

Before going any further, however, I want to give you a big surprise. In your present state of consciousness you are not only in the Kingdom of Heaven with me, but you are yourselves the Kingdom of Heaven. The Kingdom of Heaven is not a locality but rather a state of being. It is the opposite of those things that I told you not to bring to this meeting.

Through my beloved Son, whom you call Jesus, I told you what the Kingdom of God or Heaven is within you. I did not say it would be within you after you died. Nor did I say that it was within you on Sunday, but not during the remainder of the week. I simply said that it is "within you," but you have made the mistake of thinking that you had to go somewhere to find it.

Now about your troubles—they have all come about by a National and individual false sense of ownership. For centuries I have been sending my children into the world with nothing and taking them out with nothing—materially speaking. This in itself should prove to you that everything belongs to me.

But, unfortunately, both as nations and individuals you have considered that certain parts of the earth and the things therein belonged to you. You have always been struggling to "get" things and then fighting and quarrelling over your fancied possessions which, in reality, belong to Me.

And now I will give you a simple plan for living a happy and successful life—both nationally and individually. In the first chapter of your Bible you are told that I made you in my image and likeness. That is the truth and I want you to go about your affairs as my image and likeness—in other words, I want you to be like me in everything you think and do. It should be plain to you that I must be expressed. Instead of expressing me, however, you have been busily engaged in expressing my counterfeit who is made up of the things I told you not to bring to this meeting.

Now in order to make it easy for you to be like me, I will tell you just what I am. I am Love, unselfishness, patience, kindness, justice, intelligence, ability, tolerance, charity, peace and joy. This is the Kingdom of Heaven and it is within you—now. Don't preach it—live it.

Finally, dear Children, draw nigh to me and I will draw nigh to you.

Friends, don't you agree that this is just about what the Almighty would say to us if He called us together? If there is an Almighty (and who will say there is not?) is it not reasonable that He must be expressed? We have been expressing His demoralized opposite, and we are working overtime on





that particular job to-day. That's the trouble with us.

If the Bible had declared the "Kingdom of Hell" is within you, a great many people would understand that much better than the statement that "the Kingdom of Heaven is within you." Hell is not a Sunday proposition to a lot of people, but rather a daily and hourly affair. So it would be with Heaven. The "Kingdom of Heaven" is simply a state of being. It is the direct opposite of all the grief and disaster we see between the cradle and the grave. It is about time for the people of the world to realize this and begin to honor the Almighty in the things we think and do.

And now you will be glad to know that I am almost finished. I just want to point out two more things to you. One is this: It is a pet contention of mine that if men and women were ordered to do some of the foolish things they do each day, they would rebel against the orders. In this connection, a prominent man regarded himself as having been saved from a drunkard's grave by his wife who, before their marriage, made him promise that he would get drunk every Thursday night. It was not long before he begged permission to become a total abstainer.

For instance, what if you were ordered to do the following:

Get up in the morning and start thinking about yourself right away.

If things haven't gone just right at home be sure to get in a couple of nasty digs at someone before leaving the house.

Kick about the weather.

Regret the past.

Worry about the future.

Be envious of the other fellow.

Become irritated when things go against you.

Acknowledge that conditions are bad.

Be pessimistic and depressed.

Stew about business.

Wish you were in some other town.

Blame somebody else for your hard luck.

Put off until to-morrow things that should be done to-day.

Plan your work when you should be working your plan.

Finally, enlist all of your thinking against you instead of in your favor.

If you received visible instructions to do these things you would not do them. Why obey invisible instructions?

In conclusion, may I suggest a plan that almost anyone can use to advance? It is this:

Get up in the morning and say, "Thank you, God, for what I have," instead of, "Please, God, give me a lot more."

Go out to "give" and not to "get." Don't engage in pessimistic talk.

Forget yourself and think of the other fellow.

If you are an employer tell your employees that your institution is in business to stay.

Assure faithful employes that their jobs are safe.

Warn careless employes that they must give better service.

If you are an employee be sure

that you are grateful for your job.

Realize you are paid for your "thinking."

Be willing to let your employer see your thinking and your acting at any time during the working day.

Be a booster instead of a kicker.

Be convinced that you are in the best town in the world.

Finally, enlist all of your thinking in your favor instead of against you. I would like to close with this verse from Scripture:

"Give, and it shall be given to you; good measure pressed down and shaken together and running over, shall men give into your bosom."

Vash Young.

#### The Business of Life

Thirty-five years ago, in Chicago, Theodore Roosevelt defined his way of life to members of the Hamilton Club. He said:

I wish to preach not the doctrine of ignoble ease, but the doctrine of the strenuous life.

To-day, selfhood seems more honored in the breach than in the observance. Much of the praise of collectivism springs from the ignoble desire for a slavish security without the rigors of struggle. This soul-sickness includes all classes, high and low. The manager of a great business is eager for anything which will insure continuance of his enterprise and his position, with less annoying competition; the workingman wants someone else to secure his job and to be taken care of in sickness and old age. Each seems ready to sign a blank check in payment. Yet adventuring and chance-taking on the part of the individual are as necessary to progress and well-being as when Shakespeare declared:

And you all know security  
Is mortal's chiefest enemy.

The responsibility and enthusiasm of the single human is the most important business in the world. It concerns every man, woman and child. It is the material of which vital statistics are made. It is the essence of national entity. It is the sine qua non, the "indispensable" of the United States of America.

One need only look about to perceive how skill in mastering the daily affairs of life invites a universal interest. Consider the Dionne quintuplets. At the age of seven and a half weeks they are prodigies. On July 18 these five little Canadians established five records, unequaled, so far as is known, in human history. They had lived 51 days. They were doing the immediate job before them with thorough competence, devotion and success. Why is the world eager to know about the Dionne children? Because they symbolize the great struggle of humanity for life. The brief accounts of their few activities stand out of the daily mass of printed matter, as a famous newspaper has said, the most interesting continued story of them all.

This object lesson in miniature has its counter-parts no less credible. The Associated Press reports that the ties that bind farmers to drought-scorched land of the western plains are proving too strong for the FERA to break. Though suffering extreme hardship, all

except a few are declining the Government's offers of assistance in moving to other lands. The spell of the familiar homestead is strong upon them. They are descendants of the pioneers who braved the rigors of the West to settle it. They cling desperately and resourcefully to their own way of life.

Each day brings us more and more pretentious admonitions for conduct. Yet mentors propose, and the individual still disposes. The San Franciscan demonstrated that. He abhorred the paralysis of his city by strike, as he once did by quake and fire. He resolved to go on with the business of living. He trudged miles to work. He rode a bicycle. He skated. He hitchhiked. He carried lunch from the family larder. He fought off noonday hunger with a bag of peanuts. He stayed at a hotel overnight to be on the job on time next morning. Nothing could lick a citizenry so determined to keep the wheels turning, to carry on a great tradition of civic pride and productivity.

These disconnected conquests illustrate the triumphant zest for living and doing, for getting on and up in the world. "Only those tasks seem intolerably heavy," said a successful physician, "which are conducted without hope or without enthusiasm." Reduce life to a sanctioned pattern of effortless tenure, of soft security, and the powers of mind and spirit become atrophied. A passive receptivity to life's blessings is not enough. The business of living requires opportunity for enthusiasm, for responsibility, yes, for tension. They are tonic forces. They are necessary to any satisfying translation of national ideals. They constitute the sustaining back-ground to a useful as well as a contented life. America cannot, and ought not, do without them.

Merle Thorpe.

#### Vogt Produces Casingless Sausage

By subjecting formed sausage meat to freezing, followed by a successive steaming, air drying and smoking, an edible skin or membrane is formed about its exterior surface, according to Charles H. Vogt of Philadelphia, Pa. The patent taken out to cover this invention points out the advantages of the new method over the previously known method of forming a casingless sausage. The latter consisted in placing the meat mixture in a mold, submerging the sealed mold in a hot water bath, and heating for a short time to a temperature of 155 to 160 deg. F. to effect a cooking of the external surface of the sausage in contact with the sides of the mold. The reason why this method did not meet with commercial success, Mr. Vogt states, is due to the fact that the coagulation of the proteins in the surface of the meat results in the formation of a crust or coating with a rough, uneven and unattractive surface. Mr. Vogt attributes the formation of the more satisfactory coating under his process to an apparently controlled physical, chemical and bacterial action in and of the protein and nitrogenous matter of the sausage meat mixture.

Money does not talk until it gets big.

#### "Flaked" Spices Yield Aroma Easily

Spices reduced to flake form are the subject of U. S. Patent 1,956,426 assigned to Continental Can Company, Inc., New York. Spices in flake form are said to overcome certain disadvantages in both whole spice and ground spice. When spices are used in ground form, says the inventor, they contribute an unsightly, muddy appearance to the food product in which they are used by reason of their fine state of comminution. When, however, the spices are used in whole form, says the inventor, they often introduce disagreeable masses of woody tissue. These disadvantages are said to be overcome by reducing the tissues to the form of firm coherent flakes of such thinness as to render all of the soluble principles readily accessible to the extracting liquid. To "flake" spices, they are first moistened or tempered so that they become pliable; this is accomplished by means of a spray of water or a jet of steam. The next step is to pass the spice tissue particles between heated rollers whereby they are subjected to tremendous crushing pressure. Upon emerging from the hot rollers, the flakes have a thinness of approximately .001 of an inch.

#### Paraffin Helps Seal in Vitamins

The use of paraffin to help in sealing vitamin concentrates so as to protect the vitamin potency from deterioration has been perfected by a patent assigned to Vitamin Food Co., Inc., New York City. The use of paraffin is said to be an improvement over an old method in which Vitamins A and D from cod liver oil and other sources were sealed into a mixture of yeast or other vegetable product with a gum solution. Under the old method, the inventor claims, there was some leakage of oil into the product with a corresponding diminution in the vitamin content. An example of the invention provides for a solution of 5 pounds of gum and 24 pounds of water. Paraffin is then melted in a water bath and added to cod liver oil or other vitamin bearing oils at the rate of eight per cent. of the paraffin to the weight of the oil. 9 pounds of the gum solution and 13 pounds of the paraffin-vitamin oil mixture and 36 pounds of dried brewers' yeast or dried yeast, dried soy bean meal or other suitable product are then thoroughly intermixed and added to 76 pounds of dried brewers' yeast or dried yeast so that the resultant product will contain less than 8 per cent. of water.

To understand that no man can subsist by himself alone, is to appreciate that the dependence of another is but the evidence of our own need, even though there appears to be no similarity between the two. Living is an interlocking, interchanging process. We only clog the wheels for ourselves and others when we feel we are one and apart—when we make ourselves believe that we are a power unto ourselves—when we assume the attitude of absoluteness. Keep the wheels moving smoothly and everybody profits.

He who receives a good turn should never forget it; he who does one should never remember it.

# MORTON'S SALT

## 86 Years of Leadership



WHEN  
IT  
RAINS  
IT  
POURS

For more than 86 years the Morton Salt Company has been the leading factor in the distribution of salt in most of the United States.

Plants located in various salt producing fields enables us to make prompt shipment at all times in all territories.

Two of the Morton plants, recognized as the largest in the world and containing the most modern equipment known to the salt industry are located at Port Huron and Manistee, Michigan. These assure Michigan distributors prompt service on the highest quality of salt at all times.

The Morton Salt Company makes special grades for every conceivable purpose. Their best known brand is the Morton blue package of table salt, both plain and iodized, for use in the home. More housewives buy Morton's Salt than all other brands combined. It appears daily in pantries and kitchens from Coast to Coast.

# Morton Salt Company

Detroit

Chicago

## FIDUCIARY SERVICES

## They Are Best Rendered By Trust Corporations

Most all of us are familiar with the services trust companies render for individuals and in the handling of estates and the care and management of property. Not as many, perhaps, know of another branch of service that trust companies alone, or banks with trust powers, because of their continuity, experience and financial responsibility, are pre-eminently capable of performing, i.e., in the field of fiduciary services on behalf of corporations.

A shopworn truism of to-day is that present times demand specialization, and this also is true with respect to present day financial institutions. Today the well-managed trust company or bank is a fairly complex organization, made up of a number of specialized departmental units, each busy in its own sphere of activity, and with a personnel trained to meet the daily problems that arise, anxious to give service to the public to the best of its ability and experience. Each department daily applying itself to a study of its own special problems and work. Thus has the development of trust companies and banking institutions been featured in recent years.

Perhaps the far flung and specialized services rendered by trust companies to-day is essentially of the present day and age, yet the exercise of trust powers by financial institutions dates back over one hundred years in our National history. As long ago as August 6, 1822, an announcement appeared in the New York Evening Post that the Farmers Fire Insurance & Loan Company (now the City Bank and Farmers Trust Company), in accordance with a charter granted by the New York Legislature, was ready "to receive, take, possess and stand seized of any and all property that may be conveyed to them in trust, and to execute any and all such trust or trusts in their corporate capacity and name, in the same manner and to the same extent as any other trustee or trustees might or could lawfully do. The trust property will be kept, as the charter prescribes, wholly separate from other concerns of the company, and cannot, in any event, be made liable for its losses or engagements."

At first in these early days trust companies were afforded but few opportunities to be of service to corporations, and it was not until the 1840's and 1850's that the growth and development of the railroads, with the consequent demands for capital, created and crystallized the need for fiduciary services by trust companies. From civil war times on it became the almost general practice to appoint trust companies, rather than individuals, as trustee under corporate mortgages given to secure bonds or equipment trust certificates, issued particularly by the railroads to finance their ever-growing requirements for capital, as Westward the course of the Republic took its way. By 1870 the New York Stock Exchange required all listed stocks to be registered by an independent registrar acceptable to the Exchange, and from those days on, the rapid develop-

ment of the services of trust companies in fiduciary capacities can be traced. Incidentally, the early requisite of the Stock Exchange illustrates the basic and primary function of present day corporate trust departments: that of throwing all possible safeguards around the issuance of securities in order to protect investors from irregular issues.

The rapid growth of corporations in this country, especially in the years between 1890 and 1930, made them a dominant factor in our business, financial and investment life. The almost unlimited field for fiduciary services to corporations by trust companies can be gauged by the amount of securities held by the investing public. It was recently estimated that probably over

essary, and the title to the property conveyed or pledged is absolute in the trustee, its next chief duties are seeing that the securities to be delivered—bonds and notes—are validly issued and that there is no irregularity or over-issue in connection with their certification and delivery, so that an investor, when he purchases a bond or note issued by a corporation, and finds on the filing face of the bond a certificate by the corporate trustee that it "is one of a duly authorized issue, etc." knows that his particular bond is entitled to the benefits of the trust mortgage or indenture in question, and that the certificate of the trustee on the bond is requisite to the enforceability of the bond.

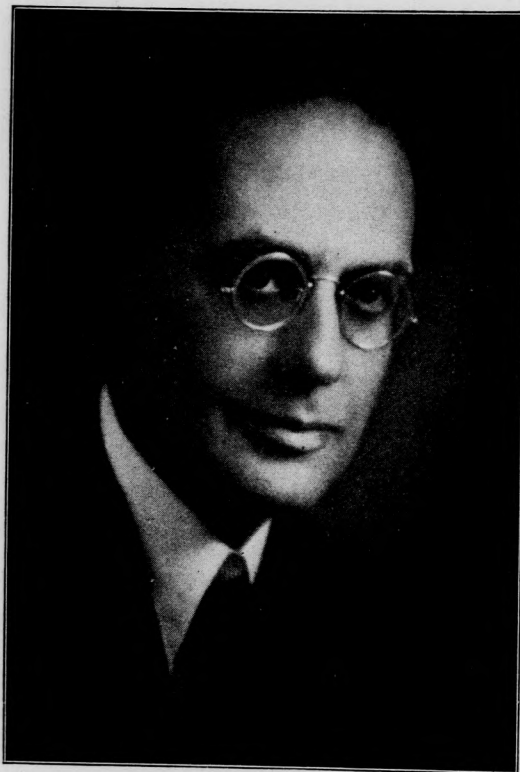
formal administrative duties to an active part and responsibility in pursuing the remedies available to the trustee and the bondholders that the "events of default," as they are usually called, impose upon a trustee. If a trustee knows a default is pending or has already taken place, then it should be its invariable practice to give prompt attention to the methods by which the remedies may be enforced and confer at once with its attorneys as to proper courses of action.

Other active fields of service given by corporate trust departments are those, (1) in connection with the transferring of stock issued by corporations and held largely by the investigating public. As agent for the corporation, the trustee issues certificates representing shares of the capital stock of such corporation, transfers the stock from time to time and records the changes in ownership of the stock in ledgers or other record books kept for the corporation involved. The corporate trustee as the transfer agent takes all responsibility as to the validity and regularity of the stock issued, the assignment on a certificate presented for transfer, and relieves the issuing corporation of all matters with reference to the original issuance of its stock and the subsequent transfers thereof; (2) as registrar of corporate stocks, the chief and fundamental duties involved are to guard against any over-issue of the stock; (3) in paying coupons and bonds and the correlated services in connection with the Federal income tax, including the receiving and filing with the Treasury Department at Washington of ownership certificates, and acting as fiscal agent for corporations in the withholding of normal Federal income tax at source on bonds containing a "tax-free covenant" clause.

Reorganizations and readjustments of existing corporate indebtedness loom largely to the front in these days of storm and stress, and here again Corporate Trust departments of a modern trust company are equipped to and can render service, including the rearrangement of the capital structure of a corporation, involuntary as regards the corporation; or a voluntary corporate readjustment which is usually accomplished without enforcing the legal remedies of the security holders. Such readjustments may be put through without the interposition of protective committees representing the security holders and creditors, but in practically all cases of reorganizations and readjustments, the aid of trust companies as Depositaries is usually held essential and highly desirable.

While referring to corporate reorganizations, all business corporations, small as well as large, would do well to acquaint themselves with and bear in mind the expeditious and liberal, to a degree heretofore unknown, provisions of the recent amendments to the Federal bankruptcy act, which were given legal effect by the approval of the President on June 7, 1934.

Instead of relief heretofore extended generally only to individual debtors, the Congress has now provided in Section 77-B of the Bankruptcy act



J. Donald McCormick

\$120,000,000,000 of securities of one kind or another—corporation, municipal and government—are in the hands of the American public. The corporate fiduciary departments of trust companies in one capacity or another render, directly or indirectly, services in connection with the major part of the securities held by the public at large.

A very large part of the services rendered by modern corporate fiduciaries has to do with a "trust mortgage" or "deed of trust" or "trust indenture" given by a borrowing corporation, and conveying to a corporate trustee real or personal property in trust for the holders of the obligations to be issued. After the trustee sees that the mortgage or trust indenture is properly authorized, executed, recorded if nec-

The "paramount duty of the trustee is to protect the rights of the bondholders, and its actions under a mortgage should always be considered from the viewpoint of the bondholders' interests. It is only natural that the trustee should also wish to administer a trust to the satisfaction of the mortgagor. Until default, the trustee has a contract with the mortgagor and should live at peace with it. However, in the event of a conflict between the mortgagor's and the bondholders' interests, the trustee must respect its duty to the bondholders."

Once a corporation defaults in its obligations to its bondholders, a trustee passes from the more or less purely

\*Page & Gates' "The Work of Corporate Trust Departments," P. 20.

# American Light & Traction Company

(Organized in 1901)

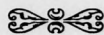


CONTROLLING THROUGH OWNERSHIP of STOCK

## Public Utility Properties

### SUPPLIES

|                                                              |           |
|--------------------------------------------------------------|-----------|
| Gas to 89 Communities with a Population of over.....         | 2,900,000 |
| Electricity to 50 Communities with a Population of over..... | 363,000   |
| Transportation to 1 Community with a Population of over..... | 260,000   |
| Ice to 16 Communities with a Population of over.....         | 25,000    |



## American Light and Traction Company

105 West Adams St., Chicago

120 Broadway, New York City

long-needed assistance to distressed corporations, by permitting their reorganization under the approval and direction of the District Court of the United States. Such re-organizations can be effected comparatively quickly, the expense need not necessarily be large, and the provisions of the act are flexible enough to meet the particular problem of most any distressed corporation and its various classes of creditors.

If a corporation feels it must have relief, especially in revamping and possibly scaling down its financial structure—bonds, stocks, bank loans—or if its creditors are pressing for payment of their claims, then such corporation may file in the Federal District Court a petition for re-organization, setting forth the facts and establishing the need for the relief prayed; or, creditors of a corporation, three or more in number, whose claims aggregate \$1,000 or over in excess of the value of the securities they hold, may likewise file a petition for re-organization.

Thus, if the corporation and its creditors feel the situation can best be handled by a re-organization rather than a liquidation, and after petitions for re-organization are before the Court, the new Bankruptcy act amendment gives the court discretion to permit the corporation to continue to carry on normally under its own management, or the court may appoint a trustee to conduct business during the pendency of the re-organization plan. In the meantime, the attorneys representing the debtor corporation and those representing the various classes of creditors are working on all of the necessary legal formalities under the direction and approval of the Court, thus enabling the basic and major questions of the proposed reorganization to be worked out to a great extent by the corporation and its creditors—all without interruption to the business of the corporation.

Still another real help in the act is the provision that after the reorganization plan has been agreed upon and submitted to the Court and accepted by creditors holding two-thirds in amount of claims of each class, whose claims have been allowed, and by stockholders holding a majority of stock of each class, and the court confirms the plan, then the order of confirmation is binding upon, (a) the debtor corporation; (b) all stockholders of the corporation, including those who have and those who have not accepted the plan; and (c) all creditors, secured or unsecured, whether or not affected by the plan, and whether or not their claims have been filed, including such creditors who have not, as well as those who have accepted the plan. This mandatory provision of the act, binding all interested parties, is of immense practical value, as all corporate trust officers and lawyers know that in any proposed plan of reorganization it has been impossible to secure the consent of all classes of creditors and stockholders or 100 per cent. of any group. This amendment to the Bankruptcy act contains a further provision of great value in that permission is given corporations not yet in receivership or insolvent to arrange to reorganize and

revamp their maturing obligations which, due to existing conditions such as reduction in their incomes or closing of the normal channels of credit, they are unable to meet.

In conclusion, the days of honest and legitimate corporate financing are not over. Securities will still be issued and bought by the investing public, provided the management of the issuing corporation has ability, initiative and integrity and its earnings record over a period of years is satisfactory.

These present times, however, demand considerable application on the part of a corporation's officers to the challenge of swiftly changing business and economic conditions. Revive and utilize to the fullest extent the spirit and zeal of the pioneer days of American business. Do not sulk in your tent and bemoan the passing of the "good old days"—whatever that phrase may have meant—rather be alert to seize upon and carry through new methods that will meet and conquer the exacting demands of a rapidly and permanently changing economic and social order.

Professor Walter B. Pitkin, noted present day writer, in a recent address is quoted as saying, "To come out of the depression permanently it would be necessary to drown fifty million Americans because they have lost their pioneer spirit. But some folks," Dr. Pitkin went on to say, "are strongly against drowning. So I am afraid we must ignore my solution." However, large numbers of us—corporations as well as individuals—must learn to swim strongly and undauntedly before the fast moving tide of a new order sweeps away the weak and timid.

J. Donald McCormick,  
Vice-President Michigan Trust Co.

#### Racemic Acid Buffers Jelly Powder

A jelly powder to which fruit juice or water can be added, and from which a jelly can be made by merely boiling the ingredients for a short time has been invented by Robert M. Preston of Chicago, Ill. The inventor controls the hydrogen-ion concentration of the jelly forming mixture by incorporating, in reacting proportions, a mixture of ammonium tartrate and tartaric acid. The racemic acid formed by the action of the ammonium tartrate on the tartaric acid serves to buffer the composition during the jelly-making operation. In the past it was customary, according to the inventor, to incorporate in such powders a buffer salt, such as sodium acetate or sodium bicarbonate. The disadvantage of such mixtures, in the case of sodium acetate, was that the mixture tended to absorb moisture and to cake on standing, and when subsequently mixed with water and boiled to form a jelly, it produced irritating vapors of acetic acid. An example of the composition such as covered by Preston's patent is as follows: Sugar, 454 grams; racemic acid preparation, 1½ grams; tartaric acid, ½ gram; 140 deg. citrus pectin, 6.81 grams. The proportions of salt and acid to make the racemic acid preparation are approximately 4 grams of ammonium l-tartrate to 3¼ grams of tartaric acid.

#### UNIQUE SPIRIT OF OMERICA

##### It Has Been Overlooked Since the Armistice\*

A sage observer of the modern scene once remarked, "You can't teach an Old Guard new tricks."

In spite of that all too patent judgment, I have noted recently a tendency of public men to call attention to America's veering towards idealism. No longer, we are assured, will the old catch phrases avail or the time-honored "pointing with pride" garner popular support. America has gone in for social justice, so it is said, and the electorate is now insisting on progress towards the ultimate in collective righteousness.

These dicta put me in mind of O. Henry's famous story of the unromantic broker who fell in love with his charming and efficient secretary. All day long he was rushed and harassed as there were storms and land-slides and tornadoes and other cataclysmic meteorological phenomena on the stock market. And then came the lunch hour. He paused for a moment and hastily (remarking that he was a man of few words) proposed to the girl whose charms had won his heart. The young woman was surprised, and, at first, a trifle grieved. "Don't you remember," she asked modestly, "that we were married last night at eight o'clock?"

If the American public has gone in for idealism in a big way, this is scarcely anything new. A most cursory and superficial reading of our history will show clearly enough that our Government is the outstanding instance of a state founded on the rock of idealism. The guests at the Boston Tea Party were not looking for cheap tea. Britain had been cautious enough to see to it that the tea was plenty cheap. The colonists were not interested in the price of tea, but in the philosophy of justice. They fought for a principle.

American diplomacy, from the very start, did not concern itself with going into the highways and byways of the world and pleading the cause of human liberty. As a matter of fact, there were many good Americans who wished to do just that, but our diplomacy, as actually practiced, did not go in for lecturing the world. Yet the very existence of free institutions in a world to which the concept of freedom was strange necessarily advertised the new conception and did more than anything else to bring about the progressive spirit that characterized the last century.

Stepped in the historic idealism of America was our scholarly president, Woodrow Wilson. It was in this spirit that, on the morning of the eleventh of November, 1918, he wrote the following proclamation: "My Fellow Countrymen: The Armistice was signed this morning, everything for which America fought has been accomplished. It will now be our fortunate duty to assist by example, by sober, friendly counsel and by material aid in the establishment of just democracy throughout the world." And less than

a year later, back in Washington after his famed trip to Europe, he told the Senate that "the stage is set, the destiny disclosed. It has come about by no plan of our conceiving, but by the hand of God who led us into the way. We cannot turn back. We can only go forward, with lifted eyes and freshened spirit, to follow the vision. It was of this that we dreamed at our birth. America shall in truth show the way. The light streams upon the path ahead and nowhere else."

But, as always happens in accordance with what seems to be a strange necessity, the excitement of war produced a reaction, and in this case it was a reaction from idealism. Young people threw off all restraint and the era of Flaming Youth was ushered in. Older folks, wistfully jealous of the flappers and their escorts, emulated the example of their children. The opposition to all this was impatient of the old fashioned ideal of education and moderation, and the era of flaming youth was coincident with the age of prohibition. Prosperity became for most people the surest manifestation of God, and, contrariwise, the intellectuals revolted against the reign of business and business men, which came to be satirized under the stereotype of babbittism. America had grown great because of its idealism, and especially because of that type of idealism which was not only "tolerant," but which was grounded in respect for the essential humanity of all men. But now there was adumbrated an era, new to America, in which intolerance raised its head—intolerance sometimes shirted, sometimes sheeted.

It may be true, and let us hope that it is, that America has definitely gone in for idealism. But, if it is true, this is nothing new. Following the war there was a let down in idealism. Perhaps we are returning to the old standards.

The trouble with our reactionaries is, not that they are backward looking, but that they do not look back far enough. They should look back all the way to the Declaration of Independence and the Bill of Rights. If they can catch the spirit of those documents, and the countless similar documents with which the pages of American history are illuminated, they will be themselves brightened by what I conceive to be the true and unique spirit of America.

#### Grin and Bear It

Don't go thoughtlessly around  
Telling of your trouble  
Ocean depths which plummetts sound  
Never raise a bubble  
Mutterings show shallowness  
And their ebbings but express  
Puddle after puddle.

Trouble isn't littoral dust  
Broadcast on the air  
But a millstone which we must  
Solitary bear  
Deep within a lonely heart  
That can brook no counterpart  
Nor another share.

Trouble has such sacredness  
It remains our own  
Never being any less  
Were it widely strewn  
Far across another's path  
For it understanding hath  
Only where it's grown.

Charles A. Heath.

Many imagine that the higher you go, the easier the climbing. Don't be governed by that theory unless you have a soft place to fall back into.

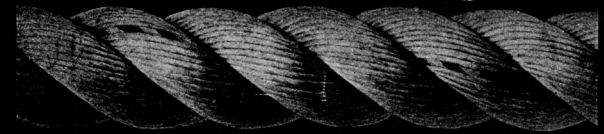
\*Excerpt from Armistice Day sermon preached on Nov. 11, 1934, at Temple Emanuel, Grand Rapids, by Rabbi Philip F. Waterman.



This bank cordially invites loan applications from responsible firms and individuals whose financial programs provide for payment of their bank loans within a specified time.

**Central Bank**

**WHITLOCK WATERFLEX CORDAGE**



**The Utmost In Rope Value**

Thoroughly water-resisting

Permanently lubricated

Easy to handle and splice—wet or dry

Always remains flexible

Kinking prevented—Rotting retarded

Lasts longer—Serves better

Costs no more

**Michigan Hardware Company**

**Distributors**

**Grand Rapids, Michigan**

# Hayes Body Corporation

**METAL STAMPINGS AND  
AUTOMOBILE BODY MANUFACTURERS**

***An Institution With Faith in the Future  
of Grand Rapids***

551 7th St., N. W.

## MUST HAVE NEW BIRTH

### Where Our Think Tank Needs Rebuilding

It has become a real distinction to be a contributor to this splendid anniversary number of the Tradesman. I rejoice in one honor the depression has not depreciated. Fifty-one years of continued service to its subscribers, under one management is not only a remarkable endorsement of Mr. Stowe's ability, but is a very respectable life time in itself. Wonderful changes have taken place since 1883. Chester A. Arthur was then President, The Civil Service Reform act became a law that year. The Brooklyn bridge was opened for use, roller skating was a leading relaxation, and we "old guys" rolled around the rinks to the tune of "Only a Pansy Blossom." A dummy engine drew passengers past fields and cultivated farms to Reed's Lake and Grand Rapids boasted a population of nearly 42,000.

It has been a half century of building, along every line of industry—better roads, taller buildings, larger factories, splendid automobiles, beautiful furniture and machines, which match the cunning of the human hand, without tiring; and as these modern machines have increased production and decreased labor they have faced civilization with the biggest problem of industrial adjustment it has ever met; and one that will not be solved in this generation. But all these things are material. They belong to the realm of quantities." There has been other kinds of building and for other purposes. We have built finer schools, many churches, well equipped "Y's" and splendid welfare agencies, in an honest effort to keep the "qualities" in society alongside, with wiser men, nobler citizens and cleaner politicians. One sometimes wonders if we should not "soft pedal" at this point.

A great teacher once said—

"A man's life consisteth not in the abundance of the things which he possesseth."

It would seem that much of modern business is trying to make this saying an affirmative statement. Fifty years ago, business was considered as a livelihood, a means to an end; and as such it acknowledged competition and cooperated with it. To-day business, especially along corporate lines, is conducted much as a game, in which one must lose as the other wins. There is little co-operation with competition. It is a fight to the death. The chain store plays a game, it goes into a community, by management whose interest does not reach outside the counter, and who is instructed to send the profits to its headquarters, away from its base of operation. The independent merchant uses his profits in the community where it was earned. There is a big difference in the effect on the community welfare and the quality of its citizenship.

The history of America is a panorama of miraculous growth, with triumph and tragedy in every scene. From its colonial beginning it was considered a "Promised Land," and those

who returned to England from its shores, brought reports that were as the "Grapes of Eschol" to a people where the pursuit of happiness had little interest with a king whose regard was principally evidenced in the levying of taxes. With vast territory of fertile acres, great forests, mighty rivers and beauty of landscape unknown to any other land, America started on its way to commercial supremacy, "ad astra per aspera."

The war for independence was ended and a constitution had been written, which was introduced by the three greatest political words in our language, "We the People." They were not copied words. They were rather inspired words and had their source in

history. We do well to recall it, because "People will not look forward to posterity who never look backward to their ancestors." It was but a lifetime from the formation of the constitution, "in order to form a more perfect union," to the civil war, to prevent the failure of that union; and even a briefer lifetime to another war, with the purpose to end war, but which, at least, established throughout the world, a respect for our power of resource; much of which they got possession of and have apparently concluded it is worth keeping.

Through all these troubles, American citizenship maintained a patriotism quite in harmony with the spirit of "We the People," for it has been during

in the midst of a great trial, here in Chicago, to determine the responsibility of a man who recognized no limit to his authority as the head of a big corporation and did not hesitate to pyramid his organizations on money borrowed and commandeered; and when the trade winds of business changed their direction and increased in force, ruin came to thousands who shared in a too common desire to climb into some magnificent band wagon of easy money; and now, he seeks to justify his actions before the court. The decision will, doubtless, be known before this article is published, but in any event, it shows a trend in big business which, unless corrected, can only end in dividing society into, not merely the rich and the poor, but into the privileged and those who must seek their favor. And both will carry the brand, "Built in America."

Such consequences are not new to history. A great historian, in writing the "History of Civilization" says:

"The Romans were corrupted by wealth, instead of being refined by it. When they ceased to be poor, they began to be vicious, so unstable was the foundation of their greatness, that the very results which their power produced, were fatal to the power itself."

Rome was finally overthrown. Shall America be undermined? Such possibilities are not immediate. Time is long, but the laws of life have little respect for the acts of Congress.

If this depression, (note, I use the present tense) fails in giving us a truer definition of those accumulations which contribute to life in a real and lasting sense;

If we still believe wealth may safely be measured by equities;

If we again proportion most of our income on installment buying;

If we make our investments through high-powered salesmen;

If we still argue that selling stock we do not own is not gambling;

If we buy stock, thinking it an investment, rather than only an interest in that particular business;

If we fail to remember that assets may shrink, but borrowed money always swells (by interest);

If it humiliates us to drive a last year's auto—

Then we do not only need a New Deal, we also need a New Birth; for more laws, Brain Trust Advice or Alphabet regulation will not save us when our Think-Tank needs rebuilding.

Frank Welton.



Frank Welton

the adversity of scattered states and settlements, as they found their need of a union for common defense and general welfare. Mr. Hart, the historian, said:

"The Federal Convention of 1776 was the ablest body of men ever gathered in the United States."

They were strong men, because they had borne burdens. They were wise men, because they had decided questions. They were men who could win victories, because they knew how to endure trials. They were built in America. When you can harness "quantities" of natural resources, with "qualities" in leadership, you have a team that will pull civilization over hard situations. Indeed, that is our

comparatively recent years that we began to change these significant words to We the Corporation. A corporation is a commercial animal which feeds upon its own kind until under excess weight it begins to stagger and requires surgical treatment. While it should be granted that "abuse is no argument against the use of anything," and while corporations have served a splendid purpose in our commercial progress, their function in business has been and is overdone; in fact, in this regard, America is overbuilt.

Rapid growth always carries an element of danger. Big Business is only safe as it keeps the units of its organization strong and fair to those who contribute to its profits. We are now

### Phosphate Keeps Milk Powder Dry

Dried, skimmed or whole milk powder may be prevented from caking and skimmed milk powder can retain its original free-flowing property, by the addition of 2 to 6 per cent. of finely divided tricalcium phosphate. This invention has been patented by Henry V. Moss and Thomas H. Wheelock of St. Louis, Mo., assignors to Swann Research, Inc. Somewhat better results are obtained by using a tricalcium phosphate containing 3 to 7 per cent. of aluminum phosphate, or one which contains more calcium oxide than required to satisfy the formula of tricalcium phosphate.



# HARDWARE DEALERS:

*Are you planning to attend*

## The MICHIGAN HARDWARE, HOUSEWARES, and ELECTRICAL SHOW

in Grand Rapids February 12<sup>th</sup> to 16<sup>th</sup>, 1935?

*If so, our following representatives will be glad to see you:*

- Mr. H. E. Dewey . . . . . Alma, Michigan
- Mr. W. L. Graham . . . . . Kalamazoo, Michigan
- Mr. J. E. Heffron . . . . . Grand Rapids, Michigan
- Mr. E. M. Johnson . . . . . Detroit, Michigan
- Mr. M. J. Kiley . . . . . Grand Rapids, Michigan
- Mr. V. G. Snyder . . . . . Cadillac, Michigan
- Mr. L. L. Taylor . . . . . East Lansing, Michigan
- Mr. A. Upton . . . . . Petoskey, Michigan
- Mr. C. VanHoutum . . . . . Grand Rapids, Michigan

*Our booths are G3 and G4.*

*Wholesale only*

# MICHIGAN HARDWARE COMPANY

*Largest Wholesale Hardware Jobber in Western Michigan*

*Grand Rapids, Michigan*

## THE CANDY INDUSTRY

### Radical Changes Have Occurred in the Business

In common with most other industries, the manufacture and distribution of candy has undergone great changes in the past few years.

In the candy business, however, this has not been caused entirely by economic reasons, but by changes in the tastes of the consumer and the requirements of the jobbers and retailers.

Not many years ago the 5c candy bar was practically unknown. To-day the volume of sales of nickel candies outranks that of bulk and package items. One reason for this is the extensive and continued advertising done by some of the larger candy bar manufacturers. Another reason is the fact that a five cent bar is a convenient and practical method of merchandising candy in places where candy would not otherwise be handled. It has opened up many new outlets, such as cigar stores, oil stations and roadside stands. As each piece of 5c candy is usually put up in an attractive printed wrapper of foil, glassine or cellophane it makes a very sanitary package and each kind of candy may easily be identified by the consumer.

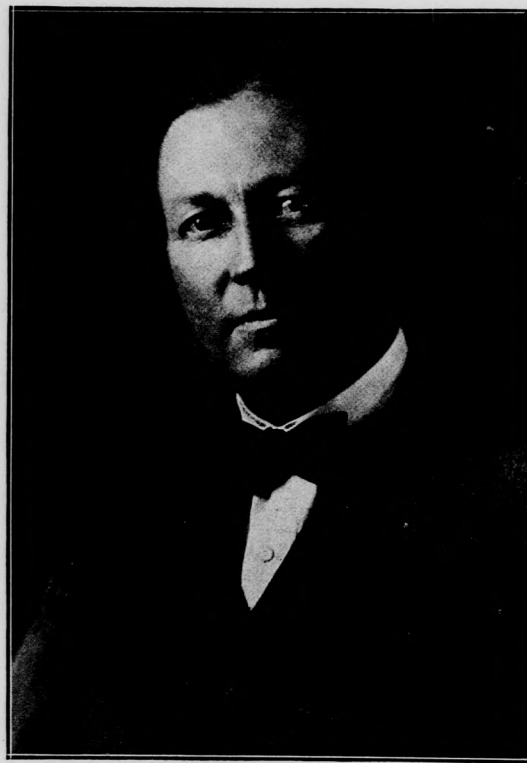
The change in the business of the box candy manufacturers has also been very marked. Only a few years ago the sales of one pound boxes of chocolates selling for \$1, \$1.25 and \$1.50 per box were large. To-day such sales are an exception. One reason given for this is the tendency of modern youth to abandon the custom of buying a box of chocolates for his sweetie for an evening at the movie or at a dance resort. For those who buy candy for the folks at home a less fancy or expensive package is required and a very fine grade can now be purchased for from 50c to 75c per pound and less.

The retail distribution of bulk candy has undergone interesting and unlooked for changes also. Outside the large cities the strictly candy store is almost a thing of the past. They have either been converted into cafes or restaurants or perhaps gone out of business altogether. In many instances, too, the time honored candy case in the grocery store where the kiddies could buy penny candy or where mother or daddy would be given a bag of candy when the weekly grocery bill was paid has been neglected or put to other uses. These and other changes in the retail distribution of bulk candy has made it possible and profitable for the large department stores and variety stores to feature candy and, in most instances, they now operate large candy departments.

The wholesale distribution of candy has seen some radical changes, as well. In days past the manufacturers' salesman covered a wide territory as he need call on his trade only three or four times a year, each trip getting orders that would cover the jobber's needs until his next visit. Nowadays he must cover his territory, which is much smaller, every four or six weeks, for the reason that many jobbers in late years have, from necessity, been

obliged to buy on a hand-to-mouth basis.

The jobbing distribution of candy has also gone into many outlets not existing or thought possible a few years ago. Many cigar and tobacco jobbers, cash and carry wholesalers and some fruit jobbers are now handling candy and, in addition, many candy truck jobbers have gone into business through the advent of good roads kept open the year round. The truck jobbers can cover a large territory and are in a position to give the retailer in the small towns and four corners a service not possible before the era of speedy covered trucks, many designed especially for the transportation of candy in all seasons.



Joseph W. Putnam.

The manufacture of candy has gone through changes quite as drastic as the selling and distribution. Although the making and packing of candy still requires and, no doubt, will always require considerable hand labor, the increased use of production and packaging machinery has been very marked in the past five or ten years. In fact, this period has produced more new type candy making machinery than for a great many years previous.

Accurate cost accounting in this industry had generally been seriously neglected, but of late years has been found to be extremely essential for the proper competitive operation of candy plants, both large and small. Many manufacturers who did not realize the

importance of knowing their complete costs have fallen by the wayside.

Notwithstanding the idea sometimes expressed that the repeal of the eighteenth amendment would reduce the consumption of candy in the United States, the facts are that Government reports indicate that the sales are increasing. This is encouraging not only from the standpoint of permitting the candy industry to do its part in decreasing unemployment, but assures a brighter future for the industry itself.

The candy manufacturers are, perhaps, the largest single consumers of beet sugar as well as corn products. As both of these materials are made from staple farm produce it is to the interest of every one to assist in in-

## WEST MICHIGAN SHOPPERS

### They Have a Chic Which Is Unthinkable Elsewhere

Recently a famous American writer returned from abroad. He had spent the greater part of ten years on the European continent. He always had been a sparkling critic of American life. Magazine editors here were anxious to know what he thought of American life on his return to this country. He did not criticize. Instead, he was tremendously charmed with the American woman. In addition to his observations on other phases of life, he stated his firm conviction that the women he saw in the inland cities of America were smarter and more chic in appearance than those in the capitals of Europe. His comments not only included those in the great cities of the East, but extended to inland cities as well.

This is a surprising statement in view of the long established picture of European centers as leading the world of fashion. But in Europe, fashion is for the few; in American cities it is for the many. He continues to say that it is America that is smart and Europe that is frayed; even in inland cities of America, women have a touch of chic which is unthinkable in any other country; American people are the best dressed, the best shod, the brightest of eye of any in the world.

Western Michigan people are right up with fashion, but in a sensible way. The wild freak fashions of Broadway do not interest Western Michigan women. Outlandish fads are not encouraged, but smart style that is new and attractive is accepted in Western Michigan at almost the same time it is worn on Park avenue in New York City. Therefore, fashions must be presented to Western Michigan people as soon as authoritative designers have them ready.

The main requests are for clothes which are smart looking but not extreme.

Examples from actual merchandise always make this point more clear. In gloves, the trend is toward plain slip-on styles or a glove trimmed with a discreet touch of trimming—enough trimming on the cuff or back of the glove to give it life, but still to leave a tailored, smart appearance.

A customer who shops in the stores of Western Michigan knows a great deal about the merchandise she is looking for. She has read a great deal about fashion information and about the correct home furnishings.

To meet the needs of a customer, a store must study the things which she requests. A store must be prepared to present the details in each article that is looked for.

Let us take as common an item as a cotton bed sheet. Do customers merely look for just sheets? No, there are many varieties of sheets about which they ask questions. Customers ask about the different sizes. There is a twin bed size, 72 inches wide, and the full bed size, 81 inches wide. In length there is a standard length of 99 inches, a longer than standard length of 101 inches and an extra long length of 108 inches. Customers are asking

creasing the consumption of candy in every way possible, thereby helping the farming industry of our state and nation and speeding industrial recovery.

Joseph W. Putnam.

### He Was Scared

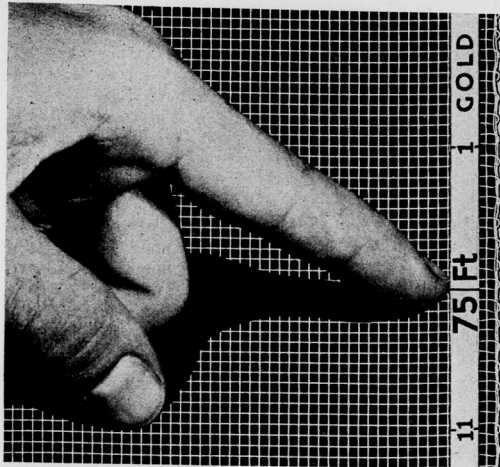
Rastus: Say, Sambo, what time in your life does yo' think yo' wuz scared de worst?

Sambo: Once when Ah wuz callin' on a hen house an' de farmer come in an' caught me. Boy wuz Ah scared.

Rastus: How are yo' suah dat was de worstest yo' evah bin scared?

Sambo: 'Cause de farmer grab me by de shoulder an' he say: "White boy, whut you doin' here?"

Unionism is causing division.



**GALVANOID Plus**

a NEW SCREEN CLOTH by GOLD STRAND  
guarantees

LONGER LIFE—FREEDOM from DISCOLORATION and  
COSTS NO MORE

Manufactured by  
AMERICAN WIRE FABRICS  
CORPORATION  
41 East 42nd Street, New York City

Distributed by  
MICHIGAN HARDWARE  
COMPANY  
Grand Rapids, Mich.

# Holland Crystal Creamery

HOLLAND . . . . . MICHIGAN

Manufacturers of

**Fancy Creamery Butter**

Cash Buyers of

**Cream**

both individual shippers and  
on the station plan

*Write for further information*

## Holland Crystal Creamery

Operated by GRAND RAPIDS TRUST COMPANY, Receiver of  
WEXFORD COMPANY

# DEPRESSION? Not Exactly

OUR RECORD FOR TEN MONTHS

## INCREASE

|                      |       |
|----------------------|-------|
| In Business in Force | 9.1 % |
| In Assets            | 8.84% |
| In Surplus           | 6.5 % |

**The GRAND RAPIDS Merchants Mutual Fire Insurance Company**

*Affiliated with the Michigan Retail Dry Goods Association*

320 Houseman Building

Grand Rapids, Mich.

**INSURE with a SUCCESSFUL MUTUAL COMPANY and PARTICIPATE in its EARNINGS**

more and more for the extra long sheet. They know that such a sheet will cover both the mattress and a box spring, and will provide enough tuck in. In fact, in one state there is a hotel law requiring 108 inch sheets.

One feature of sheets is the tab on each, giving the size and different lengths, so that the busy housewife can pick from her linen closet a sheet she wants without much delay.

Still another feature is a reversible hem on each end, so that either side of the sheet can be used as the right side, and so that the sheet will not wear out unevenly on one end. In recent years customers have asked for percale sheets, which are the finest of cotton sheets and are finished to a silk-like texture. These are truly luxurious sheets. Customers who want the finest and softest texture have come to find that they can get this only with percale sheets.

Customers are showing a wide knowledge in colors in home furnishings. Every customer has in mind a color scheme. This is true whether it is a corner of a room or an entire room, or an entire house that the customer wants to redecorate. There are many women each week who seek out our decorator, present problems to him on how they can make their homes attractive, and they ask him alert questions. They have excellent ideas, and find out from him how to carry them out to result in an attractive home and also to avoid unnecessary cost.

These wide interests of customers reflect their reading in leading magazines and their greater interest in the details of the costume and of home furnishings. They reflect great progress in the American standard of living, even in the face of a depression.

Shoppers want to know more and more about details, to be sure they have the right style and the best value. It is a store's duty to help them get these.

Let us study some typical requests to illustrate how important are details in which customers are interested. For example, here are typical questions on women's silk hosiery and typical answers.

Question. What weight do women's silk stockings come in?

Answer. At least seven or eight weights. Here are a few:

Two thread—extremely sheer chiffon  
Three thread—very sheer chiffon  
Four thread—sheer chiffon  
Five thread—semisheer chiffon  
Seven thread—service  
Ten thread—extra service.

Question. What sizes do silk stockings come in beside the ordinary foot sizes?

Answer. In addition to the ordinary foot sizes of 8½ to 10½, there are some special sizes. There are stockings which come in three lengths to each foot size—one for the tall person, one for the short person and one for medium height. There are also special outsize stockings.

Question. What features are there on the top of silk stockings?

Answer. There is a custom fit top which stretches to give perfect fit. There are attractive lace tops.



## Whither?

Pray men, if praying men ye be,  
And all do supplicate some deity,  
Whether ye will or no, there comes an hour  
When frantically we seek a higher power—

Pray then, that in this day of gears,  
Of levers, cogs and wheels,  
When all of life wherever life is seen  
Partakes of one great pitiless machine—

Humanity may pause and stem this spate  
Of ruthless driving ere it is too late,  
That God may grant us calm and poise  
To hear a still small voice above the noise

Of clashing parts, of steel on steel,  
Of plunging pistons, wheel on wheel,  
The work of head and hand to reach a goal  
Without the counsel of the soul.

For what avails this orgy, what the gain  
Of cunning hand and master brain,  
If shrinks the soul a shriveled thing,  
And Power, no longer slave, becomes the King?

*Harry Glass.*

Question. Are there particular hosiery colors to match each costume color?

Answer. Yes, there are color charts which you may see to help you pick exactly the color to match other parts of your costume.

Question. Are there stockings which combine beautiful sheerness and also good wear?

Answer. Yes, some hose are made with a twisted process which enables them to be sheer and durable.

This is enough to serve as an example of the searching questions and keen interest in every line. There is no need to bore by repetition. It is enough to show the wide knowledge, the up-to-date interests of the Western Michigan women.

When we first mention shoppers, we are apt to think only of women. But the interest of men in the details of their purchases has greatly increased. Men are up to the minute, although they do not talk about it. They are conservative but correct. They do not speak at length about their needs, but when it comes to selecting, a keen preference is shown. There has been a decided development in smart patterns in both clothing and haberdashery.

It is hard for a worker in a store to keep from the details which would illustrate the varied interests which prove Western Michigan is not a step behind any section of the country.

It is a sign of intelligent buying, of wider interests. And at the same time, people are not spendthrifts. They try to attain their needs and at the same time have each precious dollar do the utmost. It is a real tribute to the sound progressiveness of our section of the country. Western Michigan can be congratulated on the solid alertness of its interests.

Congratulations are also the order of the day for the Michigan Tradesman on its anniversary. It has to its credit a long period of sound service to Michigan. It has remained as a landmark where many others have dropped out. The journal and its staff fill an important place in our business and home life.

Myron S. Silbert,  
Manager Herpolsheimer Co.

### Belgian Firm Makes Wine From Peas

A wine-like alcoholic beverage can be made from chick peas, green peas and yellow peas in certain fixed proportions which tastes and analyzes exactly like wine made from grapes. The process covering this invention was recently patented by a Belgian company in the United States. The use of peas is much more economical than that of grapes, besides which the beverage may be made in all seasons, which is not the case with grapes. In addition to crushed peas, the following other articles are added: Sugar, citric acid, tartaric acid, tannin or gallic acid, alkali metal bisulfites, and alkali metal phosphates.

To let a man know that you believe in him is often to awaken in his conscience a decent instinct, even though he may have slipped so far down the social ladder as to regard truth and honor as mere figures of speech.

**NEW AND USED SAFES FOR SALE**  
at the  
**GRAND RAPIDS SAFE COMPANY**

**Standard Grocer and Milling Co.**

Holland, Michigan  
Cash & Carry Branches on East 8th St., Holland, and  
318 Ellsworth Ave., Grand Rapids, and  
811 Pine Ave., Muskegon  
Supply Depot for

**Independent Grocers Alliance of America**

An organization of more than ten thousand Independent wholesale and retail grocers operating in 38 states.

LAKE  
OCEAN  
SALT and  
SMOKED

**FISH**

**H. J. DORNBOS & BRO.**

GRAND HAVEN, MICHIGAN  
PRODUCERS AND SMOKERS OF FISH

Since 1889

The Largest Smokers of Whitefish (chubs) in the United States

**GRAND RAPIDS BELTING CO.**

**1904** 40-50 MARKET AVE., N.W. **1934**  
GRAND RAPIDS, MICH.

MANUFACTURERS    WHOLESALE JOBBERS    RETAIL

**30 Years of service to the Industrial Activities of  
Grand Rapids and Michigan Industries**

**HIGHEST QUALITY BELTING  
AND ACCESSORIES**

Oak Tanned Leather Belting  
Flexible Retanned Leather Belting  
Chrome Leather Belting  
Oil and Grease-proof Leather Belting  
Water and Steam-proof Leather Belting  
Reconditioned Used Leather Belting  
Endless Leather Belts  
Round Leather Belting—Oak Tanned  
Flexible Retan—Hairon—Cut Lengths—100  
foot and 500 foot spools  
Vee Leather Belting—Coils or Endless belts  
Leather Washers, Straps and Specialties  
Rawhide and Indian Tan Lace Leather—  
Sides and Cut

We renovate—rebuild—reface and re-  
pair leather belting and perform any  
service work in connection with the in-  
stallation or repairs of belting.

**IMMEDIATE SERVICE**

Telephone 8-4590 — After Hours 7-4553

Distributors of the famous "Tilton"  
woven endless, stretchless high-  
speed belts and "Tilton" Endless  
Laundry Feed Ribbons.

Clipper Lacers, Cutters, Hooks and Pins  
Alligator Steel Lacing  
Quaker City—red rubber and gray rubber  
Transmission—Conveyor—Elevating and  
Endless Rubber and Thresher Belts  
Gates Moulded Endless Vee Belts  
Stanley Woven Cotton Belting  
Canvas Belting  
Endless Canvas Thresher Belts  
Easton White Woven Cotton, Elevator and  
Conveyor Belting  
Water-proof and Regular Leather Belt Ce-  
ment—Rubber Cements  
Dressings for Leather Belting  
Canvas Belting, Rubber Belting, and Trans-  
mission Rope  
'Columbian' regular manila and transmis-  
sion ropes  
Motor Pulleys—Wood Pulleys—Steel Split  
Pulleys—Cast Iron Multiple Vee Sheave  
Pulleys—Single Groove Pressed Steel Vee  
Sheave Pulleys  
Complete Vee Belt Installations—  
Belts and Sheaves for 1 H. P. to 500 H. P.

**DISTRIBUTORS OF**

Gates' Moulded Vulco Cord and Vulco Rope Vee Belts.  
Endless Vee Belts for Washing Machines—Refrigerators—Water Systems—Air  
Conditioners and Appliances of all kinds.  
Heavy Duty Rope Vee Belts for Motors—Compressors—Generators and any type  
of power drive. Single groove and multiple groove vee sheave pulleys.

**INDUSTRIAL—WHOLESALE—RETAIL**

Very large stock—all sizes and lengths from 22 inches up to 24 feet.

**CLOTH OF  
GOLD  
MUSLIN  
PRINTS**

**MERCHANDISE**

**THAT SELLS**

**ON VALUE**

**BATES BED  
SPREADS**

COTTON  
JACQUARD  
CROCHET  
SATIN  
RAYON

**ALEXANDER  
MFG. CO.**

SHEETS  
PILLOW CASES  
SHEETINGS

**NEW  
ENGLAND  
CURTAIN  
CO.**

DIRECT MILL  
REPRESENTATIVE

**McCONNELL  
KERR CO.**

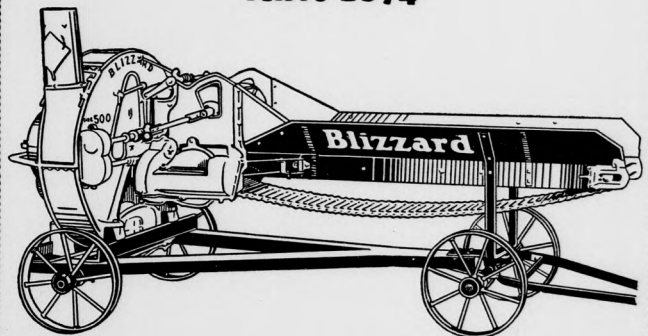
IMPORTERS OF IRISH LINENS

350 E. JEFFERSON AVE.

DETROIT

**BLIZZARD  
Ensilage Cutters**

Since 1874



**Blizzards Mfg. Co.**

**J. H. Gingrich, Pres.**

**CANTON, OHIO**

## PLENTY OF ROOM FOR BOTH

### The Sales Manager and the Credit Man

Certainly the period of the last ten years has demonstrated some substantial changes in the importance and position of the sales manager and the credit man and it may be interesting to consider briefly the various factors which have brought about and made necessary these very definite alterations in their relative positions. Those who have the opportunity of attending conventions of an industry have realized or can realize what a terrific amount of time was devoted to the matter of sales and sales plans. Some time during the convention a little period of time was set aside for an annual report on credits and collections or some such kindred matter and the convention as a whole and the industry as a whole accepted this report as more or less of a necessary evil. There is something very inspiring about the matter of sales. To be a salesman or a salesmanager is a very thrilling experience and the sales manager in most institutions up to about four years ago was the pet of the institution. There is something a little depressing in the expressions such as "an extension of credit" and "collection of accounts." Not depressing in the true sense of the word, but I think we shall have to admit that that part of business never inspired the executives as salesmanship or super-salesmanship did in the period up to 1930. Beginning in 1930, however, we experienced a very rapid change in the position of sales manager, although his proper relationship to the credit department did not appear in its full force until about a year and a half ago. Beginning in 1930 we came into a period of substantially reduced sales, not only from the standpoint of dollar volume, but we came into a period when the margin of profit on each dollar of sales became substantially less. Out of this developed a situation in which credit losses began to assume a more substantial proportion to the net profit at the end of the year than ever before. Volume was dropping and percentage of profit was decreasing almost over night. The percentage of these credit losses became greater not only in proportion to the dollar and cent profit, but also because of a variety of reasons in which were contained the problems of the lesser sales and lesser profits on the part of everybody. The sales manager discovered that even the most carefully worked out sales plans proved ineffective and that in mercantile lines particularly, the retailer was able to get along with what we call "staple" items without investing in the specialties and seasonable goods which help make a good profit for the manufacturer and for the wholesaler. It took, however, the matter of the national bank holiday to bring this situation to a crisis and to develop in the executive heads of our institutions, an appreciation of the relative importance of sales and credits and the possibility of a closer co-ordination in the future of these two departments not only for improved sales, but for improved credit extension and collection ability. The bank holiday

brought this about particularly because it developed a situation in which temporarily at least as between the wholesaler and the retailer, there was very little credit involved. Great cities like Detroit and Chicago in their mercantile relationships went almost altogether on a cash basis. The retailer preferred it in a large number of instances as a protection to himself in declining to increase his liabilities to any greater extent than they had already increased and preferred to trade for cash on staple items and thus create a rapid turnover and still have the necessary things and the essential things which the consumer was calling for everyday. Out of all this was developed the fact that in most institu-

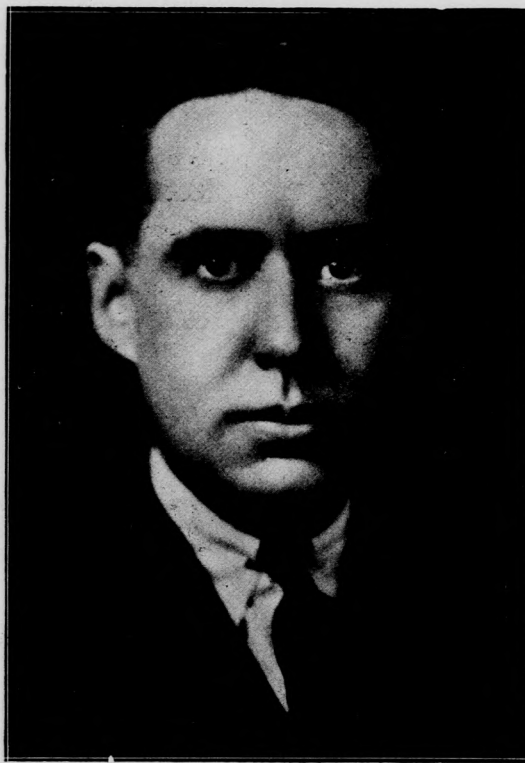
tion there was a man or a department in the background somewhere which had at its finger tips a great deal of data and material concerned with the financial position and situation of the retailer and wholesaler and very suddenly this information became absolutely essential to the sales department in its efforts to produce a volume of profitable business. The credit man faced exactly the same problem in the final analysis, that the sales manager faced and that is the development of plans for the perpetuation of their institution, whether manufacturer or wholesaler or in whatever form it might be. Particularly in mercantile lines the handling of bread and butter items is on a very narrow margin of profit and in fact actually at below

cost in a number of instances. The credit department, therefore, realized at once that it must put into the hands of the sales department the ammunition or the material by which that department might go out and sell to the wholesaler and the retailer the goods which because of their very nature required the element of credit extension connected with their sale. At the same time the sales department was obliged to recognize the fact that the sales plans which would be presented to the retailer by which he might sell through to the consumer, also must involve a plan by which this amount could be collected by the distributor and the manufacturer. No sales plan or promotional scheme is worth anything to-day

unless it carries with it the idea on the part of the salesman or the sales manager which must get through to the wholesaler or the retailer the fact that the goods which he buys must not only be sold through to the consumer, but out of the sales to the consumer must come the purchase price payment to the wholesaler or manufacturer.

When we think of the happy co-operation and co-ordination of the sales department and the credit department, I presume that there comes into the minds of most of us immediately the question of the use of the credit department in enlarging and increasing the number of outlets for merchandise in a given territory. It is quite true that the credit department plays a very substantial part in furnishing to the sales department credit information which the sales department may use in soliciting more and more outlets all of the time through which to distribute. That is a function all by itself when we come to think of the relationship of sales and credits. It is a point at which the credit department is indispensable because the tendency of the average salesman to-day, who is entirely on commission or at least partly on commission, is to confine himself to those outlets which produce without question and to dismiss or put into a secondary position those points to which he might sell merchandise with a little constructive missionary work. The present plan of compensating salesmen on commission almost entirely has penalized the sales department from the standpoint of developing new sources of distribution. I believe that sales managers and executives have come to realize this more and more and to put into the hands of the credit department the power to designate or approve additional merchants or distributors in any territory or community where the salesman or a sales manager may profitably solicit business without embarrassment and with the thought in mind at all times that the goods will be shipped as ordered and that they will be paid for when due for discount. Declining sales volume has made this more and more apparent to the sales manager and at this point, of course, the credit man who has full information at his disposal or the ability to get that information becomes a very prominent factor in the sales organization. I don't know that it is necessary to take your time to discuss that particular function. It seem to me quite an apparent one and it ties in, of course, with the question as to whether or not these additional outlets can be profitably solicited and whether business can be secured on which the institution can make an actual profit. We all know that there is a type of business which can be added to our institutions which is not profitable from the standpoint of handling cost and increased expense, particularly where transportation is involved, and it is a very definite responsibility of the sales manager to co-ordinate and to co-operate with the credit manager to select out of a territory or a community those merchants or those wholesale houses whose business may be profitably solicited from a credit standpoint. You cannot blame the traveler who is on commission for not being overly aggressive in soliciting new business but if he can be called into the office and it can be demonstrated to him that business is to be had in certain places if the proper contacts can be made, certainly he is interested in increased earnings and certainly out of them the institution can improve its sales volume. That is in itself, however, a very apparent function of the credit department particularly under present volume conditions.

The thing I presume which we are aiming at, however, in this discussion as a final proposition is the question of how the credit department may assist the sales department in preserving its present outlets and putting its merchants or distributors in such a position



Lee Wilson Hutchins

# Defiance

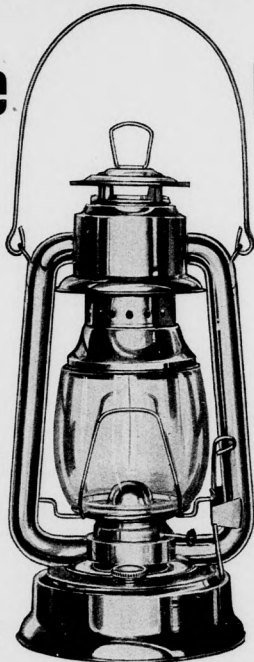
AUTOMATIC  
STANDING  
BAIL

WINDPROOF  
LIGHT

FLUTED  
GLOBE PLATE

LARGE FILLER

QUART  
CAPACITY  
FOUNT



# Lanterns

ALL-WEATHER  
DOME

AIR DRAFT  
EQUALIZER

STANDARD  
SHORT GLOBE

STURDY LIFT

RUST-  
RESISTING  
BOTTOM

*No. 2 Triumph*

*No. 2 Triumph*

The new Air Draft Equalizer, which deflects the wind currents and equalizes their pressure so that the flame stays lighted no matter what the weather, adds another noteworthy feature to No. 2 Triumph's construction.

From its solid all-weather dome to its handsomely designed new fount of quart capacity, No. 2 Triumph is built to stand the hardest kind of use throughout a long term of service.

Made by EMBURY MANUFACTURING CO., WARSAW, N. Y.

Distributed by

**Michigan Hardware Co., Grand Rapids, Mich.**

## Grand Rapids Metalcraft Corporation

STAMPING DEPARTMENT  
COMPLETE FACILITIES  
SHEARING, STAMPING, FORMING  
ALL METALS

PLATING DEPARTMENT  
CHROME  
NICKLE  
CADMIUM  
COPPER

WELDING DEPARTMENT  
ELECTRIC SPOT WELDING  
SEAM WELDING  
SOLDERING

EXPERIMENTAL DEPARTMENT  
EXPERT MODEL MAKING  
TOOL AND DIE ENGINEERING  
COST ESTIMATING

FINISHING DEPARTMENT  
WALNUT OR MAHOGANY GRAINING  
ALL DUCO FINISHES  
BAKED ENAMEL  
MECHANICAL POLISHING

RIVETING DEPARTMENT  
AUTOMATIC RIVETING  
SPINNING AND TURNING

**AT YOUR SERVICE 24 HOURS A DAY**

●

DOMESTICS  
WASH GOODS  
LINENS  
WHITE GOODS  
HOSIERY  
UNDERWEAR  
MEN'S  
FURNISHINGS  
READY-TO-WEAR  
NOTIONS  
BLANKETS  
DRAPERIES  
FLOOR  
COVERINGS

●

## For Over Sixty Years

Selling Agents and Wholesale  
Distributor of Standard Staple  
Nationally Known Brands

Over Sixty years' experience in providing for the  
particular needs of the independent merchants  
served by the Detroit Wholesale market.

*Mail Orders Given Careful and Prompt Attention*

## Edson, Moore & Company

1702-1722 WEST FORT ST.

DETROIT

that they may act on even a more substantial basis than they have been able to act on particularly within the last year and one-half. We all know that too liberal an extension of credit is just as dangerous as too little credit. We all know that a great many salesmen are in the habit of selling terms and not merchandise. We realize that credit and its extension must bear a fixed relationship to a prospective volume of business in any community, controlled by local conditions. Credit involving terms or otherwise, beyond that point, is just as harmful as the failure of a bank to loan to the worthwhile enterprise in its community. Those of us in merchandising have a good many things which are seasonal and which from the very character of them requires a possibility of sale on the part of the retailer before the particular invoice can be met in a satisfactory way. That is the thing which disturbed our credit man and our sales manager in our large centers particularly immediately after the bank holiday. Hundreds of retailers were trading for cash only and the doors in the sale of profitable merchandise were automatically closed. At the same time it is up to the credit man to analyze for the sales department the various stores in his territory or community so that a determination may be made as to the proper amount of credit on extended terms on seasonal goods which may be made to any store or group of stores with full expectations that the invoice will be met at the discount date. The thing which the credit department has had to do for the sales department of to-day above all is to keep those retailers who are discounting their bills on strict terms exactly on that basis. The thing which it is more difficult to educate our traveler to understand is the fact that under present conditions when a retailer is in arrears in meeting his current obligations he ceases automatically to become a possible source for the distribution of profitable goods. I think you understand what I mean by that particular statement and the thing which we emphasize in our institution with our own travelers is the fact that they must, for their own protection as much as for the protection of the institution, create in the minds of the retailers the necessity of organizing a plan by which he may earn his current discounts and at the same time take care of his past due obligations if any. Every situation presents a different problem and no set rule can be laid down to meet these situations. No retailer is able to pay exactly the same amount upon his past due obligations that his neighbor may be able to pay. In this day of the sale of profitable goods and the necessity of earning the profit, we must educate and re-educate our travelers to the understanding of the principle that when they allow a retailer to fall behind strict discount terms they have destroyed another outlet for the sale of the profitable merchandise upon which their compensation must in a finality, be based. That is the serious function of the credit department and it is the thing to which we can point with pride as a real honest development in the functions of the credit department par-

ticularly in the last few years. The credit man for a variety of reasons has a higher position in his individual institution than he has enjoyed possibly ever before in his business experience. The very matter of interchange reports is in the final analysis the basis of the true extension of credit, particularly in this present situation of deflated values. The first question which the credit man must necessarily ask in the consideration of a new account is, does this man pay his bills promptly? Does he discount his bills? Now if that is a serious question in opening a new account it is all the more serious in conducting an old account; because not only is the sale of profitable merchandise involved, but the question of the ultimate collection of past due indebtedness is involved. I am thoroughly convinced that the credit department should not put too severe a penalty upon the sales department in the matter of earning current discounts. I am convinced that the credit department should at all times, however, approach this subject; because cash discount is a profit in itself in merchandising to-day. The retailer must be brought to realize that and at the same time if he is allowed his discounts in order to preserve him as an outlet for profitable goods, he must not be put at too great a disadvantage in the payment of his past due indebtedness. All of us expect to be in business a long time, at least that is our earnest hope. None of us have the idea that we will be in business a year or two years from now and then end it all. We all want our past due obligations from others just as quickly as reason will allow. At the same time we cannot in the same breath destroy outlets by an unreasonable pressure. The credit department has before it the greatest opportunity in the history of credit extension to make a profit and preserve outlets and create new outlets for merchandise. The sales manager realizes this, I honestly believe, in a great many institutions and in the majority of institutions. The question which I want to raise is whether or not the credit manager is as keenly aware of the possibilities of his profession as circumstances seem to indicate.

There is a place for the sales manager and there is a place for the credit manager, but on a co-operative basis both of their positions are more secure than they are if they attempt to operate at a tangent. I believe we can safely conclude that both the sales manager and credit man in the average institution will be sufficiently broad in their grasp of the situation so that they will work their problem out to the advantage of all concerned.

Lee Wilson Hutchins,  
Vice-Pres. Hazeltine & Perkins  
Drug Co.

Lose this day loitering—'twill be the same story to-morrow—and the next more dilatory. Then indecision brings its own delays and days are lost lamenting over days. Are you in earnest? Seize this very minute—what you can do, or dream you can begin it. Only engage and the mind grows heated—begin it and the work will be completed.—Goethe.

## THE CHAIN NEWSPAPER

### Return to Individual Ownership of Yore Held Necessary

Former Governor Chase S. Osborn, writer, speaker, one-time editor, and always one of Michigan's foremost citizens and defenders of the public weal, comes forward to point out to newspaper men as well as the public the dangers of the growing hydra that is the chain newspaper. The following remarks were made by Mr. Osborn at the induction of his old friend and former colleague, Col. Frank Knox, publisher of the Chicago Daily News, into the journalistic fraternity, Sigma Delta Chi:

There has been a growing dissatisfaction with the conduct of the press in America. People who are afraid of the press are always breaking out in abuse of it. The libel laws are protective and should be made neither more nor less stringent than they are. However, it must be recognized that there are those who honestly see a menace, fancied or real, in newspaper methods in this country and even in the world to-day.

In France newspapers are almost all apt to be publications for uni-lateral and necessarily selfish purposes. In Great Britain the trend of journalism has been much the same as in the United States, although that country lagged behind America in the formation of great newspaper trusts and the chain ownership of publications.

The existence of syndicates of newspapers stretching clear across the continent has come to be a fact in this Country. This often places remarkable power in the hands of a single individual or in constricted ownership. It would be too much to expect such owners to be more than human. In order to live up to the responsibilities of their extraordinary power, they would have to be demigods. The consequence has been that we find these chains of newspapers, owned by one man or by a few, engaged in two forms of selfish purpose.

The first of these aims is highly commercial. The natural result of this is to make the counting room control the editorial room, which is one of the oldest and most vexing of newspaper problems under the best of conditions. In order for the counting room to show results it is compelled, or thinks it is, to cater to various interests that may or may not be questionable; and thus chain newspapers are often grasping to the degree of venality. This besetting evil of the chain system all too often has changed the character of the newspaper from a representative and component part of the community in which it grows to a purely commercial organization and instrumentality. Instead of being a vital, integral organ of the life about them, such newspapers may become leeches and barnacles.

It shall be agreed that it is necessary for a paper to have nourishment and sustenance and living, in order to perform as an instrument. It cannot be a great palladium unless it is strong. But it would seem possible that an approach to better conditions might be made through imitating newspapers

owned and edited for purposes that are at least partially unselfish.

The second tendency of the chain newspaper system is to enslave large blocs of the press to an individual's purely personal biases, and to motives that may be questionable and dangerous. It places too much power in the hands of an individual or a small group of persons. Such power ought to be divided. To-day it ought to be true that the newspaper is mightier than the machine gun.

The press is the greatest weapon in the world; a dangerous instrument. It is one of the most destructive of agencies as well as constructive and defensive. A newspaper in the hands of an unprincipled person is insidiously dangerous to society. With an array of newspaper armament, a single individual or small group might crush an honest and courageous public leader, stir up class frictions, and even deliver the country into war.

The saving clause is the fact that a chain of papers run for purposes that are questionable and maybe venal, or for discreditable and unjust objectives, soon finds its influence minified, because the public realizes one man is behind them all. Then it is charged they bolster their strength with threatenings and methods that would be criminal in any other channel of life. This cure of the situation within itself may be possible; but it is so indirect, and requires so much time, that great harm may be done while the remedies are working. The subordination of many newspapers to the desires of a single individual has likely made for much of the suspicion that attaches to the press to-day.

There are other undesirable features inherent in the chain ownership of newspapers.

Large collective ownership of the press stifles newspapers that might be more individual and representative, because the ordinary publisher cannot compete with strong capitalistic ownership.

Under the chain system, the evils of absentee ownership are multiplied. The ideal newspaper is always the honest leader and zealous defender of its community.

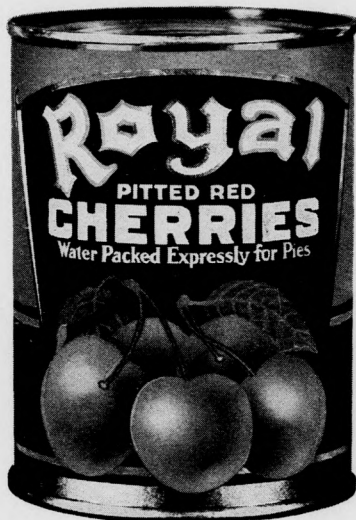
The dangers of absentee ownership are clearly shown in the development of the press in this country. It tends to cure itself, of course. When Horace Greeley died, the New York Tribune went finally into the hands of White-law Reid. It remained a great paper until Reid left for Great Britain as an ambassador and neglected it. Then it gradually declined. Now it is climbing again due to the personal attention of Ogden Reid. Before the elder Bennett died he had made the New York Herald a world newspaper. As soon as it passed into the hands of his son, James Gordon Bennett, it was left to run its own course.

The younger Bennett spent his time on the primrose paths of dalliance and lived in Europe, and the Herald went on the rocks. Now it is reincarnated, with the Tribune. The same thing happened to the New York Sun when Charles A. Dana died. No sooner was Wilbur F. Storey's Chicago Times left to non-newspaperman ownership



# Michigan's Choicest Fruits

Packed With Utmost Care



**Oceana Canning Co.** Shelby Michigan

## NEW ABW SOCKET SHANK

with Rolled Shoulder and Shock Band



### HERE'S MERCHANDISING VALUE

The new ABW socket shank with rolled shoulder and equipped with the famous ABW shock band has features that produce real merchandising value.

For example: Blades and shank are forged from high carbon quality steel and heat treated by automatically controlled furnaces. This gives an unusual strength and toughness to the shovel. To reinforce this strength the shovel is equipped with the ABW shock band. The new rolled shoulder not only serves as a convenient and comfortable step, but gives an added strength to the blade on each side of the socket.

For strength, toughness, lightness, balance, and shoveling ease this new socket shank is superior to any other similar type ever produced.

**Ames Baldwin Wyoming Co.**

PARKERSBURG, W. VA.

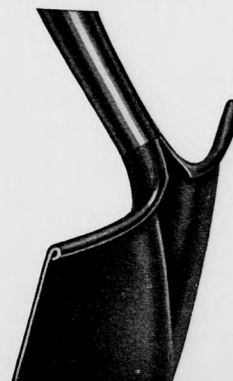
NORTH EASTON, MASS.

### BACK VIEW OF SHOULDER

The illustration to the right shows how the rolled shoulder of the one piece blade serves as a step and strengthens the shovel blade. The socket of this shovel is tapered and heat treated to properly distribute the strain normally occurring at the point from shoveling pressure.

The lower end of the handle is covered with a patented metal cap which protects the handle and adds to the appearance of the tool.

BRANDS—DREDNOT  
HELMET  
PEERLESS



and conduct, than it died. The same thing happened to the Chicago Herald.

The history of the American newspaper is filled with instances of the failure of papers in unfit hands. I suggest, therefore, not only for the protection of the public, but to add to the prestige and dignity and power of the newspaper profession, that absentee ownership should be considered and effectively discouraged. In other words, newspapers should be owned and run by actual newspapermen and editors.

The subordination of many newspapers to a single individual and to selfish purposes has likely made for the suspicion that attaches to the press today. The greatest expression of distrust recently manifested was by our own Government, when there was an inclination on the part of the present Administration at Washington to make the press goosestep. This was imposing a condition worse than the one it blindly sought to improve. If there is odium and danger attaching to the chain ownership of newspapers, it ought to have consideration and cure.

I would even suggest the possible wisdom of a law—admitting at the moment that we have too many laws endeavoring to regulate everything—forbidding the ownership of more than one newspaper by any person or company. There are anti-trust laws that control other kinds of enterprises. No kind of trust is more injurious or unjust to the people than a newspaper combine. Many newspapers owned by one person or by a few individuals, constitute relatively as grave a danger as super-armorament on the part of a nation; as if a person ever so peaceful in appearance were possessed of a dozen machine guns. Something has occurred that has caused a change in the attitude of the public mind to the press of America, and this appears to be a part of it.

When we return to the individual ownership of newspapers, the weekly and daily journal will again be a real guardian of the people's right. There will be fixed responsibility and new character. The protection of the public and the dignity of the press will be increased.

The greater the number of publishers in comparison with the number of newspapers, the more representative the press becomes of all the people, and the more trustworthy as the instrument of honest public expression. Chain newspapers become the voice of a single interest. One man may by a word or a scratch of a pen cause a complete volte face in policy on the part of his several papers.

I might offer another thought for consideration. Lawyers are compelled to pass certain examinations and be approved by agencies for that purpose before they can practice. The same is done with doctors. In a sense they are licensed. As things are now, anybody can run a newspaper if he has the price to buy one. The establishment of boards to judge the moral and intellectual equipment of a man who proposes to run a newspaper, before he is allowed to do so, might be considered.

What I am getting at, I repeat, is that too much newspaper power in a

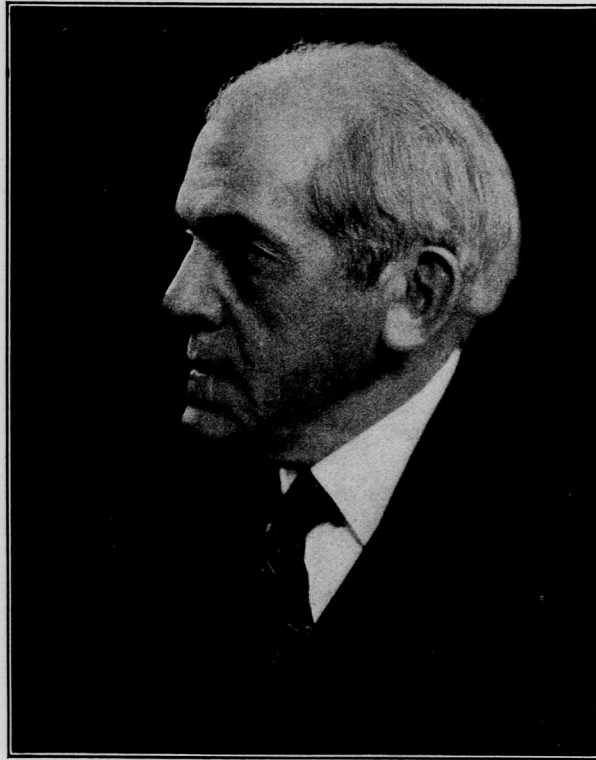
few hands is a menace to the country, breeds distrust of the press, reduces its influence, and curtails the honor of being a newspaperman.

If the great chains of newspapers in America were disorganized to-day it could be done by dividing the ownership among the employes, both mechanical and editorial. The late Mr. Nelson tried that with the Kansas City Star when he passed away. The late Victor Lawson did the same thing with the Chicago News. The fact that neither plan was signally successful does not argue the impossibility of such ownership.

An excellent example might be cited in the Christian Science Monitor. While it is the organ of a church, it can be pointed to as one kind of an ideal paper of the future. It is clean

confine themselves to themselves and their immediacies. Among these are the Chicago Daily News, owned by Col. Knox, who is your initiate of honor to-night; The Chicago Tribune; The Detroit Free Press; The New York Times and The New York Herald-Tribune; The Cincinnati Enquirer; the Atlanta Constitution; the Jacksonville Times-Union; the New Orleans Times-Picayune, and other papers on the West Coast and elsewhere in America. Greater perhaps than all of these in safety of performance may be the consolidated work of the country press of the United States.

In order to publish a successful newspaper it is necessary to be on the stage, just as much as it is demanded that a general shall be at the scene of battle. It is the swiftest changing



Chase S. Osborn

and lofty and direct and is respected in every direction. It would not be a bad idea if all the churches had such an adequate publication. Instead of the Government of the United States trying to limit the freedom of the press, it might have a newspaper of its own, something like the Christian Science Monitor.

Anyhow, it would appear that there is room in the direction discussed for thought and action.

The press of America grew great and powerful in the world not as consolidated and capital-owned links in chains, but as strong papers individually owned by men like Greeley and Dana and the elder Bennett and Reid and the Medills, and so forth.

There are still instances of great newspapers in the United States that

work in the world. Everything comes white hot and is ladled to the public without delay. There is no profession to-day that covers so much ground, so greatly allures its followers and wins its clientele, or is so educational to its members and to the masses. The function of the modern newspaper combines, that of the pulpit, and school, and court, as well as drawingroom and studio.

The newspaper profession once was the choicest work in the world, and can be made so again, for the good of all concerned. The age of strong individual journalism appears for the time being to have spent itself and passed. There is no good reason why it may not return.

Work, and hope for the best.

#### Development of Certified Seed Potatoes

About fourteen years ago a plant pathologist attached to the Pennsylvania State College—Dr. E. L. Nixon—observed an outstandingly good field of potatoes in his state and in tracing the origin of the seed found it to be in Antrim county, Michigan.

Certification work had been done only in a small way previous to this time in our state but with an apparent demand in sight—three cars going out that first year—the same source calling for about twenty cars in the second year and more than a hundred the third year, it seemed that Michigan had something in demand.

Certified seed potatoes have been and still are grown in a rather diversified area, but a greater part of the total tonnage is probably grown near or North of latitude forty-five. This high latitude may have a direct bearing on this success, as absence of disease is a requisite for certification and, doubtless, the development of disease bacteria may not be so prolific in this cooler climate.

Marketing has been taken care of in three ways:

1. The grower pools his potatoes in a co-operative organization and receives his percentage of the total receipts, less expenses.

The grower signs a contract with some private buyer or corporation for an exact price with time and manner of delivery specified or, in other instances, a contract is signed with a guaranteed minimum, with the final price based on a certain percentage above table stock, should this be greater than the minimum.

3. The grower holds and makes his own contract during the spring shipping season.

The administration of this business has offered some difficulties, but is now taken care of by the Michigan Crop Improvement Association with Prof. H. C. Moore, of Michigan State College, as chief inspector.

The financing, in part, at least, is done by members paying one dollar membership fees and when making application for inspection the costs are four dollars for the first five acres or less and seventy-five cents for each additional acre.

If application is accepted the field will be inspected, without notice to the grower, several times during the summer. A bin inspection is made after storage and a final inspection is made when loaded.

These potatoes are not definitely certified until they pass car inspection and carry the certification tag and at this time an additional fee of two cents per bushel is paid.

It is easy to see that the grower has no easy path, but that it is a paying proposition is attested by the very good class of farmers who have produced this crop for the past ten years.

This business looks fairly stable, but in the last analysis it depends on the Michigan growers keeping their disease content lower and the price adjusted to meet competition of other sources.

H. B. Losey.

Elmira, Mich.

# DEPENDABILITY

There are literally hundreds of factors that contribute to *dependability* . . . . a whole book could be written on this subject alone . . . .

A man who is dependable will be chosen over others when something important is to be done . . . . He takes responsibility . . . . he keeps his word . . . . he does what he promises to do . . . . and does it well.

And the same holds true for business concerns.

Thousands of Michigan corporations have chosen the Michigan Mutual Liability Company as their insurance carrier for Workmen's Compensation and Public Liability . . . .

Thousands of individuals insure their automobiles with us.

They know we are responsible . . . . we keep our word . . . . we do what we promise . . . . and do it well . . . . and above all, *at actual cost* . . . .

They know our reputation for *dependability* . . . . *super-service* . . . . and *positive protection* . . . .

Why don't you insure in this company? . . . . your Automobile . . . . your Workmen's Compensation . . . . your Accident and Health . . . . or other Casualty Lines?

An inquiry will bring complete information without obligation.

GRAND RAPIDS, LANSING, SAGINAW, BAY CITY, FLINT, KALAMAZOO,  
PONTIAC, JACKSON, MARQUETTE, PORT HURON,  
TOLEDO, OHIO; FORT WAYNE, INDIANA

**MICHIGAN  
LIABILITY**



**MUTUAL  
COMPANY**

1209 WASHINGTON BLVD.,  
DETROIT

*P. W. O. Silberman*  
President

TELEPHONE  
CHERRY 4800

## OWEN AMES KIMBALL CO.

Now has Free Engineering Assistance or Advice for Business Men or Home Owners who have problems on

**Heating  
Cooling**

**Air Conditioning  
Insulating**

Its Staff of Trained and Experienced Engineers are at your service  
Let them help you to

**Greater Economics  
Greater Volume of Business**

**Reduced Overhead  
More Comfortable Homes**

The Owen Ames Kimball Co. is sole distributors in Western Michigan for all

**General Electric Air Conditioning Products**

**General Insulating and Manufacturing Co. Rock Wool Products**

**38 Pearl St. Owen Ames Kimball Co. Grand Rapids**

## LAWYER CRIMINALS

## Those Who Hamper Attempts to Curb Crime

It is no easy job to be a decent lawyer. For that matter, it is no easy job to be a decent anything else. Wherever you go you find that your job is to do two conflicting things, or six conflicting things, sometimes all at once, each getting in the other's way. Sometimes it is twenty-six of them you have to do.

Suppose, for instance, you are a machinist, and a good one. You feel a sort of duty to your job; you want to make the work count while you are on it. You feel a duty to your wife, or to yourself, or both—say, on a piecework rate—to turn out all that you have skill to earn. On the other hand, you know there are a lot of fellows with you who cannot make your pace. If you work to the limits of your powers, experience shows that their piece-rate—and so the pay their families must depend on—will be cut down. Cut not for one or two, but for a lot of them. Have you no duty to your gang?

It's a muddle: Rugged Individualism versus Guild Spirit. The point here is that, whichever way you decide, the decision can't satisfy you altogether. You have two jobs at once.

A lawyer is in the same box—or, if not in the same box, then in one that is just as tight, just as narrow, and as cell-like.

Take two of a lawyer's jobs—two that don't square at all. The one job is to get justice done. The other is seeing that courts and officials stay within the law.

You may think that getting justice done is a lawyer's only job. Certainly, it is a grand one. It is, also, one that takes considerable doing. It is the finest creative work a lawyer can hope for. It is the job that gives him a chance to turn and shape the way things go—and the way things will go into the future. Here is Portia, as she pleads the cause of Antonio. (Who cares whether Portia got the idea out of her own head, or borrowed it from "Doctor Bellario"?) Portia headed for justice. She deliberately twisted the law clean out of joint—for justice's sake. She twisted it till it could not be recognized as being the same law. Essentially, in the cause of justice, Portia made new law.

I take it, what she did is one major job of any lawyer. And I take it that that job is done best when the lawyer believes in his cause. There is an ardency in advocacy, there is a burning fervor of invention, that is hard to come by when all a lawyer serves as is a "mouthpiece." Believing in your cause puts steam in your boiler. It drives. In faith is strength.

Much of the glory of the bar's history turns on occasions when the lawyer has had such faith. Hughes, let us say, when he investigated the insurance scandals. Or Seabury, at work on uncovering the things about New York which New Yorkers needed to know. W. G. Thompson, as he sacrificed half the income of his firm to secure—nay, rather, to attempt to secure—what he deemed justice for Sacco and Vanzetti.

Whether the impending injustice be one of a rule that needs changing, for all men, or be one of threatened error as to the facts in this particular case, the problem is the same. A lawyer trained in the game is needed, to get the matter set right: without skill, no results. (In this, law is like other ways of life.) But deep, hot belief in the cause is needed, no less, if that lawyer's uttermost effort is to be released. Justice is his reward, if he succeeds.

I honor this ethic of the lawyer's guild, whether it works in court or not. I know what this ethic has added to our civilization. I can see, as I write, Mirabeau, the lawyer, staving off—for a while—the French declaration of bankruptcy—that lion's mane a-swing as his passionate eloquence swept the Chamber from its purpose. I can, now, see Webster fighting for his alma mater—defending Dartmouth College from revocation of its charter; defending with snatched-up doctrine that was to be crippling in its ultimate development, but fighting in deadly earnest: "It is a small college, but there are those who love it." A great, a grand ideal; grand, even when defeated. I can see Charlie Taft struggling for justice, as he saw it, fearlessly and joyously, as Remus the bootlegger beat him, and won acquittal of what seemed as clear a murder as history shows.

I say it makes little difference, as to this ideal, whether the man who takes it to his heart shall win or lose. So also it makes little difference, to the ideal, whether an individual lawyer shows sense as he chooses sides. The important thing is neither rightness nor victory. The important thing, to this ideal of lawyer's labor, lies only in conscience and sincerity.

That is perhaps what makes it a bit hard for the layman—or even for the lawyer—really to understand the lawyer's problem. The celebrated man is the man who wins. Laymen do love a winner. (I don't hear much celebration of inventors who did not happen to hit on the thing that worked; nor of the second division in the baseball leagues.)

And in the second place, laymen love the man who puts over what they, these same laymen, want. General Johnson, whose policies I do not like at all, is none the less as skillful, as conscientious and as sincere an advocate as we have in the country today. If he did not study law, he should have. But I have not heard him cheered much for believing in his cause by such folks as did not like what he was advocating.

A layman, I say, likes a winner. He likes a winner who wins in the cause which that particular layman thinks just. For laymen are absolutists in regard to the law and to its work. Each particular layman knows that he has the truth by the tail. (A layman's privilege, that certainty.) He knows he knows the facts about any law case he may take an interest in. He knows the facts, indeed (I repeat, a layman's privilege) without bothering even to hear the other side. And he knows also that he knows precisely what "jus-

stice" is: "justice" is what he himself would want or do. Laymen are absolutists; there is no getting around it. Absolutists do not have huge understanding for the ancient liberal position that there are two sides to every dispute.

But the law, even in its more degenerate phases, is in truth and essence devoted to this liberal position. Both sides must be heard, always. Stop and think: every lawsuit has to be lost by one side out of two. Hence half of all the laymen who get into court must come out losers (unless the parties compromise—and so both lose). To require that a lawyer not only choose the right side, but win as well, would mean forthwith to deny legal counsel to half the laymen who get into court.

Moreover, the right side is not so easy to pick. Any lawyer whose experience has stretched to trying as many as seven cases has seen new facts he never heard of from his client, nor yet discovered in his investigation, come popping into the picture unexpectedly, dishearteningly. He didn't have all the facts! Without the facts, who can know what is just?

It does happen sometimes that you find a lawsuit all white on one side and all black on the other. Once in a green moon that happens. But, mostly, lawsuits are gray on both sides. It calls for good eyes to tell on which side the gray is paler. (One of the several reasons for these compromises which keep occurring is that really neither side is wholly right and both sides know it.)

And so, until the battle in court is over, it is mighty hard to tell what the facts are, and harder, often, to tell where justice lies. Often enough you can't tell even then—but the reason we have courts is to clean up doubts at least this far: they give us a new basis to start from when people get at loggerheads. It is as decent a basis as possible, given the law as handed down to them; as fair a one, as just a one to the participants as possible; but even when not so fair, at least a basis to go on from, when the disputants can't get together by themselves, and won't go on unless kicked from outside. Courts umpire the game when the players get to squabbling.

All of which means that any ideal for a lawyer must include liberty to the lawyer to believe in the wrong cause, and fight for it, and win. He has to use his judgment. It must include liberty to him, no less, to believe in the right cause, and fight for it, and lose. He has to stand the risks of the game. (No one who ever saw the worse team win at football ought to have difficulty seeing this.) Else, as indicated, half the people who get into court would stand defenseless, though the case were close-veiled in uncertainty of fact and right.

This is again the ideal, indeed the inevitability of a liberal profession, which willy-nilly must recognize the presence of doubt as one perennial problem in men's lives together. But it is hard for Mr. Layman the Absolutist to develop much sympathy for such a position. Mr. Layman wants

action; he wants action quick; he wants action his way. If he gets that, he will praise the lawyer who believes in his cause—and wins. Not in the abstract, for believing in the cause; but in the concrete, for believing in the proper cause (as Mr. Layman sees it)—and for winning.

Am I repeating that too often? My fear is rather lest I have not said it clearly or often enough. The laymen I have talked to find it so hard to get their minds around. They don't see that lawyers are their (the laymen's) creation, to be used for their (the laymen's) service. They don't see that this liberty to lawyers is necessary to the protection of any layman, once the law lays hold of that layman. Above all, the idea is not live to them that dispute means doubt—doubt that needs to be cleared up before lawyer or court can know the right thing to do.

This leads into the next aspect of the lawyer's problem. Should he take causes in which he believes? Surely, yes, and at any cost. Should he take only causes in which he believes? Surely, no. Most surely, no! If there is sufficient doubt, an ethic of taking only causes you can firmly believe in might mean no lawyer for either party in the doubtful case. That is to be thought over, Mr. Layman.

Moreover, our law is built upon the proposition that courts—not lawyers, please but courts—exist to clear up these doubtful cases; to clear them up authoritatively; to put them to rest. Did you make the promise the other fellow contends you made? And if you did, have you performed it? Is it you or is it the other fellow who was at fault for the smash, when you are shouting "His fault," and he is snarling "You're another"? Was it you—they saw you within five minutes or the fateful moment; you were coming out of the very house—was it you who did the killing? You say "No!" The District Attorney argues "Yes!"

Well, these things are for the court—the thirteen men—the judge and the jury—to decide. So the people have arranged. But if it is for the court to decide, then it is not for the lawyer to determine.

There is another part to the foundation on which our law rests. We trust our courts to decide these doubtful cases, but we do not trust those courts to do anything at all they please about them, or to do it in any way at all that strikes their fancy.

To be sure, when the good Caliph Haroun al Raschid wanders through the streets and sees wrong done, he rights it, just like that. The good Caliph appears in tales that know plenty of magic other than his own. No wonder, in a world of djinni and of magic carpet, that he can give a square deal, on the spot, to every man. The trouble is that in a humdrum world there are not enough good Caliphs to go around.

Remember, for instance, the retirement of an old-time judge of high repute one Samuel: "And his sons walked not in their father's ways, but turned aside after lucre, and took bribes and perverted judgment." Remember, if you insist on going modern, the Sea-

---

---

# We Want Loans

● THE NATIONAL BANK OF GRAND RAPIDS has over three million dollars that it is anxious to loan.

These funds lying in our vaults or invested in conservative securities are not aiding the progress of this community and we shall appreciate an opportunity to discuss your financial requirements with you.

•

**The National Bank**  
OF  
**Grand Rapids**

---

---

bury investigation into the condition of magistrates' courts in New York.

If we could get a good Caliph every time we rubbed our lamp, we should need very little law, and even less of that curious (and antiquatedly ineffective) court-room rigmarole we call procedure. But we can't. And the purpose of the law and procedure we do have is to hold the court down to what we have decided the court is to be held down to. "So much leeway," say law and procedure, "so much leeway this court is to have as it decides these doubtful cases (because we need the cases decided). So much leeway—but no more!" (Because we do not trust the court to be wholly on the job, nor trust it to be wholly wise, or wholly fair.)

But you see what this means. It means that if we do not have faith enough to let the court do anything it pleases, then somebody must watch to see that it stays within its permitted bounds. It is somebody's business to see that the case comes up as the people in their legal wisdom (or unwisdom) have provided (or permitted their lawmakers to provide) that cases shall come up.

It is somebody's business, for instance, to see that no man shall be jailed merely because he is a most undesirable citizen, but that he first shall be proved guilty of some specific offense duly charged against him in advance. If we trusted government and court to put people away merely because they were undesirable citizens, think what would happen to the New Guard of an old administration party if it tried to capture the leadership.

I do not say that law and procedure work out in this altogether as they are intended to. Too many undesirables—if friendless—are simply jailed. It remains a lawyer's business to prevent that simple jailing. It remains a business largely unperformed.

Still, all this does call for a lawyer. It calls as well for a lawyer whom you do not require to believe in his cause. If he is to serve the people, his business is to put the case up to the court and to see to it that the court judges only within the bounds which law and procedure lay down to limit that court. This duty rests on the lawyer, irrespective of his personal opinions. It rests on him irrespective of the rightness of his client.

Again, there is little appeal, in this position, to any layman. The righteous layman says: The lawyer, acting this way, becomes a hypocrite. He says: This is the deliberate procurement of injustice. He says: This is the rankest shrugging off of responsibility. He says: To get a guilty man off on a technicality, or to win or defeat a civil case that ought to go the other way—that is, in effect, professionally privileged crime. And he winds up in disgust. "You call that being professional!"

I intend in a moment to concede something to the layman, on these points. But, first, he must face squarely something he tends to overlook:

The undesirable citizens of today are, some of them, the creators of the new tomorrow. Only some of them, of

course. Most are really undesirable. But today we do not know which are which. So many of the now famous inventors were once hounded as seditious. Again, the profession of the law must stand firm in the liberal tradition that both sides are to be heard. The most unpopular cause must be defended, and defended according to the law.

When Captain Prescott gave the command to fire, in what the patriots came to call the Boston Massacre, he was promptly indicted for murder. He called as counsel John Adams, the patriot leader. It took courage to answer such a call. Adams answered it. Prescott was acquitted—rightly, as we now know. We count it one of the finest deeds of Adam's life. The patriots did not count it so. They cursed him for a traitor, for a turncoat, during half a year, before they got the point.

To sum up thus far: It is a great tradition of the law for the lawyer to believe in his cause. Lawyers' finest work is then done. But we must leave leeway for the lawyer to believe in the wrong cause. Room to be right means room to be wrong.

Furthermore, as long as we give courts the job of deciding, but set for them bounds within which to decide, it is lawyers' business to see to it that the court stays inside those bounds. And in the measure that the client is unpopular—a bank president, a radical, a member of a hated race or group—in that measure this duty of a lawyer becomes important to the future of his people.

Obviously these two lines of thinking and acting do not square. The two duties of the lawyer become as self-contradictory as the two duties of the machinist—or of anybody else. But it is we, the people, who have put both duties up to him. We must, then, give him still more leeway. We must give him leeway to decide when he shall take up the first duty and when the second. Our hope is that when he disbelieves in his client's cause he will not strain the law to win, but will only see to it that the game is played to give his client a fair break before the court. Our hope is that when he believes the cause is just, he will drive the court into breaking old legal shackles, and will set us free.

We know that in sad fact few lawyers, very few lawyers, fulfill our hopes in this. Ambition, prestige, the excitement of battle, carry them away. The rent needs paying. Other lawyers compete with you for business—they will do what is wanted if you do not. And it is so easy to believe in a rich client, for a fat fee. It is so easy to strain the law for him. It is so easy, in a case you do not believe in, to think of "according to the law" as meaning that you are free to take cover behind every piece of century-old creaking junk that blocks the path of obvious justice. (Once in that green moon, I admit, justice is obvious.)

No business man likes to lose a deal. No man in the street likes to lose a fight. Neither does any lawyer like to lose a case. Nor is it losing cases that brings future clients.

So most lawyers fall down on these jobs of theirs, again and again. Most

lawyers choose the easier way when decency demands choice of the harder.

Lawyers, it appears, are human.

What should be clear is that we must not forget that we have given the lawyer two inconsistent jobs to do. Both jobs are needed jobs. It will not do to limit the lawyer to either one. His conscience, and little more, is there for us to rest on. We gamble, with lawyers as with judges or Senators or Presidents, on the person. "There is no guarantee of justice except the personality of the judge"—and of the lawyer.

So what are we to do?

I think: We might quit cursing lawyers, and start instead to understand them. I think: Once we understand the well-nigh superhuman ethical strain we have imposed on them, we might start looking for men who may be strong to stand it.

There will be no pill to cure this headache in an hour. Our present crop of lawyers is with us, and will stay with us, and will stay, at best, about as thoroughly unsatisfactory as they are: the bulk of them ill-trained; the bulk of them with hypocrisy ingrained into them by mouth-piecing; all but a few ready to judge success by dollars as if they had been business men instead of lawyers; and of those with stamina enough to measure up to their responsibilities, the great bulk perennially threatened with eviction. No, Friend Layman. No quick relief for a pain like that.

But the lay public can move toward an ultimate cure. The lay public, if it took a mind to do it, could turn its attention to the future crop of lawyers, toward the recruiting of the bar. Thought, or effort, spent over that recruiting would pay dividends.

Even half a moment's pause for thought, for instance, would show any man that such responsibilities as the bar's can be shouldered adequately by hardly one in three of present applicants—and by that many only because reduction in numbers would lessen competitive pressure on a lawyer's decency.

Even half a moment's thinking would show that moral stamina is learned not from books, but from living, and working, and contact with men of stern fiber. Which calls for apprenticeship and probation not of six months, but of three years, added to the study in a law school.

Even half a moment would show that such lengthened study would be costly; but another half moment suggests that scholarships aplenty could be assessed upon the present bar, lest future recruits be drawn purely from the families of the privileged.

Things like this the lay public might see, and accomplish. Lawyers never will, I fear. Such things call for common sense.

K. N. Llewellyn.

#### Loose Sponges Used to Clean Peas

Dirt and other undesirable materials adhering to the surface of vegetables and fruits can be effectively removed by means of sponges, according to a method patented by Edward C. Eberts of Jeffersonville, Inc. The process is said to be particularly applicable to peas

and beans and to result, in the case of these products, in a finished product of materially improved quality and taste. The inside of bean or pea pods are provided with a mucilaginous substance or membrane which, together with the juices released from the pods and vines during the threshing operations, appears to envelop the individual peas and beans, coating them with a sticky exterior to which dust and other dirt may adhere during their preparation for canning. Rinsing in water and "blanching" fail to remove all of this material, the inventor states. As a result, some undesirable material is carried along with the product, affecting its natural flavor and discoloring the liquor in which it is immersed when sealed in the can. The discovery consists in placing a quantity of small sponges among the peas and beans or other products. Fresh and clean sponges, together with the fruit or vegetables, are fed in a constant stream to the inlet of a rotary washer. The sponges exercise a scrubbing action on the surfaces, removing substantially all of the mucilaginous matter, and adhering dirt. When the mixture of sponges and cleansed material reaches the exit end of the cylinder, it falls on a screen which permits the cleansed material to fall through while the dirty sponges tail over the end of the cylinder and drop into a washer where they are freed from adhering dirt and reintroduced into the washing machine.

#### Steam Seals and Sterilizes Foods

A method of using steam to produce a vacuum for sealing and for sterilizing foods at the same time has been worked out by the White Cap Co., 1812 North Central avenue, Chicago. Known as "Vapor-Sealing," the process has been thus described: The bottle, glass or jar to be capped, after being filled with the product, is placed on one end of a conveyor which carries the container through the capping machine. Inside the vapor machine the mouth of the container passes through a bath of steam, usually maintained at 212 deg. F. but which may, in special cases, be adjusted to some other value. As the container passes through the steam, the surface of the product and the mouth of the container are sterilized, and the air in the container above the product is replaced with the vapor. At the same time, the caps are fed down an inclined cap chute into the vapor bath, where they are also sterilized and the air within them replaced by vapor. As the container reaches the cap, the later automatically drops into place upon it and the two immediately, and while still submerged in the sterile vapor bath, pass under a traveling belt backed by a metal spring supported shoe. The springs act downward on the shoe and belt firmly seating and sealing the cap on the container. Meanwhile, the container continues to advance, as it leaves the vapor bath, the steam under the cap starts to cool and condense, creating a high vacuum which assists in holding the cap securely in place.

Friendliness is the best lubricant of life.

# It's Ready!

In the Detroit Market retailers will find the new styles, the staple lines, the novelties, **READY TO SHIP** when you are in need of the goods. Protect yourself against slow deliveries by visiting the Detroit market.

The Wholesale Merchants Bureau of the Detroit Board of Commerce will welcome all inquiries concerning the Detroit Market. Use the service this organization places at your disposal.

**E. E. PRINE, Secretary**  
**Commerce Building**  
**DETROIT**



The Management  
 and Co-workers at

# The Rowe

(Michigan's Most Progressive Hotel)

Wish to express their appreciation to the merchants of Michigan whose generous contribution of cooperation has done so much to aid in our unusual success.

Direction of American Hotels Corporation  
**J. Leslie Kincaid, President**  
**J. Bingham Morris, Manager**

"KEEP YOUR PRODUCT ON WHEELS"

## Move your Stocks on Lansing Trucks

—FOR ECONOMY



LOW FIRST  
 COST—SPE-  
 CIAL SIZES  
 TO ORDER.

**BALL BEARING CASTERS**

A Reynolds Truck for every purpose. No matter the size of your store or warehouse, there's a Reynolds of proper capacity. Platforms from 2 x 3 ft. to 3 x 8 ft. with capacity of 1200 to 3000 pounds. Large load wheels; swivel castors for short turning. So well balanced a clerk can handle twice as much with a Reynolds Truck. Ask for bulletin, costs, etc.

*Range of  
 Standard  
 Sizes in  
 Stock*



### LANSING KEG TRUCK

For either steel or wood kegs, drums or barrels. Strong angle iron. 45" high, 14" wide, 6" wheels, rubbered or plain.

### LANSING BAG TRUCK

A real, substantial hand truck with 46-inch handles and 6-in. wheels. Nose 12 in. wide. A handy-man for the store.



## LANSING COMPANY

MAIN OFFICE: LANSING, MICHIGAN

## Old Timers

Youth laughs at us old timers,  
 And maybe youth has cause,  
 For when your hair gets white and thin  
 You don't expect applause.\*  
 Perhaps we're not so handsome,  
 Perhaps we're not so spry,  
 But when youth gets old as us  
 Then youth won't wonder why.

For we have fought the battles,  
 And we have led the van,  
 And made this life an easier road  
 For many a younger man.  
 And he will do tomorrow  
 A lot of things that pay  
 Because old timers thought them out  
 And tried them yesterday.

We know the world is changing,  
 The ways of trade are new;  
 Men put new labels on their goods,  
 New roofs on houses, too.  
 But still the old foundation  
 That some old timer laid  
 Remains the cornerstone of all  
 The progress men have made.

So gather 'round, old timers,  
 The friends of long ago,  
 The fellows folks were glad to meet,  
 The fellows good to know.  
 Some try their friends to purchase,  
 But seldom friends acquire,  
 For friendship, like all other gold,  
 Must first go through the fire.

We've known the snows of winter,  
 We've known the rain of spring,  
 But when your heart is warm within  
 That doesn't mean a thing.  
 We've made a little money,  
 We've lost a whole lot more,  
 But money was not all we sought  
 Nor all we hungered for.



Douglas Malloch

For youth will talk of profits,  
 But age will talk of friends,  
 For friends are all that make you rich,  
 Or matter when life ends.  
 So gather 'round, old timers,  
 And talk about the past,  
 For memory is the only wealth,  
 The only wealth to last.

So here's to us, old timers,  
 Whatever youth may think,  
 Yes, here's a toast to fellowship,  
 In fellowship to drink.  
 Youth laughs at us old timers,  
 So soon upon the shelves,  
 But if youth will not drink to us  
 We'll drink the toast ourselves.

Copyright by Geo. H. Doran Co.



## JENNINGS PURE FLAVORING EXTRACTS

● These wonderful flavors are the safest and most economical.

## JENNINGS PURE VANILLA

● We manufacture Flavoring Extracts and Condensed Laundry Bluing and Ammonia.

JENNINGS MANUFACTURING COMPANY, Grand Rapids, Mich.

Write now for New BULMAN catalog of:

## HUMID-MIST STANDS

FOR PRODUCE PRESERVATION  
the NEW SCIENTIFIC MIST STANDS for wall, window or center aisle. Prices low as \$33.50. Don't fail to get information on these splendid new models.

E. O. Bulman Mfg. Co., Inc., GRAND RAPIDS MICH.

CONGRATULATIONS! — We have been  
with you 50 of the 51 Years.



Thomasma Brothers' name has been associated with the meat business over half a century, serving the farmer, retailer and consumer of Grand Rapids and Western Michigan.

Insist on this label for meat products, thereby insuring yourself and neighbors of continuance of health and prosperity for Western Michigan.

## THOMASMA BROTHERS

701-707 LEONARD ST., N. W.

# Wanted Live Stock

We have an active daily market on all kinds of live stock. Shipping days for calves and lambs every Tuesday and Friday

## Grand Rapids Packing Co.

Bristol Road, 1 mile north of West Leonard St.

Telephone 72414

GRAND RAPIDS, MICHIGAN

## 2 GREAT INDUSTRIAL Plants to go Under the Hammer

INVENTORY VALUE \$150,000.00

By order of Wm. R. McCaslin, Receiver of Grand Rapids Savings Bank, Grand Rapids, Mich., I will sell at Public Auction on  
**WEDNESDAY, DECEMBER 12, 1934**

at 10:30 A. M. Eastern Standard Time, all of the Personal Property: Consisting of Metal Machinery, Motors, Equipment, Tools, Jigs, Dies etc. of,

### MULTI-SELECTO PHONOGRAPH, INC., 1600 Monroe Ave., N.W., GRAND RAPIDS, MICH.

9 Brown & Sharpe Auto. Screw Machines Nos. 00 to 2, 8 Brown & Sharpe Turret Lathes No. 0 to 4, 8 Borden & Oliver Turret Lathes No. 0 to 2, 12 Avey Sensitive Drill Presses, 4 Superior, Natco, Colburn Drill Presses, 14 Consolidated & Bliss inclinable Punch Presses Nos. 0 to 6 and 24 and 64, 4 Monarch, Hendy Rockford Engine Lathes, 5 Cataract Bench Lathes, 2 Sunstranc Lathes, 3 Oliver Bench Vertical Filing Machines, 1 VanNorman Universal No. 2 duplex Milling Machine, 1 Niagara 8 ft. Squaring Shear, Milling Machines, Shapers, Hobbing Machines, Grinders, Welders, Wire Spring Coiling Machines, Arbor Presses, Hoskins Thermo-Electric Pyrometer, Tapping Machines, Mandrel Presses, High Speed Hammers, Hack Saws, Tumbling Barrels, Hydraulic Presses, Rip & Cut-off Saw, Exhaust Fans, Blowers, Sand Blast System, Furnaces, Air Compressors, Plating Room Equipment, Machine Tools, such as 100 asst. Chucks, 200 Brown & Sharpe Spring Collets, Finger & Split Bushings, 400 cans for Brown & Sharpe Screw Machines, 400 asst. adj. and plain Hollow Mills etc., 2000 adj. Button and Acorn Dies, 3000 new High Speed Drills, 2000 used Drills, 500 asst. Taps, 200 Cutters, 150 Reamers, 200 high speed Milling Cutters, 300 high speed Screw Machine Forming Tools, 50 Hubbs, Quantity of Micrometers, Verniers, Depth Gauges, Surface Plates, Por. Bars, Lathe dogs, Hand Taps, Dies Holders, Emery Grinding attachments, Hand Die Sets, Factory Equipment, etc.

SALE WILL BE IN BULK, SUBJECT TO PIECEMEAL BIDS.

A descriptive Catalogue will be mailed to you on request.

### AUCTION AUCTION INVENTORY VALUE OVER \$200,000.00

By order of the majority of bondholders, I will sell at Public Auction on  
**WEDNESDAY, DECEMBER 19, 1934**

10:30 A. M. Eastern Standard Time, the assets of:

### COMPOUND & PYRONO DOOR CO.

1104 Broad St., ST. JOSEPH, MICH.

#### WOODWORKING MACHINERY

Moore No. 5 Stroke Belt Sander, 3 Special Belt Sanding Machines, Royal Invincible 48 inch three roll drum sander, H. B. Smith 16 inch Jointer on Buzz planer, Williamsport American 16 inch Jointer on Buzz Planer, H. B. Smith 12 inch Jointer, Wilkins Challoner 42 inch double saw skinner and sizer, Chicago 12 inch round cyl. Buzz planer, Faye Egan 24 x 8 inch single planer, American single surfacer, Whitney single surfacer, 2 Whitney double surfacers, Indiana double spindle shaper, Sidney spindle shaper, Smith sash sticker, 5 H. B. Smith 4-sided sticker on outside moulder, Yates-American 4-side sticker on moulder, American 10 inch 4-side sticker, Smith hollow chisel mortiser, Adjustable circular knife head door mortiser, Wilkins Challoner double and heavy duty tenoner, H. B. Smith single end tenoner, Greenlee door relisher, H. B. Smith door relisher, 1 Myers wood sizer, 3 R. & R. cutter mitre machines, 5 H. B. Smith swing saws, Chicago 62 inch swing saw, Porter 60 inch swing saw, 3 H. B. Smith rip saws, 2 American Self Feed rip saws, Fisher No. 2—50 inch band resaw with attachments, 1 Indiana 36 inch Scroll band saw, Oliver saw table, 2 trimming saws, Wilkins Challoner Cut-Off saw, Smith Jig Saw, Hubert Baker saw table, Buss double cut-off saw, 3 Smith hand door clamps, Foot treadle clamp, Charles Francis Hydraulic Veneer press, Francis glue cookers, Francis hand screw glue press, 7 hand screw veneer presses, Glue Spreaders, Merrett 102 inch Power veneer clipper, Meyers Veneer Jointer, Taylor clamp carrier.

#### METAL MACHINERY

H. B. Smith Wood Turner Lathe, Machine Company Circular Saw Grinder, Miller Falls Hack Saw Machine, Machine Company Automatic Knife Grinder, 6 Bench type Emery Grinders, Canedy 30 inch Radial drill, Superior 24 inch drill press, Cincinnati No. 2 Universal Miller, Lodge & Davis semi-quick change gears with attachments and chuck, Warner & Swasey No. 2 screw machine, Allen 14 inch High Speed Drill Press, Avey 15 inch High Speed Drill Press, Rockford 20 inch single spindle drill press, Godner 18 inch disc Grinder, De-Emery Grinder, Dries Krupp foot kick punch press, Union Duplex Pump, Walker Pump, 3 Burnham vacuum pumps, 4 Crane Compression Valves. All Motors and Generators, Factory Equipment, Office Furniture and Fixtures, Finished Doors and Supplies.

Sale will be in piecemeal lots only. A deposit of 25% required from each purchaser. Positively no checks accepted unless certified. For further information regarding this sale inquire of:

## ABE DEMBINSKY

### AUCTIONEER

171 Ottawa Ave., N. W., GRAND RAPIDS, MICHIGAN

A Descriptive Catalog Showing a Detailed List of all Machinery, Motors, Equipment, etc., will be furnished upon request.

### A Gentleman From New Zealand

My secretary answered the telephone on her desk, and casually remarked: "Mr. L. D. Paterson of the firm of Gibsons & Paterson, Ltd., Wellington, New Zealand, would like to make an appointment to see you." Well, well, here was a man from the other side of the world. I invited Mr. Paterson and Mr. Griffiths, general manager of Hardware Age, to have luncheon with me at Pierre's. I could give him a splendid view of Central Park, with lakes instead of oceans, islands instead of continents, and, in place of mountains, the tall buildings surrounding the park.

Before meeting a stranger from a far-away land, it is always a good idea to pick up your atlas and your encyclopedia and post yourself on the country from whence he comes. I can remember meeting a well-known man in London, and when I told him I was from Missouri, he wished to know whether Missouri was in North or South America. So, before chatting with Mr. Paterson, suppose we refresh our memories on New Zealand.

New Zealand is a group of islands, member of the British Commonwealth of Nations, in the Pacific Ocean, situated southeast of Australia about 1500 miles. Capital—Wellington. Three and one-half days by ship from Australia.

I remember once in London I obtained the agency for a certain chemical for the "Western hemisphere," the idea being to cover North, Central and South America. About a year afterwards, I received a red hot letter from the owner of this patent chemical inquiring why we were selling his chemical in New Zealand. He already had agency arrangements there, and our going into that market had disturbed everything. I called on our export department for an explanation. They got out the contract and pointed out the fact that our agency covered the "Western hemisphere," and lo and behold! there was New Zealand just over the edge in the Western hemisphere. I promptly wrote to our correspondent in London, apologizing and explaining what had happened. Neither of us, when we drew up the contract, knew just where New Zealand was. I tell this story so that in thinking of New Zealand you will realize it is not just across a little creek from Australia. Most people have an idea that you can row in a boat from one of these countries of the other.

New Zealand proper includes North Island, South Island and Stewart Island. North Island is somewhat mountainous, and South Island largely so, the Southern Alps culminating in Mount Cook, which is 12,349 ft. high.

By mandate of the League of Nations the New Zealand Government also now administers the former German possession of western Samoa.

No fewer than 17 peaks of the Southern Alps (a mighty chain of mountains running almost the entire length of the South Island) attain a height of over 10,000 feet. This chain

rises to its culmination in Mount Cook, 12,349 feet. Owing to the snow line being low in New Zealand, many large and beautiful glaciers exist. The Tasman Glacier (Southern Alps), which has a total length of over 18 miles and an average width of one mile and a quarter, is the largest.

When New Zealand was discovered by Europeans in 1642 it was found to be inhabited by a race of Polynesians called Maoris, who had discovered these islands many centuries previously. At what time the discovery was made by the Maoris, and from what place they came, are matters of tradition only, much having been lost in the obscurity enveloping the history of a people without letters. The Maoris speak a very pure dialect of the Polynesian language, the common tongue, with more or less variation, in all the Eastern Pacific islands.

Prior to the depression, New Zealand exports averaged £50,000,000 per annum, with imports averaging from six to ten millions below that figure.

Main exports are frozen meat, wool, butter, cheese, sausage casings, skins and hides, apples, dried and preserved milk, gold. In other words, she relies upon the pastoral industry for her main exports. England takes about 80 per cent.

And being essentially a primary producing country, she imports the bulk of her manufactured goods from overseas in exchange for her primary produce.

New Zealand imports mostly from the United Kingdom. Before the depression, America was exporting up to £11,000,000 per annum to New Zealand, the average being around £7,000,000, America coming next to England in that direction. American hardware has run up as high as £180,000 per annum, and that only applies to miscellaneous hardware, not including paints and varnishes, iron and steel, artificers' tools, fencing wire, agricultural machinery, dairying machinery, electrical machinery. Artificers' tools have run up as high as £100,000 per annum, and paints and varnishes almost as much. American motor cars and trucks have run up as high as £1,800,000 per annum, so you see we have something in common.

New Zealand has about 30,000,000 sheep, America has about 50,000,000. Present population, one million, consisting of 70,000 Maoris and the rest English and Scotch, the English being largely in the majority.

The City of Wellington is in Cook Strait, which separates North and South Islands. Auckland is on North Island on the East Coast. Christchurch is on the Eastern coast of South Island. All of us, in recent years, have heard a good deal about Dunedin, because it was the last fitting-out place for Byrd's expeditions to the South Pole. Dunedin is on the Eastern coast of South Island. All of this section was settled by the Scotch, and the mountainous South Island is very reminiscent of the mountainous little country of Scotland. Glancing over the map one is impressed with all the Scotch names. For instance, the town of Invercargill, the Dunstan mountains, the

river Clyde, the towns of Gore and Lawrence. Mixed in with these Scotch names are a lot of native Maori names, which I will not attempt to reproduce.

Stewart Island is a small island just below South Island.

The three islands are, no doubt, volcanic in origin. I note that the ocean just off the coast all around the islands is 1000 ft. deep, and a little further out is 5000 ft. deep. Some of the deepest spots in the ocean bed are just off the coast of New Zealand. Therefore, these islands are simply the tops of mountains surrounded by ocean valleys. So, when Mr. Paterson called, I was fairly well posted on New Zealand.

He was a tall man of ruddy complexion, very straight and rather athletic in appearance. He spoke English something like the Bostonians, without the exaggerated English accent that gave the telephone companies so much trouble in London when telephones were first installed. He used very few of the pet English expressions. He didn't say "cheerio" once, nor "really?" with a rising inflection. Nor did he have the rather characteristic twangy accent of the Australians. He had a soft voice, a quiet laugh and a keen sense of humor. If I could reproduce some of his stories, they would very much enliven this article.

But instead of wandering around in this manner, I must get down to business and inform you how Mr. Paterson makes a living. The larger part of the company's business, strange to say, is in Australia, but their headquarters are in Wellington, just because they happened to start there years ago. They have branches in Sydney, New South Wales, Brisbane in Queensland, Adelaide in Southern Australia, and Perth in Western Australia. They are just opening a new branch in Melbourne.

This firm are not manufacturers' agents. They deal in English and American hardware specialties. But they buy their goods outright and carry complete stocks in all of their warehouses. They travel a number of salesmen throughout New Zealand, and also in Australia. Practically all of their business is with retail dealers.

Mr. Paterson stopped in New York on his way around the world. He has been spending some time in New York and other eastern cities, making arrangements for American accounts. He will be very glad to have American manufacturers who desire to do business in Australia and New Zealand send him samples, price lists and information in regard to their goods. Kindly send all such mail addressed to Gibsons and Paterson, Ltd., Wellington, New Zealand. Incidentally, don't expect a reply within a week or two, because, as I have explained, New Zealand is almost on the other side of the world.

When one thinks of Australia, one has the impression of a very dry and desert country, surrounded by a fringe of cities along the coast. New Zealand is entirely different. It is a mountainous and heavily wooded country. Practically all over New Zealand, in the valleys, are prosperous farms. These farms, through a regular system of

brokers, ship their goods to all parts of the world.

New Zealand is in the happy position of exporting practically all of her products. Local consumption is just a small part of the business. Such an export business, of course, means a large cash balance, which is the basis of New Zealand's unusual prosperity.

Australia got into the depression about a year before New Zealand, but Mr. Paterson states "we then got our show." New Zealand has had about three years of it. Australia is pulling out of it more quickly.

New Zealand has a very delightful climate. The thermometer, summer and winter, only varies from 45 to 80 deg., with a mean temperature of 56. There are comparatively few multimillionaires there, and, on the other hand, poverty and bread lines are practically unknown. Taxation is rather heavy, being about 20 per cent. of the average income. Taxes, however, are distributed to everybody in the country. The poor pay their share as well as the rich. There is not the spirit in New Zealand that there is in America, to "soak the rich" with taxation. They feel it a patriotic duty to do their part in supporting the government. Tax evasions are practically unknown.

New Zealand has the lowest death rate in the world. Next to the United States, more automobiles are owned per capita than in any other country. It is a sportsman's paradise. Game is so plentiful that hunting restrictions are few. Game birds such as quail and pheasant, that are usually found in temperate zones, are thick in New Zealand. In season, ducks are very numerous. In some places deer are so thick in the woods that it is nothing, when venison is needed for the family larder, to step out and in an hour or two return with a deer. Then, too, the sea around these islands is full of all kinds of fish. It was just off the coast of New Zealand that Zane Grey caught his tuna that, until recently, held the record for size and weight. The mountain streams of New Zealand are full of trout.

I asked Mr. Paterson about labor, and said it must be very hard in a country like that to get anybody to work and to keep them working. His answer was that they had practically no labor troubles, but they, of course, did take life rather easily. It is not their custom to drive things as hard as we do here in the United States. For instance, he said: "The hours of the laboring men are all regulated, just as they are supposed to be here in this country under the code. Whenever there is good reason to work labor overtime, all that is necessary is to go to the right authority, get his consent after telling him the extra time required, and then pay your labor for the extra time they work." He said this plan seems to work very well, and naturally, as it is necessary to pay overtime, employers are not anxious to work beyond regular hours. As a result, the work is well distributed among the working people.—Saunders Norvell in Hardware Age.

The worst losses: Faith and hope.

# GOOD REASONS WHY MILLIONS HAVE SWITCHED TO WOLVERINE SHELL HORSEHIDES!

SUCH WEAR!  
SUCH COMFORT!—  
NO WONDER MILLIONS  
INSIST ON  
WOLVERINES!



HE HAD THE  
ORDINARY WORK  
SHOE HABIT... Then  
"TRY WOLVERINES"

DOESN'T  
STAND  
BARNYARD  
ACIDS

TIRING  
STIFFNESS

SEAMS  
GIVE  
OUT

DRY  
HARD  
AFTER  
SOAKING

UPPERS  
SCUFFED

## Wolverines Are The Only Work Shoes With Soles And Uppers Both Made of Shell Horsehide

THE longer you wear Wolverine Work Shoes, the more you wonder why everybody isn't wearing them. And that's not all you'll wonder. You'll wonder how any shoe can be made to resist sweat, scuffing and barnyard acids so amazingly and keep their original good looks so long. You'll wonder how it is possible for any shoe-leather to be so astonishingly soft and pliable and easy on your feet—even dry that way after soaking. Most of all, you'll wonder why, and how, these amazing shoes wear so well!

### Why Wolverines Are Unique

Here is the secret of this overwhelming superiority. Only Wolverines are made with both soles and uppers of genuine Shell Horsehide. Moreover, it's not the ordinary board-stiff Horsehide that Wolverine uses. Instead, it's Shell Horsehide triple-tanned by an exclusive process which removes the natural stiffness of the shell or center layer without sacrificing one

iota of its extraordinary toughness and wearing qualities. That's why Wolverines give you many more miles per dollar—the last word in foot comfort—far greater value in every way!

Why not enjoy all these advantages since Wolverines really cost no more than ordinary work shoes. Look up a Wolverine dealer at once and see for yourself how much better Wolverines really are.

WOLVERINE SHOE & TANNING CORP.  
Dept. 0000—Rockford, Mich.

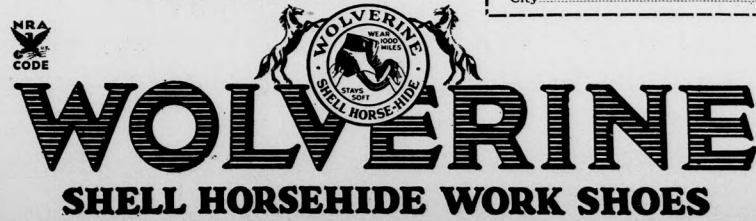
**FREE**

The coupon below brings you a generous tin of Wolverine Shoe Grease. In fact, a full season's supply—an amazing leather conditioner. Send only 3c in stamps to cover cost of packing and postage.

Wolverine Shoe & Tanning Corp.,  
Dept. 0000, Rockford, Michigan

I enclose 3c for packing and postage. Send me FREE can of Wolverine Shoe Grease and name of nearest Wolverine dealer.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



### DEALERS

The amazingly simple Wolverine merchandising plan has greatly increased Work Shoe sales for thousands of dealers. Write at once for details.

# C. J. Farley & Co.

GRAND RAPIDS, MICHIGAN

## Wholesale Only

Announce their Appointment as Exclusive Distributors of the following well-known Branded Lines



**Onyx (Ladies Full Fashioned) Hosiery**  
**Firestone Footwear**  
**Springtex, Vellastic and**  
**Lambsdown Underwear**  
**Bodyguard Sweater Jackets**  
**New Rockford Socks**

Our Line also Includes:

|                                                  |                               |                     |          |
|--------------------------------------------------|-------------------------------|---------------------|----------|
| LOOM JEWELS                                      | PIECE GOODS                   | NASHUA              | BLANKETS |
| INDIAN HEAD-PEQUOT SHEETS, PILLOW CASES & TUBING |                               |                     |          |
| STEVENS CRASH & TOWELS                           | CANNON TOWELS & WASH CLOTHS   |                     |          |
| BABY PEPPERELL CRIB BLANKETS                     | W. & J. SLOANE RUGS & CARPETS |                     |          |
| BIRDS FELT BASE RUGS & FLOOR COVERINGS           |                               |                     |          |
| WARREN'S NOTIONS                                 | SPOOL COTTON THREADS          | TOYS                |          |
| VARIETY GOODS                                    | HOUSE FURNISHINGS             | COLUMBUS OIL CLOTH  |          |
| BIG YANK WORK SHIRTS                             |                               | INDIANAPOLIS GLOVES |          |
| SYLCRAFT RAYON UNDERWEAR                         | SYLVIA BRASSIERES & CORSETS   |                     |          |
| MILLINERY                                        | BEAR BRAND HOSIERY            | HANES UNDERWEAR     |          |
| BALLSTON WOOL SOCKS                              |                               | WOLVERINE OVERALLS  |          |
| ENDICOTT-JOHNSON SHOES                           | MICKEY MOUSE SLIPPERS         | SILKS, ETC.         |          |

# C. J. Farley & Co.

GRAND RAPIDS, MICHIGAN

## The Reasons why it Pays to Concentrate Your Business with Us

We are members of the Independent Wholesale Dry Goods Association, Inc., 56 Worth Street, New York City, having members all over the United States from Portland, Me., to Tacoma, Wash., with a central buying office. We buy collectively, in large quantities, and by assuring mills and manufacturers of a definite large volume of business, they can operate more efficiently, and as a result, we receive lower prices which enables us to put you in position to meet chain-store competition. This is necessary if we are both to survive.

Thru FARLEY SERVICE and our Merchandise Counsel, Mr. John D. Clarke, we can give you any information or merchandising help you want. By buying from us in small quantities as needed, you can secure rapid turnover and adequate profit even when meeting chain store prices. If you sell for cash, make no deliveries, etc., you can scale down your prices and give your customers a wider range of quality merchandise.

We carry a complete line of necessities and can advise you as to new merchandise, style trends, public wants, etc. We can show you the best methods of open display selling so as to improve your selling and service, which enables your customer to study merchandise before buying, shows the customer a wider selection and assortment, and does not place the customer under the constant feeling of pressure to buy.

WE INVITE YOU TO VISIT US and we will stay open any evening you want to come in if you will notify us in advance.

YOU WILL NEED A JANUARY COTTON SALE CIRCULAR. We have prepared one as usual which will cost you much less than ordinarily. ASK OUR SALESMAN TO SEE PROOF AND DETAILS.

**Attend Our December Clearance Sale between December 26th and 31st.** We hope you will visit us then but if impossible **Ask our Salesman for List of Low Prices on Items You Will Need for Your January Clearance Sale.**

## UNDER FINANCIAL STRESS

### Corporations Can be Re-organized by Judicial Process

It is estimated that more than 65,000 corporations have been organized in the state of Michigan, of which some 18,000 still exist. Incorporation and re-organization of corporations is a matter of personal interest to all business men and security holders.

Until the enactment of the Corporate Reorganizations amendment on June 7, 1934, there was no well defined and satisfactory procedure for the re-organization of corporations under financial stress. Such re-organizations as were effected were carried through by voluntary agreement of a great majority of the creditors and security holders or through the medium of equity receiverships in either the Federal court or the state courts. That procedure was uncertain and was particularly cumbersome in the case of large corporations owning property in various states and jurisdictions. One of the serious objections was the fact that no method was provided for making the plan of re-organization 100 per cent. operative, even though it might be accepted and approved by 99 per cent. of the creditors and security holders and also had the approval of the court as being fair and equitable. The natural result was that many concerns, which otherwise could have been salvaged, had to be liquidated through forced sale by receivers or by trustees in bankruptcy. Either that or the larger creditors would be forced to buy out or buy off those who held out and refused to join with the majority.

After about six months test this new Federal law has proved its usefulness in a large number of cases. It seems generally conceded by those in a position to express intelligent opinion on the subject that this new procedure is comparatively simple in its operation and that its use results generally in according substantially fair treatment to all classes of creditors, bondholders and stockholders. There is probably no such thing as satisfying every security holder in a complicated re-organization that he has been fairly treated, because each one necessarily looks at the re-organization from his own particular point of view. In most cases, however, it is probably true that the corporation itself and everyone interested in it fares better if the business is re-organized and continued upon a sound basis, even though the plan is not perfect, rather than to have the business liquidated and probably sold at auction to the highest bidder.

Under this 1934 act of Congress, corporations may be re-organized upon such basis as shall be approved by two-thirds in amount of the creditors of each class and by the holders of a majority of stock of each class, provided the plan is approved by the Federal court as fair and proper.

It seems strange that some similar law was not passed long ago, because the need for it has been apparent in this country for at least fifty years. A somewhat similar statute was enacted in England more than sixty years ago.

The business depression emphasized the need for such legislation and its enactment was urged by the President in 1931, and although this legislation was introduced in Congress in 1932, it did not become a law until two years later.

We believe that this act, when properly administered as it is in this court, will do much toward preserving and reconstructing a great number of sound business concerns whose capital has become depleted.

Similarly the recent act of Congress relating to municipal bonds provides a simple and direct method of extending

paper, you had ten merchants who had continuously taken your paper from its first issue.

I don't believe that you would be able to find a similar condition—ten men having continuously taken the same trade paper for fifty years, and this trade paper continuously published by the same person. It is a record to be proud of and particularly so as the Michigan Tradesman has been continuously a commendable effort.

I believe that Mr. E. A. Stowe and the Michigan Tradesman have done more for the welfare of the retail and wholesale business of Michigan than

I read your paper every week with a great deal of interest. I am particularly interested in the page or so that you have in every issue entitled *Out Around*. This department is not only interesting, but instructive.

In fact, as the years have gone by, the whole character of your paper, in my estimation, has become more useful and educational to your readers.

I am looking forward with a great deal of interest to the reading of the articles that our dear friend, Harry Royal, will undoubtedly write from his Southern winter home.

I hope I may have the pleasure of reading the Michigan Tradesman so ably edited by you for a great many years to come. Roy H. Randall.

### To Buy Wash Goods After Jan. 1

While scattered orders will be appearing from now until the end of the year, wash goods converters indicate that they do not expect any volume business on Spring styles from retailers until after Jan. 1. Enquiry has broadened every week since the beginning of November and prices are strengthening slightly. Except in rayons, most distress goods have been cleared out and the market is expected to be in a fairly stable condition when buying does start. In colored yarn goods, of course, gingham, seersuckers and similar styles have been bought quite freely, prints have lagged behind.

### Kitchen Tool Prices Unchanged

Fall prices for kitchen tools and utensils will be carried into 1935, manufacturers and selling agents opening new lines announce. A large number of buyers interested in low-end kitchenwares visited the market to inspect the new goods and placed orders for sample quantities to be delivered before the end of the year. Producers who experimented with red decorations for kitchenware this season are featuring the shade in the new lines. The red, trimmed with ivory, is shown in enamelware, kitchen tools and other items.

### Stores Order Better Rugs

Floor coverings buyers are making final purchases for the holiday season in the wholesale market. Purchases are concentrated on better lines of domestic rugs and on imported Oriental and Chinese products. Room-size wiltons and small American hooked rugs are purchased in fair quantity. Calls for imported floor coverings are confined chiefly to the scatter sizes in the Oriental weaves. Chinese rugs up to 9x12 sizes and retailing around \$200 are purchased for immediate shipment.

### Spring Branded Hose Unchanged

Branded hosiery lines for Spring will start to open up near the end of this week, when one of the largest manufacturers brings out new ranges at unchanged prices. In general, the trade-marked lines are expected to be unchanged, while the unbranded ranges sold to jobbers will be slightly stronger in price on the low-end numbers. This firming may amount to about 25 cents a dozen, it was thought, on the 4-thread 42-gauge styles. Ringless numbers will comprise a greater portion of the new ranges than in the Fall lines.



David A. Warner

and readjusting the bonded indebtedness of cities, townships and counties, as well as school and road districts.

David A. Warner.

### Twenty-five Years With the Michigan Tradesman

I received your letter advising me that on December 5th you are to publish the fifty-first anniversary issue of the Michigan Tradesman.

I want to congratulate you on the length of time you have continuously published a worth-while trade paper.

As I believe I told you when your fiftieth anniversary issue came out last year, I believe you and your paper occupy a unique position in the trade paper field.

At the dinner party which you gave commemorating the completion of fifty years continuously publishing the same

efforts of all other people combined.

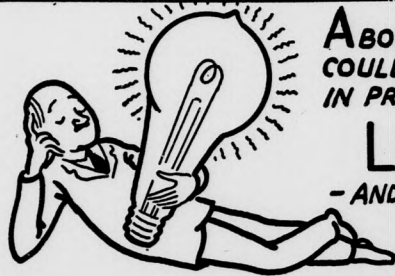
I went to work for the Michigan Tradesman on February 14, 1894, and I worked with you continuously for almost twenty-five years, during which time I saw a great many abuses rectified that directly concerned the retail and wholesale trade of Michigan, due to Mr. Stowe's personal activities, either through your valuable paper or from a legislative standpoint.

I saw a great many festering spots cleaned up, particularly in the commission business, due to Mr. Stowe's personal activities.

While the wholesale and retail business of Michigan have been loyal to you during all these years, I really do not think that, as a whole, they ever fully appreciated or knew the effort that you were constantly putting forth in their behalf.

# I used to be just a Lamplighter . . . . and NOW look at me!

**T  
H  
E  
N**



ABOUT ALL ELECTRICITY  
COULD BE USED FOR . . . .  
IN PRE-WAR TIMES WAS  
**LIGHTING**  
- AND IT COST TWICE AS MUCH  
(FOR HALF THE LIGHT)

**"NOW, AT HALF THE PRICE, I DO SCORES OF THINGS..."**

**N  
O  
W**

FOOD PROTECTION...

**REFRIGERATION**

ENTERTAINMENT  
EDUCATION  
NEWS..

**RADIO**

EASIER ...  
CHEAPER ...  
CLOTHES  
LAST  
LONGER....

**WASHING**

SWEEP  
NO MORE,  
MY LADY...

**CLEANING**

COOL ...  
QUICK ...  
EASY.....

**IRONING**

DELICIOUS FOOD...

**COOKING**

**PENNIES**  
BUY ALL THE ELECTRICITY YOU NEED  
FOR THESE DAILY CONVENIENCES

Electricity is cheaper than eyesight — cheaper than tired, weary bodies; roughened hands — cheaper than poor school work—cheaper than loneliness—cheaper than spoiled food—cheaper than dirt. Yet today you can by enough Electricity for all these benefits for a few pennies a day.

# CONSUMERS POWER COMPANY

## SECOND LARGEST INDUSTRY

### How Michigan's Resort Business Can be Doubled

Most of us realize that Michigan is passing through some critical stages at the present time and every loyal citizen of this great state must take an active part in its future development if we are to retain our envied position in this great Nation to which our climate, natural resources and location justly entitle us. The location and size of our great cities with their great and diversified manufacturing plants are the envy of the civilized world. Travel where you may you cannot get away from the products of Michigan. These are the natural result of our great God-given resources. The greatest forests of pine, hemlock, birch and maple on the American continent lay at our door. Our mines of copper and iron are the world's greatest and they possess a quality all their own. These resources, aided by the rivers and lakes, furnish cheap transportation, so our great cities are assured. The South half of the Lower Peninsula contains a level fertile soil with a rainfall and climate well adapted to agriculture. Our farmers found a ready market for their diversified products in our commercial centers and during the lumbering and mining days of the North. Things are changing, however, and one no longer sees the cities and towns of the North developing and adding a market and wealth to our state's resources. Instead they are on the decline and unless help is given that great two-thirds of our state, once so rich in natural resources, that made our great cities possible, will be poor indeed. The people of our state will have forgotten the hand that fed them in the process of development and with resources gone we, like the poor beggar, must feed from their hands.

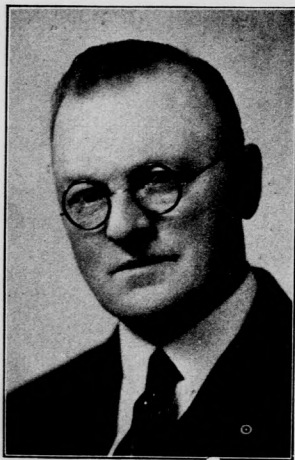
It is for this vast area North of the oil regions of Michigan that I plead. A region with a rapidly declining population and wealth, a region as large as half of New England, with untold possibilities if properly developed. A region that can be an asset or a liability to Michigan. A region that can contribute in the future to our state in the form of resources, markets, taxes and pleasure even more than it has in the past. It needs developing to meet a new future. Its forests, streams and lakes must be restored and maintained: its game and fish must be protected and given a chance to equal those of the most favored states: and we must have roads well placed, dustless and scenic, such as pleasure seekers enjoy. For in conserved resources and pleasure lies the future of the North. Nature has done and will do her part. Now let our people do theirs.

Northern Michigan has millions of acres of land once covered with forests and totally unfitted for agriculture. These should be restored and supervised. Nature should be aided with a system of well planned and selected planting of trees. This in time would again furnish Michigan factories with timber, improve our climate and rainfall and add untold value to our state. The removal of families from the

North's untillable land would greatly reduce our state welfare problem, for let it be remembered that fully one-half of the people of the Northern counties received state aid this last year.

Our rivers and lakes should be restored to their natural beauty. Reforestation would do most of this. Lakes should be maintained at a proper level by a series of dams or otherwise, thus protecting the spawn of fish, adding value for cottage purposes to the shore line as well as adding beauty to our many lakes. The pollution of lakes and streams should absolutely be stopped, thus not only protecting our fish but public health as well.

Good dustless roads are absolutely necessary for the development of the North and in the face of present competition from other states and Canada we must have them. We do not ask for a waste of money and a duplication of roads such as are found around some of the cities of Southern Michigan. What the North needs is good



John A. Lake

main lines of concrete highway extending to the Straits with a few connecting cross lines of the same material. The Upper Peninsula also needs the same development of its roads. Michigan has an excellent ferry system, with exceptionally good docks, and pleasure seekers enjoy the novelty of the ride across the Straits. All roads should develop scenery to its fullest possibility and, when possible, lead to the development of our lake frontage as summer home sites.

The conservation of our game and fish is important. Thousands of cars pass across the Straits each year bound for Canada to enjoy their hunting and fishing. There is not a single kind of fish or game that Canada has to offer that could not be developed in Michigan, excepting the moose. Our state conservation department is doing a wonderful job along their line of work and especially since it has been removed from politics: but they need more money to make progress.

If the North part of our state is developed along those lines the future of the North is assured. It means dollars

to all Michigan. Instead of a vast region that has to be supported in part it will turn millions of outside money into our state treasury. It will be the happy prosperous home of thousands of people. The good farm land of the North will have a real value. It will furnish a prosperous market for the products of the farms and factories of Southern Michigan. The easiest way to help a community is to make it possible for them to help themselves and North Michigan can be made the playground of our Nation. It is more than paying its way now on a partially developed basis. What can it do if developed?

A few figures are interesting. It is very accurately estimated that the tourists of the world spend between seven and eight billion dollars annually. By far the greater part of this is spent by Americans. Canada estimated \$183,000,000 of American money was spent in Canada in 1933 by American tourists. In 1933 750,000 cars from forty-six states visited Michigan, spending \$274,000,000 and turned into our state treasury about \$4,000,000 in the form of gas and sales tax alone. In 1931 the summer homes of thirty counties in the Northern part of the Lower Peninsula had an assessed value of \$20,875,371 and paid \$683,013.85 in taxes. They gave employment to over 25,000 men. Our fishing licenses last year brought our state \$78,773.72.

Thus we see why the resort business is Michigan's second largest industry. There is scarcely a farm, factory, merchant or gasoline station anywhere who is not directly or indirectly benefited by it. Two-thirds of the Northern part of the state is largely dependent on it. By proper development of our natural resources and good roads this business can be doubled and it is probably the only business in the state where this can be done. The money spent in the state by outside tourists is earned elsewhere and is a direct contribution to Michigan's wealth, as it has not depleted a particle of our resources.

Our legislature has spent \$100,000 yearly to aid in advertising Michigan. Pick up a magazine or newspaper and compare the scant advertising of Michigan with those of some other states. Considering what we get back would it not pay us to be a little more generous in our treatment of this vast region which means so much to all of our state?

John A. Lake.

### Press for Appliance Deliveries

Requests for immediate shipment of all electrical appliances remaining on order have been sent to factories by retailers. The demand for appliances suitable for Christmas promotions has so far exceeded producers' estimates that delivery difficulties are general in the market and stores are trying to insure complete stocks by taking goods in at once. Where factories are not able to ship all goods on order, retailers are requesting that table grills, toasters and coffee percolators be rushed and other items shipped before Dec. 15. Table grills are in particular demand for sale as gifts.

### Retailers Join Standards Move

The merchandising division of the National Retail Dry Goods Association will participate in the work of development of a model system of terms for designating grades and qualities of commodities which has been undertaken by the American Standards Association at the request of the Consumers Advisory Board of the NRA. The project is one on which "immediate action is promised." It is intended to eliminate the use of misleading and confusing terms by defining exactly what each grade designation for merchandise means, and does not involve the specific grading of a commodity.

### Lamp Re-orders Continue Heavy

Re-orders for lamps and shades continue to reach the wholesale market in undiminished volume despite the lateness of the season. Calls are received from stores in the Midwest and South as well as in near-by states. Retailers purchased a large quantity of holiday goods early this month, but are still increasing stocks in anticipation of abnormal demand next month. Buyers report that early Fall buying, usually an accurate gauge of holiday demand for major foreign trade groups here and in other cities.

### Men's Wear Orders Rushed

Rush orders to obtain both heavy goods and Christmas items swelled the volume of business coming into the men's wear market this week, manufacturers report. Overcoats were in particular demand, while purchases of gift articles were also heavier than had been expected. Christmas buying is running about 10 to 15 per cent. ahead of last year, manufacturers assert, indicating that stores expect a similar percentage gain in holiday business. Spring demand has quieted down for the time being, with initial orders showing increases of as much as 50 per cent. ahead of the corresponding period of 1933.

### Electric Output to Approach Peak

Prospects of a material increase in electric power output during the winter months may bring the total for December and January to within 5 per cent. of the pre-depression peak.

Weekly output at 1,705,413,000 kilowatt hours has already exceeded the showing for any period since January, 1931, despite the fact that the season of greatest use is not yet here. The all-time peak in December, 1929, was 1,860,021,000, meaning that an increase of 9 per cent. over last week's total is necessary if the peak is to be approached.

The number of domestic customers is now at its highest point, and whether output can equal the 1929 peak or not depends upon increased consumption by them. Renewed efforts by the companies themselves and enlarged activities by appliance makers and retailers should force a sharp upturn in domestic use, and the anticipated expansion in industrial activity will be helpful.



MICHIGAN POTATOES IN CAR LOTS

# Albert Miller & Co.

Room 822 Grand Rapids National Bank Bldg.

Phone 96101

GRAND RAPIDS - - MICHIGAN

## TAYLOR PRODUCE COMPANY

Kalamazoo, Michigan

### WHOLESALE DEALERS

in  
BUTTER, EGGS and CHEESE  
FRUITS and PRODUCE

#### BRANCHES

Jackson, Michigan  
Sturgis, Michigan

Battle Creek, Michigan  
Holland, Michigan

*Cold Storage at All Houses*

DEMING

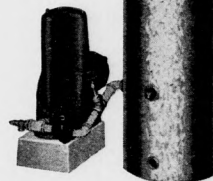
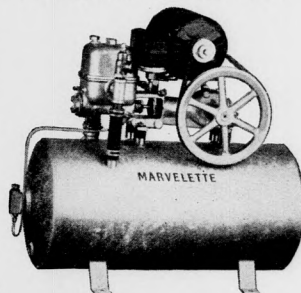
## DEMING PUMPS & WATER SYSTEMS

"The Worlds Best"

FOR OVER 50 YEARS

Mr. Grocery Man:—Get this little Water System and supply Fresh Water to your Vegetable Stand.

WORM  
DRIVE  
DEEP  
WELL  
SYSTEM



**\$49.50**      **\$53.00**  
12 Gal. Tank    30 Gal. Tank

**\$112.00 Complete**  
42 Gallon Tank

Marvelette 250 Gallons per Hour.  
Shallow Well System.—Full Cushioned Power.  
Repulsion-Induction Motors.—2-Pole Auto-  
matic Switch.—Stainless Steel Piston.—Auto-  
matic Oiling System.—Automatic Air Control.  
Adjustable Bronze Connecting Rod.

NO CYLINDER  
1/2-horse Motor Direct Drive.  
NO BELTS—NO CHAINS  
Ball Bearings both Crank and Worm  
Shafts.—Hardened Steel Worm.—  
Phospor Bronze Worm Gear.—Double  
Connecting Rods with Bronze Bear-  
ings.—Automatic Oiling System and  
Air Control.

**RICHARDS MFG. CO., Grand Rapids, Mich.**

Grand Rapids Distributors

I. F. GORDON, 425 Woodlawn St.,  
GRAND RAPIDS, MICHIGAN  
Factory Representative—Phone 5-6784

DEMING

DEMING

Compliments of

## Republic Steel Corporation

Manufacturers of

Upson Nuts, Bolts and Rivets

ALL STANDARD SIZES

ALL SIZES LARGE AND SMALL

SPECIAL

HOT AND COLD UPSET PARTS

ALSO

Alloy and Carbon Steels, Toncan Iron, Stainless Steel, Pipe and Tubular Products, Bars and Shapes, Hot and Cold Rolled Strip, Plates, Black, Blue Annealed and Galvanized Sheets, Special Finish Sheets, Tin Plate, Wire Products, Die Rolled Products.

**Grand Rapids Office**  
1002 Grand Rapids Trust Bldg.

**Detroit Office**  
2008 Fisher Bldg.

# The Krolik Corporation

WHOLESALE DRY GOODS

Men's and Women's  
Furnishings

DETROIT

Full stocks of seasonable merchandise on hand at all times. Prompt service for Michigan's independent retailers.

Our salesmen will soon be out with our full Spring lines

## DUE TO SAPLESS CHARACTER

## Value of Redwoods in the Arts and Crafts

In a region highly subject to forest fires, how happens it that redwood stands have escaped through the ages? Our West Coast region is rainless over most of its area for many summer months and the sun parches all the earth. Forests in general become such veritable tinder that a match, even one apparently "out," is kindling enough to start a raging conflagration. A single cigaret stub readily ignites square miles of priceless timber.

Where redwoods adjoin other kinds of trees, it is common to find fire scars on all the older specimens. Usually, such scars touch only the lower sections, reaching ten to twenty feet from the ground, though sometimes fire traces appear fifty and more feet upward; but redwood forests abide where others go up in smoke.

The explanation is the peculiarly sapless character of this tree. It is so fire-resistant that it makes unsatisfactory fire wood and nobody uses it for fuel who can get anything else. I vividly recall my first night in San Francisco, back in February, 1906. A friend was "showing me the town" after nightfall and we rode in a cable car—then more common than the system of the city than now, though cables are used on some of our hills to-day. As our car climbed one of the city's steep hills and the Pacific breeze blew fresh behind us, I looked at the rows of wooden houses set shoulder to shoulder, San Francisco fashion, with no space between, and remarked:

"My! What a fire you could have here without half trying."

He smiled tolerantly, with full assurance, as he told me that those were all redwood structures; that redwood was virtually unburnable; and besides, San Francisco's fire department was a marvel of efficiency. But when the shakedown came the watermains were cut, the fire department had nothing wherewith to fight the flames, and San Francisco became The City That Was. Thus it happens that one of my cherished bits of good fortune is my recollection of Old San Francisco, the city so individual that nothing exactly like it will ever be seen again.

This sapless quality of redwood is what makes it so valuable for its sadly menial service as grapestakes; for it virtually never rots in wet soil. Flower boxes made of redwood are apt to outlast the maker and gardener. Hence its preference for outer covering of buildings—"rustic" as the builders call such coverings. When in 1907 we first built in California, redwood lumber was yet so plentiful and cheap that we used it without thought wherever it seemed to fit as well as any other wood.

Like true mahogany, it is easily workable, mostly straight of grain and easy on the plane; but it is not nearly as sturdy a wood as pine or fir, and, of course, does not approach oak for strength. But also, like true mahogany, it is a very beautifully grained wood and occurs in great variety of red shades; from almost as light as yellow pine to dark as walnut.

Because those trees attain such size, and because their first limbs spring from the trunk at 50, 75 and more feet from the ground, the trees cut into straight grained planks of remarkable length, knots not occurring and the whorls, slight, wavy, marks of charm and beauty. Thus redwood is ideal for ornamental woodwork.

By the time we had our second opportunity to build in California, in 1916, redwood had become scarcer, more expensive, was used with more discrimination—except the grapestake end of it; but that is being curtailed by the cost which enhances steadily. Except for retaining walls and rustic, it has latterly been used increasingly

make much of a job of selection for color. This is all the better for this special use, the tones running from very light to dark brownish. Best of all, perhaps, is the sense of permanence. Both of these rooms might remain unchanged for a thousand years if the general structure could endure so long, and these linings would be right here, altered only as to a melower, gradually darkening hue.

This sketch, please note, is by an amateur observer, one who has experienced most casual contact with America's unique forests of the West Coast. My knowledge is that of one who sees things in passing, uses them without thought further than that they please

the hissing sound is made by outrush of gas from the can.

No. 2. Question: Is it illegal for a would-be customer to sign his name to false statements in seeking an extension of credit?

Answer: Almost every state has a criminal law to protect merchants from persons who may defraud them through false credit information. The law in Illinois, which makes such false statements punishable by imprisonment for up to one year or a fine of up to \$1,000, or both, is typical of similar laws in other states.

No. 3. Question: When did the new coconut crop come on the market?

Answer: The new coconut crop came on the market in October.

No. 4. Question: What are some inexpensive ways of giving a grocery store front character and charm?

Answer: A new coat of enamel in a pleasing color, such as a soft shade of green, and a bright awning that harmonizes, will help give your store front the clean, fresh-looking and charming appearance which attracts women. Enamel is preferable to flat paint for the store front because enamel gives the appearance of freshness—and the word fresh is one of the strongest words in the food language.

No. 5. Question: What are some of the advantages of establishing delivery schedules?

Answer: Definite delivery schedules help to reduce deliver expense for the store, avoid the embarrassment of last-minute requests for delivery, train the customer to order within the time specified, and assure her when her order will arrive.

No. 6. Question: Why are sable brushes better than camel's hair brushes for window writing?

Answer: Soft camel's hair brushes are limp and have no "springs," so are ineffective for writing on the window. Sable or fine bristles brushes are more satisfactory.

No. 7. Question: If an order which is shipped C. O. D. to the dealer becomes damaged in shipment, must the dealer pay for the goods?

Answer: Yes, the dealer must pay for the goods. Ownership is in the buyer when the shipper puts the goods in transit, and the risk of loss is on the buyer unless he can hold the carrier.

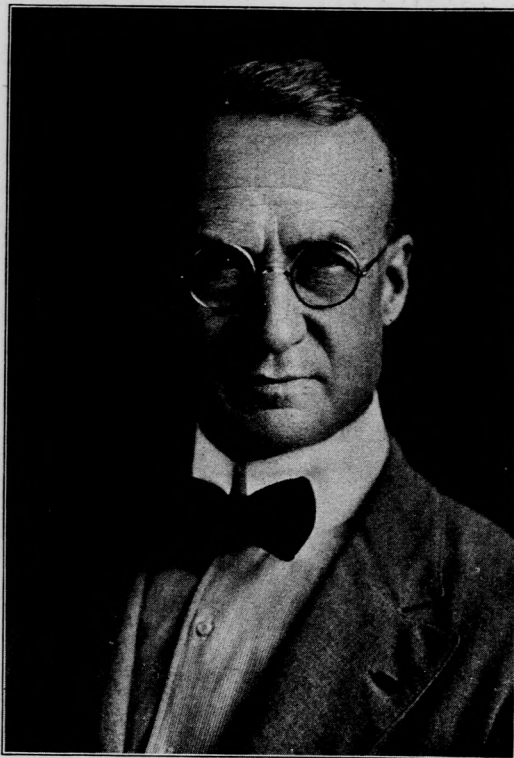
No. 8. Question: How should celery be prepared for display?

Answer: Celery should be washed, trimmed, and given a fresh point at the bottom of the stock. In many good stores it is then tied with one or two bands of red ribbon, for extra eye-appeal.

No. 9. Question: What is the difference between green and white asparagus?

Answer: To produce green asparagus, the grower allows the stalks as they grow to be exposed to the sun's rays, and thus develop chlorophyll in the stalk, the substance which gives all vegetation its green coloring. For white asparagus the grower hills over the stalks with soil as soon as the tips appear. Both types are popular.

Genius invariably triumphs.



Paul Findlay

for beauty and for this it is selected with care.

When we saw it again, after an interval of nine years, its charm appealed to us even more strongly, I think, than if we had never yet seen it. So in adding a breakfast nook to our home, we lined the walls with redwood board and batten style and made our settle seats and table of it. And to-day I write in a little study whose inner treatment is similar: twelve inch boards and two inch battens. The finish in each case has been shellac topped with ordinary floor wax. This is most durable and can be cleaned and renewed with little labor.

My walls, as I look at them, present a variety of shade, because we did not

him and are within his reach. What I see, anybody could see as well, and I make no claim to exact accuracy and certainly have no thought that I anywhere near cover the subject. The point is that through restrained use you and all the rest of us can have and enjoy the product of these priceless forests for all time. Paul Findlay.

#### Questions and Answers for Grocers and Clerks

No. 1. Question: What does a hissing sound mean when the can is opened?

Answer: A hissing sound when the can is opened usually means that there is a good vacuum in the can and the sound is made by the air rushing in to fill the vacuum. If the can is bulged,

# A Page from the History of the OLD KENT BANK

Throughout the pages of Grand Rapids' history has been written the progress of the Old Kent Bank and the men who have made it. Today the Old Kent stands as a symbol of established dependability in Western Michigan, a part and partner of the city's growth and the friendly counsel of thousands of men and women through three generations.

But no bank, no institution can achieve greatness without the support and loyalty of its customers. And everything the Old Kent has achieved can be traced back to the faith it has inspired in this community and a watchful stewardship of that faith.

Serving Grand Rapids for nearly 82 years the Old Kent today offers security for one's savings, friendly cooperation and sound advice in all financial affairs and problems.

## OFFICERS

|                   |                        |
|-------------------|------------------------|
| HENRY IDEMA       | Chairman               |
| CLAY H. HOLLISTER | President              |
| HEBER W. CURTIS   | Vice-President         |
| T. WM. HEFFERAN   | Vice-President         |
| EUGENE RICHARDS   | Vice-Pres. and Cashier |
| CASPER BAARMAN    | Vice-President         |
| A. W. HOMPE       | Vice-President         |
| EUGENE D. CONGER  | Vice-President         |
| HENRY VERHOEK     | Asst. Vice-President   |
| W. T. DOSKER      | Asst. Cashier          |
| PHIL HOLLWAY      | Asst. Cashier          |
| CLIFFORD BUCHANAN | Asst. Cashier          |
| HENRY FORD        | Auditor                |

## DIRECTORS

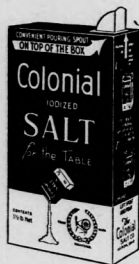
CASPER BAARMAN  
 JAMES F. BARNETT  
 E. D. CONGER  
 HEBER W. CURTIS  
 C. S. DEXTER  
 F. STUART FOOTE  
 A. W. HOMPE  
 HENRY IDEMA  
 WM. A. JACK  
 FRANK JEWELL  
 T. WM. HEFFERAN  
 CLAY H. HOLLISTER  
 JOHN F. HOLLIER  
 EUGENE RICHARDS  
 PAUL F. STEKETEE  
 H. M. TALLAFERRO  
 DAVID A. WARNER  
 WM. M. WURZBURG

Two Downtown Banks. 12 Community Branches

5<sup>c</sup>

The Pioneer 5c Package of Free Running Table Salt with the Aluminum Spout on the Top. Plain or Iodized

5<sup>c</sup>



The new 5c handy oblong package of Colonial free running table salt with the Spout on the Top—where it belongs.

Plain or Iodized



Containing pure iodine in just the right amount.

32 oz. Full Weight

Not 26 ozs.



The Barrel Mark That Buttermakers Know Best

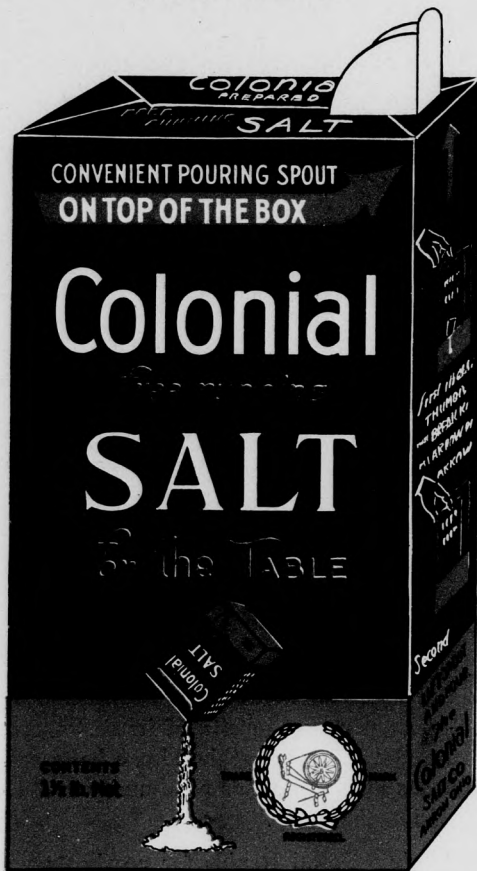


ILLUSTRATION LESS THAN 2/3 ACTUAL SIZE

The Most Attractive and Fastest Selling 5c Package of Table Salt on the Market Today. REMEMBER — It is the only 5c oblong package of free running plain or iodized table salt with the Spout on the Top like the round can which sells for 10c. Triple lined moisture proof box. Originated and packed only by

FOR THE TABLE

Colonial

New 5c oblong package with the Spout on the Top.

Colonial

Iodized Salt  
2 lb. round can.

Colonial

Log Cabin Plain Salt.  
2 lb. round can.

Colonial

Bunker Hill Salt  
All size bags.

FOR THE CREAMERY

Colonial

Butter Salt  
100 lb. sacks or barrels.

FOR THE BAKERY

Colonial

Bakers Salt  
100 lb. sack or barrels.

FOR BUTTER,  
MEAT PACKING  
AND ALL FARM USES

Colonial

Special Farmers Salt  
70 lb. sacks.

# The Colonial Salt Company

Akron, Ohio

MICHIGAN REPRESENTATIVE— RICHARD WARNER, JR.

541 Paris Ave.

Phone 8-7301

Grand Rapids, Mich.

THERE IS A COLONIAL SALT FOR EVERY PURPOSE